

LAKELAND COLLEGE IS PLEASED TO PRESENT OUR ONGOING LECTURE SERIES, FREE OF CHARGE, FOR SCHOLARS, STUDENTS AND MEMBERS OF THE PUBLIC TO DISCUSS CONTEMPORARY ISSUES. YOU ARE CORDIALLY INVITED TO OUR NEXT LECTURE.



**PROLONGING YOUTH: THE
BIMAJYO
PHENOMENON IN JAPAN**

Dr. Satoshi Ota

**Wednesday, Nov. 20
7:00 p.m.**

Recently, Bimajyo (美魔女), which refers to women aged 35 and above who look much younger than their actual age, is attracting increasing attention in Japan. The term was coined by a magazine in 2009, and gained recognition thanks to a TV variety show spotlighting such women. This lecture will investigate the Bimajyo phenomenon by connecting it to the desire to prolong youth among women (as well as men) over 40, which has become a dominant discourse in Japanese society. The lecture will also explore how receiving praise for staying young affects Japanese society.

Satoshi Ota is a lecturer at Tama University School of Global Studies. He has a PhD in Social Anthropology from the University of London, an MA in the Social Anthropology of Japan from Oxford Brookes University, and a Post-Graduate Diploma in Social Anthropology from the University of Manchester. He has taught at the University of Delhi and Jawaharlal Nehru University in India. His research focuses on popular culture, consumption and consumerism, youth culture, identity construction, globalization, nationalism in Japan, Taiwan, and Northeast India.

Location: 5-7-12 Shinjuku, Shinjuku-ku, Tokyo, 1st Floor
See www.lcjapan.com/lectures for map; Tel: 03-3225-0425

The Lakeland Lectures are a forum for researchers, students and members of the public to discuss contemporary issues affecting Japan. Lakeland College has offered a U.S.-accredited liberal arts program in Tokyo since 1991. Lakeland's main campus is in Wisconsin, USA and was founded in 1862.