

Cosplaying Religion

Japanese Religions through Manga and Anime

Torsdag den 28. november, 11:00 – 12:00

Nobelparken, bygning 1453, lokale 116



Japanese popular culture is known worldwide through *manga* and *anime*. What happens when religions in Japan use them? Why and how do religious groups *manga-ize* their teachings? How are their founders and foundresses reshaped through these very popular media? What is at stake when religions cross the boundaries of popular culture in the attempt to keep their bond to society and control of their sphere of authority? Focusing on the production of *manga* and *anime* by religious institutions in Japan, in this talk I will address these questions and explore the ways religious organizations are negotiating the transmission of the teachings and their role in society through a language and modalities borrowed from more successful secular spheres, in this case, popular culture and branding.

Elisabetta Porcu is an Associate Professor of Asian religions at the University of Cape Town. She has worked previously in Japan at various universities (2004-2010) and at Leipzig University (2010-2014). She is the founding editor of the *Journal of Religion in Japan* (Brill), and the Vice-President of the Association for the Study of Religion in Southern Africa. Among her publications are the monograph *Pure Land Buddhism in Modern Japanese Culture* (Brill, 2008), and numerous articles and book chapters on contemporary Japanese religions in areas such as popular culture and secularization. She is currently working on two monographs on Japanese religions and popular culture and the Gion Festival in Kyoto.

Foredragsholderen deltager i seminar om **japansk buddhisme i Europa** (28.-29. nov).
Hvis interesseret i deltagelse, kontakt da Jørn Borup (jb@cas.au.dk).



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