



Cartoon Cultures: The Globalization of Japanese Popular Media

By Anne M. Cooper-Chen

 Download

 Read Online

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen

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.

 [Download Cartoon Cultures: The Globalization of Japanese Po ...pdf](#)

 [Read Online Cartoon Cultures: The Globalization of Japanese ...pdf](#)

Cartoon Cultures: The Globalization of Japanese Popular Media

By Anne M. Cooper-Chen

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen

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.

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen Bibliography

- Sales Rank: #851119 in Books
- Brand: Brand: Peter Lang International Academic Publishers
- Published on: 2010-08-24
- Original language: English
- Number of items: 1
- Dimensions: 7.75" h x 8.25" w x .25" l, .65 pounds
- Binding: Paperback
- 194 pages

 [Download Cartoon Cultures: The Globalization of Japanese Po ...pdf](#)

 [Read Online Cartoon Cultures: The Globalization of Japanese ...pdf](#)

Download and Read Free Online Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen

Editorial Review

About the Author

Anne Cooper-Chen received her Ph.D. from the University of North Carolina at Chapel Hill and is a professor of journalism at Ohio University. She has more than ten years' full-time media experience and is author of *Games in the Global Village* (1994) and *Mass Communication in Japan* (1997), and editor of *Global Entertainment Media* (2005). From 1992 to 1993 she was a Fulbright Senior Research Scholar in Japan, and in 2009 was a visiting professor in Tokyo.

Users Review

From reader reviews:

Milton Jones:

The book *Cartoon Cultures: The Globalization of Japanese Popular Media* gives you the sense of being enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can to get your best friend when you getting pressure or having big problem together with your subject. If you can make looking at a book *Cartoon Cultures: The Globalization of Japanese Popular Media* to get your habit, you can get considerably more advantages, like add your own capable, increase your knowledge about many or all subjects. You could know everything if you like available and read a book *Cartoon Cultures: The Globalization of Japanese Popular Media*. Kinds of book are a lot of. It means that, science book or encyclopedia or other individuals. So , how do you think about this guide?

Gerard Williams:

The book *Cartoon Cultures: The Globalization of Japanese Popular Media* can give more knowledge and information about everything you want. Why then must we leave the great thing like a book *Cartoon Cultures: The Globalization of Japanese Popular Media*? Several of you have a different opinion about guide. But one aim this book can give many data for us. It is absolutely right. Right now, try to closer with your book. Knowledge or details that you take for that, you can give for each other; you could share all of these. Book *Cartoon Cultures: The Globalization of Japanese Popular Media* has simple shape but you know: it has great and massive function for you. You can appear the enormous world by open up and read a e-book. So it is very wonderful.

Laveta Blodgett:

This *Cartoon Cultures: The Globalization of Japanese Popular Media* book is just not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is definitely information inside this e-book incredible fresh, you will get details which is getting deeper you actually read a lot of information you will get. This *Cartoon Cultures: The Globalization of Japanese Popular Media* without we realize teach the one who examining it become critical in imagining and analyzing. Don't always be worry *Cartoon Cultures: The Globalization of Japanese Popular Media* can bring any time you are and not make

your bag space or bookshelves' become full because you can have it with your lovely laptop even cellphone. This Cartoon Cultures: The Globalization of Japanese Popular Media having very good arrangement in word and also layout, so you will not experience uninterested in reading.

Leif Gibbs:

Information is provisions for anyone to get better life, information presently can get by anyone on everywhere. The information can be a expertise or any news even an issue. What people must be consider when those information which is in the former life are difficult to be find than now could be taking seriously which one would work to believe or which one the particular resource are convinced. If you find the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All of those possibilities will not happen inside you if you take Cartoon Cultures: The Globalization of Japanese Popular Media as the daily resource information.

Download and Read Online Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen
#AHB0Q83XTEC

Read Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen for online ebook

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen books to read online.

Online Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen ebook PDF download

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen Doc

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen Mobipocket

Cartoon Cultures: The Globalization of Japanese Popular Media By Anne M. Cooper-Chen EPub