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Autore	Azuma Hiroki <1971->
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Note generali	"Originally published in Japanese as Dobutsuka suru posutomodan: otaku kara mita nihon shakai (Tokyo: Kodansha Gendai Shinsho, 2001)" --T.p. verso. Translated from the Japanese.
Nota di bibliografia	Includes bibliographical references (p. 117-139) and index.
Nota di contenuto	Preface to the English edition / Hiroki Azuma -- Translators' introduction -- What is otaku culture? -- The otaku's pseudo-Japan -- The pseudo-Japan manufactured from U.S.-mode material -- Otaku and postmodernity -- Narrative consumption -- The grand nonnarrative -- Moe-elements -- Database consumption -- The simulacra and the database -- Snobbery and the fictional age -- The dissociated human -- The animal age -- Hyperflatness and hypervisuality -- Multiple personality.
Sommario/riassunto	In Japan, obsessive adult fans and collectors of manga and anime are known as otaku. When the underground otaku subculture first emerged in the 1970's, participants were looked down on within mainstream Japanese society as strange, antisocial loners. Today otaku have had a huge impact on popular culture not only in Japan but also throughout Asia, Europe, and the United States. Hiroki Azuma's Otaku offers a critical, philosophical, and historical inquiry into the characteristics and consequences of this consumer subculture. For Azuma, one of Japan's leading public intellectuals, otaku culture...

