

**Centre for Japanese Studies and Embassy of Japan
Invite you to
Cool Japan Lecture Series**

**‘The superpower with a thousand faces:
Japanese pop culture diplomacy in the 21st Century’**

Dr. Cobus van Staden

The lecture looks at how the Japanese government uses pop culture as part of its diplomacy. It shows how viral popularity is increasingly forming the basis of innovative diplomatic efforts in the developing world and how pop culture is playing an increasingly powerful role in how Japan markets itself.

Date: Thursday, 3rd July 2014
Venue: GIBS, Classroom 9
Address: 26 Melville Road, Illovo
Time: 17:30 Registration
18:00 Starts
*Reception after seminar.
Admission: RSVP required
Reservation: linr@gibs.co.za



About the speaker

Dr. Cobus van Staden is a lecturer in Media Studies at the University of the Witwatersrand. He completed his PhD in 2008 at the University of Nagoya in Japan. He then worked as an investigative journalist for Special Assignment at the SABC, before starting postdoctoral fellowships at Stellenbosch University and the University of Johannesburg. He specializes in the study of media flows from East Asia to Africa, and the use of media in diplomacy, focusing on China and Japan.