

CONTENTS

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

<i>Acknowledgements</i>	ix
Introduction to Volume III: subcultures and Japanese society	1
PART 2	
Subcultures	5
<i>2.1 Fashion/trends</i>	<i>7</i>
49 Undressing and dressing Loli: a search for the identity of the Japanese Lolita	7
THERESA WINGE	
50 Japanese teens as producers of street fashion	23
YUNIYA KAWAMURA	
51 Beyond the ‘feminization of masculinity’: transforming patriarchy with the ‘feminine’ in contemporary Japanese youth culture	39
YUMIKO IIDA	
52 Japan’s Cinderella motif: beauty industry and mass culture interpretations of a popular icon	65
LAURA MILLER	
53 Westernization and cultural resistance in tattooing practices in contemporary Japan	81
MIEKO YAMADA	

CONTENTS

54	Private love in public space: love hotels and the transformation of intimacy in contemporary Japan	102
	HO SWEE LIN	
55	Playing against all odds: pachinko and the culture of risk-taking in Japan's crisis economy	132
	WOLFRAM MANZENREITER	
2.2	<i>Music and pop idols</i>	151
56	Micro: global music made in J-pop?	151
	ASKA MONTY	
57	SMAP, sex, and masculinity: constructing the perfect female fantasy in Japanese popular music	159
	FABIENNE DARLING-WOLF	
58	J-Pop and performances of young female identity: music, gender and urban space in Tokyo	176
	CSABA TOTH	
59	The virtual ideal: virtual idols, cute technology and unclean biology	196
	DANIEL BLACK	
60	Yellow B-Boys, black culture, and hip-hop in Japan: toward a transnational cultural politics of race	214
	IAN CONDRY	
61	Singing Japan's heart and soul: a discourse on the black <i>enka</i> singer Jero and race politics in Japan	242
	NERIKO MUSHA DOERR AND YURI KUMAGAI	
2.3	<i>Fandom</i>	260
62	Comic Market: How the world's biggest amateur comic fair shaped Japanese <i>dōjinshi</i> culture	260
	FAN-YI LAM	
63	Even a monkey can understand fan activism: political speech, artistic expression, and a public for the Japanese <i>dōjin</i> community	271
	ALEX LEAVITT AND ANDREA HORBINSKI	
64	<i>Fujoshi</i>: fantasy play and transgressive intimacy among "rotten girls" in contemporary Japan	291
	PATRICK W. GALBRAITH	

CONTENTS

<i>2.4 New media and mobile technology</i>	311
65 The landscape of <i>keitai shôsetsu</i>: mobile phones as a literary medium among Japanese youth	311
KYOUNG-HWA YONNIE KIM	
66 Dreamwork: cell phone novelists, labor, and politics in contemporary Japan	325
GABRIELLA LUKACS	
67 Japan's mobile technoculture: the production of a cellular playscape and its cultural implications	346
MICHAL DALIOT-BUL	
<i>2.5 Gaming and online communities</i>	364
68 Women's games in Japan: gendered identity and narrative construction	364
HYESHIN KIM	
69 Dating-simulation games: leisure and gaming of Japanese youth culture	388
EMILY TAYLOR	