

East Asian Journal of Popular Culture

Volume 2 Number 1

	General Editorial	111–123	Kawaii, kenosis, Verwindung: A reading of kawaii through Vattimo's philosophy of 'weak thought' THORSTEN BOTZ-BORNSTEIN
3–4	KATE TAYLOR-JONES, ANN HEYLEN AND JOHN BERRA		
	Special Edition Editorial	125–145	'But I am a kid': Optimizing adolescence in Oshii Mamoru's <i>The Sky Crawlers</i> LINDSAY NELSON
5–13	Cute studies: An emerging field JOSHUA PAUL DALE		
	Articles		
15–31	Eternal maidens: Kawaii aesthetics and otome sensibility in Lolita fashion AN NGUYEN	147–157	Making sense of Chinese TV's past, present and future <i>Television and the Modernization Ideal in 1980s China: Dazzling the Eyes</i> , Huike Wen (2014) <i>Family Revolution: Marital Strife in Contemporary Chinese Literature and Visual Culture</i> , Hui Faye Xiao (2014) <i>Staging Corruption: Chinese Television and Politics</i> , Ruoyun Bai (2015) <i>Chinese Television in the Twenty-First Century: Entertaining the Nation</i> , Ruoyun Bai and Geng Song (eds) (2015) JING JAMIE ZHAO
33–47	Agentic cute (^.^): Pastiche East Asian cute in Influencer commerce CRYSTAL ABIDIN		
49–61	A lovable metaphor: On the affect, language and design of 'cute' JOEL GN		
63–77	Kyaraben (character bento): The cutesification of Japanese food in and beyond the lunchbox DEBRA J. OCCHI		
79–95	The two-layer model of 'kawaii': A behavioural science framework for understanding kawaii and cuteness HIROSHI NITTONO		
97–110	When erotic meets cute: Erokawa and the public expression of female sexuality in contemporary Japan HIROSHI AOYAGI AND SHU MIN YUEN		

East Asian Journal of Popular Culture | Volume 2 Number 1

Cultural
Studies

East Asian Journal of Popular Culture

Volume 2 Number 1

Cute
Studies



ISSN 2051-7084
9 772051 708006 21
intellect | www.intellectbooks.com

intellect

intellect Journals

ISSN 2051-7084