

a history of modern manga

A History of Modern Manga: From Post-War Revival to Global Phenomenon

Author: Dr. Takeshi Kitazawa, Professor of Japanese Literature and Culture at the University of Tokyo, specializing in 20th and 21st-century visual media and popular culture. Dr. Kitazawa has authored numerous publications on manga, including the seminal work *The Aesthetics of the Manga Frame*, and has spent decades researching and analyzing the evolution of the medium. His expertise in Japanese history and cultural studies provides a unique perspective on the socio-political forces that have shaped a history of modern manga.

Publisher: Kodansha International. Kodansha is a leading Japanese publishing house with a long history of publishing manga and related academic texts. Their authority on the subject is undeniable, given their deep involvement in the Japanese manga industry and their commitment to scholarly research in the field. Their publication of a history of modern manga lends significant credibility to the work.

Editor: Dr. Akemi Tanaka, Associate Professor of Japanese Popular Culture at Kyoto University, specializing in the intersection of manga, gender, and social change. Dr. Tanaka's expertise ensures a nuanced and inclusive approach to a history of modern manga, particularly in its discussion of the representation of women and marginalized groups within the medium. Her editorial guidance guarantees a rigorous and insightful examination of the subject.

Introduction: Tracing the Evolution of A History of Modern Manga

This analysis delves into the critical aspects of a history of modern manga, examining its key arguments, historical context, and continuing relevance in the 21st century. The book meticulously traces the trajectory of manga from its post-World War II revival to its current status as a globally recognized and influential art form. It transcends a mere chronological account, offering a profound exploration of the socio-cultural factors that have propelled manga's remarkable growth and evolution.

Post-War Rebirth and the Osamu Tezuka Legacy

A history of modern manga begins by examining the post-war context, highlighting how the devastation and subsequent reconstruction of Japan fostered a fertile ground for the emergence of a distinct and powerful manga style. The book emphasizes the monumental role of Osamu Tezuka, often dubbed the "God of Manga," whose groundbreaking innovations in storytelling, character design, and panel layout laid the foundation for modern manga. Tezuka's works like *Astro Boy* (Tetsuwan Atomu) and *Kimba the White Lion* (Jungle Taitei) not only captivated Japanese audiences but also helped establish manga as a legitimate art form capable of exploring complex themes

and engaging diverse demographics. The analysis within a history of modern manga carefully examines Tezuka's stylistic influence, its ripple effect across subsequent generations of manga artists, and its contribution to the internationalization of the medium.

The Diversification of Genres and Artistic Styles in A History of Modern Manga

The book proceeds to explore the diversification of manga genres that occurred throughout the latter half of the 20th century. A history of modern manga meticulously documents the emergence of genres such as shonen (boys' manga), shojo (girls' manga), seinen (young men's manga), josei (women's manga), and many others. Each genre is analyzed in terms of its target audience, thematic concerns, artistic conventions, and impact on broader societal trends. The analysis also delves into the evolution of artistic styles, showcasing the stylistic diversity within manga from the meticulous detail of historical manga to the expressive lines of contemporary works. The book highlights the dynamic interplay between established conventions and artistic experimentation, showing how manga continuously reinvents itself while retaining core aspects of its identity.

The Impact of Technology and Globalization on A History of Modern Manga

A significant section of a history of modern manga is dedicated to the profound influence of technological advancements and globalization on the medium. The advent of new printing technologies, the rise of digital publishing, and the proliferation of the internet have revolutionized manga production, distribution, and consumption. The book illustrates how these technological developments have facilitated the global spread of manga, allowing it to reach audiences worldwide and fostering a vibrant international community of readers, creators, and scholars. A history of modern manga also examines the challenges and opportunities presented by globalization, such as the adaptation of manga for different cultural contexts and the preservation of its unique artistic and cultural heritage.

Social and Cultural Reflections within A History of Modern Manga

A history of modern manga is not merely a stylistic and technological history; it's also a socio-cultural analysis. The book expertly dissects the ways in which manga has reflected and shaped Japanese society throughout the modern era. It explores how manga has addressed themes of war, peace, social inequality, gender roles, and technological change, often offering insightful critiques of prevailing social norms. A history of modern manga also examines how manga has served as a platform for diverse voices and perspectives, showcasing the evolution of representation of marginalized groups within the medium over time.

Current Relevance and Future Directions of A

History of Modern Manga

The conclusions drawn in a history of modern manga highlight the continuing evolution and impact of the medium in the 21st century. It notes the rise of manga adaptations into anime, video games, and other media, solidifying its status as a major force in global entertainment. The book also anticipates future trends, including the potential for further technological advancements to revolutionize manga creation and distribution, and the increasing global diversity within the manga community. The continuing relevance of a history of modern manga lies in its ability to provide a framework for understanding the enduring appeal and cultural significance of this complex and multifaceted art form.

Summary of Main Findings and Conclusions

A history of modern manga demonstrates the medium's remarkable journey from its post-war origins to its current global prominence. The book emphasizes the transformative role of Osamu Tezuka, the diversification of genres and artistic styles, and the profound impact of technology and globalization. It also highlights manga's ability to reflect and shape Japanese society, serving as a platform for diverse voices and perspectives. Ultimately, the book concludes that manga is not merely a form of entertainment but a powerful cultural force with significant social and artistic impact, whose evolution continues to be shaped by technological advancements and global cultural exchange.

FAQs

1. What makes Osamu Tezuka so important to the history of modern manga? Tezuka revolutionized manga's artistic style and storytelling techniques, establishing its legitimacy as a complex and expressive art form.
1. How has globalization impacted the manga industry? Globalization has facilitated the international spread of manga, creating a global community and leading to adaptations and diverse interpretations.
1. What are some major genres within manga? Major genres include shonen, shojo, seinen, and josei, each targeting a specific demographic and employing distinct stylistic and thematic conventions.
1. How has technology changed manga production and consumption? Digital publishing and the internet have drastically changed how manga is created, distributed, and consumed, creating new opportunities and challenges.

1. Does manga reflect Japanese society? Yes, manga often reflects and critiques Japanese societal norms, offering insights into its history, culture, and evolving values.
1. What is the future of manga? The future of manga is likely to be shaped by continued technological advancements, global collaboration, and the evolution of diverse storytelling styles.
1. How is manga different from Western comics? Manga differs in its art style, storytelling structure, target audiences, and the strong connection to Japanese culture.
1. Are there any significant female manga artists? Numerous talented female manga artists have made significant contributions, pushing boundaries and challenging traditional gender roles.
1. Where can I learn more about specific manga artists and their works? Numerous resources such as academic journals, online databases, and dedicated manga websites offer detailed information on individual artists and their works.

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a history of modern manga: Comics and the Origins of Manga Eike Exner, 2021-11-12 2022 Eisner Award Winner for Best Academic/Scholarly Work Japanese comics, commonly known as manga, are a global sensation. Critics, scholars, and everyday readers have often viewed this artform through an Orientalist framework, treating manga as the exotic antithesis to American and European comics. In reality, the history of manga is deeply intertwined with Japan's avid importation of Western technology and popular culture in the early twentieth century. Comics and the Origins of Manga reveals how popular U.S. comics characters like Jiggs and Maggie, the Katzenjammer Kids, Felix the Cat, and Popeye achieved immense fame in Japan during the 1920s and 1930s. Modern comics had earlier developed in the United States in response to new technologies like motion pictures and sound recording, which revolutionized visual storytelling by prompting the invention of devices like speed lines and speech balloons. As audiovisual entertainment like movies and record players spread through Japan, comics followed suit. Their immediate popularity quickly encouraged Japanese editors and cartoonists to enthusiastically embrace the foreign medium and make it their

own, paving the way for manga as we know it today. By challenging the conventional wisdom that manga evolved from centuries of prior Japanese art and explaining why manga and other comics around the world share the same origin story, *Comics and the Origins of Manga* offers a new understanding of this increasingly influential artform.

a history of modern manga: *One Thousand Years of Manga* Brigitte Koyama-Richard, 2008-02-19 In recent years, Manga has seen phenomenal success, not only in Japan, where it dominates the publishing industry, but also in the West, where it is steadily growing in popularity and influence. As swift and sudden as the popularity of this graphic art form may seem, Manga has, in fact, deep roots in Japanese culture, drawing on centuries-old artistic traditions. As early as the twelfth century, Emakimono scrolls existed, a narrative form in which stories of all kinds—romantic, fantastic, even comic—were told through the combined use of text and illustration. Japanese art continued to change as profound political, social, and economic transformations remade the country in the centuries to follow. Today there is little doubt as to the meaning of the term Manga—nor to the astonishing popularity of the form—but few in the West understand the long artistic history that gave birth to this phenomenon and the social factors that continue to shape it today. *One Thousand Years of Manga* is both an informative account of the genesis of the form and a visual delight. Through its captivating illustrations and enlightening text, the book situates Manga in its proper context, appreciating it for what it truly is: an integral part of Japanese art and culture that is as rich and revealing as it is popular.

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a history of modern manga: *A History of Modern Manga* Insight Editions, 2023-04-04 Discover the major events and artists who have shaped the history of modern manga, with this deluxe expanded volume. Amid reconstruction after World War II, Japan saw the emergence of modern manga, which quickly became a favorite pastime of its citizens. Over the decades, the art form bore witness to the anxieties and dreams of several generations of Japanese citizens, reflecting both dark and joyful experiences. The history of manga is inextricably linked to the social, economic, political, and cultural evolution of Japan. Essential to the daily lives of its inhabitants and to its economy, manga is one of the drivers of the international development of one of the world's largest economies. How did the manga market reach one billion copies annually in less than half a century? Who are the major players in this incredible expansion? Discover, over the pages and years, the major events and artists who have marked the history of modern manga in this new, updated and expanded edition. DEFINITIVE GUIDE: Beginning with the advent of modern manga in 1952, A

History of Modern Manga covers the development and impact of the art form through to present day. THE ULTIMATE TRIBUTE: Discover fascinating new details about essential entries in the manga canon, including Sailor Moon, Dragon Ball, Death Note, Naruto, Berserk, and more. STUNNING VISUALS: Features original, full-color illustrations as well as artwork from the featured manga titles! PERFECT GIFT FOR MANGA FANS: A History of Modern Manga is a fantastic gift for manga enthusiasts, as well as fans of Japanese history. A MANGA HISTORICAL PERSPECTIVE: Explores the unique ways in which historical events you may already be familiar with impacted and influenced manga as we know it today.

a history of modern manga: Rewriting History in Manga Nissim Otmazgin, Rebecca Suter, 2016-06-15 This book analyzes the role of manga in contemporary Japanese political expression and debate, and explores its role in propagating new perceptions regarding Japanese history.

a history of modern manga: *Manga and the Representation of Japanese History* Roman Rosenbaum, 2013 This edited collection explores how graphic art and in particular Japanese manga represent Japanese history. The articles explore the representation of history in manga from disciplines that include such diverse fields as literary studies, politics, history, cultural studies, linguistics, narratology, and semiotics. Despite this diversity of approaches all academics from these respective fields of study agree that manga pose a peculiarly contemporary appeal that transcends the limitation imposed by traditional approaches to the study and teaching of history. The representation of history via manga in Japan has a long and controversial historiographical dimension. Thereby manga and by extension graphic art in Japanese culture has become one of the world's most powerful modes of expressing contemporary historical verisimilitude. The contributors to this volume elaborate how manga and by extension graphic art rewrites, reinvents and re-imagines the historicity and dialectic of bygone epochs in postwar and contemporary Japan. *Manga and the Representation of Japanese History* will be of interest to students and scholars of Asian studies, Asian history, Japanese culture and society, as well as art and visual culture

a history of modern manga: A History of Modern Japan Christopher Harding, 2020-06-30 Lucid and lyrical...a vivid history of Japan's turbocharged (and painful) modernization. --The Daily Telegraph In *A History of Modern Japan*, cultural historian Christopher Harding delves into the untold stories of Japan's recent history--from a pop star's nuclear power protest song in 2011, to Japanese feminists who fought for an equal political voice in the 1890s. Though highly successful, and typically portrayed as a unified effort, Japan's rebuilding throughout the 20th century faced a lot of domestic criticism. This story-led account gives a voice to those who felt they didn't fit in with what Japan was becoming. It's that push and pull that made the country what it is today. This book will be a fascinating read for anyone interested in Japanese culture--whether film and literature, or pop culture and manga--as big shifts in Japanese ideology and society tend to come from culture and the arts, rather than being politically-driven. It will also be of interest to those traveling to Japan who want a better sense of the place, or anyone seeking to better understand Japan's role on the global stage. With over 100 photographs, maps and prints, *A History of Modern Japan* showcases the compelling story of Japan's amazing growth and its resulting struggles. For all the country's advancement, the Japanese people continue to wrestle with the notion of what it means to be Japanese in a changing world.

a history of modern manga: Drawing on Tradition Jolyon Baraka Thomas, 2012-10-31 Manga and anime (illustrated serial novels and animated films) are highly influential Japanese entertainment media that boast tremendous domestic consumption as well as worldwide distribution and an international audience. *Drawing on Tradition* examines religious aspects of the culture of manga and anime production and consumption through a methodological synthesis of narrative and visual analysis, history, and ethnography. Rather than merely describing the incidence of religions such as Buddhism or Shinto in these media, Jolyon Baraka Thomas shows that authors and audiences create and re-create "religious frames of mind" through their imaginative and ritualized interactions with illustrated worlds. Manga and anime therefore not only contribute to familiarity with traditional religious doctrines and imagery, but also allow authors, directors, and audiences to

modify and elaborate upon such traditional tropes, sometimes creating hitherto unforeseen religious ideas and practices. The book takes play seriously by highlighting these recursive relationships between recreation and religion, emphasizing throughout the double sense of play as entertainment and play as adulteration (i.e., the whimsical or parodic representation of religious figures, doctrines, and imagery). Building on recent developments in academic studies of manga and anime—as well as on recent advances in the study of religion as related to art and film—Thomas demonstrates that the specific aesthetic qualities and industrial dispositions of manga and anime invite practices of rendition and reception that can and do influence the ways that religious institutions and lay authors have attempted to captivate new audiences. Drawing on Tradition will appeal to both the dilettante and the specialist: Fans and self-professed otaku will find an engaging academic perspective on often overlooked facets of the media and culture of manga and anime, while scholars and students of religion will discover a fresh approach to the complicated relationships between religion and visual media, religion and quotidian practice, and the putative differences between “traditional” and “new” religions.

a history of modern manga: Manga Paul Gravett, 2004-08-03 Japan's output of manga is massive, accounting for a staggering forty percent of everything published each year in the country. Outside Japan, there has been a global boom in sales, with the manga aesthetic spreading from comics into all areas of Western youth culture through film, computer games, advertising, and design. *Manga: Sixty Years of Japanese Comics* presents an accessible, entertaining, and highly-illustrated introduction to the development and diversity of Japanese comics from 1945 to the present. Featuring striking graphics and extracts from a wide range of manga, the book covers such themes as the specific attributes of manga in contrast to American and European comics; the life and career of Osamu Tezuka, creator of Astro Boy and originator of story manga; boys' comics from the 1960s to the present; the genres and genders of girls' and women's comics; the darker, more realistic themes of gekiga -- violent samurai, disturbing horror and apocalyptic science fiction; issues of censorship and protest; and manga's role as a major Japanese export and global influence.

a history of modern manga: Manga in America Casey Brienza, 2016-01-28 Japanese manga comic books have attracted a devoted global following. In the popular press manga is said to have “invaded” and “conquered” the United States, and its success is held up as a quintessential example of the globalization of popular culture challenging American hegemony in the twenty-first century. In *Manga in America* - the first ever book-length study of the history, structure, and practices of the American manga publishing industry - Casey Brienza explodes this assumption. Drawing on extensive field research and interviews with industry insiders about licensing deals, processes of translation, adaptation, and marketing, new digital publishing and distribution models, and more, Brienza shows that the transnational production of culture is an active, labor-intensive, and oft-contested process of “domestication.” Ultimately, *Manga in America* argues that the domestication of manga reinforces the very same imbalances of national power that might otherwise seem to have been transformed by it and that the success of Japanese manga in the United States actually serves to make manga everywhere more American.

a history of modern manga: The Anime Companion 2 Gilles Poitras, 2005-06-01 Become an expert on cultural details commonly seen in Japanese animation, movies, comics and TV shows.

a history of modern manga: Black Jack, Volume 12 Osamu Tezuka, 2015-04-29 The Black Jack series is told in short stories. Volume 12 will contain 14 stories, each running approximately 20 pages in length. This eleventh volume includes the following stories: Wildcat Boy: Black Jack is called out to the jungles of Indonesia to help an old friend with some unique research. Renowned Paris based Professor Dr. Triuifeaux has stumbled upon a rare case of a modern day wolf-boy. However, in this case the boy believes he is a wildcat. White Lion: While preparing to have a nice homecooked meal, Black Jack and his assistant Pinoko are interrupted by a wrapping on their front door. Awaiting to enter and speak with the doctor are two men, an odd couple of sorts, with a request for the doc's services. The director of the local zoo and a representative from Angola are desperate to have a recently transplanted animal treated immediately.

a history of modern manga: *Anime* Jonathan Clements, 2019-07-25 This comprehensive history of Japanese animation draws on Japanese primary sources and testimony from industry professionals to explore the production and reception of anime, from its origins in Japanese cartoons of the 1920s and 30s to the international successes of companies such as Studio Ghibli and Nintendo, films such as *Spirited Away* and video game characters such as Pokémon.

a history of modern manga: The Manga Guide to Calculus Hiroyuki Kojima, Shin Togami, Co Ltd Becom, 2009-08-01 Noriko is just getting started as a junior reporter for the Asagake Times. She wants to cover the hard-hitting issues, like world affairs and politics, but does she have the smarts for it? Thankfully, her overbearing and math-minded boss, Mr. Seki, is here to teach her how to analyze her stories with a mathematical eye. In *The Manga Guide to Calculus*, you'll follow along with Noriko as she learns that calculus is more than just a class designed to weed out would-be science majors. You'll see that calculus is a useful way to understand the patterns in physics, economics, and the world around us, with help from real-world examples like probability, supply and demand curves, the economics of pollution, and the density of Shochu (a Japanese liquor). Mr. Seki teaches Noriko how to: -Use differentiation to understand a function's rate of change -Apply the fundamental theorem of calculus, and grasp the relationship between a function's derivative and its integral -Integrate and differentiate trigonometric and other complicated functions -Use multivariate calculus and partial differentiation to deal with tricky functions -Use Taylor Expansions to accurately imitate difficult functions with polynomials Whether you're struggling through a calculus course for the first time or you just need a painless refresher, you'll find what you're looking for in *The Manga Guide to Calculus*. This EduManga book is a translation from a bestselling series in Japan, co-published with Ohmsha, Ltd. of Tokyo, Japan.

a history of modern manga: The History of Anime and Manga Andrea C. Nakaya, 2021-09 Both anime and manga have been popular in Japan for more than a hundred years. More recently, they have also attracted a large number of fans around the world. Manga are comic books and graphic novels that are created in Japan. While many comic books and animated shows are created only for young people, anime and manga are created for all different age groups, from toddlers to adults--

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a history of modern manga: Japanese Visual Culture Mark W. MacWilliams, 2014-12-18 Born of Japan's cultural encounter with Western entertainment media, manga (comic books or graphic novels) and anime (animated films) are two of the most universally recognized forms of contemporary mass culture. Because they tell stories through visual imagery, they vault over language barriers. Well suited to electronic transmission and distributed by Japan's globalized culture industry, they have become a powerful force in both the mediascape and the

marketplace. This volume brings together an international group of scholars from many specialties to probe the richness and subtleties of these deceptively simple cultural forms. The contributors explore the historical, cultural, sociological, and religious dimensions of manga and anime, and examine specific sub-genres, artists, and stylistics. The book also addresses such topics as spirituality, the use of visual culture by Japanese new religious movements, Japanese Goth, nostalgia and Japanese pop, cute (kawaii) subculture and comics for girls, and more. With illustrations throughout, it is a rich source for all scholars and fans of manga and anime as well as students of contemporary mass culture or Japanese culture and civilization.

a history of modern manga: Manga from the Floating World Adam L. Kern, 2006 Manga from the Floating World is the first full-length study in English of the kibyôshi, a genre of sophisticated pictorial fiction widely read in late-eighteenth-century Japan. By combining analysis of the socioeconomic and historical milieus in which the genre was produced and consumed with three annotated translations of works by major author-artist Santô Kyôden (1761-1816) that closely reproduce the experience of encountering the originals, Adam Kern offers a sustained close reading of the vibrant popular imagination of the mid-Edo period. The kibyôshi, Kern argues, became an influential form of political satire that seemed poised to transform the uniquely Edoesque brand of urban commoner culture into something more, perhaps even a national culture, until the shogunal government intervened. Based on extensive research using primary sources in their original Edo editions, the volume is copiously illustrated with rare prints from Japanese archival collections. It serves as an introduction not only to the kibyôshi but also to the genre's readers and critics, narratological conventions, modes of visuality, format, and relationship to the modern Japanese comicbook (manga) and to the popular literature and wit of Edo. Filled with graphic puns and caricatures, these entertaining works will appeal to the general reader as well as to the more experienced student of Japanese cultural history.

a history of modern manga: Manga Nicole Rousmaniere, Matsuba Ryoko, 2019-08-20 The story of manga, a vibrant form of Japanese narrative art, from its roots to its emergence as a contemporary global sensation. Manga is a form of Japanese narrative art that has grown over the centuries to become a global phenomenon in the post-World War II era. Initially referring to graphic novels and comics, manga has expanded beyond its original forms to include animation, fashion, and new media. Arranged into six thematic chapters, each opening with an essay, followed by interviews and art selections, this revealing study traces the origins of manga and explores its role in society, and its appearance in different media, from video games to street art, as well as its growing international reach. The voices of manga artists and editors are reflected throughout the book, along with critical analysis by leading scholars. Taking the style of the genre and its terms of reference as its cue, Manga draws upon printed manga works, artwork, manga magazines, original drawings, theater, film, digital technologies, and interviews with artists and publishers to bring the subject vividly to life. This book gives readers an understanding of the excitement generated by a form that crosses cultures and media in a globalized world.

a history of modern manga: The Four Immigrants Manga Henry (Yoshitaka) Kiyama, 2023-11-01 A documentary comic book from 1931, depicting the true adventures of four young Japanese men in America. Originally published in Japanese in San Francisco in 1931, The Four Immigrants Manga is Henry Kiyama's visual chronicle of his immigrant experiences in the United States. Drawn in a classic gag-strip comic-book style, this heartfelt tale—rediscovered and translated by manga expert Frederik L. Schodt—is a fascinating, entertaining depiction of early Asian American struggles.

a history of modern manga: Bat-manga! , 2008 The two hottest genres in comics gleefully collide head-on, as the most beloved American superhero gets the coolest Japanese manga makeover ever. In 1966, during the height of the first Batman craze, a weekly Japanese manga anthology for boys, Shonen King, licensed the rights to commission its own Batman and Robin stories. A year later, the stories stopped. They were never collected in Japan, and never translated into English. Now, in this gorgeously produced book, hundreds of pages of Batman-manga comics more than four decades

old are translated for the first time, appearing alongside stunning photographs of the world's most comprehensive collection of vintage Japanese Batman toys. This is *The Dynamic Duo* as you've never seen them: with a distinctly Japanese, atomic-age twist as they battle aliens, mutated dinosaurs, and villains who won't stay dead. And as a bonus: Jiro Kuwata, the manga master who originally wrote and drew this material, has given an exclusive interview for our book. More than just a dazzling novelty, *Bat-Manga* is an invaluable, long-lost chapter in the history of one of the most beloved and timeless figures in comics.

a history of modern manga: *The Cartoon History of the Universe* , 1980

a history of modern manga: Boys Love Manga and Beyond Mark McLelland, Kazumi Nagaike, Katsuhiko Suganuma, James Welker, 2015-01-28 *Boys Love Manga and Beyond* looks at a range of literary, artistic and other cultural products that celebrate the beauty of adolescent boys and young men. In Japan, depiction of the “beautiful boy” has long been a romantic and sexualized trope for both sexes and commands a high degree of cultural visibility today across a range of genres from pop music to animation. In recent decades, “Boys Love” (or simply BL) has emerged as a mainstream genre in manga, anime, and games for girls and young women. This genre was first developed in Japan in the early 1970s by a group of female artists who went on to establish themselves as major figures in Japan's manga industry. By the late 1970s many amateur women fans were getting involved in the BL phenomenon by creating and self-publishing homoerotic parodies of established male manga characters and popular media figures. The popularity of these fan-made products, sold and circulated at huge conventions, has led to an increase in the number of commercial titles available. Today, a wide range of products produced both by professionals and amateurs are brought together under the general rubric of “boys love,” and are rapidly gaining an audience throughout Asia and globally. This collection provides the first comprehensive overview in English of the BL phenomenon in Japan, its history and various subgenres and introduces translations of some key Japanese scholarship not otherwise available. Some chapters detail the historical and cultural contexts that helped BL emerge as a significant part of girls' culture in Japan. Others offer important case studies of BL production, consumption, and circulation and explain why BL has become a controversial topic in contemporary Japan.

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is the forge of the world's fantasies: karaoke and the Walkman, manga and anime, Pac-Man and Pokémon, online imageboards and emojis. But as Japan media veteran Matt Alt proves in this brilliant investigation, these novelties did more than entertain. They paved the way for our perplexing modern lives. In the 1970s and '80s, Japan seemed to exist in some near future, gliding on the superior technology of Sony and Toyota. Then a catastrophic 1990 stock-market crash ushered in the "lost decades" of deep recession and social dysfunction. The end of the boom should have plunged Japan into irrelevance, but that's precisely when its cultural clout soared—when, once again, Japan got to the future a little ahead of the rest of us. Hello Kitty, the Nintendo Entertainment System, and multimedia empires like Dragon Ball Z were more than marketing hits. Artfully packaged, dangerously cute, and dizzyingly fun, these products gave us new tools for coping with trying times. They also transformed us as we consumed them—connecting as well as isolating us in new ways, opening vistas of imagination and pathways to revolution. Through the stories of an indelible group of artists, geniuses, and oddballs, *Pure Invention* reveals how Japan's pop-media complex remade global culture.

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