Marc Steinberg, PhD

Associate Professor
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Marc Steinberg is the author of award-winning book, *Anime's Media Mix: Franchising Toys and Characters in Japan* (University of Minnesota Press, 2012). He has published essays on the moving image, franchising and digital culture in *Japan Forum*, *Animation: An Interdisciplinary Journal*, *Journal of Visual Culture*, *Theory, Culture & Society*, *Mechademia*, and *Canadian Journal of Film Studies*. He is co-editing a volume on *Media Theory in Japan* (under contract with Duke University Press). A revised and expanded Japanese edition of *Anime's Media Mix* has been published by Kadokawa in March 2015. His work addresses multiple aspects of Japanese and East Asian mediascapes and visual culture, focusing on the industrial and creative practice of the media mix or transmedia in film, animation, comics, and games in Japan in particular. His current research project examines the formation of digital platforms for content distribution in Japan, South Korea and North America.

Kontakt:

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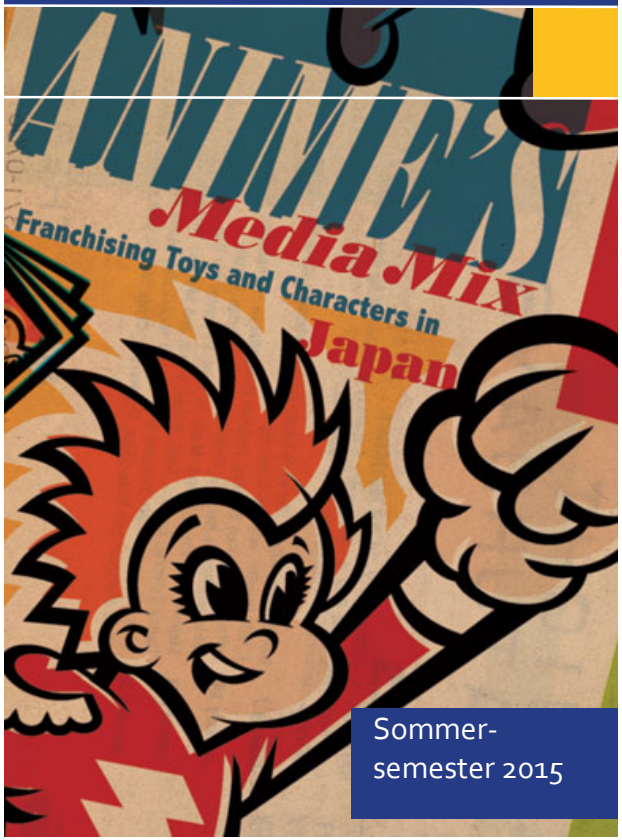
Visiting Professor

Marc Steinberg
(Concordia University)

Programm



Sommer-
semester 2015

Programm

Montag, 1. Juni 2015

Zeit: 16.00 – 18.00 Uhr
Ort: Lehrstuhl für Japanologie I
Artilleriestr. 70, Raum 00.216

Seminar/Workshop:

Reading Marc Steinberg's "Anime's Media Mix: Franchising Toys and Characters in Japan."
(Minneapolis: University of Minnesota Press, 2012)

Über das Buch: "In *Anime's Media Mix*, Marc Steinberg convincingly shows that anime is far more than a style of Japanese animation. Engaging with film, animation, and media studies, as well as analyses of consumer culture and theories of capitalism, Steinberg offers the first sustained study of the Japanese mode of convergence that informs global media practices to this day." (https://www.upress.umn.edu/book-division/books/animeas-media-mix)

Reading list:
- Steinberg, Marc (2012). *Anime's Media Mix: Franchising Toys and Characters in Japan*. (Minneapolis: University of Minnesota Press), Kapitel 2.
- Gray, Jonathan (2010). *Show Sold Separately: Promos, Spoilers, and Other Media Paratexts*. (New York: NYU Press), Introduction.

Um **Anmeldung** zum Seminar/Workshop wird gebeten: dorothee.heider@fau.de

Mittwoch, 3. Juni 2015

Zeit: 18.15 – 19.45 Uhr
Ort: Lehrstuhl für Japanologie I
Artilleriestr. 70, Raum 00.112

Vortrag:

"Platform Imperialism, the Highest Stage of Capitalism?:
Reflections on the KADOKAWA-Dwango Merger and the User-Generated Media Mix."

Abstract:
In October 2014, the publisher and media conglomerate KADOKAWA merged with Dwango, the parent company of Japan's largest video hosting site, NicoNico Video. The language used to describe this merger was the unification of *contents* and *platforms*, and the implied context was the increasing global dominance of Google, Apple and Amazon. This talk will explore what I call *platform imperialism* in the context of transformations in methods of contents delivery. It will also examine new developments in media franchising or the media mix made possible by the KADOKAWA-Dwango merger, exploring a recent example of what we might call the *user-generated media mix*: the Kagerou Project, developed and unfolded on NicoNico. The goal of this talk is to parse out the layers of meaning of the ambiguous term platform, situate the merger in a wider geopolitical context, and examine the aesthetics of emergent, fan-produced forms of the media mix.