

Can Japanese Soft Power Change the World? -Susan Napier Tufts University



Japan in the World



- ✓ “Otherwise we risk becoming Japan”--
Kristoff, NYT
- ✓ “I demand [U.S. Ceo’s] commite
seppuku!”--Japan Probe

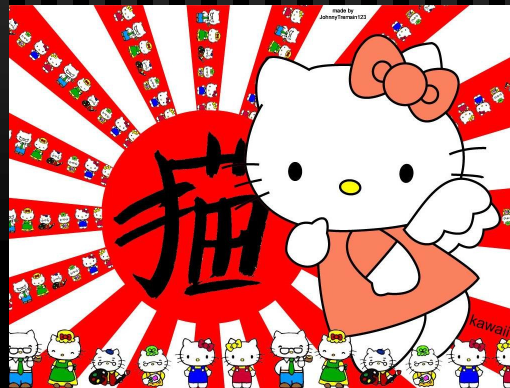
Soft Power



- ✓ “Soft Power co-opts people rather than coerces them”
 - ✓ Joseph Nye

Japan's Gross National Cool

- ✓ “Japan is changing the form of superpower”
- ✓ --Douglas McCray



Soft Power 2



- ✓ “Soft Power has become a way for observers to cope emotionally and intellectually with national decline, by believing that virtues they see in their own nation are validated overseas and that they become power resources in their own right”--David Leheny

How else to describe soft power?



- ✓ Stealth Power?
- ✓ Symbolic Power?
- ✓ Cultural Power?
- ✓ Grassroots power?
- ✓ People power?

Pokemon



Soft Power in U.S.



✓ Woodstock 1968

✓ Obama 2008

The Case of Japan: “From Impressionism to Anime”



“All Power Comes from the Barrel of a Gun”



Japanese Cultural Power



- ✓ From Art
- ✓ To Genji
- ✓ To Zen

Artistic influences : Ukiyoe



✓ Utamaro's bijinga

Art and Influences

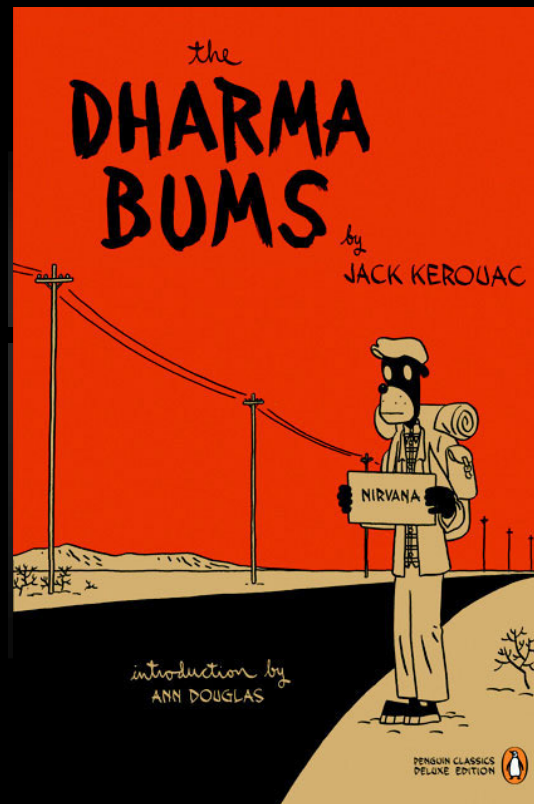


- ✓ Monet's La Japonaise

Zen



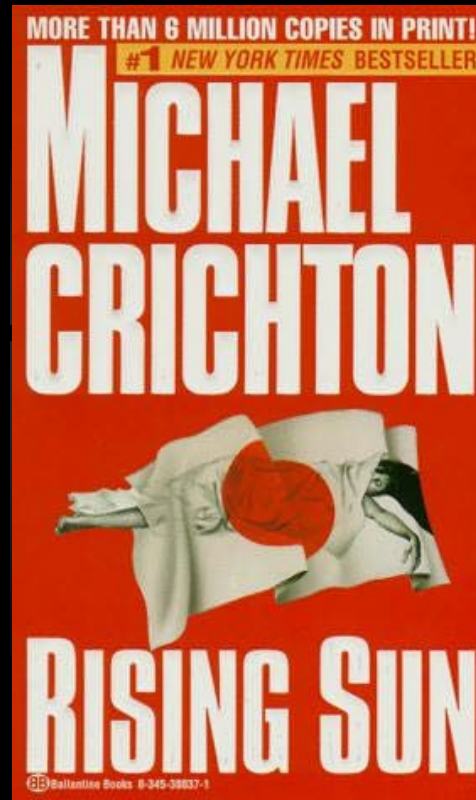
Zen and Americans



Japan Destroys U.S. Auto Industry



Rising Sun



Japan in the 21st Century “Drop
kicked down the timeline of
history”



Negative Power “The Power to Dismay”



Negative Power: “Never Again”



Positive Power



- ✓ Article Nine
- ✓ Immigration
- ✓ Otakudom
- ✓ Studio Ghibli

Article 9



Immigration Policy



Otakudom (both negative and positive)



Otakudom 2 Fan Culture



Otakudom 3 Akihabara



Cosplay “benefits of imaginative play”



David on Formosa

Collecting: organizing the world



Studio Ghibli



Voices from Fandom



- ✓ Miyazaki Sama puts messages in his story that I believe are something the world should listen to-- 22 year old Norwegian fan

Voices from Fandom 2



- ✓ One of the most refreshing aspects about *Spirited Away* is that Good and Evil are not delineated with simple and obvious cues that we often get from pop culture”--MML respondent

Voices from Fandom 3



- ✓ Miyazaki's talent is in his ability to make us examine our own views of the way things are, the way they should be, and what we should do towards these ends. The [death of the forest god] was the beginning of a new era with the promise of learning from the past and forging a new world--MML respondent

Grave of Fireflies



Future Boy Conan 1978



Princess Mononoke 1997



Spirited Away 2003



Ponyo on the Cliff



Wall-e



Japan as Advance Warning System/Role Model

- ✓ Japan as a hyperurbanized, hypertechnologized, hypermaterialist society--where do we go from here?

Oe Kenzaburo



Murakami Haruki



Miyazaki Hayao



Cultural Power



- ✓ What does it mean to take seriously, in our present conjuncture, the thought that cultural politics and questions of culture, of discourse, and of metaphor are absolutely deadly political questions?
- ✓ Stuart Hall, *Subjects in History*