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## The "characterization" of Japan : from merchandising to identity

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**The “Characterization” of Japan: From  
Merchandising to Identity**

**Ruobing Han**

**Front cover illustration: Character goods sold in Ghibli museum, Tokyo, Japan**  
**Photo by Ruobing Han**  
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# **The “Characterization” of Japan: From Merchandising to Identity**

**Proefschrift**

Ter verkrijging van  
de graad van Doctor aan de Universiteit Leiden,  
op gezag van de Rector Magnificus Prof. mr. C.J.J.M. Stolker,  
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door

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## Author's Note

All interviews and sources in Japanese and Chinese are translated by the author unless otherwise stated. Citations are written in full author-title format upon first appearing in dissertation, with subsequent mentions listing only the author, date, and page number. Japanese names are written in the Japanese order (family name first) using Modified Hepburn Romanization. Chinese names are written in the Chinese order (family name first) using Pinxin. The titles of manga, anime and other Japanese sources used in this dissertation are kept in Japanese followed by a translation in English. All relevant Japanese and Chinese terms are written in italics and then followed by a translation in English or vice-versa. In order to distinguish Chinese terms from Japanese terms, Chinese terms are specially noted. Japanese terms, Chinese terms and English translations are used throughout this dissertation according to what is appropriate in a given situation. The images used and quoted in this dissertation are solely for the purpose of academic analysis and comply with fair use.

