The omnipresence and popularity of American consumer products in Japan have triggered an avalanche of writing shedding light on different aspects of this cross-cultural relationship. Cultural interactions are often accompanied by the term cultural imperialism, a concept that on close scrutiny turns out to be a hasty oversimplification given the contemporary cultural interaction between the U.S. and Japan. »Embracing Differences« shows that this assumption of a one-sided transfer is no longer valid. Closely investigating Disney theme parks, sushi, as well as movies, Iris-Aya Laemmerhirt reveals a dialogical exchange between these two nations that has changed the image of Japan in the United States.

Iris-Aya Laemmerhirt teaches American Studies and British Studies at TU Dortmund University where she is a post-doctoral candidate.

The lecture features a greeting by mayor Manfred Sauer, contributions by Kornelia Freitag (Amerikanistik Ruhr-Universität Bochum) and Hartmut Holzmüller (Marketing TU Dortmund) as well as a culinary note by Daniel Takeshi Wienand (Restaurant Takeshi Bochum).

Kinderbetreuung: Wenden Sie sich an Kinderbetreuung.fk15@tu-dortmund.de

Thursday, 27 November 2014, 5 pm | IBZ | Emil-Figge-Str. 59 | Campus Nord

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