

## 2014 College of Image Arts and Sciences Summer Program— The Present and Future Prospects of Japanese Pop Culture

### ❖ Eligibility

Be enrolled as an undergraduate or graduate student at the commencement of the program.  
Have the ability to communicate in English OR in basic Japanese. No previous knowledge of Japanese language is required for the Japanese class.

### ❖ Items included in the program fee

Tuition, Fieldwork Excursions, Bus Tickets, Completion Certificate, Library Membership Card, Campus WI-FI ID, Welcome Party, Farewell Party, Orientation Meeting, Campus Tour, and Third Party Liability Insurance.

### ❖ Estimated Additional Expenses.

Additional expenses **NOT** included in the program fee.  
For example: Return Air Fare, Meals, OP Tour, Personal Expenses and other incidentals. We strongly recommend that the students enroll in international traveler insurance before their departure to Japan.

### ❖ How to Apply

Fill out and send the application form to Ritsumeikan along with the following documents.  
- Original certificate of enrollment from the institution you are presently attending.  
- Most recent original academic transcript from the institution you are presently attending.  
- Photocopy of information pages of the passport indicating the passport number and period of validity.  
- Two photographs (3cm x 4cm) with your name written on the back.

\*Cancellation: No refund will be given after fees are paid to Ritsumeikan University.  
\*A minimum of 12 and maximum of 30 students can be accepted for this program.

Web: [http://www.ritsumei.ac.jp/eng/html/admissions/program\\_jp/rsjp-rwjp/](http://www.ritsumei.ac.jp/eng/html/admissions/program_jp/rsjp-rwjp/)

Please visit our web site for more details.

\*Information listed above is subject to change without notice.

Application Dead Line: May 27, 2014

Program Fee Due : June 13, 2014

## International Center at Kinugasa Campus Ritsumeikan University

56-1 Toji-in Kitamachi, Kita-Ku, Kyoto 603-8577, JAPAN

E-mail: [rsjprwjp@st.ritsumei.ac.jp](mailto:rsjprwjp@st.ritsumei.ac.jp)

TEL: +81-75-465-8230 FAX: +81-75-465-8160

Available Time: 10:00-17:00(Japanese Standard Time), in Japanese / English



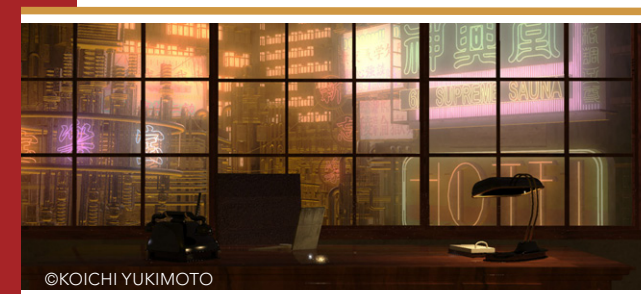
# 2014 College of Image Arts and Sciences SUMMER PROGRAM



R  
RITSUMEIKAN



# THE PRESENT & FUTURE PROSPECTS OF JAPANESE POPCULTURE



## Ritsumeikan University



# Let's Study POP CULTURE in Kyoto

うじゅ方千歳  
Chitose-ujyukata  
©うじゅ製作委員会



This course overviews the birth, the present and the future prospects for Japanese pop culture. It focuses in particular on those elements of Japanese pop culture that have had a substantial influence globally: manga, anime, computer games, and the character business. The course will look at the uniqueness of the culture and its impact on the world while also studying the connections with traditional Japanese culture as well as Japanese culture more broadly speaking.



## Pop Culture Lectures

- |  |  |
|--|--|
| 1. Characteristics of Japanese manga and the outlook for it (Field Trip) | 8. The birth and role of local mascot characters               |
| 2. Japanese anime and Contents tourism (Field Trip)                      | 9. Group Work 1: Regional revitalization and contents          |
| 3. Japanese pop culture and its globalization                            | 10. The birth of video games and development of Japanese games |
| 4. History of Japanese manga and its expansion                           | 11. Japanese games and globalization                           |
| 5. History of Japanese anime and its expansion                           | 12. Japanese games and gamification                            |
| 6. The two pillars in the development of Japanese anime                  | 13. The birth of Kawaii culture and propagation                |
| 7. Development and globalization of Japanese characters                  | 14. Group Work 2: Presentation                                 |
|  | 15. Integration  |

\*subject to change (90mins x 15)

## Field Trip

1. Manga Museum
2. Toyosato School
3. Toei Studio Park

## Japan Studies

1. Meet the MAIKO
2. Play WADAIKO Drums
3. Cook a KAISEKI BENTO
4. Visit KINKAKUJI Temple

(90mins x 4)

## Language Studies

1. Basic Japanese
2. Hiragana and Katakana
3. Pop Culture Words

(50mins x 12)

## Program Summary

**Date:** July 28th, 2014 ~ August 8th, 2014 (2 weeks)

**Program Fee:** ¥120,000

**Place:** Ritsumeikan University, Kinugasa Campus, Kyoto, Japan

## Accommodation

**Dormitory:** Ritsumeikan International House (Single Room)

**Fee:** ¥20,000

**Check In:** July 27th, 2014 **Check Out:** August 9th, 2014

## Itinerary

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>July 27</b> Arrive at Ritsumeikan International House	<b>28</b> Orientation Meeting Campus Tour Peace Museum Welcome Party	<b>29</b> ① Japanese Class ② Japanese Class ③ Japanese Class I. KINKAKUJI Temple	<b>30</b> ④ Japanese Class ⑤ Japanese Class ⑥ Japanese Class II. MAIKO	<b>31</b> ⑦ Japanese Class ⑧ Japanese Class ⑨ Japanese Class III. WADAIKO Drum	<b>August 1</b> ⑩ Japanese Class ⑪ Japanese Class ⑫ Japanese Class IV. Japanese Cuisine	<b>2</b> ① Lecture (Manga Museum) ② Lecture (Toyosato School)
<b>3</b> Day Off OP Tour "Akihabara and EDO TOKYO Museum" (*Paid Tour)	<b>4</b> ③ Lecture ④ Lecture ⑤ Lecture	<b>5</b> ⑥ Lecture ⑦ Lecture ⑧ Lecture	<b>6</b> ⑨ Lecture ⑩ Lecture (Toei Studio Park)	<b>7</b> ⑪ Lecture ⑫ Lecture ⑬ Lecture	<b>8</b> ⑭ Lecture ⑮ Lecture Completion Ceremony Farewell party	<b>9</b> Leave Kyoto