

**Japan-Worshipping as Praxis:  
Media Ethnography of Taiwan ACG Lovers' Daily Communication**

Hsin-I Sydney Yueh

Previous research reveals Taiwanese people's mixed feelings about the term *hari* (Japan-worshipping). While some Taiwanese do not favor Japanese cultural products due to their negative views of Japan as a colonizer in the past, the majority of youth in Taiwan holds a positive attitude toward Japan. However, an interesting contradiction is found in the accounts of the young interviewees in Taiwan: even though most of them recognize that they consume Japanese products and prefer watching Japanese TV shows, they resist to be labeled as *hari*. In other words, they are able to define what the action of *hari* entails and identify those who enact such cultural practices, but they keep a distance from the term as if it were a negative identity marker.

This paper aims to address the discrepancy and explore the meanings of the cultural term *hari* in Taiwan's ACG community. Data collection is based on two popular online sites in Taiwan: U-ACG and Bahamut. Participants' public posts and comments are recorded and analyzed. Following the steps of cultural discourse analysis (CuDA), this research conducts media ethnography and analyzes fieldwork data to understand how the term, practices, and participants in the specific community generate discursive meanings and competing discourses. I argue that Japan-worshipping has been internalized to the participants' everyday practices and as part of their identity. The lack of a new term to expand the conception of the *hari* action causes the contradictory accounts. This research also joins with the other papers in this panel to address the methodological issues in comparing media ethnography and ethnography of communication.

Keywords: Japan-worshipping, ACG, cultural term, media ethnography