

Center for Japanese Studies Seminar Series

Co-sponsored by the Department of Religion

Japanese Religions, Popular Culture and the Media

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Japanese Buddhist institutions in contemporary Japan are striving to cope with a series of major changes in the sociocultural sphere, including the challenges of new dynamics related to globalization and of a world context where economics is a dominant force. In this regard, the connection between religion and the market has considerably intensified in the past decades, while marketing strategies that are used by religious organizations to address their adherents and potential converts have come to the fore. This has become a common denominator in religious organizations and has brought about the creation of marketable products that are thriving at temples and shrines in Japan. Against this backdrop, Japanese Buddhist denominations are making use of different communication formats that are drawing on popular culture and its array of manifestations. In this talk, I will present some results of my ongoing book project, *Japanese Religions, Popular Culture and the Media*, and focus on the ways Japanese Buddhist institutions are employing these formats for proselytization and promotional scopes together with the dynamics that lie behind and characterize such communication strategies.



Tokioka Room (Moore Hall 319)

Thursday, April 11 (3:30–5:00 pm)

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