



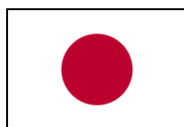
JAGIELLONIAN UNIVERSITY
IN KRAKOW

INSTITUTE
OF THE MIDDLE
AND FAR EAST



**Under the honorary patronage
of prof. dr hab. med. Wojciech Nowak
Rector of Jagiellonian University**

and Embassy of Japan in Poland



Ambasada Japonii w Polsce

POP-REALITY

**Japan through the eyes of Japanese,
Japan through the eyes of the world**

Conference Program

October 16-17, 2017

Jagiellonian University

Krakow, Poland

Partners:



**POLISH
INSTITUTE
OF WORLD
ART
STUDIES**



manggha



**PULS
AZJI**



We would like to express our gratitude to the Manggha Museum of Japanese Art and Technology for inviting the participants of the conference to visit the exhibition „A Japanese Puzzle”.

<http://manggha.pl/en/exhibition/110>

Foreword

The role of popular culture in the modern world has been increasing constantly. It is not an exaggeration to state that pop culture has become an integral part of our reality. Therefore, it is not surprising that popular culture has become a subject of intensified scientific interest.

Especially worth investigating is the rise in global popularity of Japanese pop culture, with its diversity and richness. With an ever increasing wave of manga, anime, games, and dramas produced every year, Japan has been one of the most culturally productive countries in the world, which makes it a perfect subject of study.

The importance of Japanese popular culture was also noted by the Japanese government, which has adopted the brand of „Cool Japan” as a tool to use the potential of popular culture as soft power.

Now more than ever there is an emerging need to study this phenomenon from different perspectives and give the answers to the following questions:

- how do Japanese perceive their own pop culture?
- how do Japanese use their pop culture as soft power?
- how do representatives of other countries understand and deal with / approach Japanese pop culture ?
- how and why does Japanese pop culture arouse interest around the world?

The Pop-real 2017 Conference is an attempt to bring together experts from a wide variety of fields to spark an interdisciplinary discussion on Japanese popular culture. We hope this meeting will serve as an opportunity to interact with globally distinguished scholars and trigger compelling research collaborations in the future.

The Conference is organized by Section of Japanese Studies: Politics, Culture and Language at the Institute of the Middle and Far East of the Jagiellonian University in Krakow, Poland, which is one of the oldest Universities in Europe. The venue of the Conference will be central Krakow, the former capital of Poland and contemporary center of Polish science and culture. Its old town was one of the first Polish sites chosen for the UNESCO World Heritage List.

As a Program Committee, we are delighted to present you this program of our conference. We received numerous highly interesting submissions from various fields of expertise. We strongly believe that this conference will be a memorable event for all those interested in Japanese popular culture, first, but not the last of the series.

Yours sincerely,

POP-reality Program Committee

dr Eva Kaminski

dr Joanna Guzik

dr Paweł Dybała

Keynote Speaker

Prof. Chida Hiroyuki was born in Iwate prefecture in 1962.

To his research interests belong Japanese modern literature, Japanese language teaching and Japanese Pop culture. During last ten years he has been engaged in research concerning Japanese pop culture especially anime and Murakami Haruki.



His major books related to pop culture are as follows:

- 『ポップカルチャーの思想圏』（おうふう、2013年）、『テキストと教育』（溪水社、2009年）、
- 『村上春樹と1980年代』（おうふう、2008年）（共著）、
『村上春樹と1990年代』（おうふう、2012年）（共著）、
- 『村上春樹と21世紀』（おうふう、2016年）（共著）

During the conference Professor Chida will give a keynote lecture entitled:

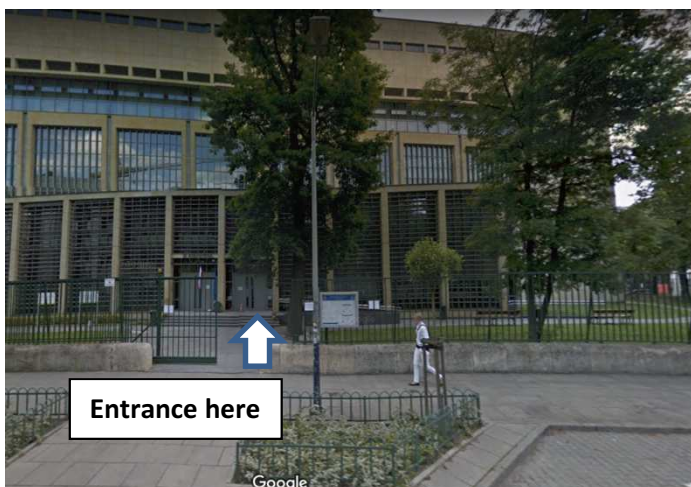
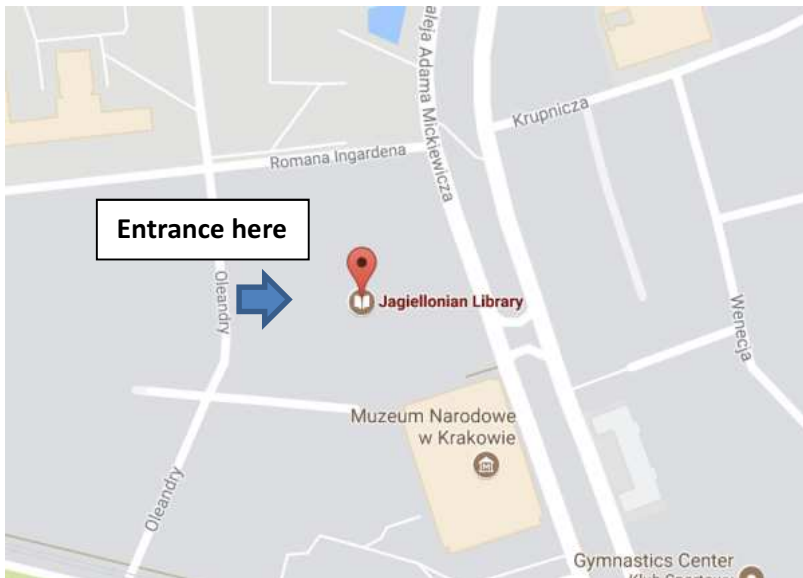
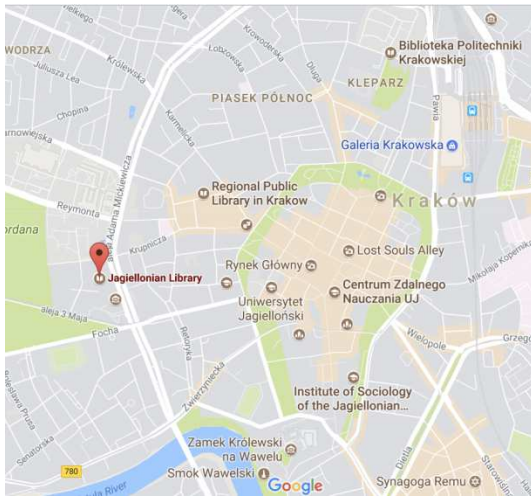
日本のアニメの想像力はどう変化しているか

～1990年代から2010年代へ～

Changes in power of imagination in Japanese anime after year 1990
(in Japanese, English interpretation provided)

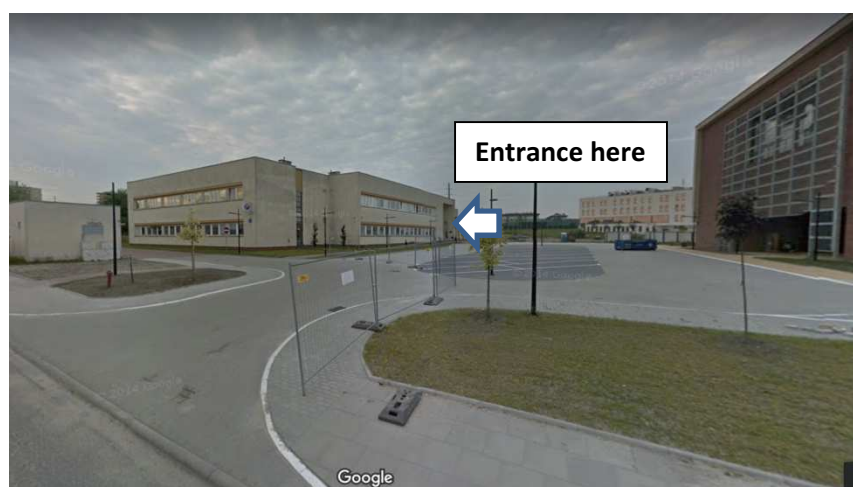
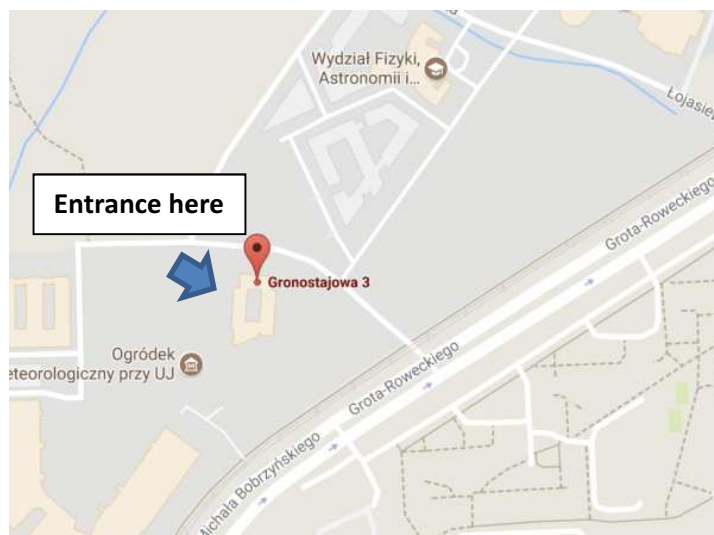
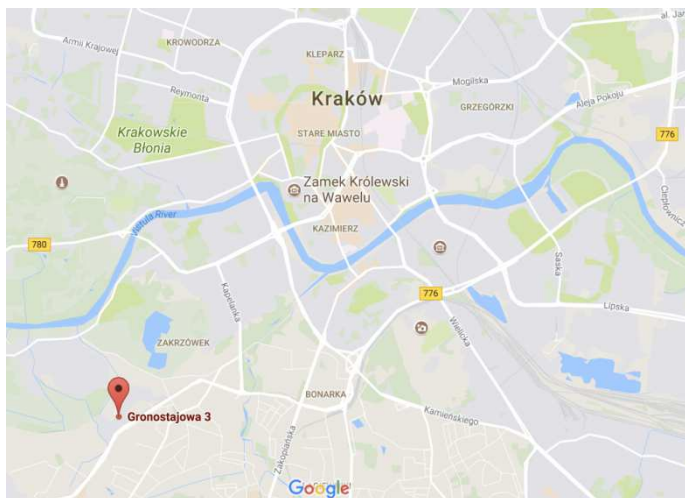
Conference venue

The main part of the conference will take place in Biblioteka Jagiellońska (Jagiellonian Library), located at the address: ul. Oleandry 3, Krakow.



The mentor-student session and workshops (both on October 17th, Tuesday) will take place at the Institute of the Middle and Far East of the Jagiellonian University.

address: ul. Gronostajowa 3, Krakow



Conference Program - Overall

Monday, October 16th, 2017

venue: Biblioteka Jagiellońska (Jagiellonian Library), ul. Oleandry 3, Krakow

- 10:00-10:15 Conference opening, welcome speech
- 10:15-11:15 Keynote lecture by Prof. Chida Hiroyuki (Tokyo Gakugei University)
- 11:15-11:30 Coffee break
- 11:30-13:30 Session 1: Language, manga and comics
- 13:30-14:30 Lunch
- 14:30-16:30 Session 2: Society and history

After Session 2 we cordially invite you to take part in a guided visit to Manggha Museum of Japanese Art and Technology. We depart from the conference venue and move to the Museum by public transportation.

Tuesday, October 17th, 2017

venue: Biblioteka Jagiellońska (Jagiellonian Library), ul. Oleandry 3, Krakow

- 09:00-11:00 Session 3: Film
- 11:00-11:15 Coffee break
- 11:15-12:15 Session 4: Literature and theater
- 12:15-13:15 Lunch
- 13:15-15:15 Session 5: Art
- 15:15-15:30 Conference summary and closing

venue: Instytut Bliskiego i Dalekiego Wschodu (Institute of the Middle and Far East), ul. Gronostajowa 3

- 15:15-16:30 Mentor-student session
- 16:30-18:00 Workshops by special guest Prof. dr hab. Jaqueline Berndt (Stockholm University)

Conference at a Glance (Session summary)

Monday, October 16th, 2017

<p>Keynote lecture by Prof. Chida Hiroyuki (Tokyo Gakugei University) 日本のアニメの想像力はどう変化しているか ～1990年代から2010年代へ～ Changes in power of imagination in Japanese anime after year 1990 (in Japanese, English interpretation provided) Time: 10:15-11:15 Venue: Jagiellonian Library</p>	
<p>Session 1: Language, manga and comics Time: 11:30-13:30 Venue: Jagiellonian Library</p>	
1	Manga as a second language educational resource for developing appreciation of the multifaceted Japanese writing system (Fusae Ivarsson, University of Gothenburg, Sweden)
2	Dajare – Japanese word plays in manga (Pawel Dybala, Jagiellonian University, Poland)
3	Discussing Comics Internationally: On Recent Comics Studies in Japan (Kazushi Miura, Tohoku University, Japan)
4	Ten no Hate Made Pōrando Hishi – life of Prince Joseph Poniatowski seen through the eyes of Riyoko Ikeda (Joanna Zaremba-Penk, Nicolaus Copernicus University, Toruń)
13:30-14:30 Lunch	
<p>Session 2: Society and history Time: 14:30-16:30 Venue: Jagiellonian Library</p>	
1	‘Lost and Found’ in Translation in Pop Culture and Cultural Industry (Kiyomitsu Yui, Kobe University, Japan)
2	Tezuka Osamu and Wartime Jewish Refugees (Masato Karashima, Kobe University, Japan)
3	Jack Campbell’s WWII propaganda poster series TOKIO KID in the context of American Orientalism (Joanna Guzik, Jagiellonian University, Poland)
4	Ways of telling Hiroshima (Yoshihiko Shiratori, Kobe University, Japan)
<p>After Session 2: Guided visit to Manggha Museum of Japanese Art and Technology.</p>	

Tuesday, October 17th, 2017

Session 3: Film Time: 09:30-11:00 Venue: Jagiellonian Library	
1	Media Mixes and their incongruities, or how Japanese transmedial franchises refuse to get their stories straight (Olga Kopylova, Tohoku University, Japan)
2	Embodiment of fear - Godzilla as a sign of social insecurity (Agnieszka Mikrut-Żaczkiewicz, Jagiellonian University, Poland)
3	Japanese sword – from tool of war to ultimate weapon of popcultural heroes (Joanna Puchalska, Jagiellonian University, Poland)
4	Burakumin and popculture - patterns of representation (Ewa Korzeniowska, National Film Archive - Audiovisual Institute (FINA), Poland)
11:00-11:15 Coffee break	
Session 4: Literature and theater Time: 11:15-12:15 Venue: Jagiellonian Library	
1	Yukio Mishima's Paeon to Manga (Joanna Wolska-Lenarczyk, Jagiellonian University, Poland)
2	The work of Okada Toshiki: between avantgarde theatre and popular culture (Andreas Regelsberger, Trier University, Germany)
12:15-13:15 Lunch	
Session 5: Art Time: 13:15-15:15 Venue: Jagiellonian Library	
1	Manga as an artistic tool in Japanese contemporary art (Magdalena Furmanik-Kowalska, The Polish Institute of World Art Studies, Poland)
2	Crossing borders – mezzotint artist Hayashi Asumi and her way to animation film (Eva Kaminski, Jagiellonian University, Poland)
3	Potential of Japanese popular culture as a tool of translation for the sharing of global risks: A case study of an anti-nuclear artist (Shin Okawachi, Kobe University, Japan)
4	私の作品とポップカルチャーとの関係性 (My works and pop culture) - meeting with artist Tomohiro Higashikage (in Japanese, Polish interpretation provided)
Mentor-student session Time: 15:15-16:30 Venue: Institute of the Middle and Far East	
1	Language in Japanese popculture (Klaudia Jędrusik-Dyła, Jagiellonian University, Poland)
2	Realisation of Mechanical Theory of Humour in Japanese Animation (Marta Krupa, Jagiellonian University, Poland)
3	Miko in Japanese pop culture (Olga Przybylska, Jagiellonian University, Poland)
Workshops by special guest Prof. dr hab. Jaqueline Berndt (Stockholm University) Time: 16:30-18:00 Venue: Institute of the Middle and Far East	