

Why do we watch and read it? Japanese animation and comics, commonly known as "anime" and "manga" are becoming increasingly popular today. The word anime is an abbreviation of the word animation. In Japan, the word is used to refer to all types and forms of animation from all over the world. On the other hand, the word anime outside of Japan usually refers to animation from Japan. Manga is loosely translated to mean comics, in Japan, but like anime, are referred to as comics who are usually made or drawn by a Japanese author. In past decades, anime and manga was produced solely for, and in Japan, with a distinct look-and-feel to not just the artwork but the storytelling, the themes, and the concepts. However in the past years viewers from not only Japan but all over the globe have been allured by these things referred to as anime and manga. Generations of viewers in the west are growing up with it and will soon pass it on to their children, and so on. There are many effects to this popularity, which all under social, psychological and economic effects. To begin with there are numerous social effects of anime and manga. Firstly there will be an increased interest in art. Anime and manga art usually appeals to one's creativity and as a result people are encouraged to make their own characters, and or mangas. Although this may be a good effect, as many art teachers may be flooded with students, they may be disappointed to learn that their students are mainly interested in drawing "anime" style cartoons. However an increased interest in art is a great opportunity to introduce students to other types and forms of art. Another effect is that, many western animators are producing art works which are themed after most anime and mangas, a recent example of this is "Ben 10" and "Avatar: The Last Airbender". They have also adopted the term "manga-ka"; which is the Japanese term for comic artist or cartoonist and refers to the author of a manga who is usually Japanese. As a result of this the unique style of cartoons in America would have a drastic change and many animators may cease drawing like they used to, and instead draw anime themed characters in the spirit of the style, instead of drawing for the love of art. Another aspect also seen as art is cosplay, which was always popular in the west changed greatly with people dressing not only as popular western and European characters, like "Batman" and "Doctor Who", but also anime characters, like "Naruto". Cosplay, closely related to roleplay is an activity thoroughly enjoyed by many adept