



# An Oration on Idolology

## Hiroshi Aoyagi

June 13, 2014

17:00-18:30

Room 10-301, 3F, Building 10, Yotsuya Campus, Sophia University

In this talk, Aoyagi will provide an overview of “idology” (偶像学), which he initially developed as an ethnographic means to better comprehend the sociocultural mechanism of popular idolatry in contemporary Japan involving young, media-promoted personalities. Rather than directing the attention of audience to any particular aspect of pop idolatry or idol-pop (アイドルPOP), Aoyagi wishes to lay out an analytical foundation on the basis of which he and his audience can together generate discussions on some points of socio-scientific interest. Motives and methods of ideology will be demonstrated alongside the discipline’s epistemic goal to include popular cultural phenomena as a legitimate subject of investigation in symbolic anthropology.

Hiroshi Aoyagi is a cultural anthropologist with ethnographic foci on Japanese and relevant Asian popular cultures and mass societies. He currently holds a professor position in the School of Asia 21 of Kokushikan University in Tokyo, Japan. Aoyagi pioneered in the empirical study of Japanese pop idols, which he calls “idology,” and published *Islands of Eight Million Smiles: Idol Performance and Symbolic Production in Contemporary Japan* from Harvard Asia Center (2005).

Lecture in English / No prior registration necessary

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