

## CH 5 STUDY GUIDE: JAPAN AS A SOFT SUPERPOWER

### VOCABULARY

Be sure that you understand these key terms from Chapter 5. Provide a brief definition or use in a sentence that reflects its context in the reading.

soft power	hard power	bureaucracy	subsidize	Noh theater	globalization
tea ceremony	ikebana	martial arts	cottage industry	<i>sudoku</i>	global diffusion

Table 1 Vocabulary

### COMPREHENSION QUESTIONS

1. What is “soft power” and how is the term used to describe Japan’s influence on the world?
2. What event helped force Japan to redefine itself from an economic to a cultural superpower?
3. How has the Japan Exchange and Teaching Program (JET) created a “fund of goodwill for Japan internationally” (page 61)?
4. How has the public or private sector been the dominant driving force for Japanese popular culture?
5. What did Asō Tarō do to help promote Japanese pop culture?
6. Are the vast majority of Japanese mass entertainment products profitable for Japan? What actions are being taken to support or reverse this trend moving forward?
7. What are some of the challenges facing the anime and manga industries today?
8. How might one describe Japan’s “brand image” (page 66)?
9. What metrics support the idea of Japan’s expanding global popularity?

### KEY FIGURES

Japan Foundation	Center for Global Partnership	Japanese Government Scholarships	Japan Exchange and Teaching Program	Asō Tarō
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Table 2 Key Figures

### ACTIVITY CHOICE BOARD #1

<p style="text-align: center;"><b>WHICH HAS THE POWER?</b></p> <ul style="list-style-type: none"> <li>• Which power do you believe has the greater global impact--soft power or hard power? Why? Using specific evidence from Chapter 5, argue your case in a paragraph essay.</li> </ul>	<p style="text-align: center;"><b>HELP OR HURT</b></p> <p>After reading about Asō Tarō’s efforts to help promote pop culture, it is time for you to take a stand. Do you believe that the efforts of the government to subsidize and support pop culture, as described on page 62, are more beneficial or are they more harmful in the long run? Support your position with specifics from your reading and research.</p>
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Table 3 Activity Choice Board #1

## ACTIVITY CHOICE BOARD #2

<p style="text-align: center;"><b>BREAK IT DOWN</b></p> <p>What percent of Japan’s economy is connected to pop culture? Do some research and create a graph or chart which demonstrates the impact of various pop culture sectors such as anime, manga, video games, etc.</p>	<p style="text-align: center;"><b>SUMMARIZE IN ONE</b></p> <p>Complete the following activity adapted from Harvard Project Zero’s <a href="#">Visible Thinking Routines</a>:</p> <ul style="list-style-type: none"> <li>• Identify one WORD that summarizes the chapter.</li> <li>• Write one PHRASE that summarizes the chapter.</li> </ul> <p>Write one SENTENCE that captures the main idea of the chapter.</p>
<p><b>LOOKING TO THE FUTURE</b></p> <p>Make a prediction about the future of Japanese geopolitics by responding to the driving question, “Can Japan leverage its success in exporting popular culture...to achieve broader political, strategic, or economic goals on the international stage?” (pg. 59). Include at least two examples from Chapter 5 in your response.</p>	
<p><b>PICTURE THIS!</b></p> <p>Pokémon, Sega, Ikibana, Judo, Anime, Manga, Sudoku, Nintendo, Sony, Hello Kitty, Godzilla</p> <p>Create a Google Slide based on one of the items listed above. Include the following information, making sure to cite all sources: Images: find at least two images related to the example Facts: find 3-5 key facts that explain the product and its global influence Sources: link two sources related to the topic Create: create a hashtag for the information</p>	

Table 4 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](#).

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