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Mechademia 1: Emerging Worlds Of Anime And Manga



Synopsis

After decades in which American popular culture dominated global media and markets, Japanese popular culture—“primarily manga and anime, but also toys, card and video games, and fashion—has exploded into a worldwide phenomenon. From PokÃ©mon and the Power Rangers to Paranoia Agent and Princess Mononoke, Japanese popular culture is consumed by an eager and exponentially increasing audience of youths, teenagers, and adults. *Mechademia*, a new annual edited by Frenchy Lunning, begins an innovative and fresh conversation among scholars, critics, and fans about the complexity of art forms like Superflat, manga, and anime. The inaugural volume, *Mechademia* 1 engages the rise of Japanese popular culture through game design, fashion, graphic design, commercial packaging, character creation, and fan culture. Promoting dynamic ways of thinking, along with state-of-the-art graphic design and a wealth of images, this cutting-edge work opens new doors between academia and fandom. The premiere issue features the interactive worlds that anime and manga have created, including the origins of cosplay (the manga and anime costume subculture), Superflat, forgotten images from a founding manga artist, video game interactivity, the nature of anime fandom in America, and the globalization of manga. Contributors: Anne Allison, Duke U; William L. Benzon; Christopher Bolton, Williams College; Vern L. Bullough, California State U, Northridge; Martha Cornog; Patrick Drazen; Marc Hairston; Mari Kotani; Thomas LaMarre; Antonia Levi, Portland State U; Thomas Looser, NYU; Susan Napier, U of Texas, Austin; Michelle Ollie; Timothy Perper; Sara Pocock; Brian Ruh; Takayuki Tatsumi, Keio U, Tokyo; Toshiya Ueno, Wako U, Tokyo; Theresa Winge, U of Northern Iowa; Mark J. P. Wolf, Concordia U; Wendy Siuyi Wong, York U. Frenchy Lunning is professor of liberal arts at the Minneapolis College of Art and Design.

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Customer Reviews

It was a required textbook in one of my classes, I enjoyed the class so it deserves 5 stars

I love this book. The articles are excellent and interesting. This is the first book of its kind that I have ever seen. It is nice to see something critically reviewing anime and manga story lines like native books and television shows have been reviewed and studied for years. I suggest it.

An "academic journal" on this J-Pop phenomenon that should interest anyone/everyone, accessible to all. Don't miss the second issue, "Networks of Desire." A thousand ideas per second.

Though considerably slimmer than subsequent volumes of the series, the first *Mechademia* is still an extremely stimulating foray into the badlands of postindustrial Japanese-American culture and media. It signals its originality early on, with an "Anifesto" which illuminates the central purpose of the series through the use of illustration and sparse, abstracted commentary which configures 'Mechademia' as a sort of textual cyborg, a metallic anime babe who sprouts leaves and sheets of paper (likely a reference to Japanese word for language, *kotoba*, which literally means something like 'spoken leaves'), representing the assorted articles and commentary which follow. The contents of the volume likewise diverge from what one typically expects of dry academic works: the articles run the gamut from the origins of cosplay to the technical aspects of anime perspective. The collection boasts some definite heavyweights in the arena of Japanese studies, including Anne Allison, Thomas Lamarre, Takayuki Tatsumi, and Susan Napier. Every article here is of value, although some are more enjoyable reads than others: my personal favorites were Allison's discussion of the increasing popularity of Japanese products in the United States, Wendy Siuyi Wong's treatment of the history of Japanese manga in other regions of Asia and its future in the United States, and Thomas Loosler's exploration of the Japanese aesthetic of 'superflat,' one of my favorite areas of aesthetic inquiry. None of the pieces veer into the territory of the unreadable or the excessively dry (always a pitfall of academic writing) and are uniformly interesting. Though occasionally articles may be excessively short (such as Tatsumi's piece), overall I highly recommend this, and the other *Mechademia* volumes, for their consistently enjoyable writing and

unexpected insights into our self-consciously postmodern condition.

An eclectic collection of academic articles that manga, anime and Japanese pop culture fans will love. Mechademia covers specific titles as well as wide-reaching, global trends. Those looking for short, shallow blog-like entries should look elsewhere. But those looking for deep, well thought-out, well researched explorations will be satisfied.

The full table of contents for this book is as follows:"The Japan Fad in Global Youth Culture and Millennial Capitalism"by Anne Allison"Globalizing Manga: From Japan to Hong Kong and Beyond"by Wendy Siuyi Wong"The World of Anime Fandom in America"by Susan Napier"Costuming the Imagination: Origins of Anime and Manga Cosplay"by Theresa Winge"Assessing Interactivity in Video Game Design"by Mark J.P. Wolf"Moris Minoru's Day of Resurrection"Introduced by Takayuki Tatsumi"Superflat and the Layers of Image and History in 1990's Japan"by Thomas LooselKurenai no Metalsuits, "Anime to wa nani ka/What is animation"by Ueno Toshiya, translated by Michael Arnold"Anime: The Multiplanar Image."by Thomas Lamarre"The Werewolf in the Crested Kimono: The Wolf-Human Dynamic in Anime and Manga"by Antonia Levi"Metamorphosis of the Japanese Girl: The Girl, the Hyper-Girl, and the Fighting Beauty"by Mari Kotani"Revolutionary Girl Utena: Manga and Anime Citations"Compiled by Timothy Perper and Martha CornogREVIEW & COMMENTARY SECTION(Edited by Timothy Perper and Martha Cornog)"Metropolis," reviewed by Bill Benzon; "Adult Manga: Culture and Power in Contemporary Japanese Society," by Sharon Kinsella, reviewed by Vern Bullough; "Mobile Suit Gundam," by Tomino Yoshiyuki, translated by Fred Schodt, reviewed by Patrick Drazen; "Maria-Sama ga Miteru" and "Azumanga Daioh," reviewed by Marc Hairston; "Manga: 60 Years of Japanese Comics," by Paul Gravett and "Watching Anime, Reading Manga: 25 Years of Essays and Reviews," by Fred Patten, reviewed By Brian Ruh; "Revolutionary Girl Utena: The Adolescence of Utena," by Saito Chiho, reviewed by Timothy Perper and Martha Cornog.TORENDO SECTION(Edited by Michelle Ollie)

This a literary journal that discusses the anime/manga fandom on an intellectual level. I enjoyed this very much. The discussions on animation in general were very interesting, i learned a lot. I read this a long time ago, so i'm a bit fuzzy on the other essays, but if manga/anime, is as much a part of your life, as it is apart of mine, then you owe yourself to check this out, and it's following volumes.

As an anime and manga fan and an academic researcher, I see Mechademia as a great contribution. This first number has not the maturity of the following volumes, but it's fresh and full of great information and discussions. The Uténa's article was my favorite, great contribution for feminist and gender studies concerning shoujo anime and manga. I'm really satisfied with my acquisition.

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