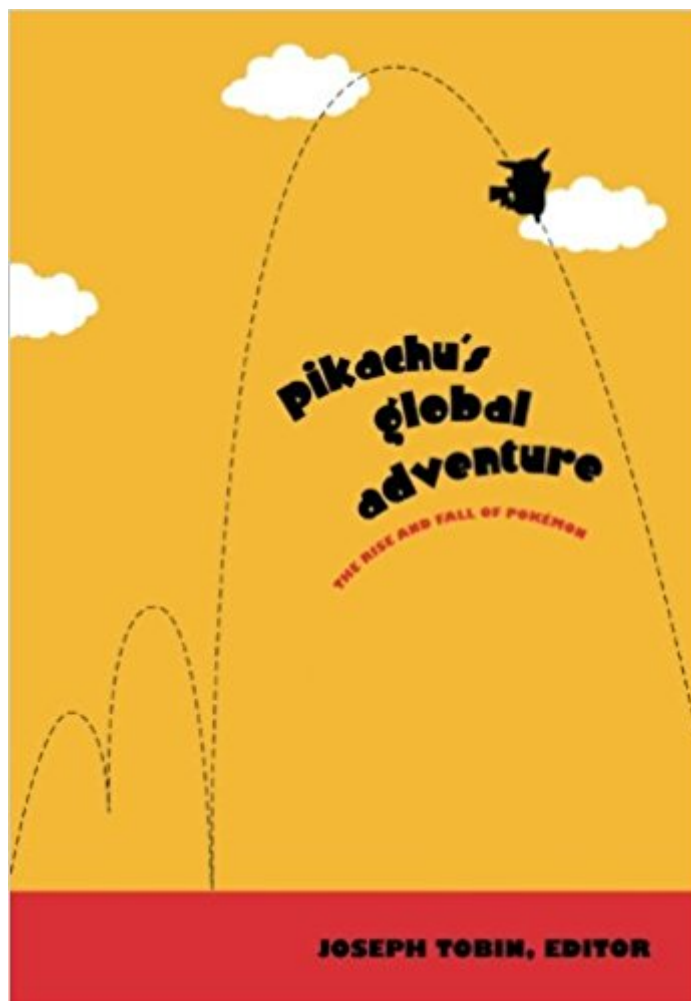


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# Pikachu's Global Adventure: The Rise And Fall Of Pok mon



## Synopsis

Initially developed in Japan by Nintendo as a computer game, Pokémon 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, Pokémon quickly diversified into an array of popular products including comic books, a TV show, movies, trading cards, stickers, toys, and clothing. Pokémon eventually became the top grossing children's product of all time. Yet the phenomenon fizzled as quickly as it had ignited. By 2002, the Pokémon craze was mostly over. *Pikachu's Global Adventure* describes the spectacular, complex, and unpredictable rise and fall of Pokémon in countries around the world. In analyzing the popularity of Pokémon, this innovative volume addresses core debates about the globalization of popular culture and about children's consumption of mass-produced culture. Topics explored include the origins of Pokémon in Japan's 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 children's vulnerability versus agency as consumers; and the contentious question of Pokémon's 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 Pokémon 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-Renée Bloch, Helen Bromley, Gilles Brougere, David Buckingham, Koichi Iwabuchi, Hirofumi Katsuno, Dafna Lemish, Jeffrey Maret, Julian Sefton-Green, Joseph Tobin, Samuel Tobin, Rebekah Willet, Christine Yano

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## Customer Reviews

I took a peek at the table of contents for *Pikachu's Global Adventure*, then read a little of the introduction, and the next thing I knew I was deep, deep in the book and didn't want to stop. The writing was that engaging, the information and arguments that compelling.

—Henry Jenkins, coeditor of *Hop on Pop: The Politics and Pleasures of Popular Culture*

The contributors to this volume are the smartest scholars working today in the areas of global media and children's media. This book tells an entertaining and surprising tale of how the little Japanese Pokémon transformed children's culture and global media economics. The changes that Pikachu wrought are only the beginning of fascinating new trends in role-playing games, video games, cartoons, and toys and the accelerated spread of such fads via the Internet.

—Ellen Seiter, author of *Sold Separately: Children and Parents in Consumer Culture*

"The contributors to this volume are the smartest scholars working today in the areas of global media and children's media. This book tells an entertaining and surprising tale of how the little Japanese Pokémon transformed children's culture and global media economics. The changes that Pikachu wrought are only the beginning of fascinating new trends in role-playing games, video games, cartoons, and toys and the accelerated spread of such fads via the Internet."--Ellen Seiter, author of "Sold Separately: Children and Parents in Consumer Culture"

Each chapter is written by a different expert in various fields (business, anthropology, etc) and offers a very deep view of the Japanese and global consumer market using Pokemon as a basis for discussion. It is a very interesting read even if it is not being used as a text book. Great for business majors and anyone interested in consumer or Japanese culture and Pokemon!

Not going to go into pedantic details... But I will say, this provides excellent documentation and analysis on the success of the Pokemon franchise, considering all aspects of the property. I was most interested in the card game, but wound up reading the entire book, fascinated by what I learned.

I loved this product! It was a little beat up but that was what I was expecting. I couldn't put that book down

This book is nothing more than a collection of false information, not to mention outdated information as well. Also, one thing I noticed is that it contains no mention of Pokemon Ruby and Sapphire, the games which helped the franchise see a resurgence in popularity, which were we already out on the market for a year at this point so it becomes pretty clear that Tobin didn't do any research whatsoever on the subject. Avoid this book like poison ivy.

This book was well, just plain difficult for me. A little context: I'm a Master's student in moving image archiving and preservation. My own focus is actually on video game preservation. My first video game on a dedicated console was Pokemon Red. I was obsessed with catching 'em all. Clearly, it stuck with me, because here I am, all these years later, reading this book. My Master's thesis on versionality in video games is particularly focused on the Pokemon franchise. So I'm speaking as both a fan and a scholar of the franchise. Honestly, some parts of this book were plain fantastic. I especially adored the more international views into the franchise such as in France and Israel. Much of the discussion on gender and Pokemon was pretty surface-level, but still, it's rare to find women mentioned in discussions of video game culture at all, so I was little to let the problematic nature of those superficial assumptions slide. But some parts of this book made me very, very uncomfortable. One culture purposefully outlined a male child as "deviant" and failing because he enjoyed Pokemon, and other cute things, which means he fails as a male. I understand the point of the piece, to signify what "otherness" means, but there's a language and tone that are acceptable. That just wasn't. And the way that otaku are called all manner of insulting terms such as pasty and fat is, well, just plain rude. This book says it's a scholarly work, yes? Well, prove it. If I wanted to hear grade school insults about video gamers, I'd go talk to some of my classmates. This is the only book dedicated to what is not only one of the most important children's fads of the last fifty years but also an industry-changing phenomenon. Clearly many of these authors have nothing but disdain for Pokemon fans and the franchise itself and, you know, that's ok. But at least pretend to show it in a more scholarly way. Don't be so crude. While this is the only scholarly work that exists in a collected form on this subject, and I'm glad to have read it, I just can't recommend it. The fact that it's so incredibly focused and dated certainly doesn't help. There's no attempt to acknowledge that fans of Pokemon included adults (instead, adults are always the "other" and the "not interest,"

clearly not true). Additionally, as a decade has passed since many of the dates mentioned in the book, quite a bit has changed. Pokemon has resurged. Perhaps it is time for an updated examination with authors that don't look on fans as dirt beneath their feet.

The previous reviewer must have been brain dead herself when she read the book. There is no other way she could have so completely misread this text. The authors are not opponents of Pokemon -- as if that was even the point. In excerpting the statements from Tobin about the "evil" empire of Pokemon, she completely misquotes him. He CLEARLY argues in his introduction that this represents one of the perspectives on Pokemon and then goes on to lay out other perspectives. In the chapter about anti-Pokemon websites, the author is describing the discourse of these websites, not advocating for them. In fact, the author describes these as "moral panics". A moral panic is a misplaced fear that sweeps a society. If this reviewer knew anything at all about the scholarship of the people represented in this book or about the language of cultural studies, she would realize that her reading of them as children's pop culture haters is absurd. I DO use chapters from this book in my children's media studies class exactly because it represents thoughtful and sophisticated scholarship. To look at the complicated ways the Pokemon as one representative of children's popular culture circulates both as part of the global economy and as part of the childhood identity economy, I recommend this book.

Hey treel like pokemon AND research on pop cultureit wasnt against pokemon JUST ON THE RISE AND FALLyou are right to many misplelled pokemonEVER heard of free speach

this book lies a ton! why would any one write this? i still love pokemon and my best friend does too! infact together we would have over 1000 cards not to mention my other best friend. he had over 1000 cards by himself. any way, the cards are just as good as the games. well, i like the title except that pokemon never fell! it just kept rising!

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