

(Pdf free) Pink Globalization: Hello Kitty's Trek across the Pacific

## Pink Globalization: Hello Kitty's Trek across the Pacific

*Christine R. Yano*

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#656455 in Books 2013-04-29 Original language: English PDF # 1 9.00 x 6.00 x 1.001, 1.03 #File Name: 0822353636336 pages | File size: 38.Mb

**Christine R. Yano : Pink Globalization: Hello Kitty's Trek across the Pacific** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pink Globalization: Hello Kitty's Trek across the Pacific:

1 of 1 people found the following review helpful. Worth every penny! By Jonathan Jimenez Excellent book! Christine R. Yano takes what is for most of us an average product and lays out for the reader the deeper cultural, historical, and anthropological significance of Hello Kitty. This book is not the simple history of a product, but rather an analysis of the global ramifications of Hello Kitty. It is a description and challenge of our understanding of both Japanese and

American culture; and what that all means on a global level. Yano writes in a very captivating way that makes the reader never want to put down the book. Yano is successfully able to introduce new concepts of Japanese culture that would have otherwise gone unnoticed in the United States. Thus, this book lends itself to be a critique of Japanese culture, while at the same time challenging us to take a look at the world we THINK we live in, and widen our understanding so that we may begin to know the world we ACTUALLY live in. 1 of 1 people found the following review helpful. Shedding light on Hello Kitty

By alissa In this book Christine R. Yano takes the reader into the world of Hello Kitty, where she sheds some light on the history, culture and global significance of Hello Kitty. Through each chapter the reader is taken on a journey following "Hello Kitty's Trek across the Pacific", analyzing the trends and social insights that Hello Kitty inspires across the globe. The author explains the trends of Hello Kitty in Japanese culture and how it translates to American culture, she depicts the kawaii culture and sheds some insight to the adverse side of it. Cover to cover, it was a great read, it opens the reader to new views and different interpretations of Hello Kitty, I definitely recommend this book for an academic read or a read for fun. 3 of 4 people found the following review helpful. but the missionaries of happiness that can only be bought in order to be ...

By GAPPink Globalization by Christine Yano explores the omnipresence of Hello Kitty both in Japanese culture as well as in Western countries. Aside from Hello Kitty's associations with Japanese identity, and how this has expanded to include the wider spectrum of Asian identities as well, Yano also interrogates the idea of Hello Kitty as being representative of the "emasculated" state of post-war Japan. This idea, that Japan has become increasingly "trivialized" as a result of cute-culture, also connects with the image of Japan being exported to the Western world. How this image affects Japan, and the rest of Asia, is part of Yano's interest in writing Pink Globalization. The exportation of this image, of this idea of Japan as cute-cool, also plays into the consumerism that is becoming more and more present in the global community. Sanrio is portrayed not only as an exporter of a product, but the missionaries of happiness that can only be bought in order to be experienced.

In Pink Globalization, Christine R. Yano examines the creation and rise of Hello Kitty as a part of Japanese Cute-Cool culture. Yano argues that the international popularity of Hello Kitty is one aspect of what she calls pink globalization the spread of goods and images labeled cute (kawaii) from Japan to other parts of the industrial world. The concept of pink globalization connects the expansion of Japanese companies to overseas markets, the enhanced distribution of Japanese products, and the rise of Japan's national cool as suggested by the spread of manga and anime. Yano analyzes the changing complex of relations and identities surrounding the global reach of Hello Kitty's cute culture, discussing the responses of both ardent fans and virulent detractors. Through interviews, Yano shows how consumers use this iconic cat to negotiate gender, nostalgia, and national identity. She demonstrates that pink globalization allows the foreign to become familiar as it brings together the intimacy of cute and the distance of cool. Hello Kitty and her entourage of marketers and consumers wink, giddily suggesting innocence, sexuality, irony, sophistication, and even sheer happiness. Yano reveals the edgy power in this wink and the ways it can overturn, or at least challenge, power structures.

"Christine R. Yano's deep meditations on Hello Kitty provide us with dizzying detail while simultaneously explaining the allure of what is ostensibly only a childish character. Most studies on the circulation of Japanese popular culture take a macro view, looking at a spectrum of manga and anime as aspects of a cool culture flow. Yano's achievement is to explore a specific commodity and its image, following the trajectory of Hello Kitty from Japan to the United States as she is created, produced, consumed and endlessly discussed."