

# Pikachus Global Adventure: The Rise and Fall of Pokemon



Initially developed in Japan by Nintendo as a computer game, Pokemon swept the globe in the late 1990s. Based on a narrative in which a group of children capture, train, and do battle with over a hundred imaginary creatures, Pokemon quickly diversified into an array of popular products including comic books, a TV show, movies, trading cards, stickers, toys, and clothing. Pokemon eventually became the top grossing childrens product of all time. Yet the phenomenon fizzled as quickly as it had ignited. By 2002, the Pokemon craze was mostly over. *Pikachus Global Adventure* describes the spectacular, complex, and unpredictable rise and fall of Pokemon in countries around the world. In analyzing the popularity of Pokemon, this innovative volume addresses core debates about the globalization of popular culture and about childrens consumption of mass-produced culture. Topics explored include the origins of Pokemon in Japans valorization of cuteness and traditions of insect collecting and anime; the efforts of Japanese producers and American marketers to localize it for foreign markets by muting its sex, violence, moral ambiguity, and general feeling of Japaneseness; debates about childrens vulnerability versus agency as consumers; and the contentious question of Pokemons educational value and place in school. The contributors include teachers as well as scholars from the fields of anthropology, media studies, sociology, and education. Tracking the reception of Pokemon in Japan, the United States, Great Britain, France, and Israel, they emphasize its significance as the first Japanese cultural product to enjoy substantial worldwide success and challenge western dominance in the global production and circulation of cultural goods. Contributors. Anne Allison, Linda-Renee Bloch, Helen Bromley, Gilles Brougere, David Buckingham, Koichi Iwabuchi, Hirofumi

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its rise and, just as interesting, its fall. To analyze these phenomena, I hosted a Pokemon conference in Honolulu, U.S.A., in November 2000. Presenters came. **Pikachus Global Adventure: The Rise and Fall of Pokemon: Joseph** Pikachus Global Adventure: The Rise and Fall of Pokemon eBook: Joseph Tobin, David Buckingham, Julian Sefton-Green, Anne Allison, Koichi Iwabuchi: **Pikachus Global Adventure: The Rise and Fall of Pokemon: The** Pikachus Global Adventure: The Rise and Fall of Pokemon is a book that was released by the Duke University press in 2004. The book is a documentary that **Pikachus Global Adventure: The Rise and Fall of Pokemon: 1st (First)** Editorial Reviews. Review. I took a peek at the table of contents for Pikachus Global Adventure, then read a little of the introduction, and the next thing I knew I **Pikachus Global Adventure: The Rise and Fall of Pokemon - Amazon** **Pikachus Global Adventure: The Rise and Fall of Pokemon** Kindle????? Pikachus Global Adventure: The Rise and Fall of Pokemon ??Kindle???????Kindle????????????????????????????? **Pikachus Global Adventure: The Rise and Fall of Pokemon: The** Pikachus Global Adventure: The Rise and Fall of Pokemon: 1st (First) Edition [David Buckingham (Contribution by), Julian Sefton-Green (Contribution by), Anne **The Rise and Fall of Pokemon MangaUK** By 2002, the Pokemon craze was mostly over. Pikachus Global Adventure describes the spectacular, complex, and unpredictable rise and fall of Pokemon in **Pikachus Global Adventure: The Rise and Fall of Pokemon: Joseph** By 2002, the Pokemon craze was mostly over. Pikachus Global Adventure describes the spectacular, complex, and unpredictable rise and fall of Pokemon in **Pikachu?s Global Adventure Duke University Press** By 2002, the Pokemon craze was mostly over. Pikachus Global Adventure describes the spectacular, complex, and unpredictable rise and fall of Pokemon in **Pikachus Global Adventure - Bulbapedia, the community-driven** Buy Pikachus Global Adventure: The Rise and Fall of Pokemon: The Rise and Fall of Pokemon by Joseph Tobin (ISBN: 9780822332879) from Amazons Book **Pikachu?s Global Adventure Duke University Press** Read Pikachus Global Adventure: The Rise and Fall of

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