

13thWorld Congress of Semiotics 2017

Round Table Proposal

Title of Round Table	Semiotics of Pop Culture in the 21 st Century of Japan
Coordinator	Muroi, Hisashi, Yokohama National University, JAPAN
Contact	hmuroi@ynu.ac.jp
Abstract	<p>In this round table, we will investigate the possibilities of semiotics of pop culture.</p> <p>Our research group was organized in 2013 for studying the contemporary popculture including comics, animation, video game, idol, costume play, photography and movie etc.</p> <p>Focusing on some latest achievement in Japanese pop culture studies, we attempt to look for new approaches in the study of contemporary pop culture.</p> <p>After postmodern transformation of culture, we have witnessed the disappearance of borders which used to divide between high and low, elite and popular, or indigenous and imported elements in our culture.</p> <p>We will also pay attention to the formation of new cultural groups of diversified cultures, as well as to changing attitude of the state or society to deal with pop culture.</p> <p>Pop culture in the 21st century gained a completely different dimension from the past and it seems to be showing the new aspects unknown. In short, by the advent of distributed personal media such as the Internet, the "location" of pop culture itself had moved to a variety of live events and diverse communication places in a wider range of media environment.</p> <p>We will discuss the various issues in such context.</p>
	Keywords:Pop culture, Semiotics, Media Studies, Japan, Art Theory