**Title of Session:** World of Manga and Manga in the World - The Japanese Pop Culture as a Global Phenomenon

**Name of Session Convener(s):** Kiyomitsu YUI and Jean-Marie BOUISSOU  
**University/Organization incl. City:** YUI: Kobe University. BOUISSOU: National Foundation for Political Science  
**Chair:** Kiyomitsu YUI and Jean-Marie BOUISSOU  
**University/Organization incl. City:** Kobe University and National Foundation for Political Science, Paris

I) **Title of Selected Paper:** The Dragon and the Dazzle: Steps and Models of Anime / Manga Transformation Fluxes in Italy and Europe  
**Name/s of Author/s:** Marco Pellitteri  
**University/Organization incl. City:** Trento University

II) **Title of Selected Paper:** Change of Authorship and Authenticity in Japanese Manga and Culture  
**Name/s of Author/s:** Tadahiro SAIKA  
**University/Organization incl. City:** Kobe University

III) **Title of Selected Paper:** Is Popular Culture a Vehicle for 'Soft Power'? A Study of the Image of Japan among the Manga Readers in Some European Countries  
**Name/s of Author/s:** Jean-Marie BOUISSOU  
**University/Organization incl. City:** National Foundation for Political Science, Paris

IV) **Title of Selected Paper:** Popular Culture and the Media of Interchange: Case of Manga / Anime  
**Name/s of Author/s:** Kiyomitsu YUI  
**University/Organization incl. City:** Kobe University

V) **Title of Selected Paper:** The Organized Tour to Japan for French Manga Fans  
**Name/s of Author/s:** Clothilde SABRE  
**University/Organization incl. City:** Univerisite Lille, 1-Clerse