

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**RESEARCH ON LOCALIZATION
AND DISSEMINATION OF "OTAKU CULTURE" IN CHINA**

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Mr Yang Chao "Research on localization and dissemination of "Otaku culture" in China" is to prove that Otaku as a subculture not only occupies an important place in the culture of China, but also influences other spheres of society. The culture of China is very interesting phenomena. The phenomenon of otaku as a subculture appeared relatively recently (1970-1980), initially in Japan, then in China and other countries. The otaku subculture originally belonged to the spheres of manga and anime, but it could be applied in other cases, denoting other hobbies. However, anime otaku is one of the most widespread subcultures both in China and around the world.

The master's thesis aims to prove that Otaku as a subculture not only occupies an important place in the culture of China, but also influences other spheres of society.

Keywords: culture, subculture, traditions, language, society, values, customs, manga, anime, otaku.