Seminar Title: Japanese Media and Cultural Industries: Text, Production, and Cultural Value

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Summary:
This seminar examines Japanese popular culture by moving from the analysis of texts to the study of the media industries that produce and circulate them. It begins with cultural analysis of key commercial properties such as authenticity and cultural difference, and then shifts to the organization of media production, focusing on institutions, the role of the state (e.g. Cool Japan), and the structure of creative labor and recruitment in Japan.