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Academic Background

Ph.D. U Iowa, Communication Studies (Media Studies), 2012

M.A. Syracuse University, Communication and Rhetorical Studies (Rhetoric), 2005

M.A. Syracuse University, Linguistic Studies (Language, Culture, and Society), 2003

Work Experience

Teaching

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		3		3
Presentations of Refereed Papers		10		10
Presentations of Non-Refereed Papers		13		13

Refereed Articles

Applied or Integrative/application Scholarship

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*.

Schules, D. (2012). When language goes bad: Localization's effect on the gameplay of Japanese RPGs. *Dungeons, dragons and digital denizens: Digital role-playing games*, 88-112.

Presentations of Refereed Papers

International

Schules, D. & Yang, H. (2016). *Powers of Promotion in the Digital Era: Problematizing Credibility and Social Network Doping*. International Communication Association, Fukuoka, Japan.

Schules, D. M. & Yang, H. (2016). *Social Network Doping: Fake Fans as the New Social Capital*. International Communication Association, Fukuoka, Japan.

Schules, D. (2015). *Kawaii Japan: Defining JRPGs through the Cultural Media Mix*. International Communication Association, San Juan, Puerto Rico.

Schules, D. (2014). *The Subcultural Logic of Anime Fansubs*. International Communication Association, Seattle, Washington.

Schules, D. (2007). *Performance as Cartesian Epistemology and the Challenge of Zainichi Koreans*. International Communication Association, San Francisco, California.

Schules, D. (2005). *The Online Public Sphere: A Move to Simulation over Representation*. International Communication

Association, New York, New York.

National

Schules, D. (2009). *Farmer, Why Do I Hate Thee? Let Me Count the Ways: Subject/Object Politics within World of Warcraft*. Popular Culture Association, New Orleans, Louisiana.

Schules, D. (2008). *The Electoral Map and Democratic Ideology: The 2004 Election did not Take Place*. National Communications Association, San Diego, California.

Schules, D. (2007). *Argument, Aesthetic, and Elocution: The Influence of Rhetoric on Western Perceptions of Zen Buddhism*. National Communications Association, Chicago, Illinois.

Regional

Schules, D. (2005). *Bishoujo and the Hyperreal: Ideologies in Video Games and Their Offline Consequences*. Western States Communication Association, San Diego, California.

Presentations of Non-Refereed Papers

International

Schules, D. (2009). *Japanese Aesthetics and the Global Gaming Market*. Inter-Asia Cultural Typhoon, Tokyo, Japan.

Schules, D. (2013). *Speedsubs as Fan Practice: The Role of New Media Technologies in Redefining Anime Fan Engagement*. International Association for Media and Communications Research, Dublin, Ireland.

Yang, H. & Schules, D. (2015). *Courting the Phantom Public and the Zombie Fans: A Comparative Study of Online Shills in the United States, China, and Japan*. International Association for Media and Communication Research, Montreal, California.

Schules, D. (2016). *Gaming Nationalism: The Semantic Reproduction of Ideology in JRPGs*. Society of Cinema and Media Studies, Atlanta, Georgia.

Schules, D. (2016). *From Meiji to Modern Age: Orientalism as Soft Power in Cool Japan*. Digital Games Research Association, Dundee, Scotland.

National

Schules, D. (2008). *The Aesthetic Singularity: Collapse of Enlightenment Politics in the Multimedia Text*. New Media Worlds, College Station, Texas.

Schules, D. (2008). *Historicizing Marginalization: The Unfolding of Western Nationalism*. National Communications Association, San Diego, California.

Schules, D. (2011). *Of Fansubs and Cultural Credibility: The Medium in Translation*. Popular Culture Association, San Antonio, Texas.

Schules, D. (2012). *Androgyny and Kawaii: Defining JRPG through Visual Gender Tropes*. VisCom26, Midway, Utah.

Schules, D. (2012). *Too Many Translations: Cultural Perception in Anime and Threats to Japanese Soft Power*. National Communications Association, Orlando, Florida.

Schules, D. (2014). *There are Moe Things to JRPGs: Constructing Femininity as the Sublime*. Popular Culture Association, Chicago, Illinois.

Schules, D. (2015). *Defining JRPGs: The Soft Political Construction of a Genre*. Popular Culture Association, New Orleans, Louisiana.

Regional

Schules, D. (2005). *Rhetorical Implications of Synchronous Internet Communication*. Eastern Communication Association, Pittsburgh, Pennsylvania.

Grants

Research

2010: Schules, D. Intellectual Property and the Creative Industries: The Impact of New Media Technologies on Perception and Distribution of Japanese Cultural Entertainment Media, Principal Investigator, The Konosuke Matsushita Memorial Foundation.

Service

Service to the Profession

Academic Conference: Moderator / Facilitator

2013: Asian Studies Conference Japan (National).

Officer: Organization / Association

2008 – 2009: National Communications Association (National). Secretary for the Asian/Pacific American Communication Studies Division