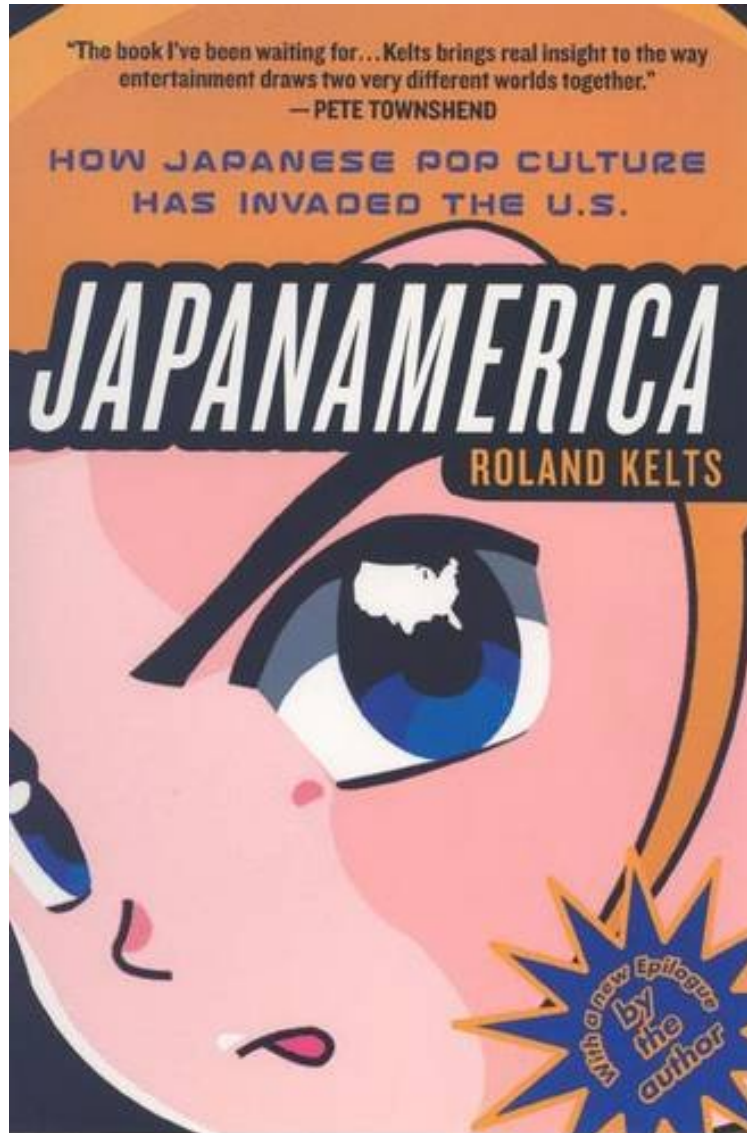


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## Japanamerica: How Japanese Pop Culture Has Invaded the U.S.

*Roland Kelts*

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#712378 in Books 2007-11-13 2007-11-13 Original language: English PDF # 1 9.19 x .70 x 6.08l, .72 #File Name: 140398476X256 pages | File size: 69.Mb

**Roland Kelts : Japanamerica: How Japanese Pop Culture Has Invaded the U.S.** before purchasing it in order to gage whether or not it would be worth my time, and all praised Japanamerica: How Japanese Pop Culture Has Invaded the U.S.:

0 of 0 people found the following review helpful. So-soBy jmchale1959I guess perhaps I was expecting more? To begin with, I should probably note that this is not actually abook about anime. You are not going to find much in here about your favorite series or genre. Indeed,only a few are actually given mention, to emphasize Kelts' narrative on the

development of anime or the supposed psychology behind that. It isn't that this is a poorly done work. Kelts' monologue reads easily and is well constructed. As perhaps a necessary intro, he does provide a basic history of the emergence of the medium in the post-war era, and the key figures involved in that. There's a good bit of theorizing on the effect on the Japanese psyche of the atomic bombings and the American occupation. Kelts also provides a look into the workings of the Japanese animation industry and its relations with US business. He also engages in a somewhat involved look at the hentai (porn) market, in part to illustrate his emphasis on the sort of dual-nature lives Japanese live, with each individual keeping up an outer/public image that is detached from the inner/personal self. This idea forms one of the mainstays of Kelts' narrative, but somehow I doubt that every Japanese is perfectly comfortable with the often gruesome imaginings expressed in manga/anime porn. The irony here (and supposedly the western sense of irony is a handicap) is that this book was published in 2006, the year now regarded by many as the high-point of anime popularity in the US, after which the medium began to suffer a steady loss of the mainstream acceptance it had been attracting. Especially indicative of this are Kelts' mention of upcoming Hollywood "blockbuster" adaptations of various anime properties, none of which ever actually materialized.

3 of 3 people found the following review helpful. superb discussion of Japan and the US, beyond anime and manga  
By Jazz fan  
As an American who is fascinated with Japan, but frustrated with books about the relationship between the two countries, I found Roland Kelts' "Japanamerica" to be a welcome breath of fresh air. Kelts focuses on the growing popularity of manga and anime among Americans, and the "mobius strip" of give and take between the two cultures, but his focus inevitably widens to address the broader mutual fascination between these two worlds. I love the fact that, as an American with a Japanese mother, Kelts avoids the two hazards of Japanophilia and Japanophobia. There is a refreshingly grounded and sensible middle ground in his analysis, a realism that seems to lighten things up and make it all more accessible and welcoming. Perhaps best of all - and this is a miracle in the world of cultural analysis - Kelts is delightfully unpretentious and his prose is as clear and comprehensible as it is filled with fascinating ideas and observations. Never for a moment do we doubt that Kelts knows what he's talking about it - and he brings it all across with infectious enthusiasm.

0 of 0 people found the following review helpful. Anecdotes and a bit of data  
By ygnition  
I used this for a term paper on the Cultural Invasion of Japanese themes to the west. It was interesting, but due to the nature of pop culture, it is a little out of date already. The internet obsoletes pop culture faster than sushi in a gas station on Miami.

Japanamerica is the first book that directly addresses the American experience with the Japanese pop culture craze-- including anime from Hayao Miyazaki's epics to the burgeoning world of hentai, or violent pornographic anime to Haruki Murakami's fiction. Including interviews with the inventor of Pac-man and executives from TokyoPop, GDH, and other major Japanese and American production companies, this book highlights the shared conflicts both countries face as anime and manga become a global form of entertainment and change both the United States and Japan in the process.

From Publishers Weekly  
The influx of Japanese art and fashion into the American cultural mainstream gets an entertaining treatment from Kelts, an essayist and lecturer at the University of Tokyo, who interviewed many of Japan's leading culture gurus over the past three years. Kelts is clearly most interested in the world of anime and manga (from Pokmon to Princess Mononoke), as his readers will most likely be. A primary theme is that of the Japanese paradox: how has such a strictly defined and rigid society produced pop art that is, compared to its American counterparts at least, wildly imaginative and boundary bursting? Kelts's belief is that one directly created the other, that anime and manga's wild and kinetic structures, hyperaddictive apocalyptic story lines and surprisingly emotional content (not to mention sex and violence unheard of in American pop culture) could never flourish in an openly permissive and individualistic society that had not experienced nuclear devastation. Although the book grasps too eagerly at its subject's grander implications, it still effectively conveys the cross-Pacific cultural dissonance. Kelts has a sharp grasp of his subject and is on sure ground when discussing the history of the form, especially the impact of Disney on postwar Japanese animators or the reverential awe in which American animators hold such filmmakers as Hayao Miyazaki (*Spirited Away*). (Dec.) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. [This] tells the incredible story of the way...Japanese entertainment and popular art...continue to grow and draw two very different worlds together. Pete Townshend, The Who  
Embrace the world of otaku in Roland Kelts' comprehensive study of how Japanese pop culture enchanted the West, from Speed Racer and Pokmon to cosplay and hentai manga. Wired  
If you wish to understand the nuances of otaku-dom, or are just hentai-curious, Japanamerica is a broad primer  
The Village Voice  
From the Back Cover  
"Japanamerica is the book I have been waiting for. It tells the incredible story of the way the colorful and eccentric world of Japanese entertainment and popular art has enriched our lives in the West. But it also deals with why it has a poetry that has taken Americans many years to understand and feel able to echo. Japan's holocaust was equally traumatic to the ones experienced by many Americans, and perhaps more sudden, more extreme and more focused. This story shows how today we all use movies, comics, music, art and advertising to face our past and its traumas, rather than to escape. The Japanese methods of facing the past are

restrained and unusual, but ultimately glorious, and mean more to us in our post-9/11 era than ever they could before. Roland Kelts, part American, part Japanese, brings real insight to the way this union of hearts and souls through entertainment will continue to grow and draw two very different worlds together." --Pete Townshend, The Who "Roland Kelts sees deeply and writes elegantly; he gives us a unique and powerful vision of Japanese and Western culture." --Daniel Bergner, author of *In the Land of Magic Soldiers and God of the Rodeo* "Roland Kelts is a keen observer of both American and Japanese pop culture, placing him in a unique position to discuss the rise of anime in America and the West." --Martha McPhee, author of *Bright Angel Time* "The brain of Roland Kelts is not only a brilliant interpreter of places where Japanese and American culture meet, it is also one such important place." --Matthew Sharpe, author of the NBC book club selection, *The Sleeping Father, and Nothing is Terrible, Stories from the Tube, and the forthcoming Jamestown: A Novel* "As the step-mother of an anime-crazed teen, I read *Japanamerica* curious to understand the obsession. What I didn't expect was that Roland Kelts's intelligent and precise observations would shed so much light on my own cultural experience." --Adrienne Brodeur, author of *Man Camp*, Founding Editor of *Zoetrope: All-Story* "*Japanamerica* provides insight into the collision of Eastern and Western pop culture, and the aftermath that is this cutting edge phenomenon known as Anime." --Joe Hahn, Linkin Park