

Young Japanese workers find motivation through oshi-katsu

Vocabulary Match

- merchandise ● motivated ● satisfying ● survey ● wellness ● interests ●
- enjoyable ● goods ● health ● study ● hobbies ● encouraged

Article

In Japan, many young workers in their twenties take part in "oshi-katsu" activities. This means they support their favourite pop idols, anime characters, or sports stars. A survey by Mynavi Corp. found that about 49% of people in this age group do this. The number becomes lower as people get older.

"Oshi-katsu" includes buying merchandise, going to events, and posting online. It is popular because people want a more enjoyable life, and social media makes it easy to connect with others who share the same interests.

People spend around 13,000 yen a month on these activities. Many say it makes their life more satisfying and helps them feel more motivated at work. Some companies now support this by offering wellness leave or free event tickets.

Quiz

1. What is "oshi-katsu"?
2. What percentage of young workers in their twenties take part in "oshi-katsu"?
3. Why is "oshi-katsu" popular?
4. How much do people spend on "oshi-katsu" activities each month?

Conversation

- A: Hey, did you hear about this "oshi-katsu" thing?
- B: Yeah, I'm into it! I support Gojo Satoru from Jujutsu Kaisen.
- A: That's cool! Does it cost a lot?
- B: Well, I spend about 13,000 yen a month on merch and events.
- A: Wow, maybe I should find my own oshi too.
- B: Go for it – just be careful with your money!

Discussion

1. Do you have a favorite pop idol or character you would support?
2. How do you think social media helps people with their hobbies?
3. Would you like to have wellness leave for your hobbies?
4. What is something you spend money on that makes you happy?