

ENQUIRE PROJECT DETAILS BY GENERAL PUBLIC

Project Details

Funding Scheme :	General Research Fund
Project Number :	17609519
Project Title(English) :	The Politics of Japanese Popular Culture in China (1980s – present)
Project Title(Chinese) :	20世紀80年代以來日本流行文化在中國的政治研究
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Panel :	Humanities, Social Sciences
Subject Area :	Social and Behavioural Sciences
Exercise Year :	2019 / 20
Fund Approved :	738,585
Project Status :	On-going
Completion Date :	30-9-2022
Abstract as per original application (English/Chinese):	<p>The research project is a multi-site anthropological study on the politics of the spread of Japanese popular culture in China since the reform period with the primary aim to enrich the scholarship on Japanese popular culture in China by illuminating the political dynamics underpinning the dissemination of Japanese cultural products in China, the roles of the intermediaries involved and the interaction between the Chinese cultural policy and the domestic media industry in the specific local contexts. Not unlike her neighbors in Southeast Asia, China experienced the influx of the Japanese popular cultural products in the 1990s. Although the Japanese wave was later subsumed by the Korean wave (Hallyu) in the early 2000s, the spread of Japanese popular culture still has pervasive influence on the Chinese society today. At the same time, it is a highly politicized issue in China as the dissemination of Japanese popular culture has been strictly regulated by the Chinese government and shaped by the fluctuating Sino-Japanese relations. There are very few English published works on the spread of Japanese popular culture in China while the Chinese literature largely focuses on textual analysis and audience reception. The majority of the previous studies has failed to clarify the political dynamics underpinning the dissemination of Japanese cultural products in China and to explain the actual processes taken place in the specific local contexts. We aim to fill in the research gap by conducting an anthropological study of the spread of Japanese anime, manga and television drama in Guangzhou, Hangzhou and</p>

Beijing since the 1980s. In this project, instead of focusing on the texts or the audience, we emphasize the role of the Chinese party-state in shaping the dissemination of Japanese popular culture in China and the mediation among the state and other actors. We shall conduct intensive fieldwork in the three Chinese cities and in-depth interviews with key actors involved in the circulation of the Japanese cultural products. We shall also conduct comprehensive literature review and archival research to examine the social, political and economic contexts in which the dissemination of Japanese popular culture took place. The project provides valuable empirical data on the spread of Japanese anime, manga and television drama in the specific Chinese local contexts. It will help enhance our understanding not just of Japanese popular culture in China but also of the relationship between the state and the process of cultural production in the Chinese context.

本研究利用多場域人類學研究的方法，探究自改革開放以來日本流行文化在中國的傳播。本研究旨在通過闡明日本流行文化產品在中國傳播背後的政治動力、相關中介的作用以及中國文化政策在特定的本土語境下與當地媒體產業之間的互動，以期豐富關於日本流行文化在中國的學術研究。與東南亞鄰國一樣，日本流行文化自1990年開始湧入中國。縱然日本浪潮在新世紀被“韓流”超越，日本流行文化在中國社會依然發揮著巨大的影響力。與此同時，日本流行文化的傳播在中國也是一個高度政治性的議題，往往受制於中國政府的嚴格管制的，並受到中日關係波動的影響。關注日本流行文化在中國的英文學術出版相對較少，相關的中文學術出版主要側重文本分析及受眾反應。以往大部分研究都未能釐清日本流行文化產品在中國的傳播背後的政治動力，也未能闡明在具體的本土語境下其具體的流通過程。我們旨在通過對20世紀80年代以來日本動畫、漫畫及電視劇在廣州、杭州及北京的傳播進行人類學的研究來彌補現行研究的不足。此研究並非單獨關注文本或受眾，而是著重分析國家機關在日本流行文化的傳播的過程中扮演的角色及國家機關與其他參與者之間的互動。我們會在以上三個中國城市進行密集的田野研究，深度採訪日本文化產品傳播的主要參與者。我們還將進行完整的文獻梳理及檔案研究，從而探索日本流行文化在中國傳播的社會、政治及經濟語境。本研究為日本動畫、漫畫及電視劇在特定的中國本土背景下的傳播提供重要的實證性數據。本研究不僅加深我們對日本流行文化在中國的了解，也有助於加深我們對中國語境下國家與文化生產之間關係的理解。

Research Outcome

Layman's Summary of Completion Report:

Not yet submitted

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