

## **Lecture 18**

### **The Roaring Twenties**

#### **0. Problems & Parameters**

- Mapping the modern within the spectacle of urban consumption
- Women's bodies and modernity

Documents: "Tanizaki and others on Tokyo and moga" (on-line under "Handouts")

#### **1. The Post-Earthquake Urban Scene in Tokyo**

- a. Department stores
- b. Movie and music halls ("casino")
- c. New urban working women
- d. Restaurants and cafes, entertainment and pleasure districts

#### **2. Ginza-cruising (ginbura: "hanging out on the Ginza")**

- a. 1925 profile of men and women on Ginza by Kon Wajirô
- b. 1929 profile (Ginza, 4:00PM) by Kon Wajirô
- c. new words: modan boi, modan gaaru, "stick girls", etc.

#### **3. The "Modern Girl" (moga) and Modernity**

- a. Between media hype and reality
- b. Fashion and body (= gender and sexuality) become focus of analysis
- c. Sex: charges of promiscuity to stigmatize women's growing public appearance