Semester: Spring 2019

Cultural and Creative Industries in Japan/East Asia

Section 1

Instructor/Title | Grace Gonzalez, Ph.D.

Course Outline / Description

The Japanese/East Asian cultural and creative industries (e.g., visual/performing arts, advertising, crafts, design, film, multimedia, publishing, and 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 state-of-the-art theoretical/empirical literatures relating to the Japanese/East Asian CCI 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 and anime, contents tourism, fashion, and cultural policy/soft power, among others.

Section 2

Course Objectives/Goals/Learning Outcomes

Upon completion of the course students are expected to discern and analyze key features, dynamics, and issues of the cultural and creative industries (CCI, henceforth) 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

Teaching Methods

Teaching is delivered using a combination of lectures and group discussions (see in-class exercises below). The inclusion of roundtable, think-pair-share, and role-playing exercises throughout the course will be contingent upon the number of students registered.

Attendance

In principle, students must attend all class meetings.

Assignments

Attitude and Participation:
Students are expected to actively discuss and critically evaluate the assigned readings. In addition, students are expected to keep up with news on East Asian cities in leading...
newspapers and specialized magazines. Students will be marked on overall attitude in the classroom and quality of participation.

*Open Contents Week:
A week of the syllabus is open for students to co-create its topic/contents. Each student will submit a proposal inclusive of contents, reading assignments, and rationale (lesson 19). Proposals will be discussed collectively. The final decision will be made by consensus.

Exams:
Two exams will be administrated during the course. Guides for the mid-term final exams will be provided in advance (see Blackboard). The questions for these exams will be drawn from reading assignments and topics covered in class.

Individual (or group) Presentations:
Individual presentations will be held in lessons 28-29. Each group will prepare a 10-15 minute presentation for the class using software such as Prezi or Keynote or Power Point. The presentations will focus on a contemporary (city) case study (drawing on a minimum of seven sources of literature) chosen by each group. Students will each submit a short report (500-700 words in length) based on their own interpretation of their case study.

Reflective Essay:
The essay will be 1,500 words in length (excluding footnotes/endnotes and bibliography) and must contain both, theoretical and empirical arguments. Students will choose their topic from a list posted on Blackboard.

All written papers must be typed in Times New Roman 12-point font, double-spaced, and formatted with 2.5-cm margins. Usual conditions of citations and bibliography will apply.

*The submission of written assignments is via email.
**In cases where there are no accepted mitigating circumstances, late submission of coursework shall lead automatically to the imposition of a penalty (5% deduction). Penalties shall be applied as soon as the deadline is reached.

【Textbooks/Reading Materials】

Section 4

Grading Criteria

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<tr>
<td>Final Exam</td>
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<td>Quizzes or Midterm Exam</td>
<td>20%</td>
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<td>Reflective Essay</td>
<td>15%</td>
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<tr>
<td>Presentation Report</td>
<td>5%</td>
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<tr>
<td>Open Contents proposal</td>
<td>10%</td>
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<tr>
<td>Class Participation</td>
<td>15%</td>
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<td>Presentation</td>
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Section 5
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 the following resources: [http://www.plagiarism.org/plagiarism-101/what-is-plagiarism](http://www.plagiarism.org/plagiarism-101/what-is-plagiarism); [http://www.plagiarism.org/citing-sources/overview](http://www.plagiarism.org/citing-sources/overview)

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<tr>
<th>Lesson</th>
<th>Schedule of Instruction</th>
<th>Work outside of Classroom Activities</th>
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<tr>
<td>Lesson 1</td>
<td>Course Introduction</td>
<td>No scheduled readings</td>
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<td>Lesson 3</td>
<td>CCI: Use, exchange and symbolic values</td>
<td>Reading assignment: Klammer (2017). Doing the Right Thing: A Value Based Economy, Ch. 5.</td>
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<td>Lesson 7</td>
<td>In-class exercise</td>
<td>No scheduled readings</td>
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<td>Lesson 9</td>
<td>In-class exercise</td>
<td>Reading assignment: TBA</td>
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<td>Lesson 12</td>
<td>Mid-term review</td>
<td>No scheduled readings (guide)</td>
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<td>Lesson 13</td>
<td>Mid-term exam</td>
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<td>Lesson 16</td>
<td>No class -Spring break</td>
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<tr>
<td>Lesson 17</td>
<td>No class -Spring break</td>
<td>No scheduled readings</td>
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<tr>
<td>Lesson 18</td>
<td>Soft power &amp; Cool Japan</td>
<td>Reading assignment: TBA</td>
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### Lesson 19
**Nation and city branding (Japan)**


### Lesson 20
**In-class exercise**

No scheduled readings

### Lesson 21
**Open contents (proposal)- Individual work**

No scheduled readings

### Lesson 22
**Visual art market (and art villages) in China**


### Lesson 23
**Art Night(s) in Japan/East Asia**

**In-class exercise**

**Reading assignment:** TBA

### Lesson 24
**Contents Tourism and Otaku pilgrimage**


### Lesson 25
**Fashion Industry in Japan/East Asia**


### Lesson 26
**Youth Cultures: Halloween in Tokyo**


### Lesson 27
**Open contents**

**Reading assignment:** TBA

### Lesson 28
**Individual presentations**

No scheduled readings

### Lesson 29
**Individual presentations**

No scheduled readings

### Lesson 30
**Course final review and course conclusions**

In-class final review & guide

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### Classroom/Email Etiquette

- No photography or audio recording of the lectures and in-class exercises is permitted.
- Do not chat with your neighbor during classes and presentations.
- Be respectful of fellow students’ views.
- When in doubt about how you should speak, write, or act, always err on the side of formality.
- Do not sleep in class.
- Do not text in class.
- If you use a laptop in class, only use it for class purposes – do not use social media during class.

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. Any email to a professor or teaching assistant 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.