The holiday of setsubun is one of relative stubbornness.

According to a study performed by a marketing company 3 years ago, the participation rate of setsubun is close to 10%.

Even though it is less than Christmas’ 70% rate, it is even with Valentine’s Day and surpasses the opening ceremony of The Festival of Seven Herbs.

During this time ehomaki is the main attention grabber, but soybeans, peanuts, and mixed nuts are also lined up in the setsubun section of the supermarket.

When you think about wasting food, these beans certainly come to mind.

There will be mothers and fathers wearing oni masks tonight.

If you think about it, this would be a day to talk more about oni rather than metaphors.

But what exactly are oni?

They have horns and terrifying faces, but in reality, according to a scholar in folklore studies, Kazuhito Komatsu, their concept is simply the opposite of humans.

And so, demons are given unnatural, merciless, and are much larger and stronger than humans.

It is called the oni director because it gives strict guidance rid of mercy, and Oniyanma is a large dragonfly (“The Oni and the Japanese”)

In the language spoken by the youth nowadays, very cute things are referred to as “devilishly cute”

It’s a very strange form of Japanese, but from a practical standpoint, it doesn’t deviate from the language of an oni.

You can also hear the expression to “Study like a demon”

Even in the world of manga, works that start with oni killing parents and siblings are very popular now.

When thinking about the presence of oni in Japanese culture, “Oni out” is probably what I would say.