



JPNS3015

Japanese Media and Culture

Session 1, Online-flexible 2025

School of International Studies

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General Information

Unit convenor and teaching staff

Convenor

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By appointment

Tutor

Camilla Wagemans

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By appointment

Credit points

10

Prerequisites

JPNS1220 or JPNS2020

Corequisites

Co-badged status

Unit description

This unit provides a comprehensive overview of Japanese contemporary culture through critical reflection and analysis of Japanese media. Placing a particular focus on the study of popular culture as a site to acquire sophisticated understandings of Japanese society, students will gain advanced insight into the socio-cultural, political, and economic influences which shape contemporary Japan. Working with authentic Japanese media texts, the unit builds students' Japanese cultural literacy and prepares them for careers in either Japan or which require significant engagement with Japan. Further, the unit situates the study of Japanese contemporary culture within the broader context of the global media landscape, extending students' intercultural communicative competence through engagement with a range of sources in both Japanese and English. Students will complete reflective and persuasive writing tasks based in critically engaging with Japanese media, developing advanced skills in research and communication.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Develop advanced critical insights into Japanese contemporary culture through the scholarly study of Japanese media and popular culture.

ULO2: Critically read and interpret authentic Japanese media texts to identify and analyse key concepts related to Japanese contemporary culture.

ULO3: Situate and explicate understandings of Japanese contemporary culture through critical reflections on Japan's positioning in the global media landscape.

ULO4: Articulate analysis of Japanese contemporary culture in a clear, focused and cohesive manner, both orally and in writing.

ULO5: Search for scholarly and other relevant materials and use them ethically and effectively in reflective and persuasive communicative tasks.

General Assessment Information

Late Submissions, Extensions and Supplementary Tests

Assessment tasks are compulsory and must be submitted on time. If you anticipate unavoidable difficulty in completing an assessment task (in class and/or online), contact the convener or your tutor as soon as possible.

Late Assessment Penalty

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted.

Submission time for all written assessments is set at 23:59pm. A 1-hour grace period is provided to students who experience a demonstrable technical issue. This late penalty will apply to written reports and recordings only. Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs) will be addressed by the unit convenor in a Special consideration application.

Special Consideration

If a student is prevented by serious and unavoidable disruption from completing unit requirements in accordance with their ability, they may apply for support under the Special Consideration Policy. To access this support, students must notify the university via [ask.mq.edu](https://ask.mq.edu.au) [u.au](https://ask.mq.edu.au). Students should refer to the Policy for further information (see the link provided in the 'Policies and procedures' section of this unit guide).

Examples of Assessment Tasks

Indicative examples of assessment tasks will be available in class and/or iLearn.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Quizzes</u>	30%	No	Weekly, except Weeks 1, 7, and 13
<u>Reflective Presentation</u>	30%	No	20/04/2025
<u>Research Essay</u>	40%	No	08/06/2025

Quizzes

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 30 hours

Due: **Weekly, except Weeks 1, 7, and 13**

Weighting: **30%**

Online multiple-choice quizzes assessing students' knowledge of each module's key ideas and themes

On successful completion you will be able to:

- Develop advanced critical insights into Japanese contemporary culture through the scholarly study of Japanese media and popular culture.
- Critically read and interpret authentic Japanese media texts to identify and analyse key concepts related to Japanese contemporary culture.
- Situate and explicate understandings of Japanese contemporary culture through critical reflections on Japan's positioning in the global media landscape.

Reflective Presentation

Assessment Type ¹: Creative work

Indicative Time on Task ²: 30 hours

Due: **20/04/2025**

Weighting: **30%**

This collaborative group presentation requires students to critically reflect on a genre of Japanese media studied in the unit.

On successful completion you will be able to:

- Critically read and interpret authentic Japanese media texts to identify and analyse key concepts related to Japanese contemporary culture.
- Situate and explicate understandings of Japanese contemporary culture through critical reflections on Japan's positioning in the global media landscape.
- Articulate analysis of Japanese contemporary culture in a clear, focused and cohesive manner, both orally and in writing.
- Search for scholarly and other relevant materials and use them ethically and effectively in reflective and persuasive communicative tasks.

Research Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 40 hours

Due: **08/06/2025**

Weighting: **40%**

This task requires students to write a fully referenced persuasive essay, including appropriate examples and scholarly references.

On successful completion you will be able to:

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- Critically read and interpret authentic Japanese media texts to identify and analyse key concepts related to Japanese contemporary culture.
- Situate and explicate understandings of Japanese contemporary culture through critical reflections on Japan's positioning in the global media landscape.
- Articulate analysis of Japanese contemporary culture in a clear, focused and cohesive manner, both orally and in writing.
- Search for scholarly and other relevant materials and use them ethically and effectively in reflective and persuasive communicative tasks.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

JPNS3015 adopts a partial "flipped classroom" approach in which students complete various study activities each week **before** entering the classroom (either physically or virtually). In order to successfully participate in seminars/forum discussions, each week starting from Week 2 students will be required to:

1. Watch the pre-recorded lecture
2. Read the required readings
3. Complete a pre-seminar online quiz
4. Complete participation activities in seminars/online forums (depending on nature of enrolment).

More information concerning the study schedule can be found in iLearn.

Please note that some weeks, there may be no scheduled learning activities. Please refer to the unit schedule for specific details.

Technology

Students are required to have regular access to a computer and the internet. Mobile devices alone are not sufficient. This is particularly true for online tests/quizzes (to be conducted at home).

Students are required to access the online unit in iLearn by the end of Week 1 and follow any relevant instructions and links for downloads that may be required.

- **For central technical support go to:** http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/
- **For student quick guides on the use of iLearn go to:** <https://students.mq.edu.au/support/study/tools-and-resources/ilearn/ilearn-quick-guides-for-students>

Unit Schedule

Unit Week (Monday Date)	Topic
1 (Feb 24)	Orientation: Cultural Myths of Japan [No Seminar/Forum] [No Quiz]
2 (Mar 3)	Consumer Culture: Media Tribalism, Fashion, Neoliberalism
3 (Mar 10)	Manga and Anime: Gendered Production and Consumption
4 (Mar 17)	Boys Love (BL) Media: Queer Sexuality in Japan

5 (Mar 24)	Japan's Media Mix: Database Consumption, Moe, and Otaku
6 (Mar 31)	Contents Tourism: Fan Pilgrimage, History, and Consumer Space
7 (Apr 7)	Reading Week [No Lecture] [No Seminar/Forum] [No Quiz]
Recess	*Video Presentations Due (end of Recess W1)
8 (Apr 28)	Japanese Popular Music: A Cold-War History of "J-Pop"
9 (May 5)	Idol Talents: Postmodern Celebrity Culture in Japan
10 (May 12)	Enka: Performing the Invented Traditions of Japan
11 (May 19)	The Korean Wave in Japan: East Asian Entanglements
12 (May 26)	Cool Japan: Transnational Consumption and Soft Power Debates
13 (Jun 2)	Japanese Media in Australia: Cross-cultural Communication [No Seminar/Forum] [No Quiz] *Major Essay Due (end of W13)

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study

- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering

As of 2025, JPNS3015 will no longer contain a dedicated Participation assessment. However, engagement with face-to-face learning activities (seminars) or online forums will provide students with opportunities to actively practice the kinds of tasks and analysis that will be assessed in the units major creative and written assessments. The seminars/forums will also provide students with the opportunity to receive direct feedback from teaching staff, as well as provide a forum to unpack ideas briefly introduced in the pre-recorded lectures and operationalise them to develop concrete skills tied to the ULOs

Unit information based on version 2025.04 of the [Handbook](#)