

Tuesdays &
Thursdays

11 AM – 12:20 PM
IN
MCB C-302



SAILOR MOON
NAOKO TAKEUCHI



RIDEBACK
ATSUSHI TAKAHASHI



THE WIND RISES
HAYAO MIYAZAKI

ETHNOGRAPHY OF ANIME



My Passion

Anime is a cultural form I was introduced to as an undergraduate at Simmons College, and I look to share my love for this art form and the Japanese culture with you, my students, while expanding your knowledge and respect for other cultures. As a media studies and audience reception scholar, I look at various media texts and their impact on individuals, fandoms, and ultimately culture. I am passionate that students gain media literacy skills in

"Culture, and how it is communicated, is the principle bridge-and sometimes barrier - to interaction and exchange between societies."
- J. Charles Sterin

addition to fundamental writing and information literacies as their current and future academic, professional, and personal environments are media saturated.

Course Description

This course is an introduction to Japanese anime and manga as a cultural form to be analyzed and critiqued as we would traditional expressions of art; to better understand Japanese culture and the American subculture that has developed around it. Along with looking at anime in a cultural context, this course will focus on anime fandom in the U.S. culminating in a field study at **Anime Boston, April 3rd-5th, 2015**, where students will complete first hand ethnographic research (via artifacts, observation, and interviews) that will contribute towards their semester long research paper.

Anime came to U.S. television as early as 1964 with *Astro Boy* and *Kimba the White Lion* and has steadily increased in popularity. By the 1980s syndication in the US either via broadcast television or more likely home video became the norm; and in 1998 anime had its own cable network. Along with the mainstream adoption of anime in the US, underground networks of fans created unofficial streams of fan-sub (fan subtitled translations of anime) streamed over the Internet to American audiences. These audiences create various fan-works from cosplay to anime music videos to fan parodies. These fan works are showcased in fan conventions. Anime Boston is the 5th largest fan convention in the U.S., running for a dozen years with over 22,000 attendees in 2014.

The cultural significance and impact of Japanese anime on American culture can be felt in franchises like *Transformers*, in the popularity of fan behaviors like cosplay (costume play), and in Disney's mainstream distribution of Studio Ghibli's films like *Spirited Away* and *Princess Mononoke*. The cross-cultural communication of anime and the cultural convergence are representative of the globalization of our current media and culture.

Course Objectives

- Gain an understanding of ethnographic theory and practice; focusing on observation and taking field notes.
- Gain insight into the history and culture of anime in Japan and the US.

About Me!



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Office Hours: Tuesdays
1:30-3 pm, and by
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Education: MA in Media Arts
from University of Arizona;
BA in Comm. from Simmons
College

Interests: Fan/Fandom
Studies, Comic Art Studies,
Television, Serial Narrative,
Japanese Anime, Media
Literacy, Cultural Studies,
Web Series

Field Study at



Anime Boston is a 3-day convention held annually in Boston, Massachusetts, USA under the supervision of the New England Anime Society. Our focus is to celebrate and promote Japanese animation, comics, and pop-culture.

In 2014 Anime Boston saw over 25,000 attendees; 362 hours of panels; 214 hours of video; and 114 vendors. The con welcomed 21 guests, including 8 from Japan. Anime Boston raised over \$18,000 for the National MS Society.

- Establish a reflective writing practice.
- Improve and enhance analytic writing skills both within the specific disciplinary field of ethnography and the greater academic arena.

Student Learning Outcomes

Throughout this course we will be fostering two distinct writing styles and research methods:

- A weekly reflective journal exploring your ethnographic experience and observations from course materials such as readings, screenings, guest lecturers, and small cultural events (Japan Society of Boston, MIT Anime Night, Japan Festival Boston).
- A semester long paper that culminates in a field study at Anime Boston where you will conduct ethnographic research on your chosen topic. Your field notes will contribute toward your final paper and presentation.

Required Texts

In addition to the two textbooks listed below, you will find additional required readings on Moodle. Along with traditional texts, the class is required to purchase admission to Anime Boston for the field study. We will discuss this further in the first few weeks of class.

- *Japanamerica*, Roland Kelts
- *Writing the New Ethnography*, H. L. Goodall, Jr.
- *Shane, The Lone Ethnographer*, Sally Campbell Galman

Course Policies

Class Environment It is in the best interests of you as an individual and us as a classroom to create a positive, inclusive, classroom environment. One of my greatest challenges as an instructor is to provide an engaging, entertaining, and intellectual classroom experience. I need your collaboration to create the best educational experience for all involved. By participating in class discussion, being respectful of others opinions, and preparing for class you help not only yourself but your fellow students as well.

Attendance Participation is worth 10% of your grade in this class. If you are not in class, you cannot participate. Therefore attendance is strongly encouraged, and more than two unexcused absences will reduce your overall grade by a letter grade.

Moodle We will be using several aspects of Moodle in this class. This syllabus, announcements, assignments, journal entries, and readings will be posted on our course site. Up to date grades are also posted there. Get familiar with using Moodle, if you have any questions don't hesitate to ask!

Assignments and Late Paper Policy All assignments will be turned in using Moodle, unless specifically noted. Late submissions will be accepted via Moodle, with each day late incurring a half letter grade reduction.

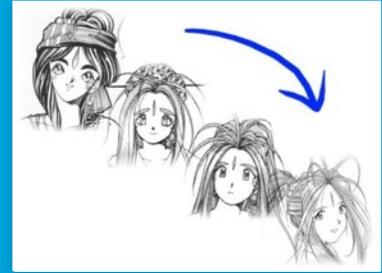
Appeals If you wish to appeal a grade: within a week of getting your assignment back you must hand in, along with the assignment you want re-graded, a typed paper explaining why you believe your grade was incorrect. I will respond in writing within a week.

Simmons' Writing Center offers free consultations to provide students feedback on their writing (or to brainstorm ideas to write about later). Writers come to the studio regarding many types of work. The Writing Center is located on the ground floor of Beatley Library, and can be reached by phone at (617) 521-2479 or at <http://www.simmons.edu/offices/writing-center/>

Students with Disabilities If you need special arrangements for a documented disability, please contact Disability Services, located at MCB-E108. If you would like to share pertinent medical information, request special arrangements for class seating, or need special assistance in the event of a building evacuation, please contact me in the first week of class. <http://www.simmons.edu/offices/disability/>

Subject to Change Statement: Information contained in the course syllabus, other than the grade scale, may be subject to change with advance notice, as deemed appropriate by the instructor. All readings, screenings, and papers should be done before that day's meeting in preparation for class.

Revision Policy



If during the semester you feel that you could have done better in any given assignment (not including discussion) you may revise and resubmit that assignment for a better grade. You may only revise an assignment once for up to a one letter grade improvement. Please e-mail me your original and your revision when taking advantage of this opportunity.

Assignments

Reflection Journal This is an ongoing assignment, where each week you will submit one entry (at least 500 words) to your journal in Moodle. These course journals will be private between you and I, and are to encourage reflective writing and learning processes. Each week, you will be provided prompts to guide you in your reflection on both the anime and the ethnography aspects of the course.

Critical Review Paper During the first unit, you will pick one screening that is of interest to you and write a critical review of the work. This short paper will be 3-5 pages long, using double-spaced, 12pt, Times New Roman font. **First draft due: 2/12**

Final draft due: 3/5

Challenges of Ethnography Presentation During the second unit you will explore in-depth one issue or challenge of ethnographic research, and present your findings to the class. This presentation will need to cover an explanation of your chosen issue, and potential resolutions, or a method of mitigating the impact of the issue on your study. Presentations will be 10-15 minutes long. We will have time for questions between each presenter. **Presentations will be due 3/17.**

Field Study Project This is the major assignment of the semester and will include several smaller stepping stones throughout our time together, including:

- Research Question(s) Proposal **(2/19)**
- Methods & Theoretical Overview **(3/31)**
- Field Notes **(4/9)**
- First Draft **(4/16)**
- Peer Review Draft **(4/23)**
- Final Draft **(5/5)**

Your final will be 8-10 page paper (12 pt, Times New Roman, double-spaced) excluding bibliography and appendices.

Genres & Styles

MECH, MAGICAL
GIRL, STUDIO GHIBLI,
SLICE OF LIFE,
HAREM, SAMURAI



VOICES OF A DISTANT
STAR
MAKOTO SHINKAI



SAMURAI CHAMPLOO
SHINICHIRO
WATANABE



FRUITS BASKET
AKITARO DAICHI

Grading

Reflection Journal	20 %
Critical Review Paper	10 %
Challenges of Ethnography	10 %
Participation	10 %
Field Study Project (broken into parts)	50 %

TOTAL 100 %

Schedule

Readings will be listed as "title," author. Assignments will be in **bolded in blue**. All items are listed on the date they are due. Screenings will be announced in class or on Moodle.

Topic	Tuesday	Thursday
What is anime?	(1/20) Intro to Class	(1/22) "Enter the ID," Schodt "Anime: Cult following to Pop Culture Phenomenon," Chambers
History & Aesthetics	(1/27) "May the G-Force Be With You," Kelts	(1/29) "Atom Boys," Kelts
Intro to Ethnography	(2/3) "Alone on the Range" and "Showdown at the Paradigm Corral," Galman	(2/5) "Characters and Worlds," Condry
New Worlds	(2/10) "Ethnographer in the Academy," Goodall	(2/12) "Manga in the English Speaking World," Schodt Critical Review Paper Draft
Framework	(2/17) "The Good, the Bad, the Beginner" and "Wanted: Theoretical Framework," Galman	(2/19) NO CLASS Research Question(s) Proposal
Cosplay & Narrative	(2/24) "Finding the Story," Goodall	(2/26) "Three Features..." Wilson "Cosplay and Otakudom," Kelts
Ethnographic Experience	(3/3) "Representing Ethnographic Experience," Goodall	(3/5) Critical Review Paper Final

Topic	Tuesday	Thursday
Spring Break (3/10-3/12) No class.	Read "Ethics of Writing Ethnography," Goodall "IRB," Galman	
Ethics	(3/17) Challenge Presentations	(3/19) Challenge Presentations
Methodology & Merchandise	(3/24) "Ethnographic Data Methods," Galman	(3/26) "When Anime Robots Became Real," Condry "Toy Story," Kelts
Field Prep	(3/31) "Safety and Sanity in the Field," Galman Methods & Theoretical Overview	(4/2) "Otaku," Schodt "Transcultural Otaku," Hills Terms and Guidelines Quiz
Field Study	Anime Boston (4/3-4/5)	
Data & Representation	(4/7) "Dealing with and Analyzing Data" and "Writing up your results!" Galman	(4/9) "Who are the Otaku?" Reed Field Notes
Identity	(4/14) "Voice Reflexivity Character," Goodall	(4/16) One-on-One Sessions First Draft
Fandom Ethnography	(4/21) "Becoming & Being Anime Fans and a Fandom," Brent	(4/23) Peer Review Draft
The "so what?" factor.	(4/28) "Future of Ethnographic Work," Goodall	(4/30) "The Meanings of Anime Fandom," Brent
Final	(5/5) Final Paper Due	