



香港中文大學東亞研究中心
THE CHINESE UNIVERSITY OF HONG KONG
CENTRE FOR EAST ASIAN STUDIES

Seminar

"It's a Hit in Japan": Japanese Popular Culture and Young Asian Consumers

BY

Prof. NAKANO Lynne

Department of Japanese Studies, CUHK

Date: 03 April 2008 (Thursday)

Time: 4:30pm — 6:00pm

**Venue: Multi-purpose Room, G/F,
New Asia College Ch'ien Mu Library, CUHK**

ABSTRACT

Japanese popular culture has become an increasingly important part of life for young people living in Asia's wealthy cities. Young people from Shanghai to Singapore survey and choose from the latest trends in fashion, food, music, TV dramas, and film emanating from Tokyo. What makes Japanese popular culture so appealing to these young people? How does consumption of Japanese popular culture shape the values and lifestyles of young people living in Asia? Is there a growing pan-Asian popular culture driven by Japan? The talk will explore the context in which Japanese popular culture has attained high status among Asia's youth and consider the implications of its widespread consumption.

All are welcome.