Intercultural Communication in Japan

Theorizing Homogenizing Discourse

Edited by Satoshi Toyosaki and Shinsuke Eguchi



Contents

	Notes on contributors	viii
	Acknowledgments	xii
	Introduction: intercultural communication in Japan:	
	theorizing homogenized discourse	1
	SATOSHI TOYOSAKI AND SHINSUKE EGUCHI	
PA	RT I	
Gender, sexuality, and the body		25
1	The affective politics of the feminine: an interpassive	
	analysis of Japanese female comedians	27
	SACHI SEKIMOTO AND YUSAKU YAJIMA	
2	"It's a wonderful single life": constructions and	
	representations of female singleness in Japan's	
	contemporary josei dorama	41
	EMI KANEMOTO AND KRISTIE COLLINS	
3	The shifting gender landscape of Japanese society	55
	JUSTIN CHARLEBOIS	
	·	
PA	RT II	
Pe	Performance and queerness	
4	Japanese male-queer femininity: an autoethnographic	
	reflection on Matsuko Deluxe as an onē-kei talent	73
	SHINSUKE EGUCHI	

vi	Contents	
5	Bleach in color: unpacking gendered, queered, and raced performances in anime RESLIE CORTÉS	86
	RESERVE CORFES	
	RT III	
Inc	clusiveness and Otherness	99
6	The discursive pushes and pulls of J-pop and K-pop in Taiwan: cultural homogenization and identity co-optation HSUN-YU (SHARON) CHUANG	101
7	"Hating Korea" (kenkan) in postcolonial Japan ANDRE HAAG	114
8	Japan's internationalization: dialectics of Orientalism and hybridism SATOSHI TOYOSAKI AND ERIC FORBUSH	129
	RT IV edia and framing	143
9	Ishihara Shintaro's manga moral panic: the homogenizing rhetoric of Japanese nationalism	145
10	mixi and an imagined boundary of Japan RYUTA KOMAKI	159
PA	RT V	
En	vironment and movement	175
11	Historicization of cherry blossoms: a study of Japan's homogenizing discourses TAKUYA SAKURAI	173
12	Alternative vs. conventional: dialectic relations of the organic agriculture discourse SAKI ICHIHARA FOMSGAARD	190

		Contents	vii
	RT VI ucation and internationalization		205
13	A dialectic between nationalism and multiculturalism: an analysis of the internationalization discourse in Japan AKO INUZUKA		207
14	"I never wanted to be famous": pushes and pulls of Whiteness through the eyes of foreign English language teachers in Japan NATHANIEL SIMMONS AND YEA-WEN CHEN		224
	Index		238