

Abstract

The focus of this master's thesis is on the role of specific media in the diffusion of Japanese culture. Even though Japan is both geographically distant and culturally distinct from the rest of the world, it has become popular among fans globally. One of the main factors contributing to this fascination is a so-called media mix including Japan-specific media ranging from manga and anime to videogames. The aim of this master's thesis is to find out, based on a quantitative research conducted in both Czech and English-speaking environments, how various media outlets in Japan contribute to its popularity world-wide, identify the most important medium and scrutinize it through a descriptive analysis based on the theories of globalisation and cultural hybridisation to see what makes this medium so distinct. The author discovered that the most significant medium contributing to the diffusion of Japanese culture is anime. One of the main reasons behind its success is a commercial strategy of Japanese producers who intentionally remove cultural boundaries out of anime to make it globally acceptable. Another contributing factor connected to that, is the hybrid look of anime characters that do not have the physical features of Japanese people, which is why audiences tend to link the characters to their own race and easily identify with them. Other important role in the diffusion of anime is also played in part by the fans, who recommend it to other people, create subtitles in their free time, and distribute anime-related content to the internet.