

Sakura, manga, kimono:

Representation of Japan at Japanese themed events

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Abstract

This thesis studies the issue of a representation of Japan at Japanese themed events in the Czech Republic. The conclusions of this thesis are based on empirical research in three essential terrains – the Japan Information and Culture Centre of the Japanese Embassy in the Czech Republic, the Czech-Japanese Association, and the Czech anime community. Each terrain's activities are analyzed to identify images of Japan they produce for their visitors. This contextual basis is built on for a further analysis of three significant issues that arise from the research – the difference and prevalence of Japanese culture in the Czech Republic, its authenticity, and the tendency of Czech fans to idealize Japan.