

RESOURCE GUIDE: JAPANESE POPULAR CULTURE & GLOBALIZATION

These resources were developed by the [Interdisciplinary Curriculum Development Team](#) in coordination with the East Asian Studies Center at The Ohio State University to support teaching about Japanese popular culture and globalization in the classroom. Sources for material are focused on the [Key Issues for Asian Studies](#) series by the Association for Asian Studies by William M. Tsutsui, [Japanese Popular Culture and Globalization](#). Materials are designed for teachers to use in the classroom with minimal modification in the [Take & Go Series: Japanese Popular Culture and Globalization](#).

BACKGROUND ([Link](#))

[Japanese Popular Culture and Globalization slides](#) (Chapters 1 - 5)

[Japanese Popular Culture and Globalization timeline](#)

[Japanese Popular Culture Resource Guide](#) (EASC Ohio State)

[Japanese Popular Culture and Globalization Teaching Resources](#) (Association for Asian Studies) (pdf)

JAPANESE POPULAR CULTURE AND GLOBALIZATION ([BY CHAPTER: Link](#))

1. Forms and Themes in Japanese Popular Culture

1. [Chapter 1 Slides](#) (link)
2. [Chapter 1 Study Guide](#) (pdf)
3. [Chapter 1 Study Guide](#) (word)

2. Sources of the Japanese Pop Imagination

1. [Chapter 2 Slides](#) (link)
2. [Chapter 2 Study Guide](#) (pdf)
3. [Chapter 2 Study Guide](#) (word)

3. The Global Appeal of Japanese Popular Culture

1. [Chapter 3 Slides](#) (link)
2. [Chapter 3 Study Guide](#) (pdf)
3. [Chapter 3 Study Guide](#) (word)

4. Lost in Translation? Adapting Japanese Popular Culture for Global Audiences

1. [Chapter 4 Slides](#) (link)
2. [Chapter 4 Study Guide](#) (pdf)
3. [Chapter 4 Study Guide](#) (word)

5. Japan as Soft Superpower

1. [Chapter 5 Slides](#) (link)
2. [Chapter 5 Study Guide](#) (pdf)
3. [Chapter 5 Study Guide](#) (word)

KEY IDEAS ([Link](#))

Following World War II, the development and rise of Japanese pop culture helped to reinvent the country's economy. The subsequent spread of Japanese culture throughout the United States and around the world through soft power items such as sushi, anime, manga, sudoku, karaoke, video games and more along with the production of hard goods such as electronics and cars has helped to shape this nation into a 21st century global superpower.

ESSENTIAL QUESTIONS ([Link](#))

1. What are the four major themes that distinguish Japanese forms of pop culture from the rest of the world?
2. What factors led to the boom in the entertainment industry in post-war Japan?
3. What historical events and cultural beliefs helped to inspire this creativity in entertainment?
4. What are some examples of Japanese soft power? How did the development of industries related to this soft power help transform Japan over the past century?
5. How has Japanese pop culture impacted other cultures globally?
6. How can we identify elements that are from other cultures and incorporate them into a story while respecting the culture?
7. What are some of the origins of the Japanese pop imagination?
8. How do the Japanese traditions of artistic expression, folklore, and social life connect to a modern-day pop culture aesthetics of simplicity, sensibility of play, and rich imagery?
9. In what ways has the legacy of World War II shaped the images and storylines of Japan's popular culture?
10. How has the global influence of contemporary Japanese popular culture been impacted by its distinctive style(s)/theme(s), historical connection to the USA, and marketing strategies?
11. What are some of the intrinsic characteristics of Japanese pop culture goods?
12. What are some of the external factors which have helped to promote Japanese pop culture?
13. What impact does "localization" have on Japanese pop culture?
14. In what ways does Japanese pop culture reinforce existing stereotypes or create new ones?
15. Does the imitation of Japanese pop culture add to or take away from its global success?
16. How has Japan redefined itself from a premier industrial nation to a cultural superpower?
17. In what ways has pop culture helped to develop and define Japan's political, economic, and foreign relations success?
18. What role has the private sector played in the globalization of Japanese pop culture?
19. What is the global appeal of Japanese pop culture?
20. What are some of the implications of "Cool Japan"?

STANDARDS ([Link](#))

Contemporary World Issues

- Contemporary World Issues - Technology 14 The development and use of technology influences economic, political, ethical, and social issues.

Modern World History

- Modern World History: Globalization 26 - Emerging economic powers and improvements in technology have created a more interdependent global economy.

CCSS

- **CCSS.ELA** Literature, Integration of Knowledge and Ideas - RL.8.9: Analyze how a modern work of fiction draws on themes, patterns of events, or character types from myths, traditional stories, or religious works, including describing how the material is rendered new.
- **ELA-LITERACY.RI.9-10.3.** Analyze how the author unfolds an analysis or series of ideas or events, including the order in which the points are made, how they are introduced and developed, and the connections that are drawn between them.
- **ELA-LITERACY.RI.8.3.** Analyze how a text makes connections among and distinctions between individuals, ideas, or events (e.g., through comparisons, analogies, or categories).
- **CCSS.ELA-LITERACY.RH.6-8.7** Integrate visual information (e.g., in charts, graphs, photographs, videos, or maps) with other information in print and digital texts.

- **Writing in History/Social Studies, Science and Technical Subjects: 9-10.1b** Write arguments focused on discipline-specific content. B. Introduce precise claim(s), distinguish the claim(s) from alternate or opposing claim(s), counterclaims, reasons, and evidence.

NCSS:

- **D2.His.1.9-12.** Evaluate how historical events and developments were shaped by unique circumstances of time and place as well as broader historical contexts
- **D1.2.9-12.** Explain points of agreement and disagreement experts have about interpretations and applications of disciplinary concepts and ideas associated with a compelling question.
- **D2.Geo.2.9-12.** Use maps, satellite images, photographs, and other representations to explain relationships between the locations of places and regions and their political, cultural, and economic dynamics.

Ohio Social Studies Standards

- **TOPIC: GLOBALIZATION** The modern world is said to be “shrinking” or “flattening” through the processes of globalization. **CONTENT STATEMENT 17.** Globalization has shaped new cultural, economic, and political ideas and entities.
- **Ohio 6th Grade Content Statement 7:** Political, environmental, social, and economic factors cause people, products, and ideas to move from place to place in the Eastern Hemisphere in the past and today.
- **Ohio 5th Grade Content Statement 9.** Political, environmental, social and economic factors cause people, products and ideas to move from place to place in the Western Hemisphere and results in diversity.

National Economics Standards

- Trade and International Economics: Standard 5, Trade, Exchange and Interdependence
- Trade and International Economics: Standard 6 Specialization and Trade

RESOURCES ([Link](#))

Books & Articles

- McGray, D. (2002). *Japan’s Gross National Cool*. *Foreign Policy*, 130, 44–54.
- Nye, J. S. (1990). *Soft Power*. *Foreign Policy*, 80, 153–171.
- Tsutsui, W. M. (2010). *Japanese Popular Culture and Globalization*. Association For Asian Studies.
- *What Is Soft Power?* (2023, May 16). World101 from the Council on Foreign Relations.
- Kelts, Roland. *Japanamerica: How Japanese Pop Culture Has Invaded the U.S.* St. Martin’s Press; 2006.
- Iwabuchi, Koichi. *Recentering Globalization: Popular Culture and Japanese Transnationalism*. Duke University Press: 2002.
- Craig, Timothy. *Japan Pop!* Routledge Publishing: 2000.
- deWaal, Edmund. *The Hare with the Amber Eyes*.
- [Teaching Cultural, Historical, and Religious Landscapes with the Anime Demon Slayer](#)
- [Viewing Japan on American TV](#) (link) (pdf format)
- [The Anime Companion What’s Japanese in Japanese Animation](#) (link) (pdf format)
- [Top Ten Things to Know About Japan in the Early Twenty-First Century](#) (link) (pdf format)
- [International Netsuke Society - Home](#)
- [Music Trends](#)
- [Disney Localization](#)
- [Japanese Movies Remade by America](#)
- [The Differences Between Comics, Manga, Manhwa, and Manwha](#)

Take & Go Resource Guide: Japanese Popular Culture and Globalization

- [Iron Chef - Meet the Iron Chefs Article from Cooking Channel, 2010](#)
- [Netsuke: From Fashion Fobs to Coveted Collectibles | Essay | The Metropolitan Museum of Art | Heilbrunn Timeline of Art History](#)
- [The evolution of ukiyo-e and woodblock prints \(article\) | Khan Academy](#)
- [Nihonga Movement Overview | TheArtStory](#)
- [Astro Boy](#)

Videos

- [New Godzilla Film, 2014](#)
- [Godzilla Minus One](#)
- [Anime Image Localization](#)
- [Experience Japanese Culture The Making of Woodblock Prints, Tokyo National Museum](#)

Museums

- [Kyoto International Manga Museum](#)
- [Tokyo National Museum](#)
- [Giga | Honolulu Museum of Art](#)
- [The Metropolitan Museum of Art](#)
- [Honolulu Museum of Art](#)
- [Cleveland Museum of Art](#)
- [British Museum](#)
- [Philadelphia Museum of Art](#)

LESSON PLANS ([Link](#))

- [Japan Pop Culture Presentation](#)
- [Writing Narratives through the Lens of Anime and Manga \(pdf\)](#)
- [Imaging Japanese History: | TEA Online Curriculum Projects | University of Colorado Boulder](#)
- [Murakami Takashi Lesson Plan](#)
- [Godzilla Lesson Plan](#)
- [kibyōshi | PITT Japan Module](#)
- [Manga Storytelling](#)
- [Japanese Ghosts](#)
- [Japanese Syllabaries](#)
- [Asia for Educators Columbia University](#)
- [Chinese Characters: Kanji](#)
- [Asia for Educators Columbia University](#)

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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.