



**July 21 (Fri) – August 2 (Wed), 2017 in Tokyo and Suwa Nagano**  
**Cool Japan Summer Program Team**

**Ayako Yokogawa**

Cool Japan Summer Program expands your horizons! Enjoy discovering Japan and its intriguing culture, both traditional and modern, while fostering friendship with young students from around the globe. Our program will bring you an experience that you'd never forget.



Ayako Yokogawa, a native of Tokyo, is Associate Professor at Organization for International Collaboration of Meiji University. She has earned her master's degree in TESOL (Teaching English to Speakers of Other Languages) at Temple University, Japan Campus. She is actively engaged in global competency education while conducting seminars for English teachers and learners both inside and outside the country.

**Kiyoshi Murata**

Welcome to our Cool Japan Summer Program! This well-known program provides you with one of the most exciting opportunities to learn Japanese traditional and contemporary culture. I hope you'll fully enjoy your days at Meiji University with us. I look forward to seeing you soon!



Kiyoshi Murata is Deputy Director of the Headquarters of International Collaboration and Professor of MIS at the School of Commerce. He has studied information ethics since 1997 following his career of research on economics, operational research, business administration and management information systems, and established the Centre for Business Information Ethics in April 2006, which is the only research institute to study information ethics in Japan. Kiyoshi has been an international research associate at the Centre for Computing and Social Responsibility, De Montfort University, Leicester, UK since 2005, an advisor of the Computer Ethics Society based in Hong Kong since 2012 and a president of the Japan Society for Information and Management since 2016.

**International Collaboration Office staff**

Welcome to Meiji University! The Cool Japan Summer Program Team and Meiji students are looking forward to meeting you all this summer. We hope you gain unforgettable memories and lifelong friendships through this program. If you have any questions, please feel free to ask any of us! ☺

# Profiles of Lecturers and Brief Abstracts of Lecture and Work Shop

## Introduction to Cool Japan, Pop Culture

Friday, July 21

Modern Japanese pop culture contents currently enjoy enormous popularity all around the world -- what is it about these works that foreign cultures find so endearing and attractive, and how does this process of cultural trade work? To find out, first we must look at the history of manga and anime in Japanese society, trace them back to their roots and identify the factors which make these uniquely Japanese, yet intrinsically universal.

### Recommended books/YouTube video to read/watch before attending the lecture:

- Renato Rivera Rusca: Anime Expo 2015 Anime & Manga Studies Symposium: "New Directions in the Japanese Animation Industry" <<https://youtu.be/1e8FjXivKHs>>
- Douglas McGray, "Japan's Gross National Cool" <<http://foreignpolicy.com/2009/11/11/japans-gross-national-cool/>>

## A brief history of Japanese Manga

Monday, July 24

This lecture will reveal not only the key points in history which led to the evolution of manga as a visual medium for artistic expression, as well as the development of the enormous manga industry we see today, but also it will explain the key elements that make up the characteristics of manga and its uniqueness within comic book culture around the world.

### Recommended books/YouTube video to read/watch before attending the lecture:

- Fusanosuke Natsume, "Manga ha naze omoshiroi noka"  
<[https://www.amazon.co.jp/dp/4140840668/ref=cm\\_sw\\_r\\_cp\\_ep\\_dp\\_bzFozbKZ74EZC](https://www.amazon.co.jp/dp/4140840668/ref=cm_sw_r_cp_ep_dp_bzFozbKZ74EZC)> (Japanese language)

## Renato Rivera Rusca

M.A. is a graduate of Japanese Studies at Stirling University in Scotland and conducted his Master and Doctorate postgraduate research on Japanese popular culture in Osaka University and Kyoto University. He has lectured at the Manga Faculty at Kyoto Seika University and has participated in many projects involving the Kyoto



International Manga Museum since its inception. He teaches Manga Culture and Animation Culture at the School of Global Japanese Studies in Meiji University and coordinates the Meiji University Cool Japan Summer Program until 2016, and is also a member on the Board of Directors of the Astrosociology Research Institute in California. Recently, his writing has been featured in "Mechademia 8: Tezuka's Manga Life" (University of Minnesota Press), "Manga Vision" (Monash University Publishing) and "Introducing Japanese Popular Culture" (Routledge).

## What is Daikagura?

Friday, July 21

*Daikagura* is known as the Japanese traditional and spiritual performance. In the Edo era, for the people who couldn't offer prayers to major shrines like Ise shrine or Atsuta shrine because of the distance, *Daikagura* troupes visited houses in Edo and gave charms and danced the ritualistic Lion dance to dispel evil spirits and perform juggling to bring in food fortune. Within juggling, every move has an auspicious meaning. For example, we use the umbrella to show prosperity because the open umbrella represents spreading wealth. And the movement called *Gokaijawan* in which the performer balances cups and bowls on his/her chin is represents the audience's happiness piling up as things are added. *Daikagura* performers no longer visit houses and give charms these days, but the spirit to pray for someone's happiness has not changed.

### Recommended books/YouTube video to read/watch before attending the lecture:

- To know about Yose theater <<https://matcha-jp.com/en/1174>>
- Ise Daikagura (Japanese) <[https://m.youtube.com/watch?v=S\\_7D58seI-0](https://m.youtube.com/watch?v=S_7D58seI-0)>
- Daikagura in Kagurazaka <<https://m.youtube.com/watch?v=6xR5bc3F9tw>>

**Michiyo Kagami**, Daikagura performer. She graduated International Christian University (Tokyo, Japan) and worked at a PR company. After her career as a corporate employee, she entered the training center for Japanese traditional arts at the National Theater and trained for 3 years. She learned Japanese dance and Japanese music instruments like the shamisen, drum and flute, as well as Daikagura. After graduation, she joined the *Rakugo Geijutsu Kyokai* (Rakugo Arts Association) as an apprentice of *Bonbon Brothers*, the Daikagura masters.



She started her stage career from April 2011 at *Asakusa Engei Hall* (Yose theater). She performs not only on the theater stage, but also at the disaster area after the Great East Japan Earthquake.

## The Otaku Culture and Akihabara

Monday, July 24

LEARNING FROM AKIHABARA: The Otaku City

In Japan, optimism about an ever-progressing technological future ran out in the 70's. It was in the mid-80's that the term *otaku* was coined to signify a new personality that had emerged as a reaction to the loss of "future." The term evokes a stereotyped image of an unfashionable computer nerd, preoccupied with games and anime even after his adolescence. The loss of "future" was also critical to Akihabara, a small area amongst the central districts of Tokyo, which is widely known by the unrivaled concentration of electronics stores. "Community of interest" has taken an urban form in Akihabara. This could be a prophetic phenomenon in which a city is simulating cyberspace, as opposed to the conventional notion of cyberspace simulating a city.

**Kaichiro Morikawa**, associate professor of School of Global Japanese Studies at Meiji University since 2008, was born in 1971. He received MA in Architecture at Waseda University. He served as commissioner of the Japanese pavilion at the Venice Biennale 9th International Architecture Exhibition in 2004 to produce the exhibit *OTAKU: persona=space=city* (2004). He is involved in establishing Tokyo International Manga Library, and operating Yoshihiro Yonezawa Memorial Museum of Manga and Subcultures at Meiji University. Publications include: *The Birth of a Personapolis* (Gentosha, 2003).



In Japanese anime, "background scenery" is just as important as the character in terms of the impact to its visual image. This is why it has a connection with the phenomenon of so called "*Seichi Junrei* (pilgrimage to sacred places), which has become popular in the recent years. Why do we need realistic scenery in anime that illustrates an imaginary world? What does it try to convey? We will examine the history of animation, and clarify its characteristics in the Japanese culture.

**Ryusuke Hikawa**, born in Hyogo Prefecture in 1958, is a commentator and researcher on Anime and special effects. He is currently a lecturer at the Graduate School of Global Japanese Studies, Meiji University. From the mid-1970s he worked as a magazine editor, music album creator, and writer in the field of animation and special effects. After gaining 18-years of experience also as an engineer/manager at an IT company, he became fully engaged in literary work. Recently, he has taken roles as a judge in Media Art Festival organized by the Agency for Cultural Affairs and Mainichi Film Awards. He is also involved in international exchange activities through animation in China, Spain and UK.



Nakano Broadway may be the centre of quirkiness in Nakano Ward, but things weren't always this way. In the first half of this session, we will cover the history of Nakano Broadway, the changing image of Nakano Ward over the past several decades, and the intersection between tourism and subculture in Japan. We will head to Nakano Broadway for the second half of the session, a guided tour of the facility.

**Recommended books/YouTube video to read/watch before attending the lecture:**

Participants are requested to familiarize themselves with the geography around the North Exit of Nakano Station and identify at least one specific shop or restaurant in Nakano connected to a Japanese subculture. There will be a quiz at the beginning of the session so please be prepared.

- Optional reading: <<http://www.japantimes.co.jp/culture/2016/04/24/general/cool-japan-needs-listen-target-market/>>

**Benjamin Boas**, is a researcher at the Shonan Fujisawa Campus of Keio University. He graduated from Brown University and has conducted research at Kyoto University and The University of Tokyo under Fulbright and MEXT fellowships. He was named Tourism Ambassador of Nakano, Tokyo in 2015 and a Cabinet Secretariat Cool Japan Ambassador in 2016. He is the author of "*Everything I Know About Japan I Learned from Manga and Video Games*", (Japanese) (Shogakukan) and his articles on tourism have appeared in The Japan Times and *Neppu*, the magazine of Studio Ghibli.



## “Idols” in Japanese Media Culture

Tuesday, July 25

Spend even a day in a major Japanese city like Tokyo and you won't be able to ignore them: “*idols*,” or heavily produced and promoted men and women who perform across media genres and platforms. Though central to the workings and experience of Japanese media culture, idols have received little attention in the study of Japan, which leads to naive and reactionary criticism (for example, Noel Gallagher's 2012 comment that Japan lacks talent). In this lecture, we will consider idols in social, economic and political context. Tracing the rise of Japanese popular music after WWII, we will explore how the unruly energy of rock was subdued by the establishment of “agencies,” which discipline and control performers in order to sell them to advertisers and the nation. If time allows, we will discuss contemporary idol groups such as *Arashi*, *AKB48*, *Kyary Pamyu Pamyu* and *Baby Metal*.

### Recommended books/YouTube video to read/watch before attending the lecture:

- Billboard Japan Hot 100: 2015 Year-End Chart <<https://www.youtube.com/watch?v=xJY7nyEFYI4>>

**Patrick W. Galbraith**, Patrick W. Galbraith holds a Ph.D. in Information Studies from the University of Tokyo and a Ph.D. in Cultural Anthropology from Duke University. He is the author and co-editor of many books on Japanese popular culture and media, including *Idols and Celebrity in Japanese Media Culture* (Palgrave, 2012) and *Media Convergence in Japan* (Kinema Club, 2016). He is currently working on an edited volume introducing keywords for media studies in Japan, as well as a book on AKB48.



## Tourism and Regional Promotion

Tuesday, July 25

Facing severe economic difficulty and depopulation, local governments in Japan are keen to revitalize the local economy by cultivating local resources. One of the unique Japanese innovations using soft resources is the local warm mascot character called *Yurukyara*. Icons unique to the local culture and history are characterized as warm and soft mascots as PR agents for local goods and tourism. The lecture will examine the challenges and opportunities of *Yurukyara* as local economic development tools by introducing popular *Yurukyara* in Japan. Students are required to invent own *Yurukyara* of their hometowns in the lecture.

### Recommended books/YouTube video to read/watch before attending the lecture:

- *Yurukyara* Grand Prix Official Homepage <<http://www.yurugp.jp/>> (In Japanese)

**Masao Kikuchi**, is Associate Professor of Public Policy and Management of the Department of Public Management in the School of Business Administration, Meiji University, Tokyo, Japan. Prior to his current position, he was a research fellow at the Institute of Administrative Management, and a research associate at the Research Institute of Economy, Trade and Industry. He serves as various advisory commissions member positions both in national and local government in Japan. He holds a Ph.D. in Political Science.



## Watching Yo-Kai: A History of Japan's Yokai Monsters

Tuesday, July 25

The islands of Japan abound with tales of shape-shifting creatures, collectively known as yokai. They are superstitions with personalities, the things that go bump in Japan's night. Today, Japan is widely hailed as a pop-cultural powerhouse, famed for its anime and manga. Characters like Totoro, Pikachu, and Godzilla are instantly recognizable icons around the world. But Japan's public face of high-tech manufacturing and entertainment is built upon a deeply entrenched foundation of animism and polytheism. Japan's ancient yokai are the first visible manifestations of Japan's character creation culture.

### Recommended books/YouTube video to read/watch before attending the lecture:

- "Yokai Attack!—The Japanese Monster Survival Guide" (Tuttle Publishing)

**Matt Ait**, a native of Washington, D.C., has been working as a professional translator and writer since the early 1990s. His experience includes four years as an in-house technical Japanese translator for the United States Patent and Trademark Office. He currently runs AltJapan Co., Ltd., a Tokyo-based localization company that produces the English versions of video games, comic books, and other forms of entertainment. An expert in Japanese folktales and character culture, he is the co-author of numerous books, including "*Yokai Attack! The Japanese Monster Survival Guide*" and the upcoming "*Japandemonium Illustrated: the Yokai Encyclopedias of Toriyama Sekien.*"



## Japanese Religion

Wednesday, July 26

Although most Japanese are nominally Buddhist, orthodox Buddhism is currently facing great institutional challenges due to socioeconomic changes in Japanese society. How Japanese Buddhism is attempting or not attempting to deal with these challenges is the subject of this lecture. We will examine a number of specific cases (i.e., changing funerary practices, engaged Buddhism, the "internationalization" of Japanese Buddhism) to see how Japanese Buddhism is undergoing transformation and also question the possible future role of Buddhism in Japanese society.

**Ryan Ward**, is currently an Assistant Professor in the School of Global Japanese Studies (Meiji). His teaching and research focuses on Japanese Buddhism in the early 20th century. He also holds an interest in changing views concerning death in Japanese society. Before being appointed at Meiji he was a researcher at the University of Tokyo, where he also did graduate work.



**Ichiro Itano**, is a world-famous animation director. Mr. Itano's credits include key action animation for classic anime like *Mobile Suit Gundam* (1979), *Space Runaway Ideon* (1980), and series director on newer hits such as *Gantz* (2004) and *Blassreiter* (2008). He is most famous, however, for his revolutionary high-speed action sequences in *Super Dimension Fortress Macross* (1982), creating the technique known as the "*Itano Circus*". Mr. Itano has prepared a crash-course in the unique techniques behind Japanese-style animation production, giving us a once-in-a-lifetime opportunity to learn the secrets behind the scenes of anime, and experience them first-hand.



We will overview the first Japonism of the 19th century, then the second wave of Japonism in the 1980s, when the Japanese designer acted as game-changers. After that, we shall look at the Japonism of the 21st century, and examine the interrelationship between the Japanese fashion and Western fashion. How is the identity of <Japan> expressed, or used in the global fashion scene? Let's think and discuss together.

**Recommended books/YouTube video to read/watch before attending the lecture:**

Please research on the web about Rei Kawakubo, Issey Miyake, Yohji Yamamoto. If you are interested in Japanese street fashion, please let us know about your knowledge and comment in the class.

**Kaori Nakano**, Professor of the School of Global Japanese Studies

at Meiji University (2008~2017). Specializes in the Cultural History of Fashion, History of Dandyism, and the History of British Culture. Each of her class has about 250 students in each term.

Finished the Graduate Division of the University of Tokyo (Master of Arts, British Studies). Advanced to the Ph.D course and completed the course work required for a doctoral candidate at the Graduate Division of University of Tokyo. Worked as a visiting scholar at the Cambridge University, England.

Books: "Gentleman's Great Goods" (Shogakukan). "Mode, Eros and Capital" (Shueisha), "Genealogy of Dandyism"(Shincho Sensho) etc. Also have many translated books and a supervised English-Japanese Fashion dictionary.

Also works as a fashion essayist and writes many serial articles for newspapers, magazines, and website. Some of her works and the latest works are updated on her official website: <[www.kaori-nakano.com](http://www.kaori-nakano.com)>



Welcome to Tokyo, the metropolitan which has collect / is collecting milestones of the history of Japanese performing arts. In hundreds of playhouses here, every day, performances of traditional theatres such as Noh, Kyogen, Kabuki and Bunraku, or contemporary straight plays, dance performances and musical plays are offered. While making sure of when, which playhouses have been established in which part of Tokyo, this lecture traces a brief history of performing arts in Japan and offers an overview of Japanese theatre scene today.

**Ken Hagiwara**, PhD, is a professor of the School of Global Japanese Studies, Meiji University, Tokyo, and a former research associate of the Tsubouchi Memorial Theatre Museum at Waseda University, Tokyo. He gives courses on Japanese theater history and does research on modern and contemporary German and Japanese theater. He writes papers and books on these themes in Japanese, English, and German, including "The Gap between the >insider view< and >outsider view< on Fukushima as seen in the change of Festival/Tokyo's lineup" (2016), while he also translates English and German texts into Japanese. His activities include preparation/operation of subtitles for guest performances by companies from German-speaking countries in Japan.



The NHK "Cool Japan" is a TV program that has focused in discovering cool things about Japan from foreigners' perspective. The themes showcased in the past were pop-culture, traditional culture, cutting-edge technology, "Japanese" service, Japanese lifestyle etc. What aspects catch foreigners' attention and makes them think it's "cool"? This lecture will analyze the current Japanese culture through foreigners' perspective seen in the making of these programs. Furthermore, when we look at the history of Japan, we notice that we have also continuously been learning from other countries. It can be said that the progress of civilization has become possible through people's interaction in this multi-ethnic world. The globalization and the widespread of the internet have enabled us to share more information and deepen cultural exchange. I personally hope more people in the world will get to know the "cool" side of Japanese culture, and that it help enrich their lifestyle. And I also wish the young generation will take major roles in this world's cultural exchange.

**Recommended books/YouTube video to read/watch before attending the lecture:**

NHK "Cool Japan ~Discovering COOL things about Japan". Broadcasted every week on "NHK BS 1" in Japan and "NHK World" in other countries. It can be seen on the internet too. Please see the website for how to watch the show. <<http://www6.nhk.or.jp/cooljapan/en/>>

**Kazuhiko Tsutsumi**, is a former executive producer of NHK Enterprise Inc.

After graduating in 1977 (University of Tokyo, BA Faculty of Letters, major in Western history), Kazuhiko Tsutsumi entered NHK (Japan Broadcasting Corporation), and has worked as a director/producer for politics, economy, and international information programs/news. From 2004, he became in charge of youth debate and cultural information programs in NHK Enterprise Inc. For 9 years, he was the Chief Producer of "Cool Japan~ Discovering COOL things about Japan" which is shown on NHK Satellite channel. He has also published a book called "What makes Japan great!! Cool Japan from foreigners point of view" (2011, Takeda Random House Japan), "NHK Cool Japan~ Re-Discovering COOL things about Japan" (2013, NHK Publishing).



## Field Trip in Nagano, Yamanashi

### Traditional Japan in Suwa Nagano

Thursday, July 27 –

Friday, July 28

We visit the Suwa area in Nagano prefecture for our Traditional Japan field trip! On the way to Nagano, we stop by in Yamanashi prefecture, where participants will make *Hoto* noodles (flat noodles with vegetables in miso soup), Yamanashi's local specialty, for lunch. In Nagano, the participants will also have a chance to experience Japanese drums, see fireworks over the Suwa lake wearing *yukata*, a casual summer kimono, and visit a traditional Japanese castle and shrine!



## Field Trips in Tokyo

### Sample Food

Saturday, July 22

Food samples are displayed in many restaurants in Japan. Plastic food models that look exactly like the real dish are a feast for the eyes! Try creating your own plastic food artwork to experience a unique bit of Japanese culture.



### Indigo Dyeing

Tuesday, July 25

Did you know *ai* deodorizes, repels insects and protects against sunburn? Experience the traditional indigo (*ai*) dyeing!



### Nakano Subculture ~Mandarake Tour~

Monday, July 24

A tour to Mandarake stores in Nakano Broadway. We will explore the characteristics of each shop as well as anime and manga culture.

#### Recommended books/YouTube video to read/watch before attending the fieldtrip:

- Mandarake Official Website <<http://mandarake.co.jp/>>

**Mandarake Inc.** is a pre-owned manga dealer and an in-house publisher.

1980 - Opened a second-hand manga store in Nakano Broadway. Feb.

1987 - Established Mandarake Inc. with a capital of two million Yen.

Since then, it has opened 12 stores in Japan. Now Mandarake is known as

one of the largest manga and anime stores in the world. Visitors come from all over the world and enjoy Japanese manga and anime culture.



We welcome you to experience and explore the attraction zone of Tokyo Sky Tree Town® Campus, Chiba Institute of Technology, full of latest technologies developed through our research activities. A wide range of technologies including robotics for disaster rescue and elderly care, artificial intelligence, and planet exploration projects, will stimulate your curiosity and imagination.

**Kazuhiro Kaneko**, born in 1955 in Chiba prefecture, is the Director of the Tokyo Sky Tree Town® Campus of Chiba Institute of Technology. Started to work in the accounting section at Chiba Institute of Technology in 1977, he became the manager of the section and then of the special section that supported university education and research (research grant) and was in charge of the operations related to research grant application for education and research (application, accounting, patent, social cooperation). After appointed the Director of the Auditing Office, Director of the University Secretary General and the Director of the University Reform Promotion Section, he is now the director of the Tokyo Sky Tree Town® Campus.



**Chiba Institute of Technology**, established in 1942, is a university where approximately 10,000 students study within five faculties (the Faculties of Engineering, Creative Engineering, Advanced Engineering, Information and Computer Science, and Social Systems Science). Through exhibiting research activities at Tokyo Sky Tree Town® Campus, the institute demonstrates how its education and research can contribute to the society, while connecting people and technologies. <<http://www.it-chiba.ac.jp/skytree/>>

An in-depth tour of the animation assembly line with explanations from the professionals of each step in the process:

- Production – seisaku shinkou (production assistant), production manager, producer
- Sakuga (drawings of anime) - Genga (key frames) and Douga (in-between frames) / Digital Sakuga
- Finishing – Color settings, coloring instructions, checks, color application
- Art – design, image boards, backgrounds
- 3D - modelling, animation
- Design - textures, logos, prop design
- Photography (compositing)

Q & A: Feel free to ask any questions related to the animation assembly line and aspects of production

**Recommended books/YouTube video to read/watch before attending the fieldtrip:**

- J.C.STAFF official website <<http://www.jcstaff.co.jp/>>

**J.C.Staff**, founded in 1986, is an animation production company with more than 30 years of experience. They work mainly in animated TV series and other various types of media from cinema, OVA, games and animation for games to commercials and PR. The company has all the necessary steps in the animation production assembly line in-house, including a planning and production department, as well as a design department that creates the drawing, finishing, background art, 3D CG, and even handles the prop settings, visual effects, and photography.

