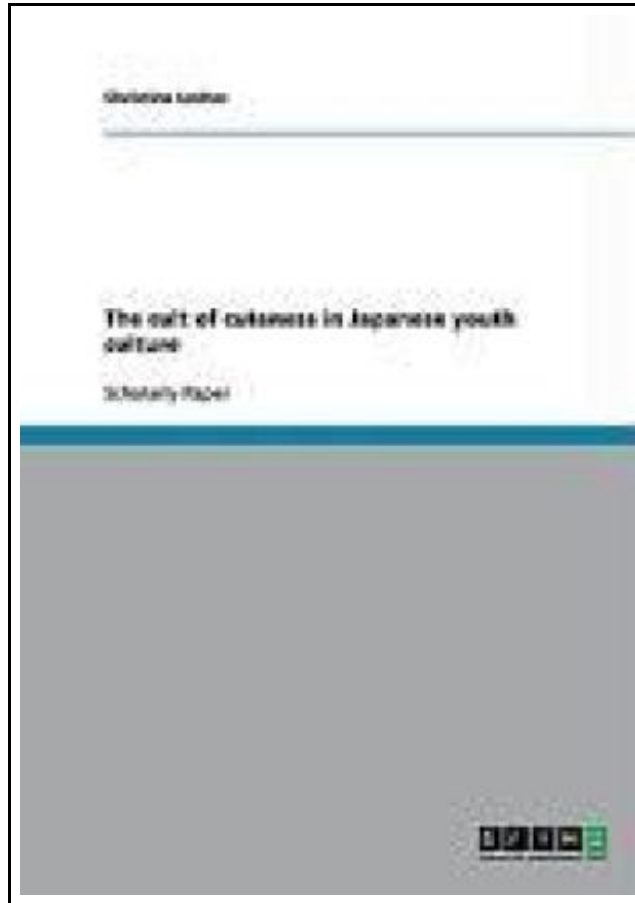


## The cult of cuteness in Japanese youth culture



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## THE CULT OF CUTENESS IN JAPANESE YOUTH CULTURE



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Grin Verlag Okt 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2002 in the subject Orientalism / Sinology - Japanology, printed single-sided, grade: 1 (A), Kyushu University (International Student Center), course: Pop culture in Japan, 38 entries in the bibliography, language: English, abstract: From drawings of children and adults with big round eyes, stuffed furry animals, girly glittery colors to computers and vacuum-cleaners to fall in love with, technical goods as accessories and appliances to cuddle, cuteness is everywhere in Japan. Japan is the country of cuteness. Especially with the female half of the population, everything that is 'kawaii' (cute) is wanted. According to the magazine 'CREA' (in Nov 1992 p. 58): The word 'kawaii' (=cute) is said to be 'the most widely used, widely loved, habitual word in modern living Japanese'. Why do cute things seem to be more successful in Japan than elsewhere in the world Why are things perceived as 'cute' Why do sensible and normal adults fall for little pink big-headed saucer-eyed characters What are the requisites in society that enable that success What is Hello Kitty and why is it successful These are major questions that will be examined in this essay from a psychological and sociological point of view. In the first part, two key psychological concepts are explained, the first one is the 'amae'-concept of Takeo Doi, the second one is the 'Kindchenschema', the schema of childlike characteristics. In the second part, a brief outline is given about the roles in society in Japan, comparing the Japanese view of childhood and adulthood to the Western view, childhood vs. adulthood within Japan and the roles of women as opposed to men in Japan and in comparison to the West. In the...



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