Record Nr. UNINA9910785774403321 Autore Botz-Bornstein Thorsten Titolo The cool-kawaii: Afro-Japanese aesthetics and new world modernity / / Thorsten Botz-Bornstein Pubbl/distr/stampa Lanham, Md.:,: Lexington Books,, 2011 **ISBN** 1-283-59952-X 9786613911971 0-7391-4847-8 Descrizione fisica 1 online resource (xxviii, 209 pages) Disciplina 306.0952 Soggetti Aesthetics Popular culture - Japan Japan Civilization American influences Japan Civilization 21st century Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cover; Title Page; Copyright Page; Dedication Page; Table of Contents; Acknowledgments; Introduction; 1: Cool and Kawaii; 2: New World Modernity; 3: Aspects of Cuteness; 4: Cross Gender Tendencies in Cool and Kawaii; 5: Coolness between Virtue Ethics and Aesthetics; 6: The Temptation of Kitsch; 7: Kitsch in Japan: Tradition and Modernity; 8: Cool and Dandyism: Two Words-One Concept; 9: Dandyism, Consumer Society, and Virtual Reality; Conclusion: A Dialectics of Cool and Kawaii?; Bibliography; Index; About the Author Sommario/riassunto The Cool-Kawaii: Afro-Japanese Aesthetics and New World Modernity, by Thorsten Botz-Bornstein, analyzes and compares African American cool culture and the Japanese aesthetics of kawaii or cute and characterizes them as expressions set against oppressive homogenizations of a technocratic world. The Cool-Kawaii sheds light on the history and development of both cultures in three main ways: First, both emerge from similar historical conditions; second, both are

in search of human dignity and liberation, and finally, both kawaii and

African American cool establish a new kind of modernity