

CONTENTS

VOLUME II: JAPANESE POPULAR CULTURE IN THE TWENTY-FIRST CENTURY

<i>Acknowledgements</i>	ix
Introduction to Volume II: visualising Japanese popular culture in the new millennium	1
PART 1	
Visual cultures	5
<i>1.1 Otaku culture and aesthetics</i>	<i>7</i>
30 World and variation: the reproduction and consumption of narrative	7
ŌTSUKA EIJI	
31 The animalization of otaku culture	23
AZUMA HIROKI	
32 Otaku sexuality	36
TAMAKI SAITŌ	
33 A theory of Super Flat Japanese art	59
TAKASHI MURAKAMI	
34 User innovation and creative consumption in Japanese culture industries: the case of Akihabara, Tokyo	72
JAKOB NOBUOKA	

CONTENTS

<i>1.2 Cinema</i>	94
35 Reality's poetry: Kore-eda Hirokazu between fact and fiction LARS-MARTIN SØRENSEN	94
36 The homelessness of style and the problems of studying Miike Takashi AARON GEROW	107
37 J-Horror: new media's impact on contemporary Japanese horror cinema MITSUYO WADA-MARCIANO	125
<i>1.3 Television</i>	147
38 Offensive travel documentaries on Japanese television: <i>Secret Region and Japan!!</i> and <i>World Tearful Sojourn Diary</i> LINDSEY POWELL	147
39 Reinforcing identities? Non-Japanese residents, television and cultural nationalism in Japan ALEXANDRA HAMBLETON	175
40 The banality of boundaries: performance of the nation in a Japanese television comedy CHRIS PERKINS	194
<i>1.4 Anime</i>	214
41 <i>Shûkyô asobi</i> and Miyazaki Hayao's anime JOLYON BARAKA THOMAS	214
42 Fantasy and reality in Miyazaki's animated world MICHAEL RUSTIN AND MARGARET RUSTIN	236
43 When pacifist Japan fights: historicizing desires in anime HIROMI MIZUNO	252
44 Anime and East Asian culture: <i>Neon Genesis Evangelion</i> DENNIS REDMOND	267
45 Working conditions of animators: the real face of the Japanese animation industry DAISUKE OKEDA AND AKI KOIKE	275

CONTENTS

<i>1.5 Manga</i>	287
46 Female subjectivity and <i>shoujo</i> (girls) <i>manga</i> (Japanese comics): <i>shoujo</i> in ladies' comics and young ladies' comics	287
FUSAMI OGI	
47 Transnational transformations: a gender analysis of Japanese manga featuring unexpected bodily transformations	307
JUNE M. MADELEY	
48 Becoming and performing the self and the other: fetishism, fantasy, and sexuality of cosplay in Japanese girls'/women's manga	321
KAZUMI NAGAIKE AND KAORI YOSHIDA	