

Girlscape!

Discover Japan Campaign and the Marketing of Mediatic Ambiance

Tomiko Yoda (Harvard University)

June 17th (Wednesday)

18:30-20:00

Room 301, Building 10

Sophia University, Yotsuya Campus

Lecture in English/ No RSVP required

In the early 1970s Japan, the mediatization of consumer culture was just crossing over the threshold of recognition for the critics of consumer society and culture-industry professionals alike. Many of the early promoters of this trend were industry practitioners who were critical of postwar Japanese capitalist order and the mass society it generated. These projects—which germinated in zones of contact between the commercial and avant-garde such as advertising, graphic design, fashion, photography, and illustration—sought to channel the defiant and transformative power of youth, drawing on countercultural attitudes and tactics popularized in the late 1960s. Moreover, they intensively addressed female youths, evoking a “girlscape”—an ambient context of consumption linking feminine bodies, affects, objects, and environment. The talk will examine the emergence of girlscape in the media ecology of late 1960s to early 1970s Japan, focusing on Discover Japan advertising campaign as a prominent example of this new marketing strategy.



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Tomiko Yoda is the Takashima Professor of Japanese Humanities in the Department of East Asian Languages and Civilizations. This talk will come from her forthcoming work, "Girl Time: Gender and Media Culture in Japan," which examines the temporality of feminine youth as a matrix of broad transformations in post-1960s Japanese media culture.