

Syllabus

Japan Studies Seminar B

Cool Japan: Cultural and Creative Industries

Syllabus Information	
Course Objectives	In this interdisciplinary course students will learn about various forms of "Cool Japan" by reading and discussing case studies from Japan's cultural and creative industries. Students will also learn about the challenges these industries have to face that come with competing in a globalized and fast-changing world. Beginning with an introduction of the Japanese government's "Cool Japan" strategy, the case studies of this course cover topics such as the Japanese manga and anime industry, Japanese pop music and idols, and the traditional tea and sake market. To gain an insight into these industries, this course also includes several audio-visual materials and field trips where students can experience "Cool Japan".
Teaching Methods	Based on weekly readings of case studies and class discussions, students will gain a broad understanding of contemporary Japanese pop culture from a business and social science perspective. At the beginning of each class, students will discuss the assigned case study followed by explanations from the instructor, which are supplemented with additional class materials.
Objectives to be Attained	<ol style="list-style-type: none"> 1) Equip students with a broad knowledge about contemporary Japanese pop culture from a business and social science perspective 2) Help students to interpret recent developments and discuss them 3) Offer a base for further research on Japanese business and society
Study Required outside Class (Preparation, etc.)	Students are expected to prepare for each class by reading the assigned materials and actively participate in class discussions. Students will also require time to prepare a presentation about Cool Japan and present it at the end of the course.
Course Schedule	<p>Class 1: Introduction</p> <p>Class 2: The "Cool Japan" Strategy: Industrial Policy for Cultural Industries</p> <p>Class 3: "Kawaii": Hello Kitty and Japanese Cute</p> <p>Class 4: Japanese Pop Music and Idols</p> <p>Class 5: Japanese Fashion: Bathing Ape</p> <p>Class 6: The Japanese Manga Industry</p> <p>Class 7: The Japanese Anime Industry</p> <p>Class 8: Insights into the Japanese Anime Industry</p> <p>Class 9: Preparation for field trips, student presentation and field trip report</p> <p>Class 10: Field Trip Takarazuka: Tezuka Osamu Manga Museum</p> <p>Class 11: Ozeki Sake Brewing Company: New Customers for an Old Drink</p> <p>Class 12: Ippodo Tea Company: A 300 Year Old Business in Today's World</p> <p>Class 13: Field Trip Kyoto: Tea Ceremony at Ippodo Tea Company</p> <p>Class 14: Student Presentations</p> <p>Class 15: Student Presentations, Summary and Wrap-up</p>
Textbooks	Craig, T. (2020). Cool Japan. Case Studies from Japan's Cultural and Creative Industries. Blue Sky Publishing.
Evaluation	<p>Active Class Participation (40%).</p> <p>Field Trip Report (30%).</p> <p>Presentation (30%).</p>