



JAGIELLONIAN UNIVERSITY
IN KRAKOW

INSTITUTE
OF THE MIDDLE
AND FAR EAST



Call for Papers

1st International Conference

POP-REALITY:

JAPAN THROUGH THE EYES OF JAPANESE, JAPAN THROUGH THE EYES OF THE WORLD

**Section of Japanese Studies: Politics, Culture and Language
Institute of the Middle and Far East, Jagiellonian University**

16-17 October 2017 Krakow, Poland, 2017

<http://www.uj.edu.pl/web/pop-real2017/>

Conference description:

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 will start with a special presentation by the Keynote speaker, Professor Chida Hiroyuki from Tōkyō Gakugei University.

The conference: „Pop-reality: Japan through the Eyes of Japanese, Japan through the Eyes of the World” (Pop-real 2017) welcomes submissions of presentations and papers from various fields of expertise related to the topic of Japanese popular culture: researchers, scholars, teachers, professional artists, and graduate students are strongly encouraged to apply. Student submissions must be co-authored by their academic supervisors.

The Conference will be 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.

Along with the submission please send us a completed submission form (to be downloaded from the conference home page: <http://www.uj.edu.pl/web/pop-real2017/> or directly from HERE: <http://www.uj.edu.pl/documents/136400709/0/registration+form/a90c22fc-493d-49f7-bed1-e4305fba2609>).

We also provide limited possibilities for online presentations, in exceptional cases.

The conference language will be primarily English, but presentations in Japanese will also be accepted.

Submissions:

We welcome submissions from all fields related to Japanese popular culture. Topics of interest include, but are not limited to:

- Transculturality in Japanese popular culture as seen from Japanese perspective and western perspective
- Global impact of Japanese popular culture (influence of Japanese popular culture abroad)
- Western influences in Japanese popular culture
- Relation between Japanese high and popular arts (manga and anime as art)
- Role of museums and galleries in spread of Japanese popular culture
- Aesthetics of Japanese popular culture
- The role of kawaii- aesthetics in Japanese popular culture
- Japanese Pop-art and design in connection to popular culture
- Pop culture and design for everyday life
- Self-image in Japanese popular culture (Nihonjinron, cultural identity, national identity)

- Social topics in Japanese popular culture (religion, society, everyday life)
- Teaching history in Japanese manga and anime
- Japanese popular culture and gender
- Cool Japan – definition
- Urban life in Japanese popular culture
- Japanese subcultures
- Japanese language in popular culture (manga, anime, film, music)
- Music (popular music, enka)
- „Idols” as heroes of young people (cosplay)
- Festivals of Japanese culture in the West (fandom)
- Studies on Japanese popular culture worldwide
- Popular culture as a political tool in Japan
- New technologies and Japanese popular culture
- Cognitive mechanisms in Japanese popular culture
- Humor and emotion in Japanese popular culture
- Metaphors in Japanese popular culture
- Social problems in Japanese popular culture
- Diseases of affluence in Japanese popular culture
- Science and science fiction in Japanese popular culture

Important dates:

Abstract submission: 30th July 2017

Acceptance / rejection decision: 15th August 2017

Registration deadline: 31 August 2017

Conference: 16-17 October 2017

Paper submission: 15 November 2017

Submission and publication:

We cordially encourage interested scholars to submit an extended abstract (1-2 pages A4) for presentations. The abstract should also include the presentation title and name(s) of the author(s). As the conference will be held mainly in English, all submissions must also be in this language.

As we are planning a post-conference publication, we also welcome full papers (length: 20.000 – 30.000 characters) extending the contents of presentations. To be considered for publication, papers must be submitted by 15 November 2017

Abstracts, papers and submission forms should be sent to the following address: pop-real2017@uj.edu.pl (mail topic: Pop-real submission).

Registration:

All participants and presenters must register for the conference. Conference fees are as below:

All participants except students: 380 zł or 90 Euro

Master and PhD students: 250 zł or 60 Euro

To register, please send completed registration forms to: pop-real2017@uj.edu.pl

The payment method will be announced on the website of the conference (<http://www.uj.edu.pl/web/pop-real2017/>).

Organizers can help with finding accommodations. Inquires please send to: pop-real2017@uj.edu.pl.

Organizers:

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