

1. Record Nr.	UNINA9910450112203321
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Titolo	Millennial monsters [[electronic resource]] : Japanese toys and the global imagination / / Anne Allison ; foreword by Gary Cross
Pubbl/distr/stampa	Berkeley, : University of California Press, c2006
ISBN	1-282-77192-2 9786612771927 0-520-93899-2 1-60129-029-2
Descrizione fisica	1 online resource (355 p.)
Collana	Asia--local studies/global themes ; ; 13
Disciplina	688.7/20952
Soggetti	Toys - Japan Games - Japan Animated films - Japan Video games - Japan Consumer goods - Japan Toy industry - Japan Toys - Japan - Marketing Philosophy, Japanese Electronic books. Japan Social life and customs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Foreword -- Acknowledgments -- 1. Enchanted Commodities -- 2. From Ashes To Cyborgs: The Era Of Reconstruction (1945-1960) -- 3. Millennial Japan: Intimate Alienation And New Age Intimacies -- 4. Mighty Morphin Power Rangers: The First Crossover Superheroes -- 5. Fierce Flesh: Sexy Schoolgirls In The Action Fantasy Of Sailor Moon -- 6. Tamagotchi: The Prosthetics Of Presence -- 7. Pokémon: Getting Monsters And Communicating Capitalism -- 8. "Gotta Catch 'Em All": The Pokémonization Of America (And The World) -- Epilogue -- Notes -- References -- Index

Sommario/riassunto

From sushi and karaoke to martial arts and technoware, the currency of made-in-Japan cultural goods has skyrocketed in the global marketplace during the past decade. The globalization of Japanese "cool" is led by youth products: video games, manga (comic books), anime (animation), and cute characters that have fostered kid crazes from Hong Kong to Canada. Examining the crossover traffic between Japan and the United States, *Millennial Monsters* explores the global popularity of Japanese youth goods today while it questions the make-up of the fantasies and the capitalistic conditions of the play involved. Arguing that part of the appeal of such dream worlds is the polymorphous perversity with which they scramble identity and character, the author traces the postindustrial milieux from which such fantasies have arisen in postwar Japan and been popularly received in the United States.
