

Exploring Filipino Audiences' Television Memories and Interpretations of *Yū Yū Hakusho*

Monthly Young Scholar Research Meeting (June 2024)



KG 108 敬学館 (Keigakukan), Ritsumeikan University
20 June 2024, 14:40 – 16:10 JST

Invited Speaker: Dr Joanna Luisa Buenaflor Obispo



Dr. Obispo is Senior Researcher at Ritsumeikan University's Asia-Japan Research Organization, contributing to a project on Asian workers in the Cultural and Creative Industries. She earned her bachelor's degree in History and MA in Asian Studies in the Philippines and completed her PhD in International Relations at Ritsumeikan University in 2023, focusing on the transnational consumption and historical reception of anime by Filipino post-war generations. Her recent publications include a chapter on anime localization in the Philippines and an article on the historical reception of the mecha anime *Voltes V* among older Filipino viewers.

This talk explores the lasting impact of Japanese anime on Filipino culture, focusing on *Yū Yū Hakusho (Ghost Fighter)*. Using surveys and oral histories, it examines how Filipino Gen X and Millennial audiences engage with the series, highlighting the roles of local networks, localizers, and viewers. The study provides insights into how global media intersects with local cultures and challenges the idea that anime's popularity is solely driven by Japanese influences.

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