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06 April 2020

English 1121

Professor Penner

Word Count: 2046

General Analysis

Manga is a style of Japanese comic books and graphic novels that is typically aimed at adults as well as children. Anime is the Japanese term for animation however outside of Japan anime is referred to as the animation adapted from a popular manga. Anime has been a part of my childhood for as long as I can remember thanks to Cartoon Network. A decade and some years later and I still very much enjoy watching anime now and I've also taken a huge interest in reading manga now. Manga and anime are both important in the lives of people who read and watch them, many children have grown up watching anime and it plays a large part in their imagination, personality, and hobbies that they won't realize they've had until later. Many clubs at school and outside of school have been formed that's also created friendships because of anime and manga. Anime's important in our society because it has had a big influence on Western cartoons aimed at children. There are many anime-inspired cartoon shows in America that many children grew up watching, for example, Avatar the Last Airbender, Teen Titans, The Legend of Korra along with many others. Anime is recognized around the world as a reliable source of entertainment and art. Where early Japanese animators were inspired by the works of Disney, now Western shows like *Avatar: The Last Airbender* and *Samurai Jack* are taking their cues from Japan. (Cooper Marie Lisa. *The History of Anime*, March 2020.)

Both manga and anime have reached an audience of all ages and races based on many genres and has no discrimination, it's a community where everyone can be welcomed. Osamu Tezuka was dubbed as "father of mangas" many people believe he started the revolution of mangas in Japan. There are many well known animes out there that even people who aren't interested in anime would be able to recognize they're called mainstream anime, for example, Naruto, Pokémon, and Dragonball Z out of all of these popular mainstream anime Dragon Ball Z garnered a lot of attention and broke out in the US media in the late eighties. In 1986, Toei animated Akira Toriyama's *Dragon Ball*. The show proved incredibly popular, to put it lightly. If there's a "shonen" (targeted at boys around ages 6 to 15) series you've enjoyed in the last 30 years featuring drawn-out battles and ever-increasing hero power-ups, its author probably watched *Dragon Ball* or its successor *Dragon Ball Z* as a kid. (Cooper Marie Lisa. *The History of Anime, March 2020*). Osamu Tezuka was known as "the Father of Manga" but who was the father of anime? The history of anime dates back to the early 1900s, the first Japanese animated film we know for certain was commercially released was *Dekobo Shingacho - Meian no Shippai* (*Dekobo's New Picture Book - Failure of a Great Plan*) in February of 1917" (Cooper Marie Lisa. *The History of Anime, March 2020*). After the release of Japan's first animated film three manga artists that were interested in the adaptation of animation got hired by a film studio and became known as the "Fathers of Anime" compared to our technology today as you can imagine anime did not look the way it does now, the runtimes were exceedingly short, usually in the five-minute range, and they did not use transparent cells or color. The earliest films were made with chalk on a board, erasing and re-drawing the lines in-between camera takes. This technique was quickly succeeded by the slightly less labor-intensive process of using paper cutouts -

essentially 2D stop-motion animation. The films were silent, but probably accompanied by live music and certainly accompanied by “benshi,” storytellers who stood by the screen and narrated the film for the audience. (*Cooper Marie Lisa. The History of Anime, March 2020.*)

A discourse community that is connected to the genre of anime is fans who like shounen anime. Shounen anime is a genre in anime which is more action-based with some comedy, many people like this type of genre and it is one of the most popular genres in anime. one of the first shonen manga was published in a magazine from 1895-1914. Shonen manga was written just for readers to read; it wasn't meant to target a specific audience although now Shonen anime is now aimed for young boys from the age of 6-15 however statistics show that more girls are into Shonen anime as well. Another discourse community that is usually connected to this genre is cosplayers. Cosplayers in anime dress up as their favorite character from the anime and act as their favorite character. The goal of cosplaying in anime is to successfully look like the character and act similar to the character, but it is more than just that, we can define cosplay as a performance art. It involves more than dressing up. It involves people taking on the physical and mental role of a fictional character (Bainbridge, 2013). Cosplay expresses a fan's adoration of a character. (*Kincaid Chris. History of Cosplay, October 16 2016.*) A method of communication within the community of cosplaying is speaking to each other in Japanese. A way to join the cosplaying community is to genuinely like anime and share an interest in dressing up as characters from any genre if anime, there is no discrimination. Part of the “otaku” (“nerd”) culture, these comics have been a major player in the country's publishing industry, creating a robust market, reaching millions of readers of all ages and influencing several works of comic book art in a variety of other nations. (*Kincaid Chris. History of Cosplay, October 16 2016.*)

Cosplaying for some people can provide them with a sense of confidence and pride because more than half the time they created their costumes, wigs, and makeup. Cosplay has helped spread the popularity of anime and manga across the west because of their large conventions that take place in many parts of the United States especially in big states like California and NYC. From history and teenage romance to futuristic science fiction and profound themes of life, manga became an important, almost inevitable aspect of Japan's identity and they helped spread knowledge and understanding of it across the planet. Focusing on creating a unique aesthetic and alluring narratives, they often evolve into anime and even cosplay, remaining constantly popular within their ever-growing community and collectors" (*Kincaid Chris. History of Cosplay, October 16 2016.*)

There are no rules to anime and manga because it is a genre for everyone to love, whether you are old or young if there is a genre within anime and manga there is a guarantee that you will like it or love it because it's made for everyone to enjoy. Anime has influenced many people in society because there are many life lessons in anime that can be taught to us for example "Fairy Tale", although it's hated for its constant fan service there is always a message that it conveys and it's "true friendship can triumph all evil". Or "Haikyu!!" It shows that teamwork is one of the most important things to perfect before achieving a goal together. Although some people may think differently, anime and manga have lifelong lessons that anyone can apply to use for themselves.

Focused Analysis

"The God Of Manga and The Father Of Anime. Osamu Tezuka was a Japanese manga artist, cartoonist, animator, film producer, and activist. Born in Osaka Prefecture, he is best

known as the creator of the comics series Astro Boy, Kimba the White Lion, Black Jack, and Phoenix.” The intended audience of anime depends on the genre for example slice of life anime is based upon a character's everyday life the audience is aimed at teenagers who can relate to the main characters' everyday life such as juggling school and being stressed about exams and colleges and being an athlete, or Shojo which the intended audience is teenage girls.

Anime is important to me because of the connections I've made with it since I was a kid. I grew up watching anime and I've made so many friends with people I've met in clubs throughout middle school and high school who also have enjoyed watching anime, my younger and older sisters love anime as well so we love talking about anime and coming up with theories, I've also made so many online friends with people on twitter who love anime as well. Anime is my discourse community with all my friends and family where we can share our love for anime. Another reason why anime is important to me is that I've never felt left out for watching it even though I had friends who never watched anime they didn't point that out to make me feel weird, although back then boys always thought that girls couldn't watch anime. After all, it was a “boys thing” but it never bothered me. Anime has also inspired my younger sister to take an interest in drawing because it helped make her realize that drawing is something that she loves to do.

A discourse community within anime is people who may have been inspired by anime to write their manga, the goal of that community would be to have enough popularity to afford to make more mangas or even be picked up by a film company and get animated. Their methods of communication within their community are through their manga to talk to their readers, primary communication would also be to their readers in their mangas because some authors like to leave notes for their readers. The community would communicate with the outside world by sharing

their manga on social media to get more readers. A way to join that community is to be someone who can draw “anime style” and have an inspiration for the manga, there is no formal way to join the community.

Many terms are important in anime and the most popular of them all is an otaku. Otaku is a vernacular term used by amateur manga and anime fans and artists to refer to themselves. Otaku is a polite, almost stiffly formal way of saying “you” in Japanese. (*Otaku Subculture History, December 10, 2018*) although many people may not know this otaku goes farther back than just being “an obsessive anime fan” the term otaku has a bit of a darker meaning behind it such as the otaku killer who murdered 4 young girls because he was detached from reality and was warped into an “otaku reality” In addition, we think of otaku as a male, but before 1989, they were often described as both women and men behaved in ways the older fans or outsiders found unacceptable. Before the killings, the otaku men were often portrayed as failures – economically, socially and sexually. (*Otaku Subculture History, December 10, 2018*) Otaku was seen as a very negative part of society however amateur anime watchers have reclaimed the word and made it a positive word with a better meaning behind it which is to obsess over anime.

Another term in anime is “weeaboo” or “weebs”. The urban dictionary defines a weeaboo as a non-Japanese person who denounced their own culture and calls themselves Japanese. (*Hannah Ewens. We Asked J-Culture Fans to Defend Being ‘Weeaboos’, July 18, 2017*) Being called this term is still very insulting because you’re seen as someone who fetishizes Japanese people there isn’t much history behind it but more and more anime fans grow and to try and reclaim the word “weeb” or “weeaboo”. Both these terms are extremely popular in

the anime world and they've been used against anime fans as insults however the community has made great efforts to try and reclaim the word and turn it positive.

Anime has changed the lives of many people, it's addicting, you can make many friends, learn lessons, find talent in you that you didn't know you had, and even be inspired and end up having your manga animated. I'm grateful for learning about another culture and getting to experience so many educational stuff about the history of anime and manga all because of my love for anime since I was a child.

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