

(For JSPS Fellow)

Form B-5

Date (日付)

01/12/2015 (Date/Month/Year: 日/月/年)

Activity Report -Science Dialogue Program-

(サイエンス・ダイアログ事業 実施報告書)

- Fellow's name (講師氏名): Marco Pellitteri (ID No. P14014)

- Participating school (学校名): Hiroshima University High School (Fukuyama)

- Date (実施日時): 14/11/2015 (Date/Month/Year: 日/月/年)

- Lecture title (講演題目): (in English) The success of Japanese pop cultures in Europe

(in Japanese)

- Lecture summary (講演概要): Please summary your lecture 200-500 words.

In the last 35 years, Japanese contemporary pop cultures for youths have reached several European national markets: in particular Italy, France, Spain, Germany, and later others. These main national contexts have been familiarized with some specific cultural forms coming from Japan, especially manga and animation, and all the related practices, among which cosplay, fanzine creation, amateur drawings following the styles of Japanese manga/anime creators, etc. In my talk, I have explained the origin of my personal and academic interest for this topic, and provided a brief account of how anime, manga, and several other related Japanese forms of entertainment and cultural trends (e.g. toys, gadgets, street fashion for youths, and a new set of imageries and visual languages in the broadest sense) have been perceived and re-worked by the sensibilities of local youths, especially in Italy and France but not only; and, as a "by-product" of such popularity, how notions and opinions on Japan and the Japanese people have changed in the public opinion, in the representations and accounts in the mainstream media, and among youths and former youths who were or still are assiduous fans of manga and anime from Japan.

- Language used (使用言語): English

- Lecture format (講演形式): frontal lesson, informal language, showing of video clips and slides

◆Lecture time (講演時間) 90 min (分), Q&A time (質疑応答時間) 20 min (分)

◆Lecture style (ex.: used projector, conducted experiments)

(講演方法 (例: プロジェクター使用による講演、実験・実習の有無など))

a projector has been used to show two video clips and some PowerPoint slides; the

general tone of the presentation was informal, in plain English, and the speaker has often asked the students to provide their own insights and opinions on the topics presented.

◆ Interpretation (ex.: assistance by accompanied person, provided Japanese explanation by yourself) (通訳 (例: 同行者によるサポート、講師本人による日本語説明))

No interpretation (the talk was delivered in English)

◆ Name and title of accompanied person (同行者 職・氏名)

◆ Other noteworthy information (その他特筆すべき事項):

- Impressions and opinions from accompanied person (同行者の方から、本事業に対する意見・感想等がありましたら、お願いいたします。):