This paper investigates how the Japanese language might conform to the English ‘global’ standards. Traditionally the perfective aspect TA appears before the connective ATO, whereas imperfective RU appears before MAE. However, the following types of sentences are observed in text these days.

1) Mise ga heiten-shi-TA mae ni, ayashii otoko ga mise o nozoite-i-ta to iu shougen ga atta.
2) ‘There was an eyewitness testimony that there was a fishy looking man looking into the store, before the it was closed.’
3) Hanashi o suRU ato de, taitei dokoka ni nomi ni iku.
4) ‘After we talk, we usually go somewhere to drink.’
5) These examples show that the traditional rules appear to be violated in that tense may have taken over aspect as can be observed in English. The influence of the glocal varieties of the Japanese language cannot be ignored. The word ninki ‘popularity’, for example, was used in the following way as a noun.

6) Ano kashu wa ima ichiban ninki ga aru.
7) ‘That singer is the most popular now.’
8) Its current use is as an adjectival noun as in 4).
9) Ima ichiban ninki-NA kashu wa ano kashu da yo.
10) ‘The most popular singer now is that singer.’

The global language of manga: Japanese comics’ “visual vocabulary” and its cultural impact
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Manga, one of the most popular and influential mediums of Japanese popular culture, employs not only conventional words and pictures but also a wide variety of graphic elements such as lines and sweat drops on and around characters’ faces; deformation and reduplication of body parts; and expository, patterned backgrounds. Cohn and Ehly (2016) coined the term Japanese Visual Language (JVL) to explain such elements. They classified and analyzed the types of visual vocabulary that appeared in boys’ and girls’ comics in Japan and concluded that each of these genres represents a different “dialect” of the broader JVL. The present study further examines the characteristics of visual vocabulary found in a number of popular comics published in Japan, in comparison with similar elements found in popular North American comics. The study also explores how JVL appears in everyday contexts outside of manga such as in advertisements and social media in Japan, and how it has influenced digital chatting in social media in North America (e.g., visual lexical items adopted in emoji). The results suggest that JVL
functions as a crucial component of manga discourse, and that it has been disseminated via manga inside and outside Japan as a cultural soft power.

Does reduction influence the effect of phonological-orthographic consistency?
Insights from pupillometry
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While much attention has been paid to the importance of reduction in spoken word recognition, fewer studies have investigated the effect of reduction and its interaction with the effect of phonological-orthographic (P-O) consistency. Thirty-eight participants' pupillary responses were measured during perception of Japanese disyllabic words as they performed a Go-NoGo task. I used 226 lexical items, each of which contained both reduced and canonical forms of the words. Results demonstrate that the amount of cognitive effort to process reduced forms was higher than that of canonical forms. The magnitude of P-O consistency effect was comparable between the two forms, meaning that the additional mismatch between the reduced pronunciation and spelling of the word does not have an impact on the effect of P-O consistency. This result reflects two possible implications. First, the reduced segments in reduced forms are restored as reduced forms are connected to the canonical forms in the mental lexicon (Kemps et al., 2004). Second, the P-O consistency effect interact with representational forms activated later in lexical processing (e.g., Ventura et al., 2004). In my presentation, I discuss the implications of the results on models of spoken word recognition, specifically the role of orthography in these models.