

## **Abstract**

In this bachelor's work, I present Japanese popular culture and its history and development. This work describes the influence of Western culture on the Japanese people as well as their traditional and popular culture and its impact on the Western society. Japanese popular culture includes anime, manga, subcultures and Japanese popular music. Moreover, the most important facts about the development of Japanese culture are explained. Lastly, I portray the globalisation of Japanese culture and the situation in the Czech Republic.

## **Key words**

Popular culture, Japan, manga, anime, subcultures, globalisation