

## Douglas Schules

Rikkyo University, Department of Global Business, College of Business  
3-34-1 Nishi-ikebukuro, Toshima-ku, Tokyo, Japan 171-8501

Phone: +81-3-3985-2399

email: dschules <at> rikkyo.ac.jp

### Academic History

- PhD. (12/2012) **University of Iowa**  
Communication Studies (Media Studies)  
Dissertation: Anime Fansubs: Translation and Media Engagement  
as Ludic Practice  
Tim Havens, advisor
- M.A. (8/2005) **Syracuse University**  
Communication and Rhetorical Studies (Rhetoric)  
Thesis: The 2004 Election Did Not Take Place  
Kendall Phillips, advisor
- M.A. (8/2003) **Syracuse University**  
Linguistic Studies (Language, Culture, and Society)  
Thesis: Synchronous Internet Communication: a  
Contextual Approach to Speech Acts  
Tej Bhatia, advisor
- B.A. (5/1999) **University of Central Florida**  
English (Literature)

### Academic Publications (\* indicates peer reviewed paper)

#### Journal Articles

\*Schules, D. (2015). Kawaii Japan: Defining JRPGs through the cultural media mix. *Kinephanos*, 5, 53-76.

\*Schules, D. (2014). How to do things with fan subs: Media engagement as subcultural capital in anime fan subbing. *Transformative Works and Cultures*, 17. doi:  
<http://dx.doi.org/10.3983/twc.2014.0512>

#### Book Chapters

\*Schules, D., Peterson, J., & Picard, M. (2018). Single-Player Computer Role-Playing Games. In J. Zagal & S. Deterding (Eds.), *Role-Playing Game Studies: Transmedia Foundations* (pp. 117-139). London: Routledge.

\*Schules, D. (2012). When language goes bad: Localization's effect on the gameplay of Japanese RPGs. In G. Voorhees, K. Whitlock & J. Call (Eds.), *Dungeons, dragons and digital denizens: Digital role-playing games* (pp. 88-112). NY: Continuum.

## Reviews

Schules, D. (2010). [Review of the book *Supernatural role playing game*]. *Transformative Works and Cultures*, 4. URL: <http://journal.transformativeworks.org/index.php/twc/article/view/191/162>.

## Conference Presentations (\* indicates competitive, peer reviewed full paper)

### Individual Papers

Schules, D. (2016, August 1- 6). "From Meiji to Modern Age: Orientalism as Soft Power in Cool Japan." Paper Presented at the meeting of the Digital Games Research Association, Dundee, Scotland.

\* Schules, D. and Yang, Hsin-Yen. (2016, June 9-13). "Social Network Doping: Fake Fans as the New Social Capital." Paper presented at the meeting of the International Communication Association, Fukuoka, Japan.

Schules, D. and Yang, Hsin-Yen. (2016, June 8). "Powers of Promotion in the Digital Era: Problematizing Credibility and Social Network Doping." Paper presented at the Public Relations Pre-Conference of the International Communication Association, Fukuoka, Japan.

Schules, D. (2016, March 31 – April 3). "Gaming Nationalism: The Semantic Reproduction of Ideology in JRPGs." Paper presented at the meeting of the Society of Cinema and Media Studies, Atlanta, US.

\*Schules, D. (2015, May 21-25). "Kawaii Japan: Defining JRPGs through the Cultural Media Mix." Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Schules, D. (2015, April 1-5). "Defining JRPGs: The Soft Political Construction of a Genre." Paper presented at the meeting of the Popular Culture Association, New Orleans, LA.

\*Schules, D. (2014, May 22-26). "The Subcultural Logic of Anime Fansubs." Paper presented at the meeting of the International Communication Association, Seattle, WA.

Schules, D. (2014, April 16-19). "There are *Moe* Things to JRPGs: Constructing Femininity as the Sublime." Paper presented at the meeting of the Popular Culture Association, Chicago, IL.

Schules, D. (2013, June 25-29). "Speedsubs as Fan Practice: The Role of New Media Technologies in Redefining Anime Fan Engagement." Paper presented at the meeting of the International Association for Media and Communications Research, Dublin, Ireland.

Schules, D. (2012, November 15-18). "Too Many Translations: Cultural Perception in Anime and Threats to Japanese Soft Power." Paper presented at the meeting of the National Communication Association, Orlando, FL.

Schules, D. (2012, June 20-24). "Androgyny and *Kawaii*: Defining JRPG through Visual Gender Tropes." Paper presented at the meeting of VisCom26, Midway, UT.

Schules, D. (2011, April 20-23). "Of Fansubs and Cultural Credibility: The Medium in Translation." Paper presented at the meeting of the Popular Culture Association, San Antonio, TX.

Schules, D. (2009, July 3-5). "Japanese Aesthetics and the Global Gaming Market." Paper presented at the meeting of the Inter-Asia Cultural Typhoon, Tokyo, Japan.

\*Schules, D. (2009, April 8-11). "Farmer, Why Do I Hate Thee? Let Me Count the Ways: Subject/Object Politics within World of Warcraft." Paper presented at the meeting of the Popular Culture Association, New Orleans, LA.

\*Schules, D. (2008, November 21-24). "The Electoral Map and Democratic Ideology: The 2004 Election did not Take Place." Paper presented at the meeting of the National Communication Association, San Diego, CA.

Schules, D. (2008, November 21-24). "Historicizing Marginalization: The Unfolding of Western Nationalism." Paper presented at the meeting of the National Communication Association, San Diego, CA.

Schules, D. (2008, February 29-March 2). "The Aesthetic Singularity: Collapse of Enlightenment Politics in the Multimedia Text." Paper presented at the meeting of the New Media Worlds, College Station, TX.

\*Schules, D. (2007, May 24-28). "Performance as Cartesian Epistemology and the Challenge of Zainichi Koreans." Paper presented at the meeting of the International Communication Association, San Francisco, CA.

\*Schules, D. (2007, November 15-18). "Argument, Aesthetic, and Elocution: The Influence of Rhetoric on Western Perceptions of Zen Buddhism." Paper presented at the meeting of the National Communication Association, Chicago, IL.

\*Schules, D. (2005, May 26-30) "The Online Public Sphere: A Move to Simulation over Representation." Paper presented at the meeting of the International Communication Association, New York, NY.

Schules, D. (2005, April 27-May 1). "Rhetorical Implications of Synchronous Internet Communication." Paper presented at the meeting of the Eastern Communication Association, Pittsburgh, PA.

\*Schules, D. (2005, February 18-22). "*Bishoujo* and the Hyperreal: Ideologies in Video Games and Their Offline Consequences." Paper presented at the meeting of the Western States Communication Association, San Francisco, CA.

#### Co-Authored Papers

Yang, H. and Schules, D. (2015, July 12-16). "Courting the Phantom Public and the Zombie Fans: A Comparative Study of Online Shills in the United States, China, and Japan." Paper presented at the meeting of the International Association for Media and Communication Research, Montreal, Canada.

#### Respondent

Panel Name: Critical Approaches to the Japanese Roleplaying Game. Asian Studies Conference Japan. J.F. Oberlin University, Tokyo. 2013

### **Opinions and Editorials**

Schules, D. (2014, 28 May). Taking aim at Japan's gender problem, *The Japan Times*, p. 11.

### **Invited Lectures**

“From Subculture to Mainstream: Charting the Ethics of Fansubbing.” 日本通訳翻訳学会関東支部 第41回. 18 June, 2016. Invited Lecture.

“Sketching the “J” of JRPGs: Theoretical Implications of Generic Classification.” Thinking Video Games in Japan Workshop, Japan Foundation. Tokyo, Japan. 7 December, 2012.

“The democratization of new media technologies: Discursive plurality in anime and the death of intellectual property —メディア技術の民主化.” Dokkyo University. Saitama, Japan. 13 Dec. 2011.

“Translating Anime: Fan Practice and the Role of the Medium.” Dokkyo University. Saitama, Japan. 14 Dec. 2010.

“English-Japanese Translations in Popular Culture.” Waseda University. Tokyo, Japan. 16 Dec. 2010

## Awards and Research Grants

### Grants:

Year	Grant/Fellowship/Award	Amount
2017	立教大学学術推進特別重点資金	¥494,000
2010-2011	The Konosuke Matsushita Memorial Foundation (Formerly The Matsushita International Foundation)	¥500,000
2010	Semester Finishing Fellowship	\$9,200
2009	Graduate Summer Fellowship University of Iowa Graduate College	\$3,000
2008-2009	T. Anne Cleary International Dissertation Research Fellowship University of Iowa Graduate College	\$5,000
2008	Center for Asian and Pacific Studies Dissertation Grant University of Iowa	\$675
2008	Stanley Scholarship University of Iowa Department of Asian Languages and Literatures	\$2,000

## Certificates and Honors

Certificate in Project on the Rhetoric of Inquiry (POROI), Spring 2010

## Academic and Professional Service

### Executive Positions

Secretary, Asian/Pacific American Communication Studies Division, National Communication Association, 2008-2010

### Reviewer

*Contemporary Japan*, 2018

デジタルゲーム学研究 (Journal of Digital Games Research), 2017

*Journal of Gaming and Virtual Worlds*, 2017

Palgrave-Macmillan, 2016-

*Transformative Works and Cultures*, 2009-present

National Communication Association

Asian/Pacific American Communication Studies Division, 2009-2010

Student Section, 2007-2009

Visual Communication Studies Division, 2007

International Communication Association

Visual Communication Studies Division: 2007-2009

Game Studies Division: 2009, 2012-present

Popular Communication Division: 2012-present

### Committees

University of Iowa

Scholarly Presentations and Research Grants Committee, 2007-2009

Graduate Student Mentor, 2007

### Exams

Rikkyo University

National Center Test proctor, 2012-present

University Entrance Test proctor, 2011-present

### Organized Panels

Panel Name: Lost in Localizations: How Japanese Discourses on Gender and Nationalism Shape JRPGs. Popular Culture Association, Chicago. 2014

## **Academic Positions**

4/1/2016-present	准教授 (Associate Professor), Rikkyo University, Department of Global Business
4/1/2011-3/31/2016	助教 (Assistant Professor), Rikkyo University, Department of Global Business
1/2006-5/2010	Teaching Assistant, University of Iowa, Communication Studies Department; Rhetoric Department
8/2005-2008; 8/2009-7/2010	Adjunct Faculty, Kirkwood Community College
8/2002-5/2005	Teaching Assistant, Syracuse University, Writing Program