Cultural & Creative Industries in Japan/East Asia

Section 1

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【Course Outline / Description】
Course Description

The Japanese/East Asian cultural and creative industries (e.g., visual/performing arts, photography, design, music, film, architecture, publishing media, and video/online games) are widely touted (particularly in policy circles) as vectors of global competitive advantage and economic growth. However, their myriad characteristics, dynamics, and challenges are seldom grasped. The course reviews canonical and up-to-date theoretical/empirical literatures relating to the Japanese/East Asian cultural and creative industries (CCI, henceforth) at national, regional and global levels. It encompasses inter- trans- and post-disciplinary approaches, drawing upon the endeavors of Cultural Economics, Political Economy, Sociology, and Urban Studies.

Key topics include: Manga, anime, video/online games, e-sports, contents tourism, fashion, and A.I.-generated CCI, among others.

Section 2
【Course Objectives/Goals/Learning Outcomes】

Learning Goals

Upon completion of the course students are expected to discern and analyze key features, dynamics, and issues of the CCI in contemporary Japan and East Asia. Likewise, students will be able to critically assess pivotal challenges in the East Asian CCI in the foreseeable future.

Section 3
【Class Schedule/Class Environment, Literature and Materials】

Course Structure
The course contents will be delivered through Zoom and Blackboard (one synchronous session and one asynchronous session per week). All Zoom meetings and coursework submissions are based on Japan Standard time.

Course Guidelines
This course is best suited for students with an academic background in Social Sciences and Humanities. The course requires reading approximately 15 pages per lesson. The course materials reflect a) specialized vocabulary and state-of-the-art theoretical/analytical underpinnings, and b) up-to-date international journalistic content. A minimum of 1.5 hours of student work (out of class) is required per lesson.

If you need a specific accommodation to ensure your full participation in any aspect of our course, please contact the instructor as soon as possible to make arrangements. Furthermore, it is strongly recommended that if you have a documented disability you obtain specific accommodation requests through our Registrar's Office.

The instructor will do her best to ensure an accessible and equitable learning environment

for all students in the class. However, your experience with this course is directly related to the quality of the energy/enthusiasm that you bring to it. Furthermore, your energy/enthusiasm shapes the quality of your peers' experiences.

On Academic Integrity

Kansai Gaidai does not tolerate plagiarism, cheating, or helping others to cheat. These actions will result in an automatic "F" in the course. Pleading ignorance of plagiarism will not excuse students from violations. For detailed information on academic writing and avoiding plagiarism please consult Blackboard – Course Information.

Class Schedule

	Schedule of Instruction	Work outside of Classroom Activities
Lesson 1	Course Introduction	Reading assignment: Course syllabus and dossier (see Blackboard – Assignments)
Lesson 2	What are the CCI?	Reading assignment: UNESCO (2013). Creative Economy Report, pp: 19-24.
Lesson 3	Creativity, Culture, and Innovation: An Overview	Reading assignment: British Council (n.d); Kaasa & Vadi (2009). How does culture contribute to innovation? Economics of Innovation and New Technology 19(7): 583-586
Lesson 4	CCI: Use, exchange and symbolic values	Reading assignment: Klamer (2017). Doing the Right Thing: A Value Based Economy, Ch. 5.
Lesson 5	Task	Reading assignment: TBA
Lesson 6	Contemporary CCI in Japan/East Asia	Reading assignment: Iwabuchi et al (eds)(2017). Routledge Handbook of East Asian Popular Culture. pp:1-4, 24-32.
Lesson 7	Cultural Policy in East Asia	Reading assignment: TBA
Lesson 8	Anime & Manga (1)	Reading assignment: Condry, I. (2013). The Soul of Anime. Durham and London: Duke University Press, Introduction.
Lesson 9	Anime & Manga (2) -task	Reading assignment: Morisawa T. (2015). Managing the unmanageable: Emotional labour and creative hierarchy in the Japanese animation industry. Ethnography 6(2): 262–284
Lesson 10	The Korean Wave(s)	Reading assignment: Iwabuchi et al (eds)(2017). Routledge Handbook of East Asian Popular Culture. London and New York: Routledge, Ch. 3.
Lesson 11	K-pop (task)	Reading assignment: TBA
Lesson 12	Gaming industry	Reading assignment: Fung (2016). Comparative cultural economy and game industries in Asia. Media International Australia 159 (1): 43-52.
Lesson 13	Gaming Industry and e-Sports	Reading assignment: TBA

Lesson 14	Japanese Gastronomy: The Washoku myth?	Reading assignment: TBA
Lesson 15	Idol (Japanese) groups	Reading assignment: Kiuchi (2017). Idols You Can Meet: AKB48 and a New Trend in Japan's Music Industry.The Journal of Popular Culture, Vol. 50 (1): 30-45.
Lesson 16	DIY music careers in East Asia	Reading assignment: Jian (2018). The Survival Struggle and Resistant Politics of a DIY Music Career in East Asia. Cultural Sociology 12 (2): 224-240.
Lesson 17	Halloween in Tokyo -task	Reading assignment: Yoko & Groot (2017). Tokyo Halloween on the Street. Dress, 43(1):1-21.
Lesson 18	Experience economy, cultural branding and CCI	Reading assignment: Dinnie (2016). Nation Branding. London & NY: Routledge.
11/1	Fall Break -No class	No scheduled readings
Lesson 19	City branding (Japan)	Reading assignment: Soltani et al (2018). Exploring city branding strategies and their impacts on local tourism success, the case study of Kumamoto Prefecture, Japan. Asia Pacific Journal of Tourism Research 23 (2): 158–169.
Lesson 20	City branding campaign (inclusive of slides) - Task	No scheduled readings
Lesson 21	Open contents (proposal)-Individual work	No scheduled readings
Lesson 22	Contents tourism/ pilgrimage	Reading assignment: T. Okamoto (2015) Otaku tourism and the anime pilgrimage phenomenon in Japan, Japan Forum, 27(1): 12-36.
Lesson 23	Fashion Industry in Japan/East Asia I	Reading assignment: Hall (2018). Digital Kimono: Fast Fashion, Slow Fashion?, Fashion Theory, 22(3): 283-307.
Lesson 24	Fashion Industry in Japan/East Asia II	Reading assignment: Aleksander, I. (2020). Sweatpants Forever. NYT Magazine.
Lesson 25	CCI & artificial intelligence I	No scheduled readings
Lesson 26	CCI & artificial intelligence II	Reading assignment: TBA
Lesson 27	Open Contents (winning proposal)	Reading assignment: TBA
Lesson 28	Task	Reading assignment: TBA
Lesson 29	Submission of video presentations (inclusive of slides)	No scheduled readings
Lesson 30	Submission of take-home examination paper	No scheduled readings

【Textbooks/Reading Materials】

Reading Assignments

No textbook will be used. All readings will be provided in advance (*see* Blackboard -Assignments).

Section 4
【Learning Assessments/Grading Rubric】

Assignments/Coursework

Attitude and Participation:
Students are expected to actively discuss and critically evaluate the assigned readings. Students will be marked on both overall attitude and quality of participation during Zoom meetings.

Tasks:
Tasks will be posted on Blackboard, inclusive of deadlines (*see* Assignments tab). Each task encompasses a 350-400 word analysis based on one or several reading assignments/instructional materials. One of the tasks will consist of a city branding campaign (slides only). The branding campaign ought to focus on an East Asian city and include a catchy slogan that reflects the city's cultural branding. These tasks ought to be submitted via Blackboard.

*Open Contents Lesson:
A lesson of the syllabus is open for students to create its topic/contents. Each student will submit a proposal (lesson 21) inclusive of rationale, approach, and academic reading assignment (200 words in length). Likewise, students will present their proposals (approx. 5 min each) during lesson 21. The final decision on the winning proposal will be made by consensus.

Individual (video) Presentations:
Each student will prepare a 15-minute video presentation for the class using software such as Keynote or Power Point or Prezi. The presentations will focus on a contemporary East Asian (CCI) case study chosen by each presenter. The contents of the presentation ought to draw on a minimum of seven sources of literature. Video presentations (Zoom file attachments) ought to be submitted via Blackboard on lesson 29. Usual conditions of citations and bibliography will apply for both presentation slides.

Take-home examination paper: SEP
The final evaluation will consist of a take-home examination paper in which students will answer essay-type questions. No additional research is required in answering these questions yet students are expected to use the course readings to support their argument(s). The examination paper questions will be posted on Blackboard 36 hours before the submission deadline (Assignments tab). Usual conditions of citations and bibliography will apply.

All written papers must be typed in Times New Roman 12-point font, double-spaced, and formatted with 2.5-cm margins. The submission of written assignments is via email (pdf attachments only).

Grading Criteria

Attitude & participation (Zoom meetings)	20%
Tasks (inclusive of branding campaign)	30%
Open Contents Proposal	10%
Video presentation (inclusive of slides)	20%
Take-home examination paper	30%

Section 5
【Additional Information】

Notes

*This syllabus is subject to changes and/or revisions during the term. Necessary revisions will be announced in class with prior notice.

Zoom Etiquette

・No recording or screenshot capturing of the Zoom lectures/meetings is permitted.
・Be professional and respectful when attending class on Zoom. When in doubt about how you should speak, write, or act, always err on the side of formality.
・Be respectful of fellow students' views.
・Stay engaged in class activities. Close any unrelated apps on your device and turn off notifications.
・Find a quiet, distraction-free spot to partake in Zoom lectures/meetings. Turn off any music, videos, etc. in the background.
・Students are required to use the video option during Zoom lectures/meetings. Inform the instructor in advance if you encounter any technical issues.

Email Etiquette:

When writing an email to your professor/instructor:
・Address your professor/instructor properly. Begin the email with "Dear Professor_____," Dear Prof. _____," or "Dear Dr. _____." Do not begin the email without addressing your professor by their title and surname.
・Please be mindful of the tone of your message. Be polite, clear, and succinct. Any email to a professor should be composed like a formal letter.
・Do not use texting lingo in emails. Please write in complete sentences with correct spelling, grammar, and punctuation.
・The minimum email response time is 24 hours (during weekdays) and 48 hours (during weekends and holidays).