

# JAPANESE POPULAR CULTURE AND ITS IMPACT ON ROMANIAN CULTURAL SPACE

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## ABSTRACT

The impact of Japanese popular culture on Romania becomes obvious when we notice the increasing number of young enthusiasts of Japanese cultural products such as manga magazines or anime. In this social context of globalization and constant change, we are witnessing the emergence of a new type of Romanian cultural product – the Romanian manga magazine. Meanwhile, one community has emerged and developed systematically: Otaku community, represented by the Romanian fans of manga and anime. This community develops two particular social practices, Doujinshi and Cosplay, which we will analyze further. In this situation, Otaku could be considered a representative future subculture on the Romanian cultural scene. What are the social implications of Japanese popular culture in contemporary Romanian society?

**Keywords:** Japanese popular culture, Romanian manga, hybridization, interpretative communities, social and cultural practices.

## A BRIEF INTRODUCTION: JAPANESE POPULAR CULTURE IN ROMANIA

Over the last three decades, Japanese popular culture products were exported, sold and consumed worldwide everywhere, from Asia through America and Europe. A wide variety of such products became available in shopping malls around the world, especially in big cities or metropolises.

Subsequently, this consumption trend was observed in Romanian national area where I noticed the increasing interest of Romanian public towards Japanese popular culture and the infusion of Japanese cultural products on the Romanian market. The objective of the present article is to analyze the impact of Japanese popular culture on the Romanian public. Therefore, the impact of Japanese culture

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