**Tezuka, Osamu (November 3, 1928—February 9, 1989)**

Tezuka Osamu was a *manga* (comic) artist, animator, and film director often called the “God of Manga” for his enormous lasting impact upon the *manga* and animation industry of post-World War II Japan. First attracting attention in 1947 with his *manga* *Shin takarajima* [New Treasure Island], he was extraordinarily prolific until his death in 1989. He is best known for his series *Tetsuwan Atomu [Iron-Armed Atom,* 1952-1968*],* which suggested utopian desires while also posing darker questions concerning possibilities for peace and diversity in postwar Japan. In 1961, he established the animation studio Mushi Production and adapted the series as the first Japanese animated television series, aired from 1963 to 1966. Ultimately, he produced several hundred *manga* titles, many of which he adapted as animated films and television series while also producing original animations. A master of innovation, he forged the path for new possibilities for *manga* and animation, particularly with his groundbreaking contributions in applying cinematic techniques to his works. Tezuka’s work suggests the close-knit ties between film, *manga*, and TV animation in Japan. In particular, scholar Marc Steinberg has discussed the significant role of *Tetsuwan Atomu* in establishing precedents for the postwar anime media mix in Japan, especially with its style of limited animation made for television and Tezuka’s business model incorporating transmedia character merchandising.

**References and Further Reading**

Lunning, Frenchy (ed.) (2014) *Mechademia 8: Tezuka's Manga Life*. Minneapolis, MN: University of Minnesota Press.

Power, Natsu Onoda. (2009) *God of Comics: Osamu Tezuka and the Creation of Post-World War II Manga*. Jackson, MS: University Press of Mississippi.

Schodt, Frederik L. (2007) *The Astro Boy Essays: Osamu Tezuka, Mighty Atom, and the Manga/Anime Revolution*. Berkeley, CA: Stone Bridge Press.

Steinberg, Marc. (2012) *Anime’s Media Mix: Franchising Toys and Characters in Japan.* Minneapolis, MN: University of Minnesota Press.

**List of Works**

*Shin takarajima [New Treasure Island]* (manga, 1947; TV animation, 1965)

*Janguru Taitei [Jungle Emperor]* (manga, 1950-1954; TV animation series, 1965-1966, 1966-1967; animated film, 1966)

*Tetsuwan Atomu [Iron-Armed Atom]* (manga, 1952-1968; TV animation series, 1963-1966; animated film, 1964)

*Ribon no kishi [Princess Knight]* (manga, 1953-1956; TV animation series, 1967-1968)

*Hi no tori [Phoenix]* (manga, 1954-1988; animated film, 1980)

*Burakku Jakku [Black Jack]* (manga, 1973-1983)

**Paratextual Materials**

Photo of Tezuka Osamu

<http://tezukaosamu.net/images/about_main_photo.jpg>

(from official Tezuka Osamu website: <http://tezukaosamu.net/jp/index.html> )

*Tetsuwan Atomu* TV animation series, 1963-1966, opening (video clip)

<https://www.youtube.com/watch?v=I2btYv8GaXk>

*Ribon no kishi,* TV animation series, 1967-1968, opening (video clip)

<https://www.youtube.com/watch?v=664Wfc0Y7KA>

Grace Ting

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