



Unwrapping Japan: Society and Culture in Anthropological Perspective

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Recent years have witnessed an explosive growth in the literature published about Japan. Yet it seems that the more that is written about Japan and Japanism – its culture, society, people – the more mysterious it becomes. As well as exploring issues relating to advertising, tourism, women, festivals and the art world, the book depicts how the study of Japanese society contributes to anthropological theory and understanding. The editors use the term ‘unwrapping’ to provide insights into Japanese culture and relate these insights to broader problems and questions prevalent in contemporary anthropological discourse. The issues explored include the contribution of applied anthropology to theory; the relationship between tourism and nostalgia; the interplay of marginality and belonging; the role of advertising in gender relations; status in the art world and the place of Japanese genres of writing within anthropology texts.

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Editorial Review

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