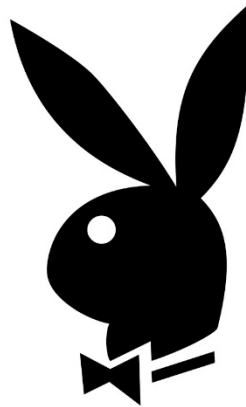


Comparative Asian Research Network

Monthly Lecture Series on Issues and Research in the Asian Region

Organized by the Department of Japanese Studies, CUHK

Playboy, Japanese Publishers, and the Emergence of Men's Magazines in 1960s Japan



All are Welcome!!

Speaker: Phil Tomsovic,

Department of Japanese Studies,

The Chinese University of Hong Kong

Date: 21 February 2017, (Tuesday)

Time: 14:00 p.m. – 15:30 p.m.

(Talk & Q&A Session)

Venue: Room 401,

Leung Kau Kui Building, CUHK

Language: English

In the 1960s in Japan, popular magazines targeting men appeared for the first time in the mainstream. Sometimes called “holistic men’s magazines” (*sōgō dansei zasshi*) or “men’s weekly magazines” (*dansei shūkan zasshi*), these magazines became an overnight sensation. During this shift to address men, Japanese publishers had initially looked to Playboy magazine (1953) as a model of men’s print entertainment. For this talk I will be looking at Playboy’s influence on the creative inspiration behind three of Japan’s most popular men’s magazines: *Weekly Modern* (1959), *Heibon Punch* (1964), and *Weekly Playboy* (1966).

No registration necessary.

Enquiries: Hanako Negishi [hanako.negishi@cuhk.edu.hk]