

Yuki Watanabe
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Educational History

- Ph.D. Education, May 13, 2002, University of Kansas
Dissertation: *A Survey of Computer-Mediated Communication Applications in Teaching Japanese as a Foreign Language*
- M.S. Journalism, May 15, 1997, William Allen White School of Journalism, University of Kansas
- M.A. American Studies, August 21, 1995, University of Kansas
- B.A. American Studies, March 28, 1985, Nanzan University, Nagoya, Japan

Teaching Interests

All levels of Japanese language instruction, Japanese Culture (historical and contemporary), Media and Society, Media and Politics, Gender and Media, Social Class and Media, Sociology of the Internet, Second Language Acquisition, Business Japanese

Academic Honors

Kappa Tau Alpha, 1997 (An honor society for journalism students graduating with a GPA of 3.9 or higher), University of Kansas

Bruce Linton Award, 1996 (Given annually to "one outstanding graduate student in broadcast journalism" at the University of Kansas)

Phi Beta Delta, 1995 (An honor society for international scholars)

Professional Experience

- 2009-present Senior Lecturer, School of Economics, Political & Policy Sciences and School of Arts & Humanities, University of Texas at Dallas
- 2008-present UTD Study Abroad Faculty Led Program in Japan, Lead Faculty, Course Designer
- 2006-2008 Lecturer, School of Economics, Political & Policy Sciences and School of Arts & Humanities, University of Texas at Dallas

- 2007 Lecturer, Department of Sociology, University of North Texas at Dallas
- 2003-2004 Lecturer, School of Social Sciences, University of Texas at Dallas
- 2002-2003 Visiting Assistant Professor, School of Social Sciences, University of Texas at Dallas
- 1994-2000 Graduate Teaching Assistant (Instructor of Japanese), Department of East Asian Languages and Cultures, University of Kansas
- 1985-1992 Tenured faculty of English, Setonishi High School, Aichi, Japan
- 1982-1992 Production assistant at NHK TV, Nagoya, Japan (Managed shooting schedules and edited video for NHK, the public television broadcasting network of Japan)

Research Interests

My current research focuses on mass media and popular culture in Japan and critical theories of mass media in contemporary society in general. My research has uncovered surprisingly consistent sets of economic and social forces in the design of popular dramas, talk shows, print and television advertising, and film. Following my doctoral research on the use of electronic technology in foreign language learning outcomes, I continue to experiment with new pedagogical approaches in foreign language instruction. The goal is to integrate new technologies into foreign language teaching in a way that measurably improves the effectiveness learning outcomes.

Before I began studying technology in the foreign language classroom and the sociology of mass media and popular culture in Japan, I undertook research on the role of technological innovation and the electronic media on American politics, with a focus on the Truman Administration. This work, which concentrated on the theory and empirics of mass media in political and sociological contexts, led me to learn analytical tools from sociology, with an emphasis on the links between social change and technological innovation in mass media. Together with standard social scientific statistical techniques, these techniques from sociology and political science are core tools in the research I currently undertake.

Professional Membership

American Council on the Teaching of Foreign Languages (ACTFL)
Southern Japan Seminar

Achievements in Original Achievement, Investigation, and Research

Publications

“Otaku: Japan’s Database Animal” (book review). Japan Studies Review, vol. XIV, 2011.

“Reconstructing the ‘Masculine’ Narrative in Contemporary Japanese Popular Culture: The Case of Harem *Anime* and *Manga*.” (under review at Mechademia).

“*Erokakkoi*: Changing Images of Female Idols in Contemporary Japan.” (in press) Japan Studies Review, vol. XIV, 2011.

“Japanese People Watching Subtitled Japanese-Language TV Shows: Function or Aesthetic?” Japan Studies Review, vol. X, 2006.

“Student Use of Web Support for Foreign Language Classes: A Case Study of On-line Syllabus for Intermediate Course in Japanese,” The Proceedings of the Annual Conference of Japan Association for Language Education and Technology, pp. 134-137, August 2001, Aichi, Japan.

Conference Presentations

“A Critical Analysis of a Contemporary Japanese Girl Pop Group Phenomenon: The Case of AKB 48.” Presented at 39th Annual Meeting of Southwest Conference of Asian Studies on September 24, 2010, at Texas Christian University, Fort Worth, Texas.

“Reconstructing the ‘Masculine’ Narrative in Contemporary Japanese Popular Culture: the Case of Harem *Anime* and *Manga*.” Presented at Southern Japan Seminar. March, 2009, Miami, Florida

“*Erokakkoi*: Changing Images of Female Idols in Contemporary Japan.” Presented at Southern Japan Seminar. March, 2006, Miami, Florida

“Japanese People Watching Subtitled Japanese-Language TV Shows: Function or Aesthetic?” Presented at Southern Japan Seminar. March, 2003, Atlanta, Georgia

"Exploiting Feelings of Inferiority in Television Commercials Targeted to Japanese Women: A Content Analysis of TV Ad Imagery in Japan," Rocky Mountain/Southwest Association for Asian Studies Japan Seminar. September, 2002, El Paso, Texas

"Exploiting Feelings of Inferiority in Television Commercials Targeted to Japanese Women: A Content Analysis of TV Ad Imagery in Japan," presented at the Midwest Conference of Asian Affairs. October 2000, Bloomington, Indiana

“Student Use of Web Support for Foreign Language Classes: A Case Study of On-line Syllabus for Intermediate Course in Japanese,” published in The Proceedings of the Annual Conference of Japan Association for Language Education and Technology, p. 134-137, August 2001, Aichi, Japan

Grants

Japan Foundation Japanese Language Teaching Material Grant 2006-2007

Works in Progress

“Internet and Political Participation in Contemporary Japan: Case of Voter Franchise”

Professional and University Citizenship

Courses Developed

Media & Society, School of Economics, Political and Policy Sciences

Culture and Regions: Japan, School of Economics, Political and Policy Sciences

Media & Politics, School of Economics, Political and Policy Sciences

Media & Crime, School of Economics, Political and Policy Sciences

Internet & Society, School of Economics, Political and Policy Sciences

Beginning Japanese I and II, School of Arts & Humanities

Intermediate Japanese I and II, School of Arts & Humanities

Culture and Language: Japan (summer study abroad), School of Arts & Humanities