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89 /100

7 Multiple Choice questions: **3 points each** → 218 True or False questions: **3 points each** → 244 Short Answer questions: **10 points each** → 401 Essay question: **15 point** → 15**Total: 100 points**Grading criteria: Read First

- Both short answer and essay questions require **detailed answers**. Fill the given spaces.
- Brief answers with a couple of sentences will only give you partial points (such as 3/10 and 6/15 points).
- The essay question needs to be longer than short answer questions → **at least twice**
- The instructor sees whether students discussed specific **key points** in each question. If you miss any key points (keywords), points will be deducted.

Multiple Choice Qs

--- Circle the correct answer. <3 pts x 7 Qs>

1. Choose one which is **not** considered Japanese pop culture.
 - a. Manga
 - b. J-pop music
 - c. Miyazaki Hayao films
 - d. Kabuki
2. _____ often appears in Japanese animation and manga. _____ has different forms and helps Onmyo priests and ritual masters. This is one of the legacies of the Onmyodo practice.
 - a. Shikigami
 - b. Kappa
 - c. Tengu
 - d. Spiderman
3. The mecca (sacred place) of Japanese Pop Culture is _____.
 - a. Asakusa
 - b. Shinjuku
 - c. Akihabara
 - d. Yokohama
4. _____ was introduced as a symbol of the new horizon of Japanese Otaku Culture.
 - a. AKB
 - b. RAB
 - c. CMZ
 - d. NTV
5. Japanese term, Kawaii, can be translated into _____. Choose one **wrong** translation.
 - a. Cute
 - b. Fragile
 - c. Dramatic
 - d. Roundish
6. Characters/Mascots in Japan have been used for _____. Choose one **wrong** answer.
 - a. creating approachable/friendly image (government)
 - b. tourism promotion
 - c. creating political propaganda
 - d. establishing local identity.

7. _____ produced Rilakkuma (bear) which became a huge hit in Japanese mascot character business. The company relies heavily on Rilakkuma.
- a. Sanrio **b.** San-X c. Bandai d. Square-Enix

True or False Qs

--- Circle the correct answer. <3 pts x 8 Qs>

8. Profit is a key motive of pop culture, and thus people manage to create commercial products that ensure the perpetuation of pop culture.

T F

9. Busa+Kawaii and Kimo+Kawaii indicate the Japanese way of making things obscure. The word choice like this is intended not to hurt others. This is also the way of avoiding emotional conflicts in human relations.

T F

10. Specific animals such as foxes often appear in Japanese pop-cultural scenes because of the Buddhism tradition in which they are considered messengers of kami or kami themselves.

T F

11. Tsukumogami, mononoke, and others from Onmyodo (and Shinto) tradition often appear in Japanese animation, manga, novels, films, and TV dramas. This clearly indicates that Japanese have no issues of accepting the concept that something unseen exist side by side.

T F

12. The Kawaii objects often have some aggressive/overbearing factors, but they have essences that melts/softens one's heart.

T **F**

13. Various factors such as environment, affluence (socioeconomic status), technology, and institutional (industrial) power affect access to pop culture.

T F

14. You studied Japanese Idol Business and Culture. The reason for studying them is to understand the changing trends of Japanese Kawaii concepts as well as the significance of the media influence on the new pop-cultural phenomena.

T **F**

15. Manga is a pop-cultural product. They cannot be considered tangible cultural heritage of the human imagination, and thus we cannot discuss that they could belong to high culture.

T

(F)

Short Answer Qs : Be careful !! Some questions may be included in each question.

<10 pts x 4 Qs>

16. When you are eating lunch with friends, one of them stated this. "Hey, I know you take a Japanese Pop Culture course. For me, animation and manga are kid-stuff and thus I have no interests in them. Oh, I also heard that fans (otaku) for Japanese animation, manga, idols, or whatever contents of pop culture are crazy and creepy." Please argue against a friend.

Actually, animation and manga are not "kid stuff". They are for every one as there are different types. Sci-fi, adventure, comedy, you name it. Also, otaku are not crazy and creepy. They are people who love, for example, manga, anime, idols and they have a huge impact in Japan's economy since they have a lot of spending power to buy such things.

need more -2

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17. You studied essences of Ukiyo-e and analyzed them in class. Discuss a variety of reasons (not just two or three) why Ukiyo-e is a symbol of Pop Culture. Describe all details by thinking what "Pop Culture" is.

The meaning of Ukiyo-e is "pictures of the floating world". It is a symbol of pop culture because it is something that is mainstream in Japan. By looking at Ukiyo-e, it can help one know about the lifestyle, setting, situation and many other things. Also, they have influenced artists around the world, like Van Gogh, to do a similar type of paintings. Anyone can obtain these artworks and it is considered as something unique that cannot be found anywhere else.

18. Karaoke is not just for entertainment. What kind of roles does it have in Japan? You got lecture and watched the video on Japanese Karaoke Culture. Describe unique characteristics of Japanese Karaoke culture.

Karaoke has many roles in Japan. Many use it to let off steam after a day of hard work. Also to get closer with one another when in group. (group of friends, etc.) Some unique characteristics of Japanese karaoke culture are that there are two types of karaoke. There is karaoke bar and karaoke box (room). The most common one is karaoke room. There are karaoke rooms for one person so that they could practice singing songs and get better at it.

19. One of the important outcomes of this foreign culture course is to learn and understand practices/traditions/norms of other cultures and develop your own cross-cultural awareness. Discuss how you could develop cross-cultural perspectives (open-mindedness) by taking this course. The answer needs to be distinctive from the answer for Q20 in the next page.

I developed cross-cultural perspectives in many ways. Kami, for example, would be one. When I saw Princess Mononoke before taking this class, I saw the Kami as spirits. Turned out that kami are kami, not really spirits as there is no literal translation to English. Also that uniforms have a huge impact on Japan. In the U.S., they are not considered as something important, but in Japan, it is considered as having a sense of belonging in a group.

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Essay Q : Some questions are included in each question.

--- Answer needs to be longer than short answer questions → **at least twice**

<20 pts x 1Q>

20. This is an overall summary question. Now you studied many things about Japanese Pop Culture.

Q1) Can you discuss **HOW** "Japanese Pop Culture" is uniquely different from others? Then, Q2) argue **WHY** those uniqueness and creativity emerged (still emerging) in Japan. Describe all details by using a **variety of examples** (not just two or three). The examples need to come **ONLY** from the course contents (lecture and visual sources). **Do not mix Q1 and Q2.**

- Q1 Japanese Pop Culture is uniquely different from others in many ways. They have many things that other countries do not have. For example, mascots and characters. From what I know, Japan is the only country that has this. They help promote their prefecture in which the U.S. does not do this. There are also arcades. In the U.S. there are rarely any but in Japan, there are many. Also themed cafés. There are none in U.S. but there are train-themed cafés, maid-themed cafés and many more.
- Q2. These uniqueness and creativities still emerge in Japan for many reasons. Profit would be one. Another would be how they are created from local to national then global level. Like nintendo. Also that it changes from time to time like how girls/woman go from blond/brown hair color to black/dark brown hair. Lastly that there is that anyone is able to obtain these items, even upper and upper middle class.