

Course Title	The Soft Power of Cool Japan		
Instructor	CLOSE Natalie		
Course Description	In 2010 the Japanese government formally implemented a strategy called Cool Japan, which aims at increasing Japan's influence in the world through a process known as soft power. We will look into the various forms of Cool Japan including anime, manga, gaming, and fashion, as well as some of the less well-known areas such as sport and the arts, from a historical perspective. In addition, we will look at the contemporary status of popular culture both in Japan and globally, critically examine the success of the Cool Japan program, and discuss what the future may hold. Overall, this course will raise students' critical awareness of a variety of cultural and social issues related to modern Japan in the 21 <sup>st</sup> century.		
Objectives	By the end of this course students will have a grasp of the concept of soft power and how the popular culture of Japan is affecting its position in the world. Students will look at the historical position of Japanese popular culture and how this has developed in recent years. Students will also be able to critically assess the success of the 'Cool Japan' program in light of recent developments.		
Method of Instruction	This class will help students to gain a basic of understanding of popular Japanese culture from an international perspective. The classes will consist of readings, lectures, films and discussions, all conducted in English. A variety of topics will be covered including anime, manga, gaming, sports and fashion.		
Class Preparation	Students will be expected to read the assigned academic article each week and be prepared to discuss the contents in class. In addition, students will need to periodically prepare to moderate discussion groups. Students will need to research and give presentations on specific topics throughout the semester.		
Textbook	Not used Handouts will be provided in class		
Reference Books	None		
<b>Course Outline (individual classes)</b>			
1	Introduction to the course	16	Field Trip Akihabara
2	Introduction to Soft Power What is soft power? Why is it employed?	17	Soft Power Review
3	Japonism	18	The gaming Industry
4	Japonism	19	Manga
5	Japanese film – Early days	20	Manga

6	Japanese Film and TV	21	Anime				
7	Japanese Music	22	Cosplay				
8	Japanese Music	23	Japanese Fashion				
9	Martial arts and the Samurai	24	Japanese Street Fashion				
10	Martial arts and the Samurai	25	Displays of culture – Taiko drumming				
11	Japan's adoption of other cultures	26	Displays of culture – Japan festivals				
12	Japan's adoption of other cultures	27	Japanese Food				
13	Otaku – the new cool	28	Japanese Food				
14	Maid Cafes	29	Final exam				
15	Field Trip Akihabara	30	Review				
Evaluation Ratio							
Class Evaluation	20%	Exam	20%	Report	0%	Others	80%
(Others Evaluation) Details	30% Presentation 30% Discussion Moderation 20% Class Participation						
Particular Note	Students will be expected to fully participate in class discussions, and therefore must complete the readings each week. Sharing of personal experience of the topics is also encouraged.						
Professor Contact Hours	Email address will be provided in class						