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Transcultural Potentials of *dōjinshi* Culture

A virtual *u:japan* lecture by Katharina Hülsmann

Thursday
2021-03-25
18:30~20:00
online

<https://japanologie.univie.ac.at/ujapanlectures>



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In this talk I will present findings of an ethnographic study of *dōjinshi* (amateur comics) culture that I conducted for my PhD thesis. *Dōjinshi* is a term that is used to describe subcultural publications in Japan that are usually self-published and exchanged at specialised events. Most of the works exchanged at these gatherings make use of scenar-

they are mainly being exchanged in printed form and not digitally over the internet. The fan artists thus utilise a robust infrastructure to produce and exchange their works with like-minded fans.

I will illustrate how Japanese *dōjinshi* artists produce cultural capital and social capital within their communities and how they navigate conflicts with outsiders, such



Katharina Hülsmann is a PhD candidate at Heinrich Heine University Düsseldorf, Germany. She is co-editor of the German-language volume *Japanische Populärkultur und Gender* [Japanese Popular Culture and Gender] (2016). In 2017 she conducted field work supported by a PhD grant from the German Institute for Japanese Studies in Tokyo (DIJ). Her research interests include representations of gender in popular culture and fannish works, fan/producer relationships in the digital age, comics studies, as well as transcultural dynamics of fandom.

ios and characters from commercially published media, such as manga, anime, games, movies or television series and can be classified as fan works, poaching from media franchises and offering a vehicle for creative expression. What sets these works apart from fannish forms of expression, like fan fiction, in the anglophone sphere, is, that

as media right holders, and within their own community. For my field study, I focussed on Japanese *dōjinshi* artists who produce fan works based on western entertainment media franchises, such as the Marvel Cinematic Universe. One of the focus points of my study was to trace the potentials for

transcultural spreading of Japanese fan works and fannish exchange within local and global fan communities. The talk thus aims to give a brief overview of how *dōjinshi* exchange and the local community functions, and then delves deeper into the examination of *dōjinshi* culture as a potentially transcultural phenomenon.

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