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Nota di contenuto	1. Introduction: Destabilizing Gender 2. From dans to Genderless: Mediating Queer Styles and Androgynous Bodies in Japan 3. Ill create my own precedents: Female Rakugo Performers on Tokyos yose Stages 4. Not Quite There: Nikes Diversity and Inclusion Agenda and Japans Readiness 5. Hybrid Masculinities?: Reflexive Accounts of Japanese Youth at University jos Contests 6. The Widening Road: Constructions of Gay Japanese Men on YouTube 7. Boys Love, Transmedia Storytelling, and LGBT Awareness in Contemporary Japan 8. Creating the the Body Beautiful Cosplay: Cross-Dressing, Cosplay, and Hyper Femininity and Hyper Masculinity 9. Engagements with Gender, Sexuality and Authenticity in Cosplay.
Sommario/riassunto	This open-access essay collection brings together a range of viewpoints on gender from a diverse group of international scholars based in Finland, Belgium, Japan, Singapore, and Australia. The focus is, in particular, on gender performativity and non-binary or non-normative gender. The essays examine the ways in which gender can be depicted, perceived, and understood in Japanese popular culture. The work will be of interest to scholars working in gender studies, Asian studies, and popular culture. It will also act as a source text for higher education courses in Asia, Europe, and the United States.