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Gendered Dynamics in Japan's Global Promotion of Popular Culture

In order to “re”establish itself as a global economic power, the Japanese government has been heavily promoting its Soft Power industries, especially popular culture such as anime, manga and video games during the past decade. Responding to the huge sales increase in the Western markets during the late 1990s and the ever-growing fandom worldwide, the Japanese government has embraced popular culture under the banner *Cool Japan*. The avid governmental promotion, however, complicates the image of Japan in aspects of both culture and gender. Primary consumers of *Cool Japan* have been imagined to be mostly Western male audiences and this assumption has influenced the manner in which the promotion policies have been shaped out. This paper examines the processes in which the Japanese government seized upon the global popularity of the Content industry and has been promoting it utilizing highly gendered image politics.