

CH 4 STUDY GUIDE: LOST IN TRANSLATION? ADAPTING JAPANESE POPULAR CULTURE FOR GLOBAL AUDIENCES

VOCABULARY

Be sure that you understand these key terms from Chapter 4. Provide a brief definition or use in a sentence that reflects its context in the reading.

localization	dochakuka	parodies	graphic novels
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Table 1 Vocabulary

COMPREHENSION QUESTIONS

1. Why was the strategy of *dochakuka* adopted by some Japanese companies?
2. What types of edits are made in the process of scrubbing a film? Why are some of these changes made?
3. What are some of the effects of dubbing movies and cartoons? In what ways are Japanese video games adapted for global markets as well?
4. How have Japanese comic book artists and film directors been copied by other creative talents around the world?

ACTIVITY CHOICE BOARD #1

<p>COMPARE & CONTRAST</p> <p>Select a movie to investigate by comparing and contrasting the American version of the movie poster with the Japanese version of the movie poster.</p> <p>Focus on describing how proportions, colors, language, characters, dates are used.</p>	
<p style="text-align: center;">RESEARCH “LOCALIZATION”</p> <ul style="list-style-type: none"> • Explore songs featuring lyrics that are translated to fit an audience's language and culture using the Music Trends website. • Pick a company or brand you like, then see how it is advertised in your country vs. other countries. • Investigate how Disney songs are localized using the Pulse of Asia website. • Explore Japanese movies remade by America by reading an article on 6 Hollywood Ripoffs. 	<p style="text-align: center;">COST-BENEFIT ANALYSIS</p> <p>After reading the pros and cons of localization, create a graphic that organizes the costs and benefits of adapting Japanese pop culture for a global market. Then, write a brief response taking a position to either support or argue against the choice of adapting content.</p>
<p>FIGHTING STEREOTYPES</p> <p>Select a scene from a Japanese television show, movie, or cartoon. Examine that scene for evidence of stereotypes, identifying and evaluating your examples as portraying either a positive or negative image of Japanese culture.</p>	

Table 2 Activity Choice Board #1

ACTIVITY CHOICE BOARD #2

TAKE TWO Watch the intro and conclusion of the original <i>Gojira</i> film and the 1956 American version of the film. Make a list of similarities and differences. Continue the comparison by reviewing the 2014 American version or another Japanese version .	
MANGA MANIA Find examples of Korean <i>manwha</i> and Chinese <i>manhua</i> using The Differences website . Compare your examples to an example of Japanese <i>manga</i> by describing the similarities and differences in either a paragraph or a triple-Venn diagram.	PICK ONE Select a scene from an anime or show and change the following: <ul style="list-style-type: none">• Language• Background graphics (like signs)• Food• Clothing Explore the changes made to anime for American audiences using this Youtube video .

Table 3 Activity Choice Board #2

ADDITIONAL RESOURCES

Please visit the EASC website [Japanese Popular Culture and Globalization Resource page](#) for the updated list of:

- Books & Articles
- Videos
- Museums

This guide is available online for classroom use worldwide and can be accessed at [EASC's Resource page](#).

Source: Tsutsui, William M. (2010). *Japanese Popular Culture and Globalization* (Ser. Key Issues in Asian Studies). Association for Asian Studies.