

Japanese popular culture in Hong Kong

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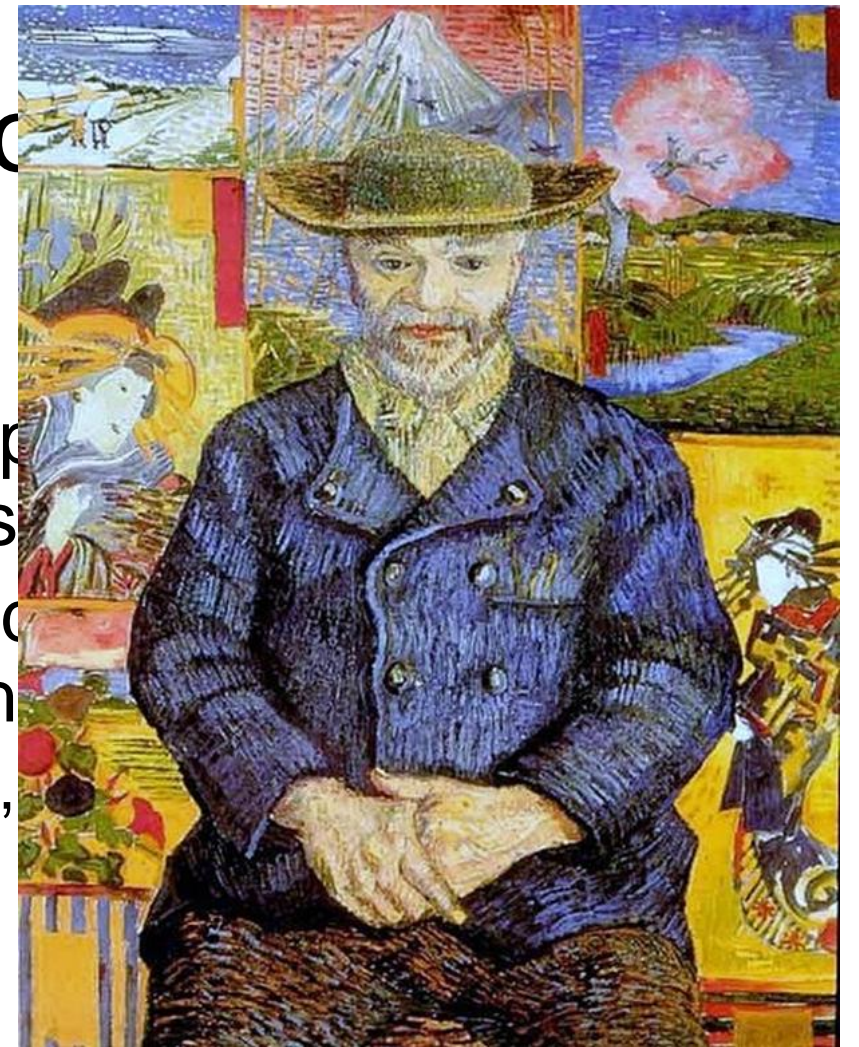
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Monet "La Japonaise" (1876)



菱川師宣 (HISHIKAWA, Moronobu)
『見返り美人図 (Beauty looking back)』



Gogh "le Pere Tanguy" (1887)

Development of Japanese popular culture

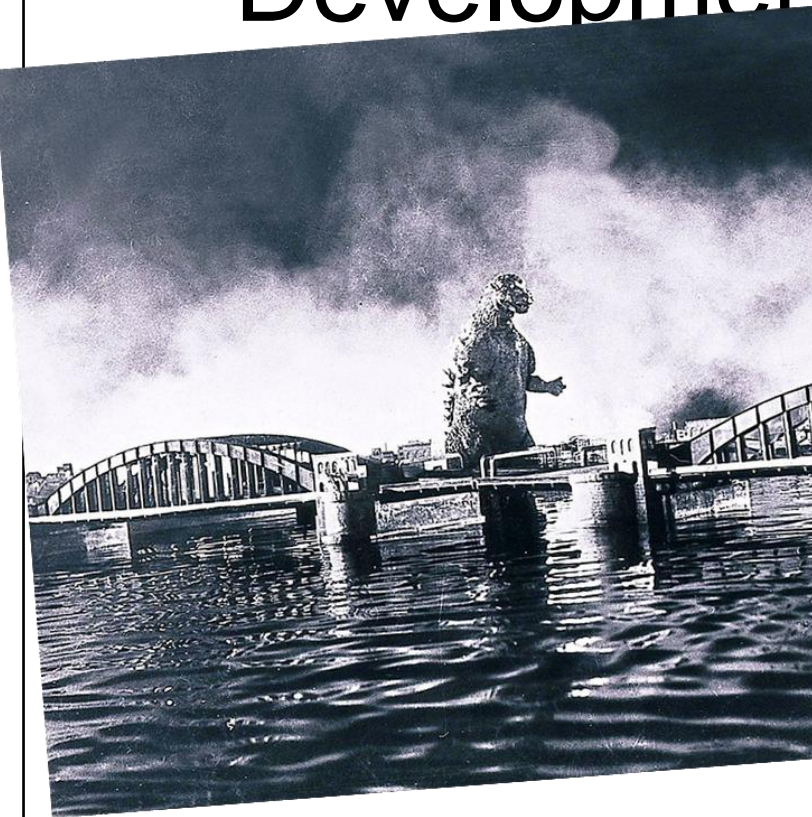
- The Meiji Restoration in 1868
 - **Western culture flowed into Japan** in the late -19th and early-20th centuries
 - The lifestyles, entertainments, and tastes of Europe and U.S. fascinated the Japanese public
 - Clothing, hairstyles
 - Unfamiliar musical forms and instruments
 - Baseball and rugby

Development of Japanese popular culture

- After the World War I
 - American impact on Japanese pop culture became prominent
 - Baseball grew into Japan's national pastime
 - American jazz became an important part of modern urban life in Japan
 - **American comic strips** covered the pages of Japanese popular magazines



Development of Japanese pop



Monster movies: Godzilla, Mothra, Gamera, etc.

Japanese animatio



- *Tetsuwan Atomu* (鉄腕アトム)
(In the U.S. as Astro Boy)

Well-received Japanese products



Since the late-1970s: worldwide video game craze began

- Space invaders (1978) became



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忘れものを、届けにきました。

となりのトトロ

「トトロ」を「Totoro」に
改名したのは、まだ日本に
いない「Totoro」だぶん。



ese



Manga also began to catch on abroad in the 1980s

- Stereotype in the West “comic books are lightweight, childish entertainment”



manga as “imaginative, graphically refined, and incredibly varied”

By the end of the 1990s: Japanese culture entered the mainstream

- Pop products were consumed everywhere
 - *Pokemon* and *Yu-Gi-Oh!* (遊戯王)
(including video games, trading cards, anime, feature films, toys, etc.)



- Anime form

e.g. *Pokemon* and *Spirited Away*



creative art

Academy

- J-POP also began to attract international attention (especially as anime and video game theme songs)



Japan became the first non-Western nation to emerge as a major and consistent contributor to global pop culture trends.

Japanese popular culture in Hong Kong: TV dramas

- The emergence of Japanese TV dramas in HK: the beginning of broadcast in HK
 - Since the debut of TVB Jade, Japanese dramas have been imported
 - Early Japanese dramas: *samurai* stories, martial arts, sports and detective dramas
 - Romance dramas were the main storylines of early dramas
 - e.g. Happily married (「二人の世界」)





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Japanese dramas in Hong Kong

- In the 1980s: *Oshin's* hit
 - Most prominent of such motivating dramas
 - Earmarked a new era of Japanese dramas in the early 1980s
 - Theme song became a canto-pop hit





Japanese dramas in Hong Kong

- Background of popularity
 - Japanese TV dramas dubbed in Cantonese in the 1970s
 - Invention and development of **VCD** in the 1990s



Japanese dramas in Hong Kong

- However, as the Hong Kong Customs authority **tightened the control over the piracy** in the late 1990s, the availability of Japanese dramas in Hong Kong became more limited



Ended its popularity

Japanese popular music in Hong Kong

- In the 1970s, while Cantonese popular songs became popular, some of Japanese theme songs of imported TV dramas made hits as Cantonese cover versions.



This laid the foundation of a Japanese music boom in the 1980s

Japanese popular music in Hong Kong

- In the 1980s, Japanese songs played an important role in Hong Kong's popular music scene.
 - Both original Japanese versions and Cantonese covered versions became hits
 - Original Japanese songs became prominent by the mid-1980s
 - Many Cantonese covered versions were produced



The popularity of Japanese music in the 1980s

- Hong Kong listeners became familiar with Japanese music through watching Japanese TV dramas
- They were also tired of the musical style of Canto-pop
- The creativity of Hong Kong's music industry did not catch up with advances in production technology and the direction of consumers' tastes
 - The creative capacity was not enough to meet the demand

Japanese popular music in Hong Kong

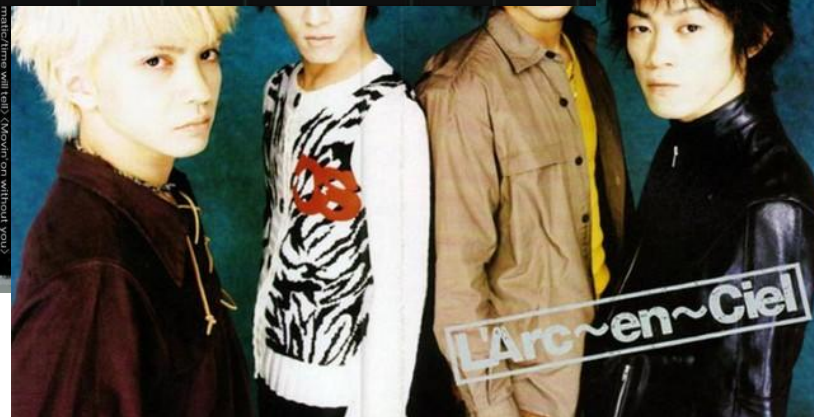
- In the first half of the 1990s, Japanese original songs became a trend
 - Behind the trend, there was Hong Kong listeners' criticism
 - 'overemphasis' on commercialism in Hong Kong music industry
 - Not providing the supportive environment for young talent
- In the latter half of the 1990s, many Japanese singers and their original songs became popular
 - This happened almost simultaneously in Japan and Hong Kong

The popularity of Japanese music in the 1990s

- The advancement in the media technologies during this period
 - Cable TV and Internet
- The widespread availability of VCDs
 - Trend in Japanese TV dramas and tie-up theme songs
 - Theme songs often occupied more than half of top ten hit charts

Japan the 2000s

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Japanese popular music in Hong Kong since the 2000s

- In Hong Kong, mainly young generation was affected by the Japanese popular music
 - Huge influence by Japanese *anime* and its theme songs
 - Fan culture of idol groups, such as *Arashi*, *AKB48*, etc.
 - Concerts and events by Japanese artists in Hong Kong

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To sum up,

- The influence of Japanese popular culture in Hong Kong became prominent in the 1970s particularly **through Japanese TV dramas**
- **The technological advancement** such as VCDs (including those pirated) has contributed much to the widespread of Japanese popular culture
- With the further technological advancement and **the diversification of Japanese popular cultural industry**, a wide variety of content, if not a certain genre, has attracted Hong Kong people.

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