



RCAPS Onigiri Seminar

Ritsumeikan Center for Asia Pacific Studies



TV Japan

Screaming Samurai Join Anime Clubs in the Land of the Lost

This talk analyzes serious political, economic, and cultural issues underlying parodies of Japan on American television comedies. I take a historical perspective to understand the diversity of Japan parodies and examine three main categories of television portrayals representing different genres and comedic forms: samurai parodies (prevalent in the 1970s), Bubble Era in "Sesame Street's Big Bird in Japan" (1988), and "Cool Japan" parodies (from the late 1990s through the present). These examples show changing patterns of cultural globalization and perpetuate national stereotypes while verifying Japan's international influence. I focus on the United States because of the global domination of American television and because many Japanese marketers have viewed brand familiarity in the United States as a benchmark for success. Television parodies present an alternative history of American fascinations with and fears of Japan.



Dr. Alisa Freedman

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Date: Wed, 24 Jan, 2018

Time: 2nd Period (10:35-12:10)

Venue: RCAPS Room A (2nd Floor, Bldg B)



Click! Please register from RCAPS website
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<http://www.apu.ac.jp/rcaps/>