

How (Some) Scholars Think about Globalization of (Japanese) Popular Culture

Prof. Heung Wah WONG

14 February 2022 (Monday)

11:00 am – 12:00 nn

Room 401, Leung Kau Kui Building, CUHK

Registration: <https://bit.ly/3F8aJQJ> or



The major purpose of this talk is to critically review some key concepts/ideas widely used to understand the globalization of popular culture especially Japanese popular culture. The key concepts reviewed here include 'cultural regionalism', 'localization' by 'resistance', 'creolization', 'cultural hybridization', 'cultural proximity', 'soft power' and 'cultural supermarket'. This talk examines how these concepts are used to understand transnational circulation of popular culture. I argue that most of these concepts share one common element: the historical agency of local people is always neglected. Therefore, I propose an approach which emphasizes agency and complexity involved in the spread of (Japanese) popular culture.

Prof. Heung Wah WONG is Associate Professor of Global Creative Industries Program at The University of Hong Kong. He obtained his PhD in Social Anthropology from Oxford University in 1996. His research interest lies in the globalization of Japanese popular culture, anthropology of business, and cultural policies in East Asia.

Enquiries:
Misaki Nagaoka
(mnagaoka@
cuhk.edu.hk)

All are
Welcome!



Comparative Asian Research Network
Organized by the Department of Japanese Studies, CUHK