



You are cordially invited to the

10TH KÁROLI CONFERENCE OF JAPANOLOGY

„SUBCULTURES BECOMING MAINSTREAM”

March 23, 2017.

Institute of Oriental Cultures and Languages

Károli Gáspár University of the Reformed Church in Hungary

Buda Béla Hall, Reviczky utca 4., Budapest

Program

9.00 Opening

9.15 Keynote lectures

Chair: Ildikó Farkas

Judit Hidasi: The (not so) Soft Power of Japan

Ronald Saladin: Negotiating Lifestyle – Popular Culture and the Longing for a New Work Ethos in Japan

11.00-11.15 Questions

11.15-11.30 Coffee break

11.00 Media and politics

Chair: Júlia Somodi

11.00 Kei Kuragane: The USSR, Russia, Putin as Entertainment: Introduction to Japanese (Sub-) Cultural Discourses towards Russia in the Twenty-First Century

11.20 Márton Szemerey: Contested Memories and Competing Representations: Animated Narratives about the Japanese Experience of Second World War

11.40 Emese Kovács: Apology in the Japanese Media

12.00 Questions

12.15-13.15 Lunch break



13.15 Entertainment

Chair: Márton Szemerey

13.15 György Farkas: From Subculture Movies to Mainstream Cinema: Authorial and Genre Practises Side by Side in Contemporary Japanese Film directors' Ouvres

13.35 Junko Miyama: Why do the “Party People” All Come for Shibuya? - Halloween (r)Evolution in 2010s Japan

13.55 Marianna Lázár: The Four Gods’ Belief in Today’s Popular Culture

14.15 Questions

14.30-14.45 Coffee break

14.45 Youth Subcultures as Mainstream

Chair: Emese Kovács

14.45 Leonidas Georgiadisz: Pokémon Go as a New Form of Mainstream Japanese Video Gaming

15.05 Dóra Marsal: The Rise and Fall of Japanese Pop Music Dominance and its Implications

15.25 Anett Pataki: Keep Your Face – The Importance of Image for the Japanese Idols

15.45 Questions

16.00-16.15 Coffee Break

16.15 The Soft Power of Anime

Chair: Attila Sági

16.35 Angelika Pataki-Tóth: Religious Symbolism in Saint Young Man – The Movie

16.55 Máté Kovács: Japanese Cultural Elements in Anime

17.15 Veronika Gellén: Cosplay in Hungary

17.35 Márta Medgyesi: Hungarian Soft Power in Japan

17.50 Questions

18.00 Closing