

Comparative **MEDIA** Studies presents

FANDOM UNBOUND

OTAKU CULTURE IN A CONNECTED AGE



A LECTURE WITH

PROF. MIMI ITO

(UNIVERSITY OF CALIFORNIA IRVINE)

W/ DISCUSSANT **IAN CONDRY** (MIT)

FREE AND OPEN TO THE PUBLIC / RECEPTION TO FOLLOW

November 16, 2011 (Wed.)

5:30 - 7:00 PM

Room E14-633



COOLJAPAN
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In recent years, otaku culture has emerged as one of Japan's major cultural exports and as a genuinely transnational phenomenon. In this talk, Mimi Ito, a cultural anthropologist at UC Irvine, discusses how this once marginalized popular culture has come to play a major role in Japan's identity at home and abroad. "Otaku" refers to obsessive fans, often of anime, manga, video games, figurines, and other character-based media.

Sponsors: MIT Japan Program, Reischauer Institute for Japanese Studies (Harvard), the MIT Center for Civic Media, and Foreign Languages and Literatures.

Illustration: Brian Chan / Poster Design: Jeffrey Pearlin