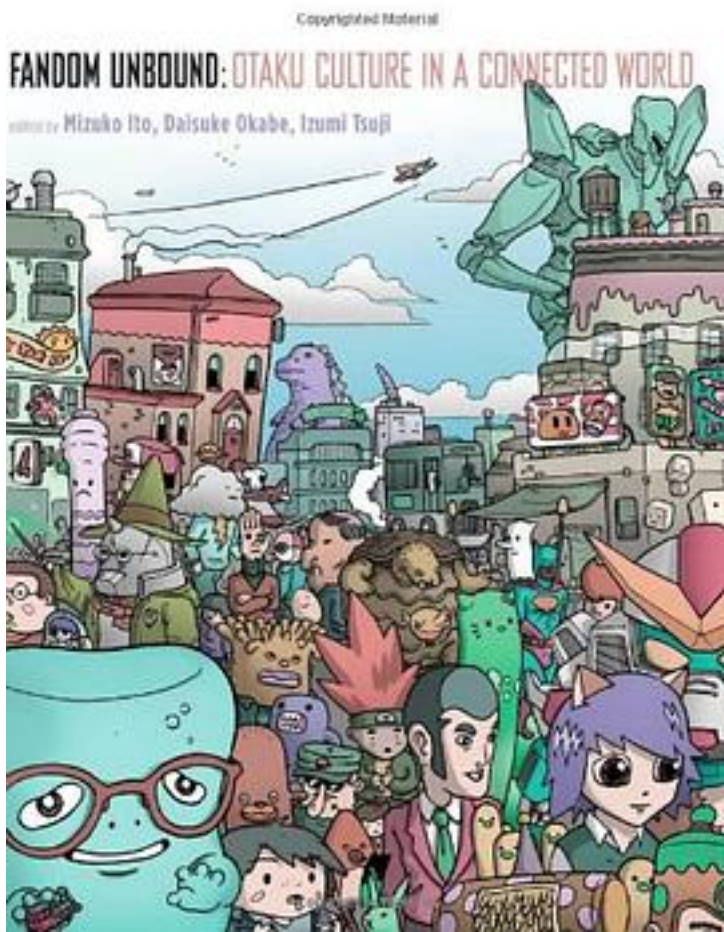


Fandom Unbound



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In recent years, otaku culture has emerged as one of Japan's major cultural exports and as a genuinely transnational phenomenon. This timely volume investigates how this once marginalized popular culture has come to play a major role in Japan's

identity at home and abroad. In the American context, the word otaku is best translated as 'geek' - an ardent fan with highly specialized knowledge and interests. But it is associated especially with fans of specific Japan-based cultural genres, including anime, manga, and video games. Most important of all, as this collection shows, is the way otaku culture represents a newly participatory fan culture in which fans not only organize around niche interests but produce and distribute their own media content. In this collection of essays, Japanese and American scholars offer richly detailed descriptions of how this once stigmatized Japanese youth culture created its own alternative markets and cultural products such as fan fiction, comics, costumes, and remixes, becoming a major international force that can challenge the dominance of commercial media. By exploring the rich variety of otaku culture from multiple perspectives, this groundbreaking collection provides fascinating insights into the present and future of cultural production and distribution in the digital age.

作者介绍:

目录:

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标签

日本

文化研究

粉丝文化

文化

宅文化

fandom

Otaku

社会科学人文

评论

社会学进路失之浅陋；很大篇幅花在介绍基本情况上，这种以人类学田野调查的方法对待“宅男”做得再良心也就是骗骗外行啊！

与其说这本书展现了otaku研究的“最新成果”，不如说充分暴露了身/深居学院的研究者对该亚文化的寡闻，其实还是很problematic的，而且在我看来不少内容似乎都没能把握到更加重要的症候！辻泉、东浩纪、北田晓大等这种资深御宅写的文章能入乎其内出乎其外，别的研究就雷声大雨点小了一一说的就是伊藤老师你呀，不过introduction写得特别好~说来，主要还是因为学院话语和中老一辈学者不待见、不了解otaku文化，才会导致这种花大力气在介绍圈内常识的研究层出不穷，当然也是民族志方法不够深入的缘故。otaku culture强调的正是imagination, synergy, participation, 以及由此形成的community，而且这个群体是历史的产物，对于社会变迁的是极为敏感的。

大部分是译文，日语到英语之间转换损失的信息有多少不得而知。主要的研究还都是从ethnography方面出发的，基本就是讲故事，读起来超轻松。因为缺乏来自更深更广领域的社会学科理论支持，作为一本学术类出版物还是轻薄了些，不过这也是fan studies一直被欧洲学术界所诟病的地方。有兴趣看看还是挺娱乐的。

<http://www.jstor.org.ezproxy1.library.usyd.edu.au/stable/j.ctt1npg9q?Search=yes&resultItemClick=true&&searchUri=%2Ftopic%2Fcosplay-culture%2>

三星半，狂热爱好者作为亚文化，或者被过度评价而抬升至东方主义与西方主义抗衡那个东西风之争，或者被过于局限的事业压缩在同好者自娱自乐的小圈子给圈外人看个不懂心累。研究者自己到底喜欢不喜欢研究御宅族呢，我很困惑。

2017-12 於圖書館九樓南

基本上是一些日本学者写的关于宅圈的论文收录。文字易懂好读。

整体的内容布局和主题很喜欢。个人偏爱吧

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书评

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