

How Genders are Represented in Japan

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Kawaii and Gender

How Kawaii Culture Can Affect the Image of Gender

Kawaii is:

Sweet

Cute

Weak

Small

Roundish

Fragile



Male character and Kawaii Concepts



Elements of Kawaii, instead of idea or stereotypical features for males



Male character and Kawaii Concepts

Japanese Mascot



American Mascot



Women and Kawaii Concepts



Kawaii Concepts and Negative Images for Women



Conclusion

Males don't
have to have
aggressive
being with
prominent
features



Females are
not immature
or ignoring
social
responsibilities

School Uniforms and Gender

How School Uniform Can Affect the Image of gender

Chiaki Tsutsui

School Uniform in Japan

- to express the school tradition
- to show the sense of the elite



after 1960

- to decrease the economic burden
- to keep the clothes orderly

School Uniform / Japanese Pop Culture

2009 Kawaii Festa in Bangkok

- the Japanese uniform

No concept

- to wear formal clothing in a casual fashion
(着崩す kikuzusu)



School Uniform / anime. manga

- being fashionable
- unique and fashionable uniform from the reality



same style

different design



School Uniform / idol

onyanko-club

1980s

female high school students
boom and brand



AKB48

2010s

including kawaii design



the effect to Japanese women

Japanese women
(especially, high school students)

- desire to wear cuter school uniforms
- customize school uniforms



Anime

How Anime Can Affect The Image of Gender

Anime is:

- ❖ Animation
- ❖ Cartoons
- ❖ Entertainment



Osamu Tezuka



Main Purpose of Anime

❖ Entertain



Types of Anime

❖ Comedy



❖ Action

❖ Drama

❖ Fantasy

❖ Horror



Shonen and Kodomo



Shoujo



Seinen and Josei.

❖ Audience 18 and older

Genders Relationships in Anime

- ❖ Boy's Comics: rude, violent and bloody.
- ❖ Girl's Comics: Funny, romantic, friendly and sensitive.

Conclusion

Japanese anime can reflect political, social issues and historical events.

Gender in Religion

Religion in Gender

- The content of Asia is the birthplace of many different religions
- For example : Confucianism, taoism and buddhism
- The nation of Japan is a unusual when it comes to religion as many Japanese do not consider themselves religious
- Many Japanese may not consider themselves religious but practice shintoism

Religion in Japan cont.

- The impact of shintoism can be seen in every life of Japanese society.
- In shintoism gender roles of men and women are not set
- For example Judaism and Islam have set gender roles

- In comparison shintoism is a poly religion compared to Christianity and Judaism which is a monotheistic religion
- Because of this shintoism has many female and male deities compared to Christianity which has none.
- on the other hand saints are apart of Christianity but are all male

Group Conclusion

Gender plays an important role in Japan today. It can have both negative and positive effects on how people look at the image of gender. And as pop culture changes, so does the perspective and understanding of the image of gender.

Work Site

http://dspace.bunka.ac.jp/dspace/bitstream/10457/1373/3/011080211_02.pdf

https://www.jstage.jst.go.jp/article/jhej/60/8/60_8_715/pdf

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http://www.ehow.com/list_5972721_common-characteristics-anime.html

<http://www.mit.edu/~rei/manga-gender.html>

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[The Lecture Notes](#)