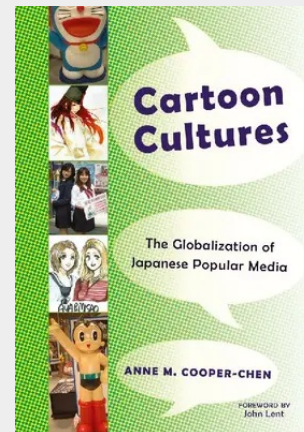


Cartoon Cultures

The Globalization of Japanese Popular Media

From 1993 to 2003, exports of Japan's cartoon arts tripled in value, to \$12.5 billion. Fan phenomena around the world – in U.S. malls, teen girls flock to purchase the latest *Fruits Basket* graphic novel; in Hungary, young people gather for a summer «cosplay» (costume dress-up) event – illustrate the global popularity of manga and anime. Drawing on extensive research and more than 100 original interviews, Anne Cooper-Chen explains how and why the un-Disney has penetrated nearly every corner of the planet. This book uses concepts such as cultural proximity, uses and gratifications, and cultural variability to explain cross-cultural adaptations in a broad international approach. It emphasizes that overseas acceptance has surprised the Japanese, who create manga and anime primarily for a domestic audience. Including some sobering facts about the future of the industry, the book highlights how overseas enthusiasm could actually save a domestic industry that may decline in the contracting and graying country of its birth. Designed for courses covering international mass media, media and globalization and introduction to Japanese culture, the book is written primarily for undergraduates, and includes many student-friendly features such as a glossary, timeline and source list.

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