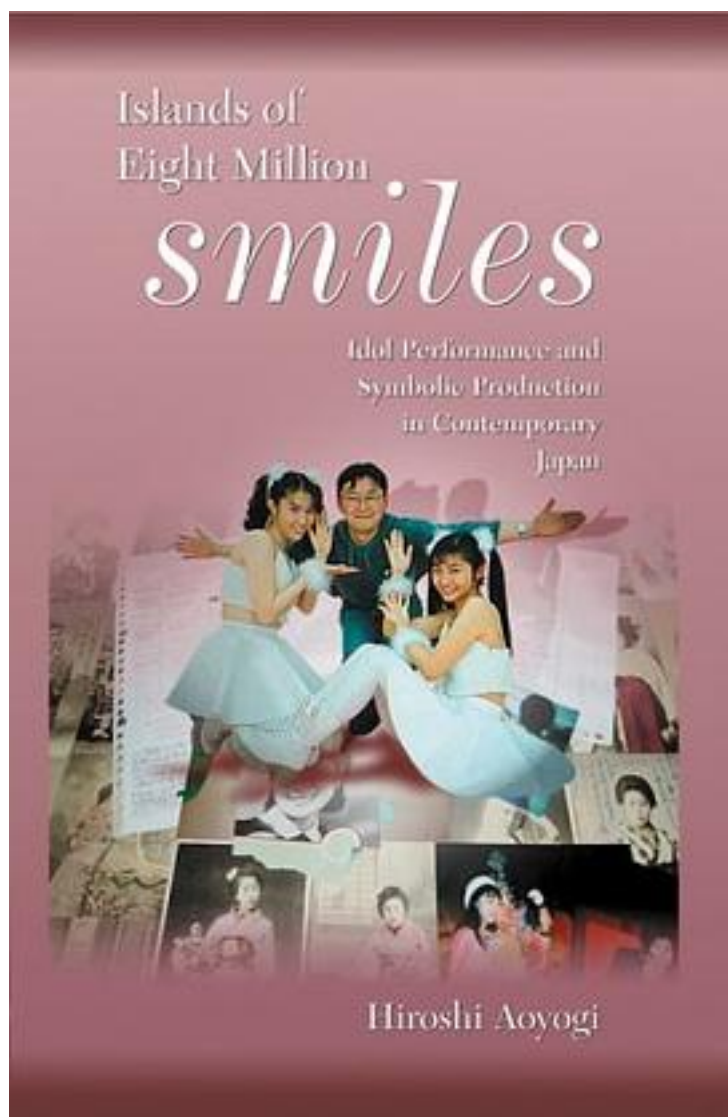


# Island of Eight Million Smiles



[Island of Eight Million Smiles\\_ 下载链接1\\_](#)

著者:Hiroshi Aoyagi

出版者:Harvard University Press

出版时间:2005-7-1

装帧:Hardcover

isbn:9780674017733

Since the late 1960s a ubiquitous feature of popular culture in Japan has been the "idol," an attractive young actor, male or female, packaged and promoted as an adolescent role model and exploited by the entertainment, fashion, cosmetic, and publishing industries to market trendy products. This book offers ethnographic case studies regarding the symbolic qualities of idols and how these qualities relate to the conceptualization of selfhood among adolescents in Japan and elsewhere in East Asia. The author explores how the idol-manufacturing industry absorbs young people into its system of production, molds them into marketable personalities, commercializes their images, and contributes to the construction of ideal images of the adolescent self.

Since the relationship between the idols and their consumers is dynamic, the study focuses on the fans of idols as well. Ultimately, Aoyagi argues, idol performances substantiate capitalist values in the urban consumer society of contemporary Japan and East Asia. Regardless of how crude their performances may appear in the eyes of critics, the idols have helped establish the entertainment industry as an agent of public socialization by driving public desires toward the consumption of commoditized fantasies.

作者介绍:

Hiroshi Aoyagi is Associate Professor of Cultural Anthropology at Asia-Japan Research Center, Kokushikan University, Tokyo

目录:

[Island of Eight Million Smiles\\_ 下载链接1](#)

标签

偶像

日本

人类学

社会

日本流行文化

文化

日本研究

视觉文化

## 评论

牛逼轰轰的一本！语言简洁思路清晰论点很有力

-----  
本书出版的2005年也正是AKB48的出道之年，所以此书可以看作是对“前AKB时代”日本偶像的总结。作者将偶像作为青年人的“model”，考察偶像文化在日本战后社会如何形塑青年的社会人格，也兼及偶像文化在东亚文化圈的扩散等问题。称之为“前AKB时代”，正是因为AKB所代表的那种“面对面偶像”——偶像和粉丝距离的无限接近和更细腻的情感经济，在05年前尚不明朗。近日AKB系的偶像参加日韩合办的Produce48时，面对对其歌舞实力的诟病，解释道“日本偶像只要可爱就行了”；显然，成为“model”已经不是AKB时代偶像的主题。

-----  
拿着哈佛日本研究所的钱在东京“追”了两年星自己还变成了“星”的成果，甚至起了个文艺的名字，但他不是饭啊，饭的情感也未被理论化。明知商业文化运作机制中势必陷阱重重，但SMAP以那样残忍的方式解散，我是真的伤心了，追星的过程里找到了真情真义，真的笑了，真的哭了。和更多人比起来，我的情感却微乎其微。不是为自己或是其他的饭辩护，只是觉得，这个时代所经历的某种共同的缺失（loss）值得更深入的叙述。

-----  
虽说我并不赞同ethnography必须要保持理中客，然而作者对偶像宅的鄙夷简直要跃出纸面。全书被大量访谈填充，相对应的theorization的部分却很薄弱。首先为什么默认偶像是一个「日本独有的」文化？然后台湾香港韩国人追日本明星 = 向往日本的富裕发达？似乎太过想当然了一点。

-----  
想了解偶像文化可以看看。

-----  
[Island of Eight Million Smiles\\_ 下载链接1](#)

书评

-----  
[Island of Eight Million Smiles\\_ 下载链接1](#)