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Japanese popular culture is constantly evolving in the face of internal and external influence. *Popular Culture, Globalization and Japan* examines this evolution from a new and challenging perspective by focusing on the movements of popular culture into and out of Japan.

Taking a multidisciplinary approach, the book argues that a key factor behind the changing nature of Japanese popular culture lies in its engagement with globalization. Essays from a team of leading international scholars illustrate this crucial interaction between the flows of Japanese popular culture and the constant development of globalization. Drawing on rich empirical content, this book looks at Japanese popular culture as it traverses international borders flowing out through such forms as manga consumption in New Zealand and flowing in through such forms as foreigners writing about Japan in Japanese and how American influences affected the formation of Japan's gay identity.

Presenting current, confronting and sometimes controversial insights into the many forms of Japanese popular culture emerging within this global context, *Popular Culture, Globalization and Japan* will make essential reading for those working in Japanese studies, cultural studies and international relations.

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