



# JAPAN'S ANIME POLICY

Supporting the Industry or 'Killing the Cool' ?

Dr. Nissim Otmazgin

The Chair of the Department of Asian Studies, The Hebrew University of Jerusalem

**DATE and TIME:** December 10 (Sat) 1:15 pm - 2:45 pm

**PLACE:** ICC Hall, Kansai Gaidai University

**APPLY TO ATTEND:** K-GENESYS

**ORGANIZER:** Intercultural Research Institute, Kansai Gaidai University



# JAPAN'S ANIME POLICY

## Supporting the Industry or 'Killing the Cool' ?

Dr. Nissim Otmazgin

The Chair of the Department of Asian Studies, The Hebrew University of Jerusalem

In recent years, the Japanese government has become increasingly aware of anime's appeal in other countries and has been attempting to utilize it as part of its charm offensive abroad. Following the "anime boom" in the late 1990s and 2000s, the government has become increasingly proactive in its attempts to utilize anime as part of its exertion of "soft power". The mass media, for its part, was already heralding the anime boom as something the Japanese should be proud of and calling on the state to make better use of its cultural resources. In recent years, television shows, popular books, and magazine covers have dealt extensively with Japan's "cool exports," thereby providing a strong tailwind for the government to hold on to.

In such context, this presentation analyzes the response of the Japanese state to the overseas anime market that has gradually come to be viewed as both economically profitable as well as embodying diplomatic advantages that could boost Japan's image abroad. Based on interviews with both government officials and industry personnel, this presentation discusses the different actions taken by the Japanese government to enhance global animation, and the response to these initiatives from the industry they are supposed to serve.

### 日本政府のアニメによるクールジャパン政策 - オトマズギン ニシム (エルサレム・ヘブライ大学)

近年、日本政府は海外に対するアニメの魅力発信の重要性をより意識するようになり、またそれを利用した取り組みが行われている。90年代から2000年代にかけての世界的なアニメブームに伴い、日本政府は海外に向けたソフトパワーとして、アニメを効果的に利用する試みを増加させている。この点で、マスメディアは政府に先駆け、アニメブームを日本が誇るべき文化的財産として利用することに使命感を持ってきた。ここ数年のマスメディアによる広範囲なクールジャパンの扱いは政府の取り組みに対する強い追い風となっている。

このような背景を基に、ここでは海外での日本のアニメ市場が、経済的利益と同様に、日本のイメージ向上にいかに関与しているかを分析する。政府関係者や業界関係者、双方へのインタビューに基づき、ここでは世界のアニメ界に対する日本政府の様々な政策や、これに対する業界の対応について議論する。



### Dr. Nissim Otmazgin

The Chair of the Department of Asian Studies, The Hebrew University of Jerusalem, and Associate Director of the Harry S. Truman Research Institute for the Advancement of Peace. His research interests include Japan-Southeast Asian relations, Japanese popular culture in Asia, and popular culture and regionalization in East and Southeast Asia and he has conducted extensive fieldwork in Hong Kong, Singapore, Shanghai, Bangkok, and Seoul. He is the author of *Regionalizing Culture: the Political Economy of Japanese Popular Culture in Asia* (University of Hawaii Press, 2013), and (together with Miki Daliot-Bul) *The Anime Boom in the US: Lessons for Global Creative Industries* (Harvard Asia Center, 2017)

## Lecture Information

- DATE and TIME: December 10 (Sat) 1:15 pm - 2:45 pm
- PLACE: ICC Hall, Kansai Gaidai University
- APPLY TO ATTEND: K-GENESYS
- APPLICATION DEADLINE: November 28 (Fri) 5:00 pm
- ENROLLMENT LIMIT: 150
- CONTACT: Registrar's Office