Researching Japanese Popular Culture

From Kaiju and Anime to J-Pop Idols and Kawaii Metal

JVMG Japanese Visual Media Graph

EBERHARD KARLS UNIVERSITÄT TÜBINGEN

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Overview

Kaiju

Idols

Anime

Metal

Kaiju

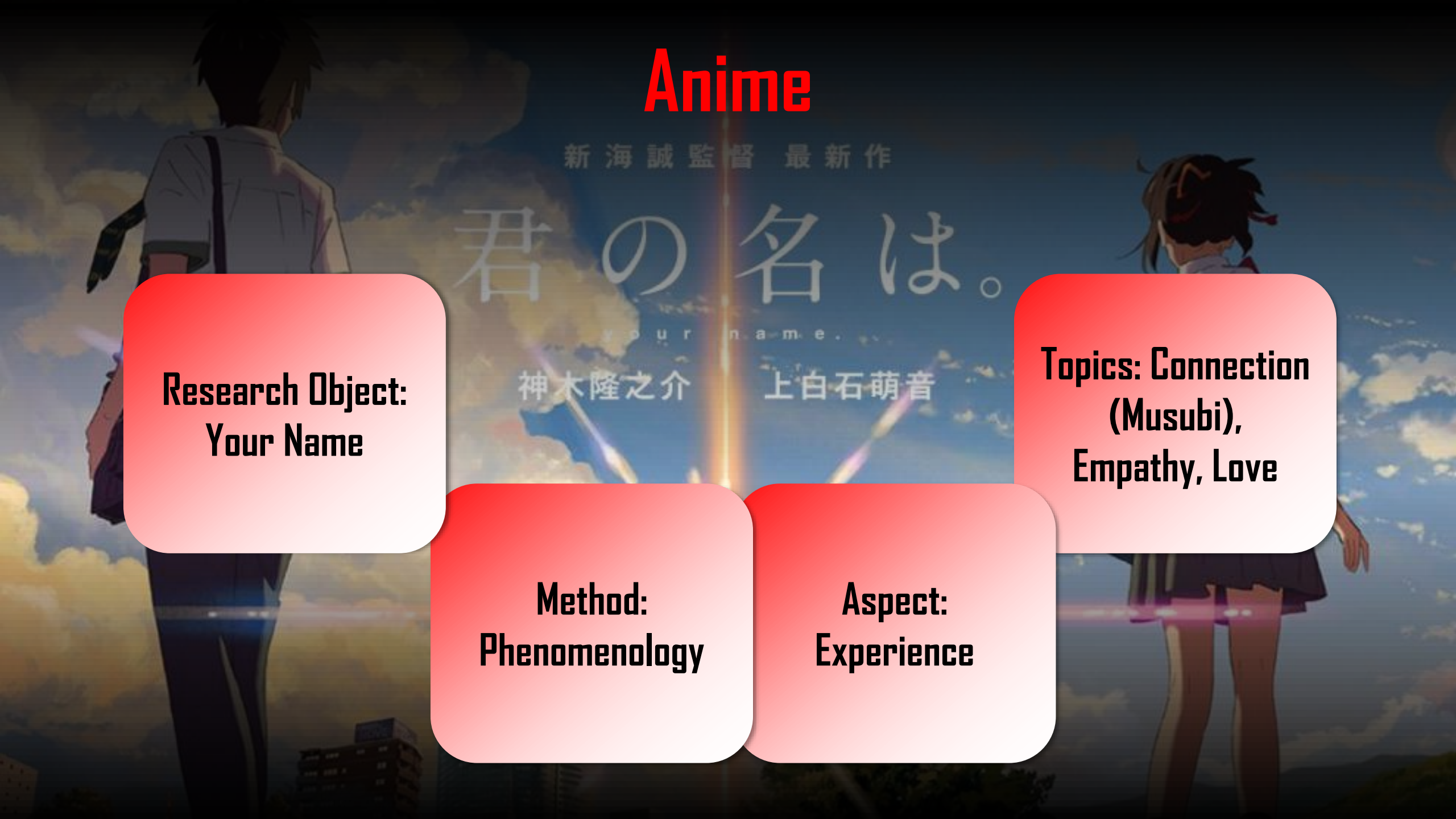
Research Object: Godzilla

Topics: Categorization, History, Cultural Trauma

Method: Data Analysis

Aspect: Genre

Anime



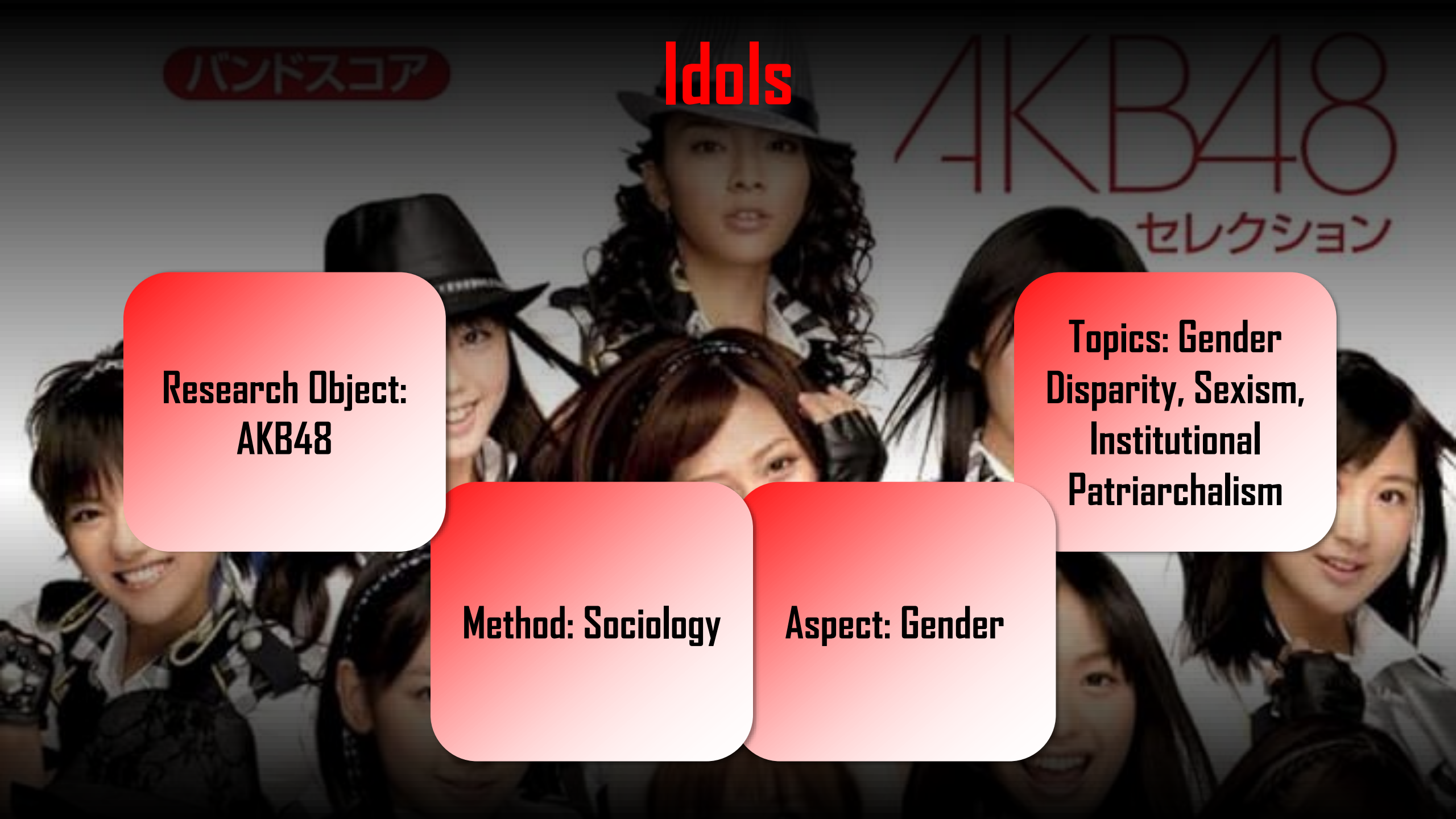
Research Object:
Your Name

Topics: Connection (Musubi), Empathy, Love

Method:
Phenomenology

Aspect:
Experience

Idols



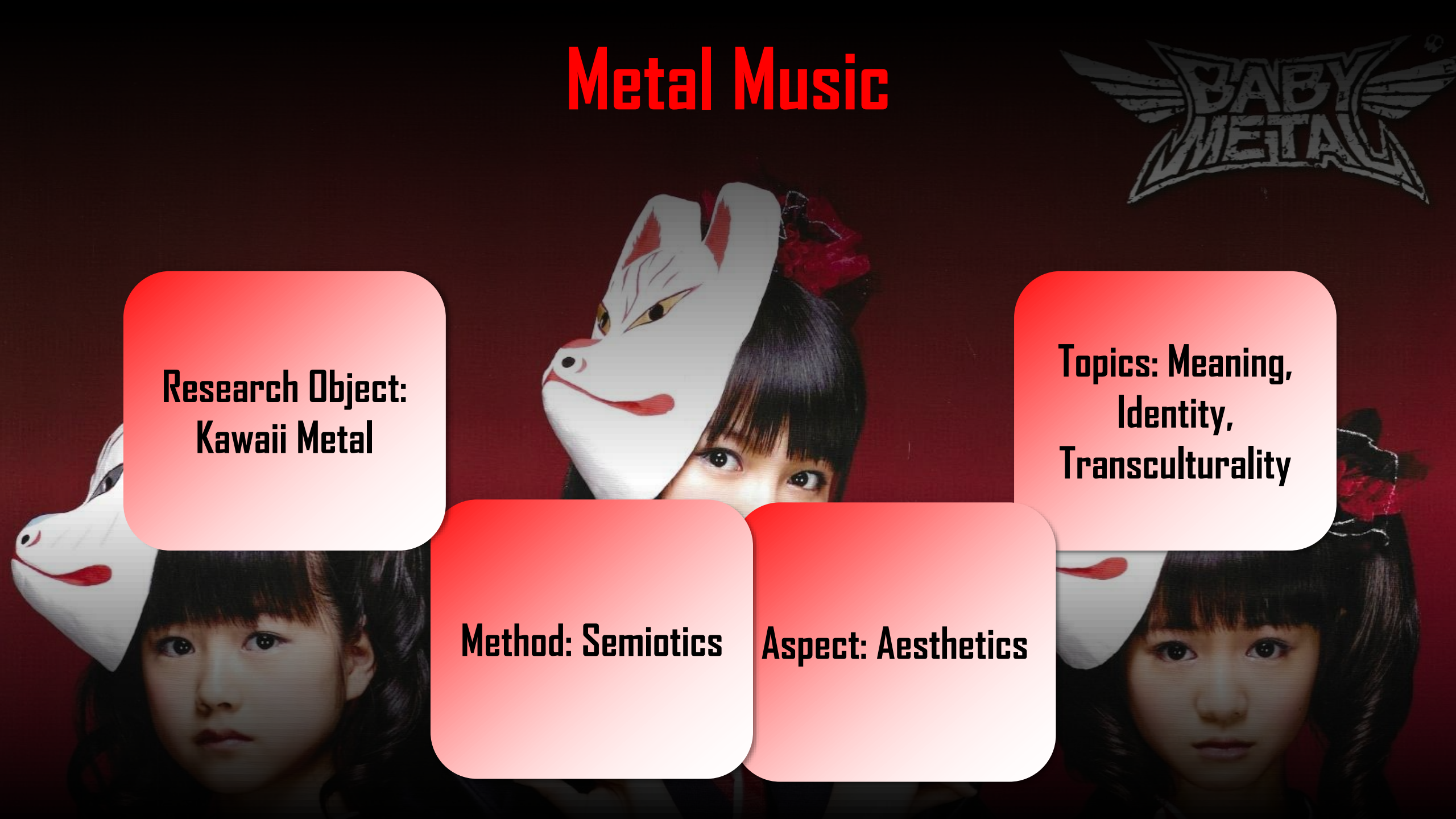
Research Object: AKB48

Topics: Gender Disparity, Sexism, Institutional Patriarchalism

Method: Sociology

Aspect: Gender

Metal Music



Research Object: Kawaii Metal

Topics: Meaning, Identity, Transculturality

Method: Semiotics

Aspect: Aesthetics

Thank You!

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