



Task Number	2	Task Name	Popular Culture: Anime Research & Essay
Course	HSC Society and Culture	Faculty	HSIE
Teacher	D. Dunlop	Head Teacher	P. Clifford (Relieving)
Issue date	Term 1, Week 6	Due date	Term 1, Friday March 22 (Term 1, Week 8)
Focus (Topic)	Depth Study #1: Popular Culture	Task Weighting	30%

Outcomes

H7 selects, organises, synthesises and analyses information from a variety of sources for usefulness, validity and bias
H9 applies complex course language and concepts appropriate for a range of audiences and contexts
H10 communicates complex information, ideas and issues using appropriate written, oral and graphic forms

Task Description

Students are to research and report on an anime franchise with a focus on how it has drawn on and promoted a significant Japanese cultural value*. They will draw on this research to write an in-class essay on a HSC style question on Popular Culture.

Further Detail:

1. Background Research Paper – approximately 300-500 words.

Students select an anime franchise that has achieved global brand recognition, (e.g. *Pokemon*, *Dragonball*, *Sailor Moon*, *Astro Boy*, *Ghost in The Shell*, Studio Ghibli, etc.) and research the ways this anime franchise has influenced Western attitudes to a traditional Japanese cultural value*.

Consider the following points in your research.

- Justify your selection of a particular Japanese cultural value that has been promoted by anime.
- Summarise the development of an anime franchise and how it promotes this value.
- Complete a **content analysis of 2-3 episodes** to highlight the promotion of this value.
- Provide examples of any ways the anime franchise has commodified this value.
- Discuss how this franchise has changed global perceptions of this value over time.
- Include an annotated bibliography of all secondary research with **brief annotations** on each source describing its **key points, usefulness and reliability**

*Japanese Cultural Values include (but are not limited to): **collaboration** (*gassaku*), **diligence** (*kinben*), **respect** (*sonkei*), **formality** (*keishiki*), **politeness** (*reigi tadashii*), **filial piety** (*oyakōkō*), **purpose in life** (*ikigai*), **harmony** (*chōwa*) & **regional identity** (*kenminsei*).

Please confirm your choice with your teacher during your research process.

2. Students will complete an In-class essay on an unseen HSC style question in which you explain how your anime franchise reflects the four distinguishing characteristics of popular culture:

Associated with commercial products and paraphernalia, develops from local to global level, achieves widespread consumer access, and is constantly changing and evolving

- You will be given **5 minutes reading time** and **45 minutes writing time** for your essay.
- You are encouraged to draw on your research paper in writing your response.

Research Paper - Marking Criteria	Mark
<input type="checkbox"/> a comprehensive research paper that shows evidence of extensive research & analysis <input type="checkbox"/> content analysis that clearly shows the promotion of a value in 3 anime episodes	10 9
<input type="checkbox"/> a detailed research paper that shows evidence of considerable research and analysis <input type="checkbox"/> content analysis that shows aspects of the promotion of a value in 3 anime episodes	8 7
<input type="checkbox"/> a sound research paper that shows evidence of satisfactory research <input type="checkbox"/> content analysis that shows some aspects of a value in 1-3 anime episodes	6 5
<input type="checkbox"/> a basic attempt at researching an anime series <input type="checkbox"/> limited content analysis on a value in an anime episode	4 3
<input type="checkbox"/> an attempt that may identify issues or examples relevant to Japanese values or anime. <input type="checkbox"/> Minimal attempt	2 1
<input type="checkbox"/> Non-Submission	0

In-Class Essay - Marking Criteria	Mark
Outstanding – Extensive knowledge, understanding and skills are displayed through: <input type="checkbox"/> sustained, logical and well structured essay that effectively links anime to the features of popular culture <input type="checkbox"/> explicit and consistent use of relevant data, examples and/or quotes from a range sources to support arguments and claims. <input type="checkbox"/> use of well-constructed paragraphs, sentences, language and grammar.	20 - 16
High – Thorough knowledge, understanding and skills are displayed through: <input type="checkbox"/> a logical and well structured essay that clearly links anime to the features of popular culture <input type="checkbox"/> use of a range of relevant data, examples and/or quotes to support arguments and claims. <input type="checkbox"/> use of well-constructed paragraphs, sentences, language and grammar.	15 - 13
Sound – Satisfactory knowledge, understanding and skills are displayed through: <input type="checkbox"/> a structured essay that links anime to the features of popular culture <input type="checkbox"/> use of some data, examples and/or quotes to support some arguments and claims. <input type="checkbox"/> use of satisfactory paragraphs, sentences, language and grammar.	12 - 9
Basic – Elementary knowledge, understanding and skills are displayed through: <input type="checkbox"/> a basic essay that links anime to the some aspects of popular culture <input type="checkbox"/> little reference to data, examples and/or quotes. <input type="checkbox"/> Inconsistent use of paragraphs, sentences, language and grammar.	8 - 5
Limited – Minimal knowledge, understanding and skills are displayed through: <input type="checkbox"/> an attempt that may identify issues or examples relevant to Japanese values or anime. <input type="checkbox"/> Minimal attempt	4 - 1
<ul style="list-style-type: none"> ● <i>Late submission – no misadventure</i> ● <i>Assessment not submitted</i> 	<ul style="list-style-type: none"> ● <i>Parental notification</i> ● <i>Plagiarism: zero marks awarded</i>
Feedback:	0/N
	Total Mark: /30

Sample Content Analysis Coding Sheet

(modify to suit your requirements)

Topic: Representation of Japanese Cultural Value in Anime

Hypothesis: Anime promotes group cooperation (pragmatism) over individual success

Question: Do anime characters cooperate or compete more often?

Method: Count of cooperative vs competitive statements and behaviours

Program: _____ **Season:** _____ **Episode:** _____

Method: Tick a box for each relevant behaviour or statement.

Behaviour type	Occurrences of this behaviour in the episode									
Competitive behaviour or statement										
Cooperative behaviour or statement										

Behaviour Types: Give examples of significant behaviours and statements used and mark on coding sheet.

*: _____

**: _____

***: _____

****: _____