

GUDETAMA

This video from Vox explores the popularity of the Japanese 'egg with a butt' character Gudetama. It talks about the origins and evolution of Japanese 'Kawaii' culture.



Video Link: <https://www.youtube.com/watch?v=CTAnJTB9rol>

“ WARM UP ”

1. What is your favorite fictional character? Why?
2. What is cuter, a kitten, a puppy, a hamster or a baby? Why?
3. How lazy are you?
4. What do you think is the most stressful thing about modern society?
5. What is something you do to calm down and relax?

“ WATCH AND LISTEN ”

What are some examples the video gives of places you can see Gudetama?

What did Sanrio do in 2013?

What is the difference between American and Japanese ideas of cuteness?

What is different between early Sanrio characters like Hello Kitty and later ones like Gudetama?



EMAIL @ THEESLTUBE@GMAIL.COM
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