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REMINISCING THE POPULARITY OF JAPANESE TELEVISION DRAMAS OUTSIDE JAPAN

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Abstract

The export of Japanese television programs overseas started in the 1970s and the rapid growth of Japanese television programs globally, especially in Asia, started in the early 1980s. However, in the 21st century, the glory of Japanese dramas seems to have faded and replaced by the “Korean wave”. Perhaps the younger generation nowadays has not heard of “J-Pop” and here is an examination of the past consumption of the Japanese television culture outside of Japan, especially Asia.

Key words: Japanese drama soft power Japanization J-Pop

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