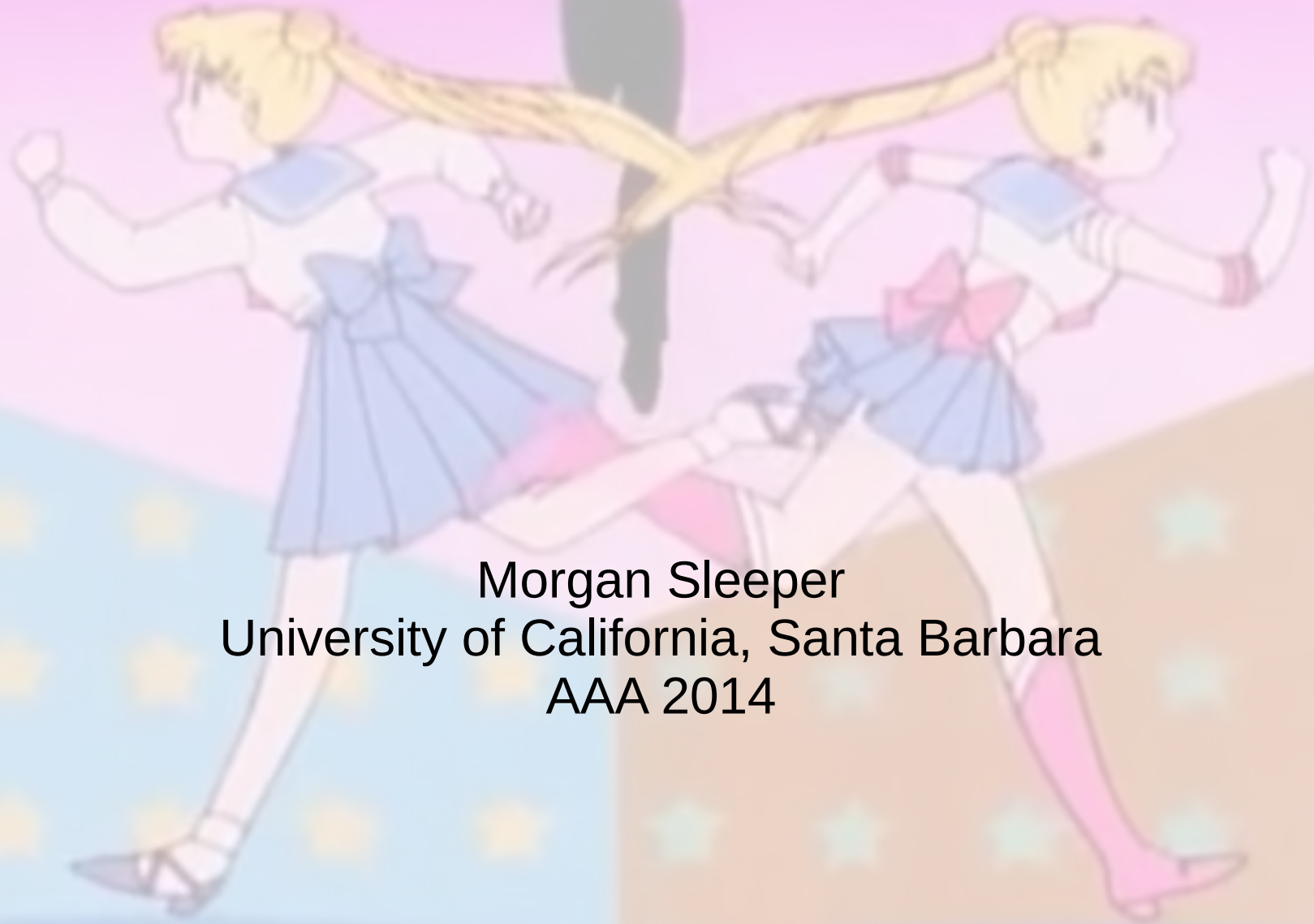


Consuming Cool Japan: Constructing foreignness and reader identity in two translations of Sailor Moon



Morgan Sleeper
University of California, Santa Barbara
AAA 2014

Manga in America

- Manga: Japanese comic books



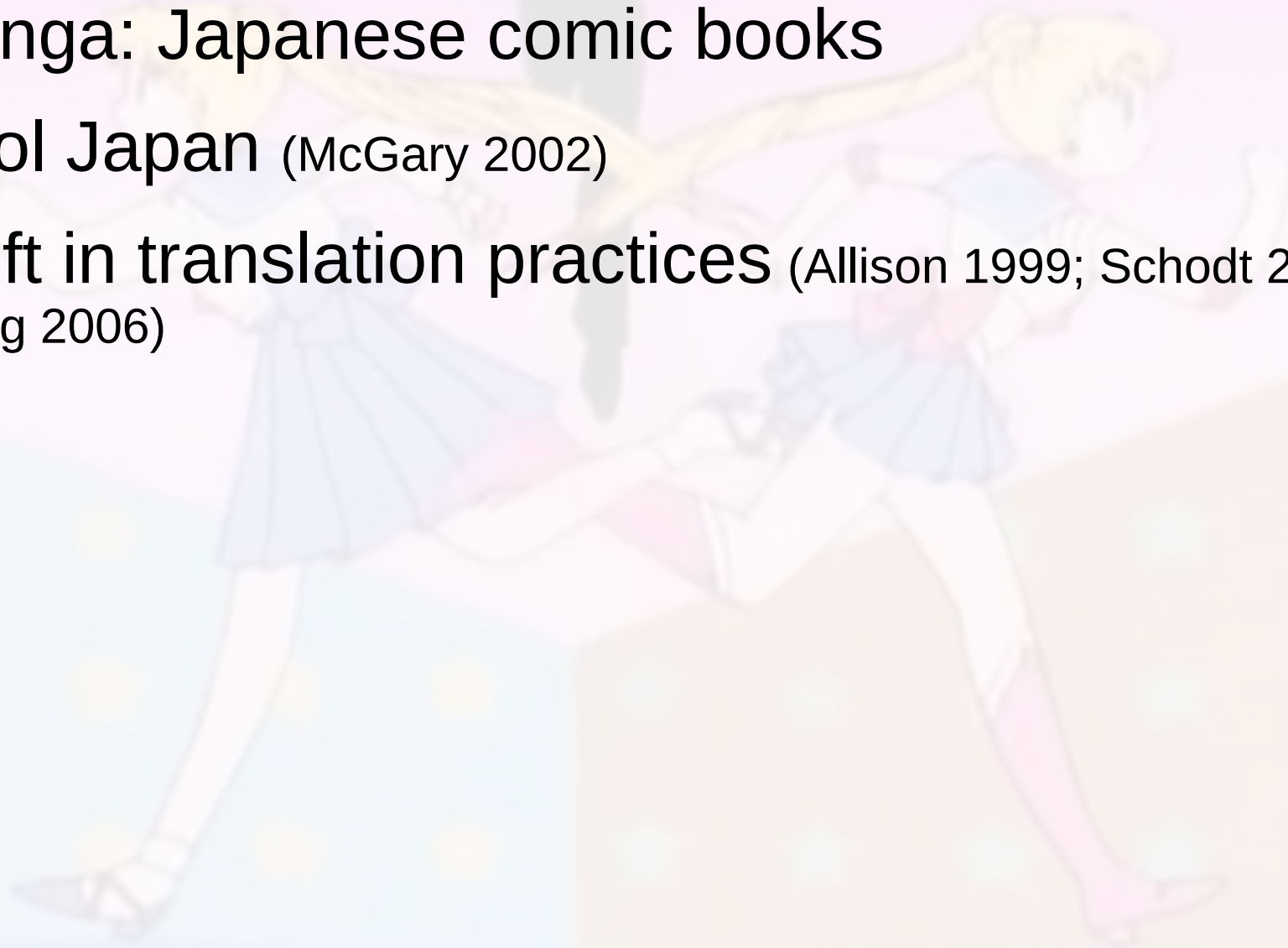
Manga in America

- Manga: Japanese comic books
- Cool Japan (McGary 2002)



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- Shift in translation practices (Allison 1999; Schodt 2011; Wong 2006)



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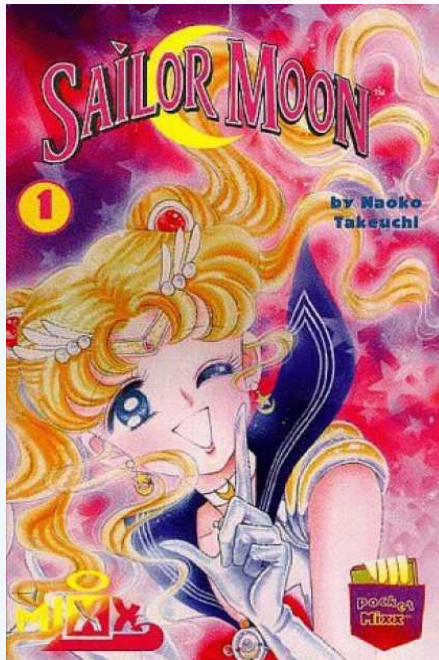
- Manga: Japanese comic books
- Cool Japan (McGary 2002)
- Shift in translation practices (Allison 1999; Schodt 2011; Wong 2006)
- Shift in the constitution of sociocultural construct (Vygotsky 1986; Duranti 1985; Silverstein 2003) of foreignness



Japanese original
Bishōjo Senshi Sailor Moon
(美少女戦士セーラームーン)
(1992)



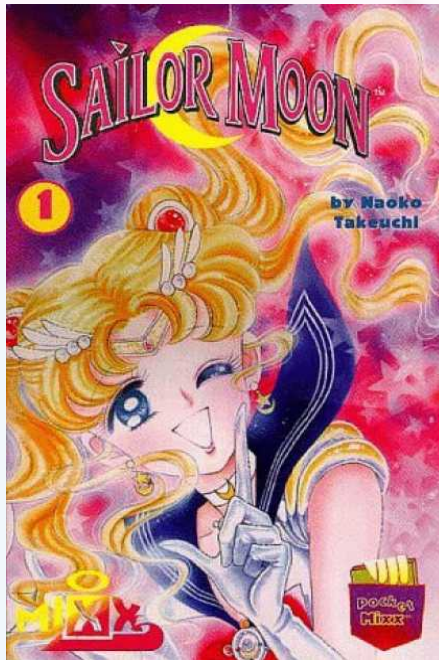
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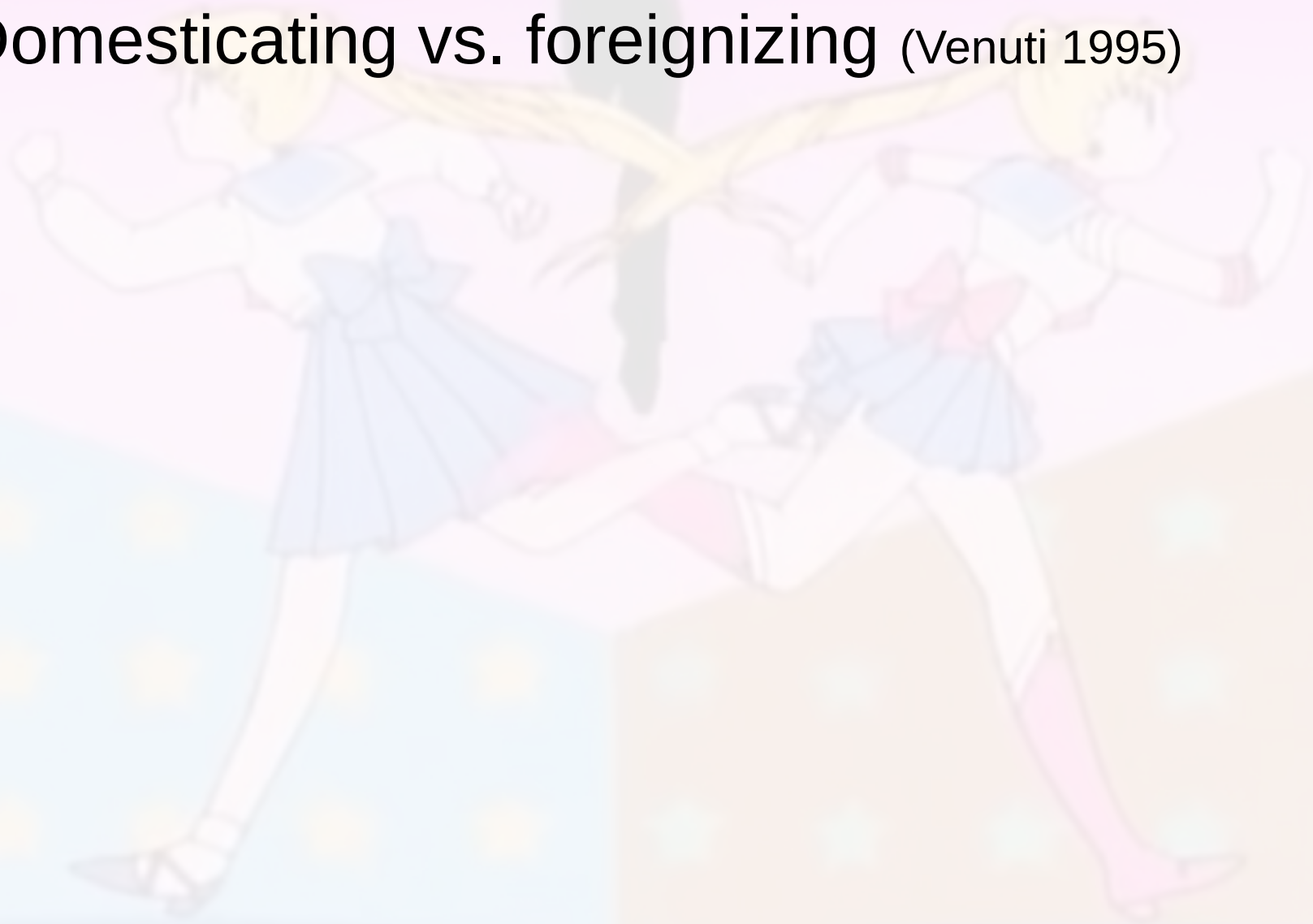
Mixx translation
Sailor Moon
(1998)



Kodansha translation
Pretty Guardian Sailor Moon
(2011)

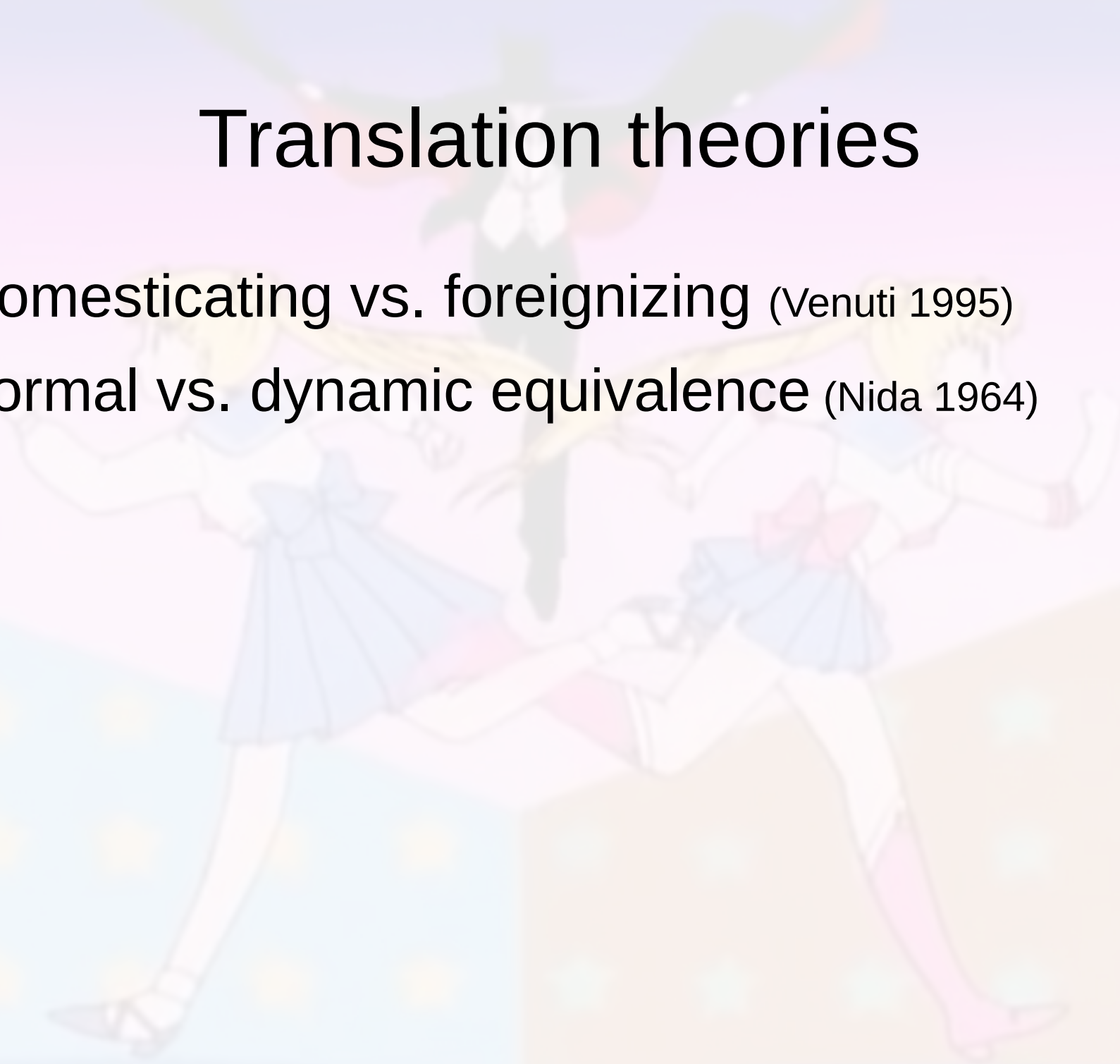
Translation theories

- Domesticating vs. foreignizing (Venuti 1995)



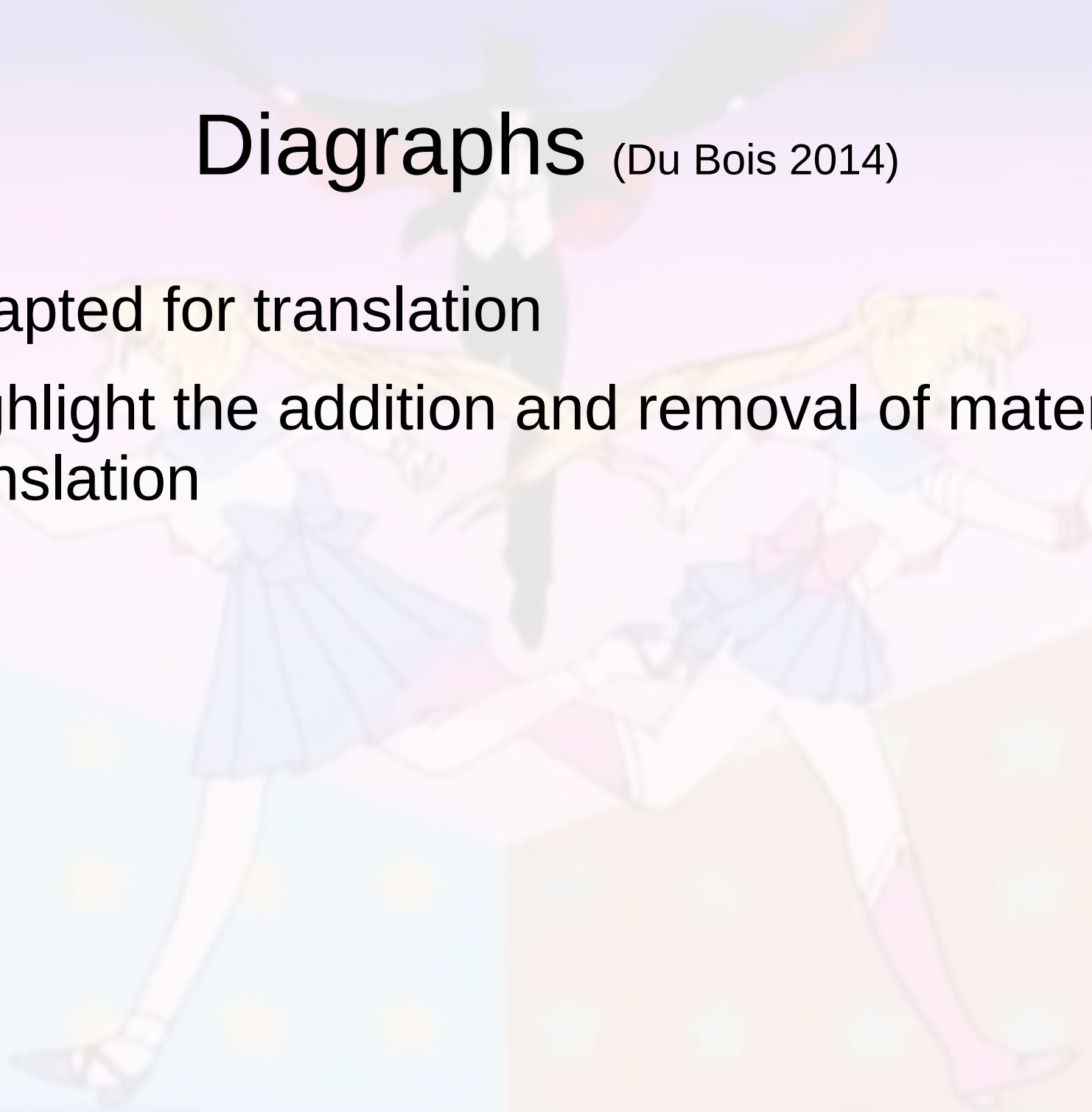
Translation theories

- Domesticating vs. foreignizing (Venuti 1995)
- Formal vs. dynamic equivalence (Nida 1964)



Diagraphs (Du Bois 2014)

- Adapted for translation
- Highlight the addition and removal of material in translation



Linguistic practices

- Loanwords
- Honorifics
- Onomatopoeia



Loanwords

- Introducing an *otaku*/class nerd:

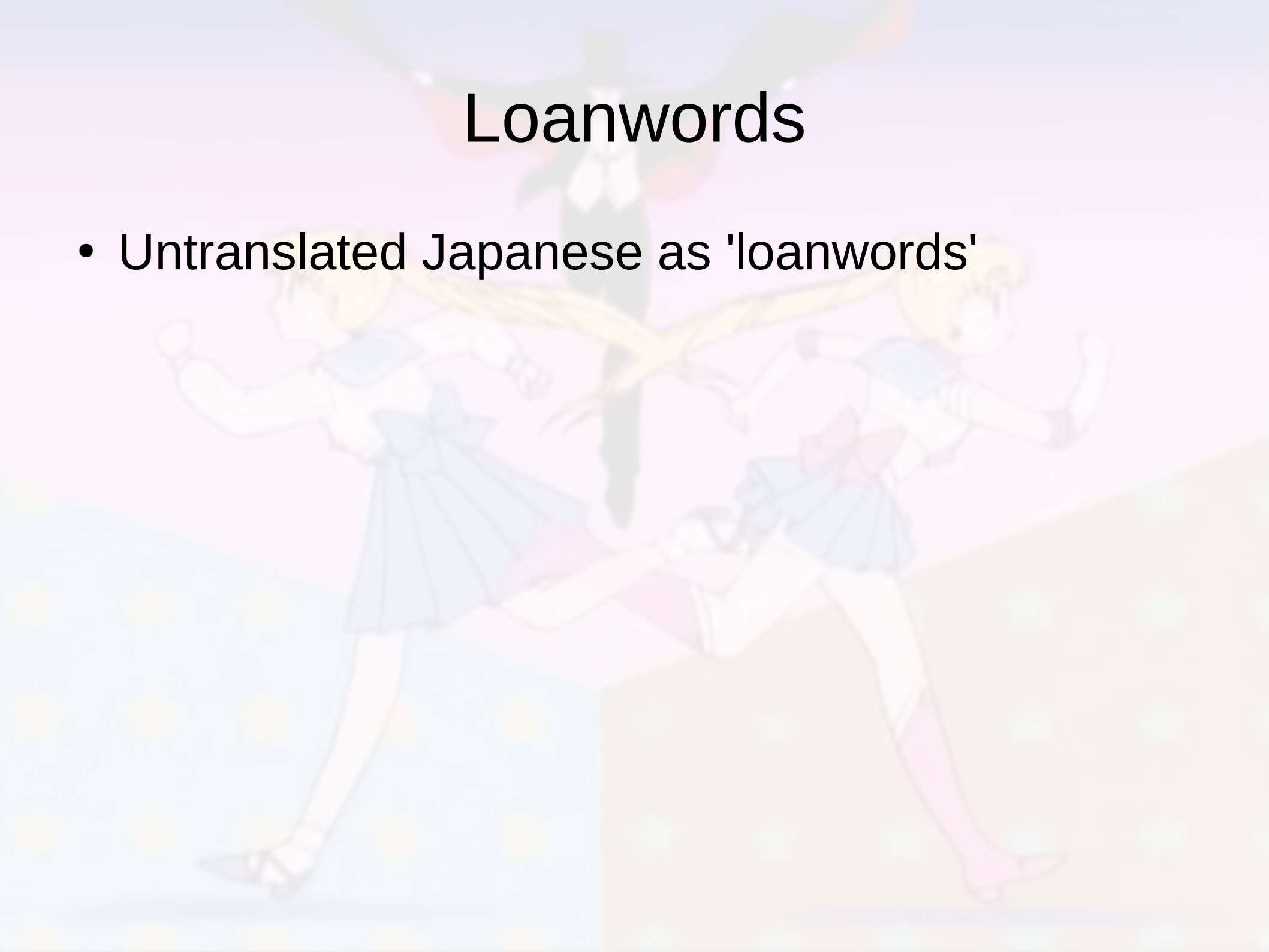
OG;	コイツは	オタクの	海野
MX;	Here's our	class nerd,	Melvin.
KS;	This guy's	{an otaku}	Umino,

- Meeting a *miko*/priestess:

OG;		巫女
MX;	How cool...	a priestess
KS;	So she's	a miko?

Loanwords

- Untranslated Japanese as 'loanwords'



Loanwords

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- Connotations of *otaku* and *miko* (Azuma 2009)



Loanwords

- Untranslated Japanese as 'loanwords'
- Connotations of *otaku* and *miko* (Azuma 2009)
- Japanese learning among modern manga readers (Jüngst 2008:74)

Honorifics

- Address suffixes
 - Index (Peirce 1885) the “hierarchical characterization of relationships” (Ishikawa et al. 1981:139) in terms of age, sex, and social standing (Loveday 1986:7)

Honorifics

- Male student to female student (deferential):

OG;	うさぎさん	テストどうでした?
MX;	Hey Bunny	How'd you do on the quiz?
KS;	Usagi-san	{How did you do on the test?}

- Male student to younger female student (affectionate):

OG;	うさぎちゃん	また 制服 で
MX;	Bunny!	
KS;	Usagi-chan!	{You're still in uniform,}

- Female student to female student (equal footing):

OG;	うさぎ	ったら	信じらんないっ	早弁
MX;	Bunny		{I can't believe	how much you pork out}
KS;	Usagi!		{I can't believe you,}	Eating like a glutton!

Honorifics

- Indexical creativity (Silverstein 1976)



Honorifics

- Indexical creativity (Silverstein 1976)
- Index Japanese ('foreign') relationships



Honorifics

- Indexical creativity (Silverstein 1976)
- Index Japanese ('foreign') relationships
- Removal of honorifics domesticates text

Onomatopoeia

- Praying with *panpan*, KLAP KLAP, or amen:

OG; みいが 帰ってきますように パンパン

MX; Lord, please bring Mimi home to us... **amen**

KS; Please, guide Mii back to me! **パン KLAP パン KLAP**

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- **Mixx:**
 - “Amen” and “Lord”
domesticate shrine

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- **Kodansha:**
 - Japanese script with English gloss

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 - Requires familiarity with Shinto ritual

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 - Requires familiarity with Shinto ritual
 - Indexes foreign setting (Valero Gárces 2008:239)

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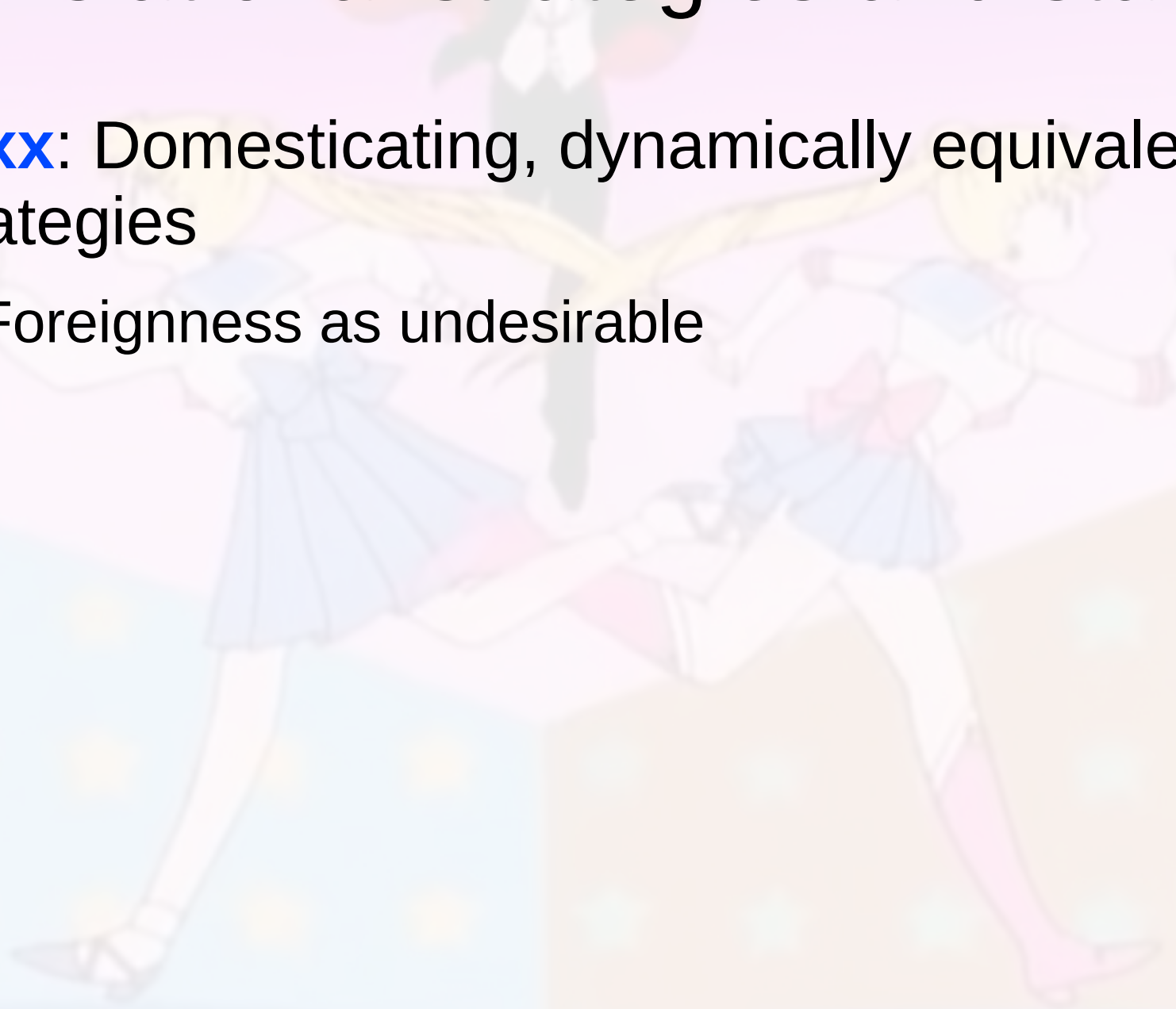
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 - “Amen” and “Lord” domesticate shrine
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 - Indexes foreign setting (Valero Gárces 2008:239)
 - Non-standard spelling

Translational strategies and stance



Translational strategies and stance

- **Mixx**: Domesticating, dynamically equivalent strategies
 - Foreignness as undesirable

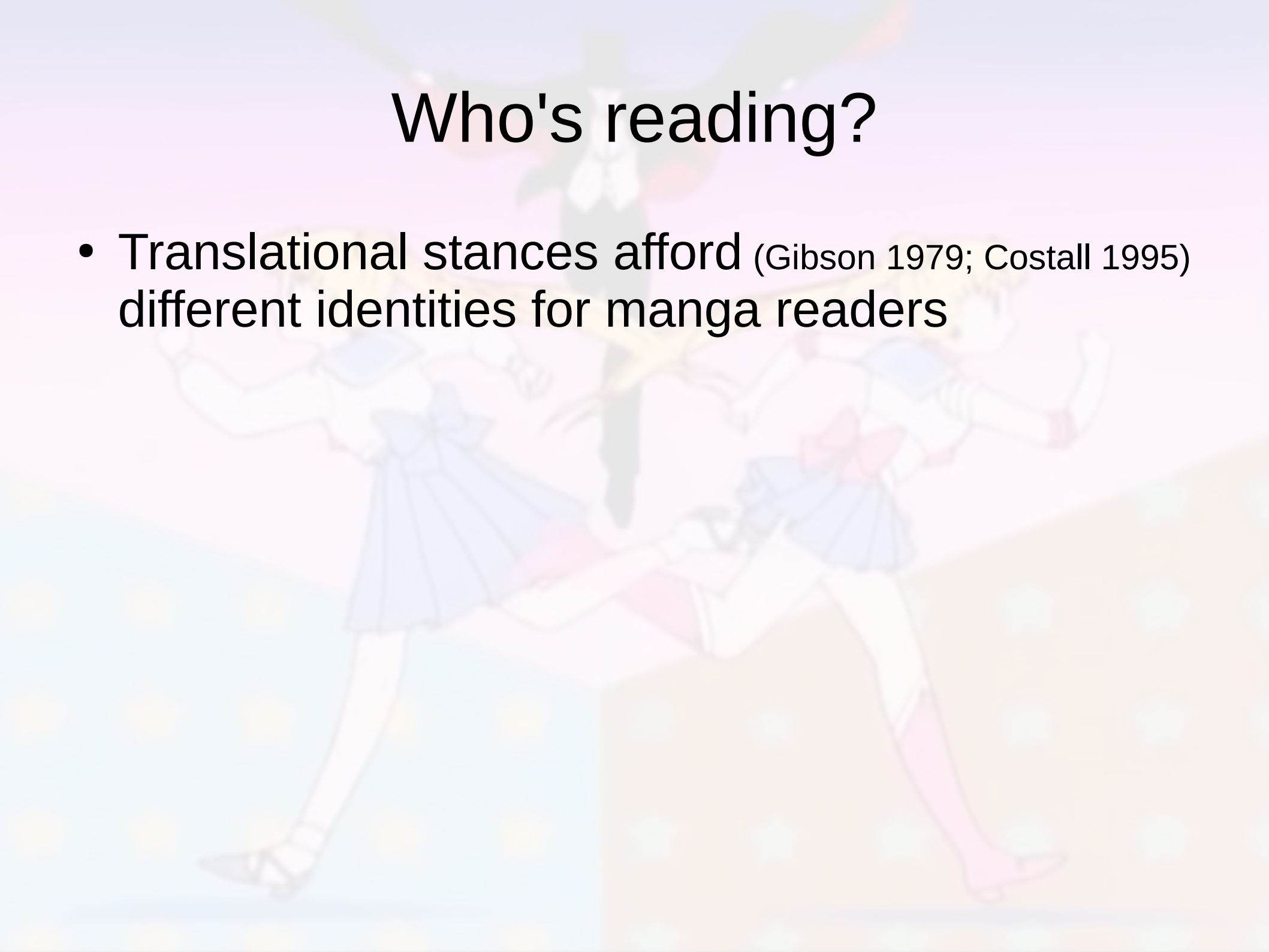


Translational strategies and stance

- **Mixx**: Domesticating, dynamically equivalent strategies
 - Foreignness as undesirable
- **Kodansha**: Foreignizing, formally equivalent strategies
 - Foreignness as desirable

Who's reading?

- Translational stances afford (Gibson 1979; Costall 1995) different identities for manga readers



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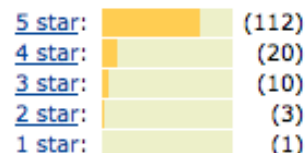
Who's reading?

- Translational stances afford (Gibson 1979; Costall 1995) different identities for manga readers
 - **Mixx**: comic book readers looking for alternatives to American mainstream → **Moonies**
 - **Kodansha**: manga fans interested specifically in 'Japaneseness' → **Cool Japan Fans**

Who's reviewing?

Customer Reviews Sailor Moon 1

146 Reviews



Average Customer Review

★★★★★ (146 customer reviews)

Share your thoughts with other customers

Create your own review



The most helpful favorable review

51 of 53 people found the following review helpful

★★★★★ Wonderfully Retranslated

The first volume of Sailor Moon begins with 14-year-old Usagi finding a cat named Luna. When trouble arises, Luna grants Usagi the ability to transform into Sailor Moon, to defeat the evil attacking Tokyo's residents. It is here that Sailor Moon has her first run-in with the mysterious Tuxedo Mask. Unable to decide if he is friend or foe, Luna remains wary of Tuxedo Mask,...

[Read the full review >](#)

Published on September 14, 2011 by Rywn

> See more [5 star](#), [4 star](#) reviews

Vs.

The most helpful critical review

18 of 19 people found the following review helpful

★★★☆☆ Beautiful art, translation still a little iffy

I am not reviewing the Sailor Moon series, which is perfect, but the reprint. The art is still very beautiful and I like the colored, glossy pictures. The re-done covers are fun, too. As for the translation, one thing I did like is the use of the original Japanese names! Usagi, Mamoru, Makoto... they're all there! However, I was a little disappointed overall with the new...

[Read the full review >](#)

Published on November 13, 2011 by Liz

> See more [3 star](#), [2 star](#), [1 star](#) reviews

Moonies on Kodansha

- **Brad** (September 13, 2011):

“Makoto addresses her teacher as “Sensei” even though “Sir” could have been used or sensei removed completely without affecting the meaning of what she said (which was actually done in the original [Mixx] adaptation) [and] the characters refer to each other with Japanese honorifics even when it sounds completely unnatural in English.”

<http://www.amazon.com/review/R1EE17DLW8H4F5>

Cool Japan Fans on Kodansha

- **Amanda** (October 8, 2011):

“I love the literal translation! It sounds weird to Americans but I would rather it be translated exactly how it was written [than] translated for people who are not really into manga itself, just Sailor Moon.”

<http://www.amazon.com/review/R3MRIPKRNQ09AL/>

Conclusions

- Loanwords, honorifics, and onomatopoeia mobilized to construct foreignness
- Shift in translational strategies and stance affords change in American manga readers' engagement and identities



Thank you!