Cultural and Creative Industries in Japan and East Asia

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【Course Outline / Description】

Course Description

The Japanese/East Asian cultural and creative industries (e.g., visual/performing arts, photography, design, film, music, 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. To this end, the course reviews canonical and up-to-date theoretical/empirical literatures relating to the Japanese/East Asian cultural and creative industries (CCIs, henceforth) at national, regional (East Asia), 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 CCIs, among others.

Course Structure

The course consists of lectures, group discussions (including in-class exercises below), and student presentations. The inclusion of roundtable, think-pair-share, and role-playing exercises throughout the course will be contingent upon the number of students registered.

Course Guidelines

This course is best suited for students with an academic background in Social Sciences and Humanities. The course requires 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.

【Course Objectives/Goals/Learning Outcomes】

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

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【Class Schedule/Class Environment, Literature and Materials】

	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 CCIs?	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	CCIs: Use, exchange and symbolic values	Reading assignment: Klamer (2017). Doing the Right Thing: A Value Based Economy, Ch. 5.
Lesson 5	Exercise: Exchange and symbolic values in CCIs	Reading assignment: TBD
Lesson 6	Contemporary CCIs 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: TBD
Lesson 8	Anime & Manga	Reading assignment: Condry, I. (2013). The Soul of Anime. Durham and London: Duke University Press, Introduction.
Lesson 9	Anime & Manga II	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	Class exercise: K-pop	Reading assignment: TBD
Lesson 12	Gaming industries	Reading assignment: Fung (2016). Comparative cultural economy and game industries in Asia. Media International Australia 159 (1): 43-52.
Lesson 13	Class exercise: Gaming Industries and e-Sports	Reading assignment: TBD
Lesson 14	Japanese Gastronomy: The Washoku myth?	Reading assignment: Cwiertka, K.J. (2018). Serving the Nation The Myth of *Washoku*. In: Consuming Life in Post-Bubble Japan. Amsterdam University Press.
Lesson 15	Open contents (proposal)-Individual work	No scheduled readings
Lesson 16	Japanese Idols: The real and the virtual	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 17	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 18	Halloween in Tokyo	Reading assignment: Yoko & Groot (2017). Tokyo Halloween on the Street. Dress, 43(1):1-21.
Lesson 19	Experience economy, cultural branding and CCIs	Reading assignment: Dinnie (2016). Nation Branding. London & NY: Routledge.
Lesson 20	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 21	City branding campaign (inclusive of slides)	Class presentation (teamwork)
Lesson 22	City branding campaign (inclusive of slides)	Class presentation (teamwork)
Lesson 23	Contents tourism/ pilgrimage	Reading assignment: T. Okamoto (2015) Otaku tourism and the anime pilgrimage phenomenon in Japan, Japan Forum, 27(1): 12-36.
Lesson 24	Fashion Industry in Japan/East Asia I	Reading assignment: Hall (2020). Digital Japan Beyond the Kimono: Innovation and Tradition in the Kyoto Textile Industry. London and New York: Bloomsbury Visual Arts. Ch. 5.
Lesson 25	Fashion Industry in Japan/East Asia II	Reading assignment: Aleksander, I. (2020). Sweatpants Forever. NYT Magazine.
Lesson 26	CCIs & artificial intelligence I	Reading assignment: WEF-McKinsey & Co. (2018). Creative Disruption. White Paper, pp: 1-10.
Lesson 27	CCIs & artificial intelligence II (exercise)	Reading assignment: Bogost, I. (2019). The AI-Art Gold Rush is Here. The Atlantic.
Lesson 28	Open Contents (winning proposal)	Reading assignment: TBD
Lesson 29	Final (individual) presentations	No scheduled readings
Lesson 30	Final (individual) presentations and course conclusions	No scheduled readings

【Textbooks/Reading Materials】

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

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【Learning Assessments/Grading Rubric】

Grading Criteria

Attitude & Participation	20%
Pop Quizzes	20%
Open Contents Proposal	20%
City Branding Campaign (inclusive of slides)	20%
Final Presentation	20%

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 class meetings.

Open Contents Lesson:
A lesson of the syllabus is open for students to create its topic/contents. Each student will submit a proposal (lesson 15) inclusive of rationale, approach, and academic reading assignment (200 words in length). Likewise, students will present their proposals (approx. 5 min each) during lesson 15. The final decision on the winning proposal will be made by consensus.
*The winner of the OCP will lead the class discussion on lesson 28.

City Branding Campaign:
Students will present a short city branding campaign (submission: 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.

Quizzes:
A minimum of 2 pop quizzes will be administrated during the course. The quizzes include multiple-choice and open-ended questions. The questions for these will be drawn from reading assignments and topics covered in class.

Final Presentations:
Individual presentations will be held in lessons 29-30. Each student will prepare a 15-minute presentation (inclusive of Q&A) for the class using software such as Google Docs, 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. Usual conditions of citations and bibliography will apply for both presentation slides.

*Rubrics for each of the above-referenced will be provided in advance.

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 Blackboard - Assignments tab (PDF attachments only).

【Additional Information】

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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 –Reading Assignment L1

Note

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