

Contents

Acknowledgements	vii
------------------	-----

GRISELDIS KIRSCH AND DOLORES P. MARTINEZ

Japan as an Assemblage	I
------------------------	---

PART I Roots and Branches	21
---------------------------	----

MERRY WHITE

Café Society in Japan: Global Coffee and Urban Space	23
--	----

CHRISTINE R. YANO

'A Japanese in Every Jet': Globalism and Gendered Service in the Jet Age	41
--	----

JOY HENDRY

Rewrapping the Message: Museums, Healing and Communicative Power	65
--	----

PART II Contemporary Configurations	81
-------------------------------------	----

WOLFRAM MANZENREITER AND JOHN HORNE

Football in the Community: Global Culture, Local Needs and Diversity in Japan	83
---	----

GRISELDIS KIRSCH

- Relocating Japan? Japan, China and the West in Japanese
Television Dramas 113

BRUCE WHITE

- Japanese Reggae and the Def Tech Phenomenon: Global Paths
to Intra-cultural Pluralism 135

PART III Technological Connections: Past, Present and Future 159

HEUNG-WAH WONG AND HOI-YAN YAU

- The More I Shop at Yaohan, the More I Become a *Heung Gong*
Yahn (Hongkongese): Japan and the Formation of a Hong Kong
Identity 161

DOLORES P. MARTINEZ

- Global Technologies, Local Interventions:
Or Musings on Japanese Film 183

HIROFUMI KATSUNO

- Branding Humanoid Japan 205

GRISELDIS KIRSCH, WOLFRAM MANZENREITER

AND JOHN HORNE, MERRY WHITE, HIROFUMI KATSUNO AND

DOLORES P. MARTINEZ

- Afterword: Reassembling after 3/11 231

- Notes on Contributors 239

- Index 243