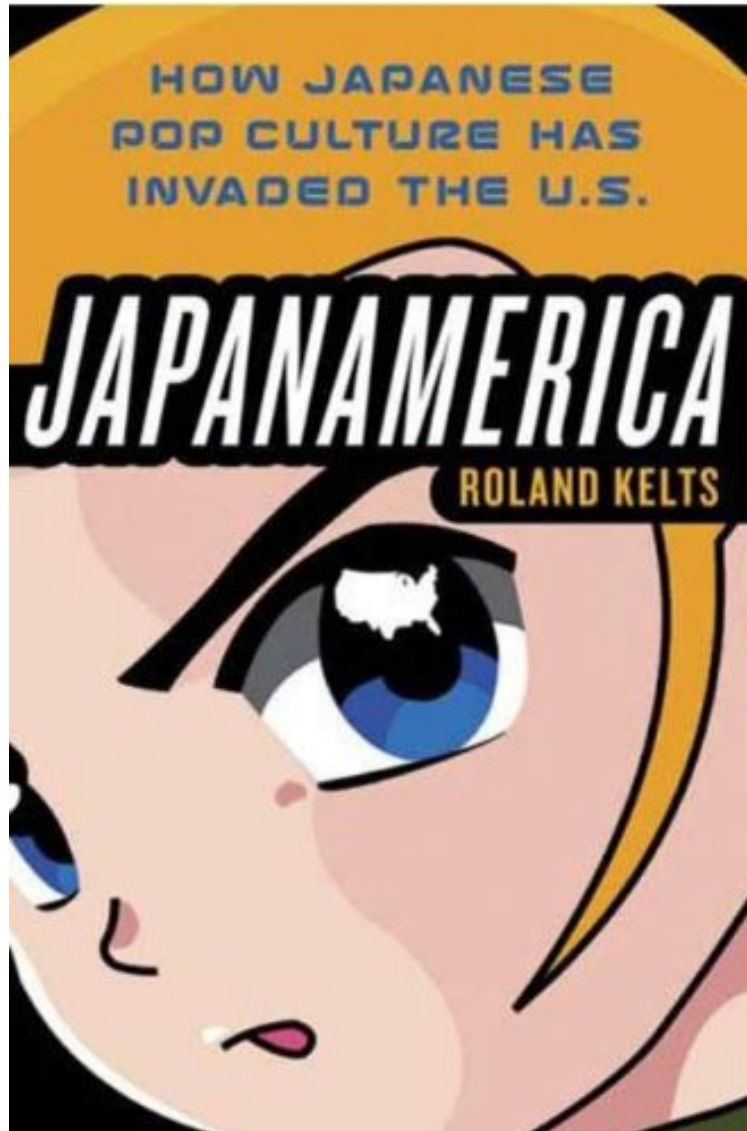


[Mobile book] Japanamerica: How Japanese Pop Culture Has Invaded the U.S.

Japanamerica: How Japanese Pop Culture Has Invaded the U.S.

Roland Kelts

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Roland Kelts : Japanamerica: How Japanese Pop Culture Has Invaded the U.S. before purchasing it in order to gauge whether or not it would be worth my time, and all praised Japanamerica: How Japanese Pop Culture Has Invaded the U.S.:

0 of 0 people found the following review helpful. So-soBy jmchale1959I guess perhaps I was expecting more? To begin with, I should probably note that this is not actually a book about anime. You are not going to find much in here about your favorite series or genre. Indeed, only a few are actually given mention, to emphasize Kelts' narrative on the development of anime or the supposed psychology behind that. It isn't that this is a poorly done work. Kelts' monologue reads easily and is well constructed. As perhaps a necessary intro, he does provide a basic history of

the emergence of the medium in the post-war era, and the key figures involved in that. There's a good bit of theorizing on the effect on the Japanese psyche of the atomic bombings and the American occupation. Kelts also provides a look into the workings of the Japanese animation industry and its relations with US business. He also engages in a somewhat involved look at the hentai (porn) market, in part to illustrate his emphasis on the sort of dual-nature lives Japanese live, with each individual keeping up an outer/public image that is detached from the inner/personal self. This idea forms one of the mainstays of Kelts' narrative, but somehow I doubt that every Japanese is perfectly comfortable with the often gruesome imaginings expressed in manga/anime porn. The irony here (and supposedly the western sense of irony is a handicap) is that this book was published in 2006, the year now regarded by many as the high-point of anime popularity in the US, after which the medium began to suffer a steady loss of the mainstream acceptance it had been attracting. Especially indicative of this are Kelts' mention of upcoming Hollywood "blockbuster" adaptations of various anime properties, none of which ever actually materialized.

3 of 3 people found the following review helpful. superb discussion of Japan and the US, beyond anime and manga. By Jazz fan. As an American who is fascinated with Japan, but frustrated with books about the relationship between the two countries, I found Roland Kelts' "Japanamerica" to be a welcome breath of fresh air. Kelts focuses on the growing popularity of manga and anime among Americans, and the "mobius strip" of give and take between the two cultures, but his focus inevitably widens to address the broader mutual fascination between these two worlds. I love the fact that, as an American with a Japanese mother, Kelts avoids the two hazards of Japanophilia and Japanophobia. There is a refreshingly grounded and sensible middle ground in his analysis, a realism that seems to lighten things up and make it all more accessible and welcoming. Perhaps best of all - and this is a miracle in the world of cultural analysis - Kelts is delightfully unpretentious and his prose is as clear and comprehensible as it is filled with fascinating ideas and observations. Never for a moment do we doubt that Kelts knows what he's talking about it - and he brings it all across with infectious enthusiasm.

0 of 0 people found the following review helpful. Anecdotes and a bit of data. By ygnition. I used this for a term paper on the Cultural Invasion of Japanese themes to the west. It was interesting, but due to the nature of pop culture, it is a little out of date already. The internet obsoletes pop culture faster than sushi in a gas station on Miami.

Contemporary Japanese pop culture such as anime and manga (Japanese animation and comic books) is Asia's equivalent of the Harry Potter phenomenon--an overseas export that has taken America by storm. While Hollywood struggles to fill seats, Japanese anime releases are increasingly outpacing American movies in number and, more importantly, in the devotion they inspire in their fans. But just as Harry Potter is both "universal" and very English, anime is also deeply Japanese, making its popularity in the United States totally unexpected. Japanamerica is the first book that directly addresses the American experience with the Japanese pop phenomenon, covering everything from Hayao Miyazaki's epics, the burgeoning world of hentai, or violent pornographic anime, and Puffy AmiYumi, whose exploits are broadcast daily on the Cartoon Network, to literary novelist Haruki Murakami, and more. With insights from the artists, critics, readers and fans from both nations, this book is as literate as it is hip, highlighting the shared conflicts as American and Japanese pop cultures dramatically collide in the here and now.

From Publishers Weekly The influx of Japanese art and fashion into the American cultural mainstream gets an entertaining treatment from Kelts, an essayist and lecturer at the University of Tokyo, who interviewed many of Japan's leading culture gurus over the past three years. Kelts is clearly most interested in the world of anime and manga (from Pokémon to Princess Mononoke), as his readers will most likely be. A primary theme is that of the Japanese paradox: how has such a strictly defined and rigid society produced pop art that is, compared to its American counterparts at least, wildly imaginative and boundary bursting? Kelts's belief is that one directly created the other, that anime and manga's wild and kinetic structures, hyperaddictive apocalyptic story lines and surprisingly emotional content (not to mention sex and violence unheard of in American pop culture) could never flourish in an openly permissive and individualistic society that had not experienced nuclear devastation. Although the book grasps too eagerly at its subject's grander implications, it still effectively conveys the cross-Pacific cultural dissonance. Kelts has a sharp grasp of his subject and is on sure ground when discussing the history of the form, especially the impact of Disney on postwar Japanese animators or the reverential awe in which American animators hold such filmmakers as Hayao Miyazaki (Spirited Away). (Dec.) Copyright © 2006; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Japanamerica is the book I have been waiting for. It tells the incredible story of the way the colorful and eccentric world of Japanese entertainment and popular art has enriched our lives in the West. But it also deals with why it has a poetry that has taken Americans many years to understand and feel able to echo. Japan's holocaust was equally traumatic to the ones experienced by many Americans, and perhaps more sudden, more extreme and more focused. This story shows how today we all use movies, comics, music, art and advertising to face our past and its traumas, rather than to escape. The Japanese methods of facing the past are restrained and unusual, but ultimately glorious, and mean more to us in our post-9/11 era than ever they could before. Roland Kelts, part American, part Japanese, brings real insight to the way this union of hearts and souls through entertainment

will continue to grow and draw two very different worlds together."--Pete Townshend, The Who