This collection features a wide range of inquiries into Japan's contemporary media culture, situating popular media content and its related practices and theories in the complex interplay between local and global. The chapters draws attention to several prominent phenomena, suggest new approaches to media culture, and highlight the importance of positionality with regard to research on media culture. The volume documents the results of a series of PhD student workshops held in Kyoto and Leipzig between 2017 and 2019, and continues the discussions started there.