

MOVING THROUGH MEDIA

Workshop Program 17th May 2025

Conference room Hotel Forest Hongo (close to Tokyo University)

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Moving Through Media: Human Experience and the Affective Imagination.

This workshop explores the human dimensions of transmedial engagement, focusing on how individuals navigate and negotiate mediated imaginaries also considering the roles of fans and stakeholders. Looking to expand on our previous work in transmedia storytelling and content tourism, we invite contributions that address audiences' embodied experiences, emotional entanglements, and cultural translations. How does media-driven engagement shape perceptions of the Other? How do affect, identity markers such as gender or race, and personal narratives intersect in these experiences? Drawing on ethnographic approaches, we aim to uncover how audiences make sense of and reshape mediated spaces, engaging in both collective and individual acts of meaning-making. By foregrounding the human, we invite discussions on agency, memory, and the affective dimensions of transmedial engagement.

Each presentation has allocated 25 min. (20 min. talk and 5 min. questions).

9:00-9:15

Welcome and coffee/tea

SESSION 1: FORM, MEDIA AND DESIGN

9:15-9:40

"Anime's Colorful (Non)Places: Hybridity and Mediating Japan in a Global Context", by Stevie Suan, Hosei University.

9:40-10:05

"Uncanny Translations: Affect and Medium in Junji Itō's Hell Doll Funeral" by Ivan Jaramillo, Nagoya University.

10:05-10:30

"Mario's Early Transmedial Character Design", by Bryan Hikari, Waseda University.

10:30-10:45

BREAK

SESSION 2: CULTURAL IMAGINARIES

10:45-11:10

"Chasing the Japan Dream: An Analysis of the Social and Political Implications of the Globalization of Labor in the Japanese Video Game Industry", Alexandra Maiuga, Ritsumeikan University.

11:10-11:35

"Vague Longings & Strong Emotions: Media Memories of Japan", by Susana Tosca, University of Southern Denmark.

11:35-12:00

“Japonist Imaginaries as a Driving Force of Travel: Successes and Failures”, by Jaime Romero Leo, Nagoya University.

12:00-13:00

LUNCH

SESSION 3: COMPLEX IDENTITIES

13:00-13:25

“Polylocalizing Japanese Anime, Manga, and Games: Fans' Identity Negotiations in Northern Europe”, by Akiko Sugawa-Shimada, Yokohama National University.

13:25-13:50

“Confronting Transgenerational Trauma and Memory in Call of Duty: Black Ops”, by Anh-Thu Nguyen, Ritsumeikan University.

13:50-14:15

“The Anime Characters that Would Date Black Women: An Inquiry into Agency & Desire at the Nexus of Race and Gender” by Sarah-Anne Gresham, Rutgers University.

14:15-14:30

BREAK

14:30-15:50

Affect workshop and dialogue: all participate

15:50-16:00

Closing remarks