Outline (Yuqing Zhai, 11/04/2024)

Topic: What does the popularity in *database-oriented* anime reveal about the lifestyle in postmodern East Asia society?

Thesis: The shift from narrative-driven to *database-oriented* anime reveals deeper social and cultural anxieties of the fragmented and fast-paced lifestyle in postmodern East Asia society.

Introduction:

- **A:** Brief background as a *hook* introducing postmodern influences on anime (1-2 sentences)

- **B:** State topic and thesis

- **C:** Summary of main point below.

I: Brief history of the Anime

- **A:** Overview of Anime (From postwar era to now)

- **B:** Common narratives in Anime

- **C:** Common plot and character design in Anime

- **D:** Define *narrative-driven* and *data-oriented* anime. (Reference to the book *database animal* and simulacrum theory)

II: Lifestyle changes in East Asia Society

- **A:** Impact of rapid economic development (Japan's Bubble Economy, South Korea's industrialization)

- **B:** Social Anxieties (precarious employment, demanding work culture, changes in family structure)

- **C:** Relation to fragmented social connections and increased escapism.

III: Case Analysis

- **A:** *Neon Genesis Evangelion*

  - **(a):** Narrative and social themes in original anime.

  - **(b):** Success of later products around the franchise, reflecting database-oriented consumption.

  - **(c):** Popularity in later products rather than original narrative, highlighting *database consumption* (refer to *database animal*)

- **B:** *Re: Zero*

- **(a):** Isekai settings and attractive archetypes as a form of escapism from real life.

- **(b):** Character and plot archetypes that reinforce *database-consumption* for fulfillment.

Conclusion: Reiterate main points. Restate thesis. Discuss implications: how anime consumption trends reflect deeper social issues in East Asia (e.g., loss of "grand narratives" and shift towards fragmented social structures).

Note to myself: The **III** should be significantly longer than **I** and **II** part, as the latter only provides necessary background for analysis.