MANGA AND ANIME

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1   Manga

- Japanese name for comics
  - Japan
    - every comic is a manga
  - Western Countries
    - Comics from Japan are manga
- Forms of a manga
  - Comic Strip
  - Caricature
  - Cartoons (Films)
    - Called Anime to differ from Comics

- Manga in the western world and why people like it
  - Manga are cartoons for child and adults
  - Manga cover a lot of genre → People with different interests watch them
  - People who watch manga
    - enjoy animation
    - may not like the western style of animation
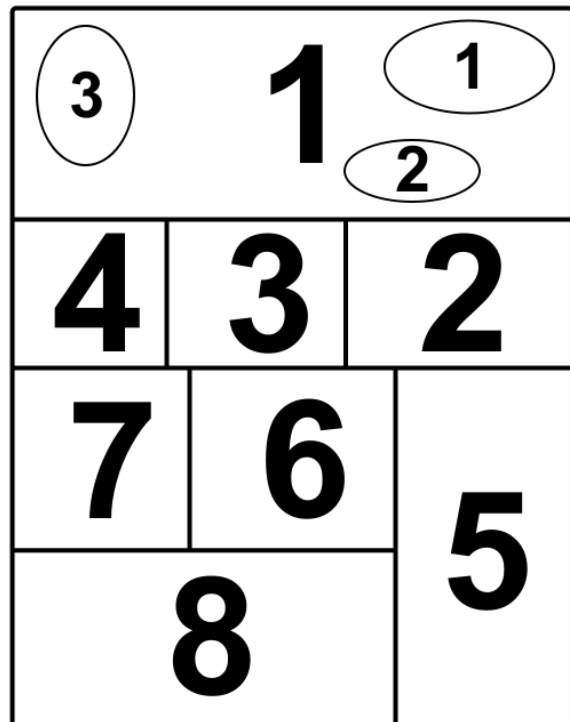   - simply like to story of a manga

1.1   History

- First Manga:
  - Found 1935 in a Japanese temple
  - Animal-Human-Caricatures where humans were acting like animals
  - Since the 13th century, manga was painted to temple walls
  - Since the late 17th century those paintings were carved into wood so they could be distributed to the people who were interested
- After a change in Japan's political system in the late 19th century
  - Better print techniques
  - Authors inspired by European caricatures
  - Schools for caricaturists were opened
- After the second world war
  - First mangas were drawn as we know them today
  - Basics for anime were created
  - First full color mangas were released

1.2   Publications

- Mangas are classified by age and gender of the readership
    - Cover-art differences between comics for boys and comics for girls

- Manga Cafés
    - People drink coffee, read manga and sometimes stay overnight

- Magazines
    - Release types
        - 20 – 40 pages
        - One chapter (10 – 12 pages)
        - Collection of stories (200 – 850 pages; drawn by multiple artists; low quality paper)
    - Released monthly
    - Often have a short life (Short projects because artists want to get their name out)
- Collected Volumes
    - Publisher wrap a few episodes together
    - Released in book-sized volumes
    - Cover hard / soft (more usual)
    - High quality paper
    - Readers: People who want to "catch up" with the series
- Dōjinshi
    - Small press independently published comic books
    - Often unofficial sequels to well-known Anime, Manga or Computer Games

1.3   Reading Direction

- Top → Bottom
- Right → Left
- Flipping
    - Change the reading direction to a more "Western" style (Left → Right)
    - Text on images gets reflected as well (MAY → YAM)
    - A lot of criticism because flipping goes against the intention of the author
    - Text might not work with the images (Character talks about directions; Gas pedal on the wrong side)

1.4   Manga in the United States

- Manga became popular in the 1970s and 1980s
- Anime was initially more accessible than mangas
    - Subtitles easier to obtain subtitles than translate and reproduce manga books
- 1980s and 1990s
    - Anime like Dragon Ball or Pokémon became popular
    - Anime was more popular than the Manga versions
- Companies started to publish Manga in the US
    - great success
    - Japanese Anime was dubbed to English
- Following years
    - Manga became more and more popular
    - New Publishers
    - A lot of mangas translated to English

1.5   Manga in Europe

- Manga became popular during the 1970s
- Beginning
    - Different kinds of Art were inspired by Japanese Art
    - Mangas were translated to German, Italian, Dutch, …
- 2004
    - France represents 50% of the European Market
        - Second most, behind Japan
- 2007
    - 70% of all Mangas were sold in Germany

1.6   Most successful Mangas

- One Piece (1997 - present)
- Dragon Ball (1984 - 1995)
- Golgo 13 (1969 - present)
- Black Jack (1973 - 1983)
- Detective Conan (1994 - present)
- Naruto (1999 - present)
- Bleach (2001 - present)

2 Anime

2.1 Definition and Format

- Animated Production
    - Can include every genre found in cinema
    - Is not a genre itself
    - First Anime in 1917

- 1960s
    - First tele visited series broadcasted
    - Released as OAV (Original Animation Video)
        - Typically not released theatrically
- 1980s
    - Home distribution popularized
        - VHS
        - Laser Disc
        - Later: DVD
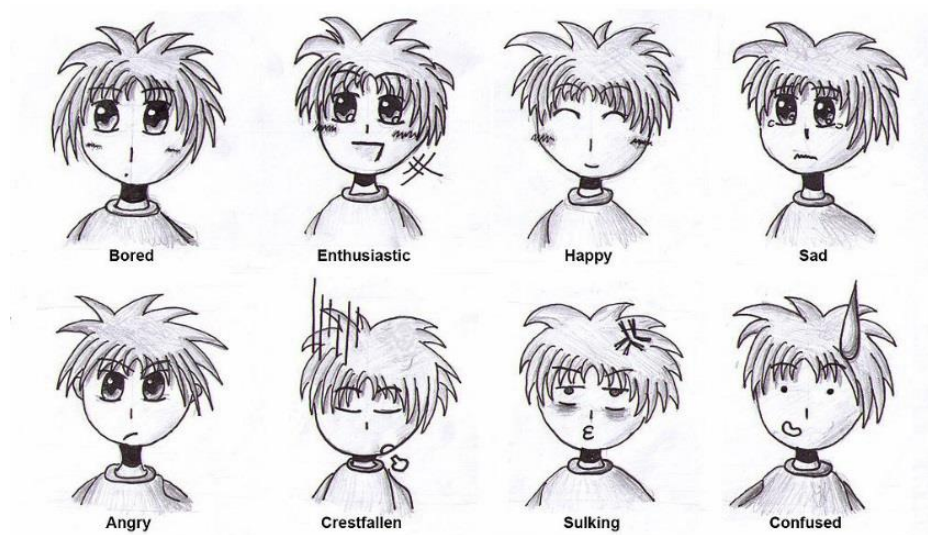
2.2 History

- Early 20th Century
    - Japanese filmmakers experimented with animation techniques
        - Created short movie
        - Samurai trying his new sword on his target
- 1930s
    - Animations got better because of new animation techniques
    - Disney Film Snow White and the Seven Dwarfs
        - Many Japanese animators
            - Costs reduced because they simplified many Disney animation techniques
- 1970s
    - Popularity of Manga grows
    - Many of those were animated

2.3   Genres

- Shōjo
    - Anime for girls (lovestories)
- Shōnen
    - Anime for boys (like action genre)
- Seinen
    - Anime for boys and young men between 18 and 30 (plot is more serious)
- Josei
    - Anime for Girls (like Seinen, but for Girls)
- Harem
    - One protagonist who is a Womanizer
- Kodomo
    - Anime for Kids under 12

2.4   Characters

- Body proportions tend to reflect the human body proportions in reality
- Sometimes Characters are adult but have the body size of a baby
- A common character design convention is a huge eye size
- Hair is often unnaturally colorful or uniquely styled
- Every emotion often has a unique ironical expression (Usually in the face)

3   Sources

https://en.wikipedia.org/wiki/Manga
https://en.wikipedia.org/wiki/Anime