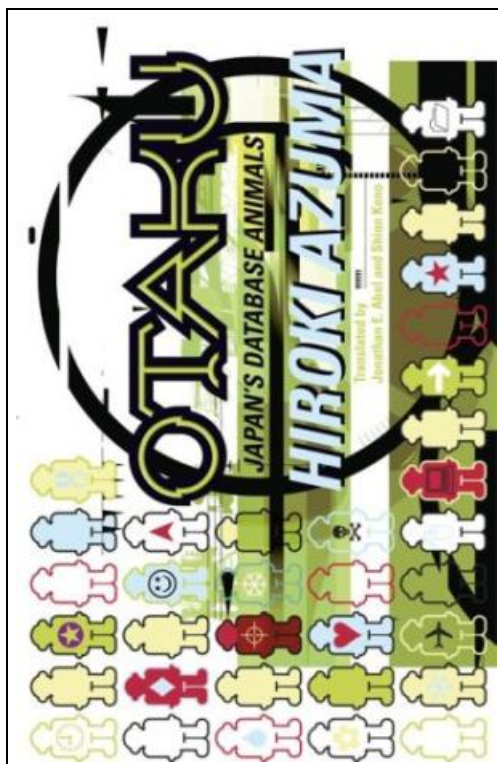


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OTAKU: JAPANS DATABASE ANIMALS



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University of Minnesota Press. Paperback. Condition: New. 200 pages. In Japan, obsessive adult fans and collectors of manga and anime are known as otaku. When the underground otaku subculture first emerged in the 1970s, participants were looked down on within mainstream Japanese society as strange, antisocial loners. Today otaku have had a huge impact on popular culture not only in Japan but also throughout Asia, Europe, and the United States. Hiroki Azuma and rsquo;s Otaku offers a critical, philosophical, and historical inquiry into the characteristics and consequences of this consumer subculture. For Azuma, one of Japan and rsquo;s leading public intellectuals, otaku culture mirrors the transformations of postwar Japanese society and the nature of human behavior in the postmodern era. He traces otaku and rsquo;s ascendancy to the distorted conditions created in Japan by the country and rsquo;s phenomenal postwar modernization, its inability to come to terms with its defeat in the Second World War, and America and rsquo;s subsequent cultural invasion. More broadly, Azuma argues that the consumption behavior of otaku is representative of the postmodern consumption of culture in general, which sacrifices the search for greater significance to almost animalistic instant gratification. In this context, culture becomes simply a database of plots and characters and its consumers mere and ldquo;database animals. and rdquo; A vital non-Western intervention in postmodern culture and theory, Otaku is also an appealing and perceptive account of Japanese popular culture. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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