SUMMARY

JAPANESE POP–CULTURE in FRANCE

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Through a content analysis of over 300 cover images of the five major French magazines specialised in Japanese pop contents (manga, anime, j-pop and so on) from 1990s to our days, and intensively focusing on their age, gender and geographic representations in particular, this paper depicts the dynamic nature of the change in meanings and values associated with the adjective "Japanese" in the course of 2000s in France and how (and how not) such shift ends up in reproducing the stereotype image of Western male domination and Eastern (Japanese) female submission. Instead of the assumption where the content is presume to convey and define its value and meaning per se., it is understood that the cover images serve as nodes that facilitate networks of fans who, with their locally available intellectual and human resources, construct and distribute their own local ways of appreciating it. It is a small essay on potentially very rich yet sociologically little explored field of contemporary cultural exchange between France and Japan.