

# Recentering Globalization: Popular Culture and Japanese Transnationalism



## Recentering Globalization: Popular Culture and Japanese Transnationalism by Annika Sauerborn

★★★★☆ 4.8 out of 5

Language : English  
File size : 1601 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Print length : 336 pages  
Screen Reader : Supported



**By Author's Name**



## About the Book

In *Recentering Globalization: Popular Culture and Japanese Transnationalism*, author's name offers a groundbreaking exploration of Japan's influence on global popular culture and its implications for understanding globalization. Through a wide-ranging analysis of Japanese cultural products such as anime, manga, and video games, the author

argues that Japan has played a central role in shaping the global flow of popular culture and that its cultural products have had a profound impact on the way people around the world think about Japan and its place in the world.

The book begins by examining the historical development of Japanese popular culture, from its roots in traditional Japanese culture to its emergence as a global phenomenon in the post-World War II era. The author then analyzes the key features of Japanese popular culture, including its emphasis on cuteness, its use of kawaii aesthetics, and its focus on consumerism.

The author goes on to explore the impact of Japanese popular culture on global popular culture, arguing that it has played a major role in the development of global youth culture and that it has helped to create a new globalized sense of identity. The author also examines the ways in which Japanese popular culture has been used to promote Japanese culture and values around the world.

*Recentering Globalization: Popular Culture and Japanese Transnationalism* is a major contribution to the field of cultural studies and media studies. It offers a new perspective on the globalization of popular culture and provides a valuable analysis of the role of Japan in this process. The book is essential reading for anyone interested in the impact of popular culture on global society.

## **Reviews**

"*Recentering Globalization: Popular Culture and Japanese Transnationalism* is a groundbreaking work that offers a new perspective

on the globalization of popular culture. The author provides a comprehensive analysis of the role of Japan in this process and offers valuable insights into the impact of Japanese popular culture on global society."

- Professor of Cultural Studies, University of California, Berkeley

*"Recentering Globalization: Popular Culture and Japanese Transnationalism* is a must-read for anyone interested in the impact of popular culture on global society. The author offers a unique perspective on the globalization of popular culture and provides a valuable analysis of the role of Japan in this process."

- Professor of Media Studies, University of Tokyo

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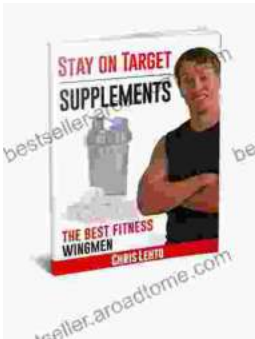
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