

INTRODUCTION

- Cultural globalisation
- Anime and Japan
- Cultural industries – soft power
- Cool japan
- World music
- Thailand and Reggae
- Gangnam
- Learning outcome 1: demonstrate understanding of competing definitions and debates around the following key terms: globalisation and popular culture

CULTURAL GLOBALISATION

- Diffusion of commodities, ideas, expressions around the world
- Homogenisation or heterogeneity
- Popular culture is important in relation to globalisation
- Complex discourses and approaches
- Marx – false consciousness
- Gramsci – hegemony dominant
- Cultural imperialism – global north transfers dominant value system to others through hegemony over advertising, marketing etc.
- Popular culture highlights complexities of globalisation/glocalisation



GLOBALISATION OF ANIME

- Since 1960s anime been part of the global flow
- Surge in recent popularity based on
 - Rapid diffusion of television
 - Mukokuseki nature of early Japanese anime
 - Development and use of internet
- Cheap filler programmes in the 1960s anime e.g. [Astro Boy](#) (24.16 mins)
- Important in children's' programme
- Not distinctively tied to japan



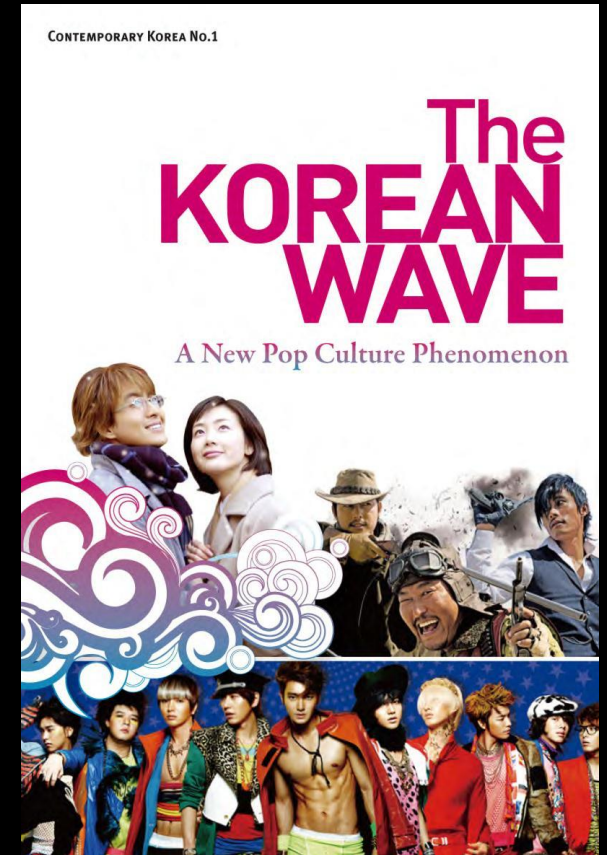
CULTURE INDUSTRIES

- Previously anime was not major avenue of global cultural exchange
- During 21st century – government revamped Japanese image through popular culture
- Under the banner of Cool Japan
- Anime promoted in relation to this
- 2004 Content Industry Promotion Bill
- Link popular culture with national image



OTHER CULTURE INDUSTRIES

- South Korea – Culture Industry Promotion Law 1999
- South Korean government supported live action films, animation, video games amongst others
- Surge of consumption of popular culture – the Korean wave
- Impetus for Japan on soft power focus
- Rise of new Chinese market economy added to this
- E.g. Various animes (9.53 mins)



CURRENT COOL JAPAN

- Less mukokuseki
- No longer detached from national image
- Nation states/regional grouping of nation states react to globalisation through localisation
- Nation states as basic actors in the international system
- Identity – global image politics
- Soft power

WORLD MUSIC

- All music is world music
- Anglo-American music industry regulates some to category of world music
- Popularity of this category – same time as digital technologies
- Internet played role in relation to popular music
- Part of globalisation
- Offering diverse music to global market by multinational media and entertainment industries



TRANSCULTURAL

- Transcultural – diverse popular music transformed in different cultures and nations
- New music styles
- Chinese musician combines pop music with traditional Chinese opera
- New style of pop music – Chinese Pop (5.11 mins)
- Hybrid music styles
- Social media is powerful cultural weapon –

THAILAND AND MUSIC INDUSTRY

- During 1980s the music and entertainment industry landscapes were transformed
- Thai artists and groups wrote own songs –
- Establishment of Thai record companies – established Thai music industry
- Local studios and producers – Nite Spot production – tended to promote more western music programmes, songs, videos
- Worked with Thai artists with styles comparable to the west e.g. [Thai pop music](#) (5.46 mins)



GLOBAL POPULAR MUSIC



- Frith – all countries popular music are shaped by international influences and institutions, global norms and values
- Thai reggae.g. Job 2 Do (6.08 mins)– hybridised music forms across boundaries
- Not simple western invasion
- Reggae easily integrated into new styles into non western local music
- Globalisation is internal as well as external

MUSIC INDUSTRY SOUTH KOREA



- Pop star Psy – most watched videos on YouTube
- Korean music moguls find young talent and send them across Asia
- Songs debuted on television – visual
- Strong YouTube presence
- Gangnam video – also had famous Koreans – debuted number 1 in Korean Pop Chart 2012.
- Twitter, Facebook and then Billboard helped promote the song
- Copyright waived which then increased the copying of the song
- See [Soft Power Documentary](#) clip

BHANGRA

- Bhangra - genre in the 80s with bands such as Malkit Singh
- Before this it was known as modern Punjabi music
- performed in global events such as 2012 Olympics -
- Fusion of music genres and styles e.g <https://youtu.be/pmWolb92U9o> (5.49 mins)
- e.g. [DJ Rekha Malhotra](#)

SUMMARY

- Globalisation not simply west effecting the rest
- With technology things are more complex and diverse
- Looked at music and anime –
- But could have looked at other forms of popular culture e.g. films
- Soft power and thus the nation states are still important
- Learning outcome 1: demonstrate understanding of competing definitions and debates around the following key terms: globalisation and popular culture

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