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The Invasion of Japanese Popular Culture Empire

An Interactive Qualifying Project Report
submitted to the Faculty of
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by

Takeshi Nosaka
Yusuke Tanefusa

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Professor John Zeugner, Major Advisor

Abstract

The topic of this project was to study ideas of Japanese popular culture in the United States from anime, *manga* (comics), video games and movies and to describe the interaction of popular culture between Japan and the U.S. The project reviewed literature on this topic and then, we described two to three examples of Japanese anime, *manga*, video game, and movies. The project analyzed globalization of the interaction between those two countries and the Japanese and American popular culture items through an additional lens of research on postmodernism and modernism.

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*Authorship

YT = Yusuke Tanefusa

TN = Takeshi Nosaka

The abstract is written by Takeshi Nosaka.

Executive Summary

Our project examines Japanese popular culture as a way of understanding the changing of media, technologies, fan communities, postmodernism, and cultural differences between the United States and Japan, as well as exploring the interaction of two different cultures. The project focuses on Anime (Japanese animated films), Manga (Japanese comic books), videogames and films as tools of achieving our goal. We believe those are great examples of Japanese popular culture which are available in the United States. According to the popularity in the United States, especially Anime would be the one of the best resources to find Japanese popular cultures in countries other than Japan.

The past couple years, Japanese popular culture has been spreading around the world thorough various media. Most of the American video stores display a section called "Anime" which refers to the meaning of Japanese animation. The number of American fans of Japanese animation organization, club, and conventions has increased rapidly from college campus and large cities all over the United States. The structure of American society is obviously changing little by little. It is our first step to research American points of view towards Japanese popular cultures in the United States. In the chapter II, the background section of our project explains each article that we had found from the American books, magazines and journals.

The author of book "Samurai from Outer Space," Antonia Levi analyzed the new kind of human being "Otaku" in the Unites States. The direct translation of "Otaku" means "your" in Japanese. But there is another meaning for that word in Japanese slang which means a person who can have a passion to learn something they are interested in -a

geek. The number of Anime Otaku in the United States is unknown. However, Anime popularity is spreading around to world from Asia certainly. American Otaku love to see unpredictable happenings from Anime. Japan is stunning cultural difference, the weirdness, makes them to stop and think about the things that they don't have in their society. Anime is great chance for them to look at the other world. Japanese traditional arts use small symbols to express greater, universal. The expression the image of island by using few rocks and some raked sand would be great example for the Japanese garden. Why do some Americans stick with an art form that is so foreign and so hard to understand? The author concludes that the Anime as the symbol of good escapism. It provides its fan with a fantasy world more compelling and complete than they can find anywhere. It's designed to provide wide range of fantasies where audience can live out their dreams. "Magical Girls and Atomic Bomb Sperm Japanese Animation in America" is one of the articles from a journal, Film quarterly which is written by Annalee Newitz in 1995. She discusses female figures and cultural interactions from the Japanese animation films and gives some real films for explanation to the reader. She had similar but different opinion towards Otaku who loves to watch Japanese films as Antonia Levi.

American influence on Japanese culture during occupation right after World War II is very important to look at the general stories of Anime. Tezuka, Osamu, he is the most famous Japanese Anime director and also as a Manga (Japanese comic books) artist who admires Disney's animation style. In other words, Anime is the product of American influence on Japanese everyday on their life especially after World War II. This interesting interaction of two countries brought the huge argument between Japan and the United States in 1994. The American Anime Otaku Frederik L. Schodt who had actually

met Walt Disney and Osamu Tezuka wrote about an incident of the story quite similar between two different animations, "Lion King" made by Disney and "Jungle Taitei Leo (Kimba)" made by "Disney in Japan" Tezuka. The character settings and general topic of the stories are exactly the same. The only significant difference is "Jungle Taitei Leo" was on TV in 1960' in both countries, Japan and the United States. "Lion King" was in theaters in 1990'. Since Kimba is one of few animation films to have a lion star, it would be hard to imagine that animators of Disney (Walt Disney was already past away in 1966) did not refer to Tezuka's Kimba as documentaries of lions. The "teacher" of Tezuka actually copied the story of one of his "student's" masterpieces.

After the researching articles from the books related to our project Japanese popular culture including Anime (Japanese animation), Manga (Japanese comics), films and video games, we could list up couple items as bullets of Japanese popular culture. American Anime Otaku (mania,) influences of Japanese and American culture, Japanese traditional arts, religious friction, historical backgrounds and gender issues are major concept of items from our bullets. In order to apply those bullets for analysis section, chapter V, recent and most famous and popular Anime, videogames, Manga, and films are necessary to be researched for combining the information of results section, chapter IV with those bullets from chapter II, background section. In analysis section, analyses of those items of Japanese culture are first written from results section and eventually, it would be related to globalization of cultures between Japan and the United States. They are linked to the interesting characteristic of Japanese and American popular cultures called postmodernism and modernism. Modernism and postmodernism represent two opposite conceptions in conflict with each other. The modernist believes the reality is

knowable with the use of reason and scientific method. The postmodernist put their faith in subject of experience, because they believe the relationship between things, ideas and words may no longer be taken for granted. Japanese animation, Anime is the one of the best resources to find the Japanese strange cultures from the point of American view, modernism. In other words, we believe that the researches on the relationship between modernism and postmodernism would be a useful venue for analysis of Japanese popular culture.

Director Yoshiyuki Sadamoto made one of the most popular Anime in this world, "Neon Genesis Evangelion" which is also available for Manga. "Evangelion" is the story about unstable adolescence teenagers who must fight against huge monster "Angel" with their biomechanical weapons code-named "Evangelion." This Anime has the connection with the bullet from "Samurai from Outer Space" which always makes American people upset by religious friction. The enemies of human beings, huge ugly monsters in this Anime are called "Angels." Each of them has real name of angel from the bible. People need to fight against those creatures for their own life. As you can notice, the word of biomechanical robot "Evangelion" comes from "Evangel" too. Japan is the postmodern country who can accept the several contradictory religious beliefs at once. The religious friction inside of this Anime is produced by that reason. This was the first animation which received a Golden Bear award and also was nominated for an Academy Award. It is called "Sen to Chihiro no Kamikakushi" known as "Spirited Away" in the United States. It is the story about a typical young Japanese female kid, Chihiro who grew up mentally from her precious experience at the resort of traditional Japanese gods after she was spirited away. The stage of the Anime, ancient time of Japan contains a lot of

popular cultural items which are not familiar in the United States. There are many different kinds of gods who appear in this film. People believe each single object has its god even in the river.

However, Japan was not originally a postmodern country before. There was a time when Japan transformed into modernism almost 140 years ago, the Meiji period and then later into postmodernism. It is the era, after the long time of isolation. Japanese people started to accept foreign, technologies, cultures and combine them with own culture. The Anime "Samurai X" is based on the real Japanese history about the massive battle between Bakuhu and Meiji before the Meiji period formed in 1868. The main character Kenshin is the assassin of Meiji to eliminate Bakuhu's governors into the darkness. His life is changed after he met one beautiful lady, Tomoe. This Anime contains huge confusion of people during the time of basic Japanese culture was changing. It has a lot of Japanese traditional symbols inside too. In one of the important scenes when Tomoe's fiancé was killed by Kenshin, he is holding the flower of camellia on his hand. This flower shows up again right before the scene of Tome's death too. This beautiful flower has always symbolized as death in Japan.

There is a contradiction of comparison between modernism and postmodernism in Japanese popular culture. Even we gave the example of multiple gods exist in Japan and stated that is the typical country of postmodernism, in ancient time of Japan before Meiji period, they could not accept the foreign cultures. It is not the actual movement of postmodern country. It is important to have a great balance of those two completely different types of ideas, modernism and postmodernism in a country. In order to expand our horizons, we must be able to accept and understand both sides. In fact, no country

exists as perfectly modernist or postmodernist in this world. Each individual person has different opinion and the whole national culture keeps growing and changing as time passes.

How does this interaction begin between Japan and the United States even though those two countries are located at almost the other side of the world? The new technologies for the communication can be one of the reasons to explain this question. TV and internet developed rapidly in both countries and it helps them to understand the two different cultures. Also the number of person who uses internet in the United States is more than any other countries. From the recent researches, the ranking of the number of Japanese users for internet reaches to third place in this world. Those highly developed environment makes easier and faster for people to share their Anime from each other by using some peer to peer technology based sharing programs. By using this type of program, anyone can upload own files to the other users and download their files from the other users.

The most of Anime films go over to the United States by latest Information Technology (IT) called internet. Because of its easiness, it brought a lot of arguments about copyright. In fact, the Recording Industry Association of America (RIAA) decided to sue each person who shares any music files online. Japanese Animation companies did not concentrate on American consumers as a target of their market yet. However, the Japanese Anime production can be turned into RIAA anytime. It is our personal opinion, but we think this problem is almost impossible to regulate by the law. Since anyone could buy VHS or tape recorder, the production company leaves the copy decision to each user's moral respective. This same issue can be referred to the TV too. It is hard for

Disney Anime creators to avoid watching Tezuka's Kimba as documentaries of lions as long as it was showing up on TV in both countries Japan and the United States.

1965 Tezuka Osamu / Tezuka Production

1994 Walt Disney / Disney

1965 Tezuka Osamu / Tezuka Production

1994 Walt Disney / Disney
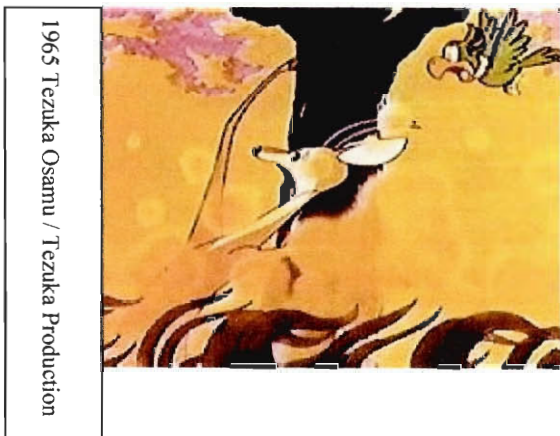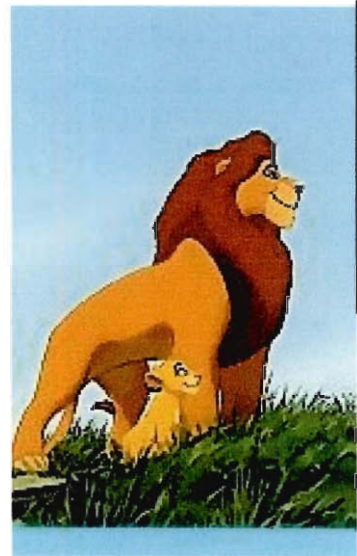
Chapter I, Introduction

Exploration of Japanese Popular Culture and Tech from Anime

The past couple years, Japanese popular culture has been spreading around the world thorough various media. Most of the American video stores display a section called "Anime" which refers to the meaning of Japanese animation. The number of American fans of Japanese animation organization, club, and conventions has increased rapidly from college campus and large cities all over the United States. The structure of American society is obviously changing little by little.

Our project examines Japanese popular culture as a way of understanding the changing of media, technologies, fan communities, postmodernism, and cultural differences between the United States and Japan, as well as exploring the interaction of two different cultures. The project focuses on Anime (Japanese animated films), Manga (Japanese comic books), videogames and films as tools of achieving our goal. We believe those are great examples of Japanese popular culture which are available in the United States. According to the popularity in the United States, especially Anime would be the one of the best resources to find Japanese popular cultures in countries other than Japan.

After the researching the background section, we found out that American Anime Otaku (mania), influences of Japanese and American culture, Japanese traditional arts, religious friction, historical backgrounds and gender issues are important topics of arguments. Those items are deeply related to globalization of the interaction between Japan and the United States and play a major part of our project. In order to research on the interaction between those two counties, there is one unique ideas of classification

came up into our project, modernism and postmodernism. It helps to compare two different counties by analytical point of view. Each country has own culture, society, history, religious, those subjects follow the idea of either modernism or postmodernism. This idea of classification leads us to combine all the arguments from our project.

Thus in chapter II, the project reviews analytic writings about these popular culture items. Chapter III describes the various methods or procedures used in the project. Chapter IV lists of the descriptive results the project achieved. Chapter V provides our analysis of the relationship of the background, literature review chapter to the results. Finally, there is a set of concluding observations and our conclusion of the project in chapter VI, followed by the project bibliography and appendices.

Chapter II, Background

Samurai from Outer Space

~Chapter 1 American Otaku~

The direct translation of "Otaku" means "your" in Japanese. But there is anothermeaning for that word in Japanese slang which means a person who can have a passion to learn something they are interested in, a geek. The number of Anime Otaku in the United States is unknown. However, Anime popularity is spreading around the world from Asia certainly. The author of the book "Samurai from Outer Space," Antonia Levi analyzed the new kind of human being in the United States.

Even future social historians conclude that the creation of American Otaku would be the most significant event after the Cold-war. What is American Otaku? What do they do? That is the main topic of this essay. The translation service of Anime is getting big business in the United States. Those American Otaku must translate those Japanese into English correctly, even though those Anime are full of confusion for American people. Those American Otaku, true anime fans enjoy seeing these problems for intercultural exchange. Some of the translators put short footnotes with subtitles on Anime. Sometimes it is impossible to explain exact meaning of Japanese dialogs into subtitles. For example, "Senpai, Kohai" means "upper-classman, lower-classman.", but the relationship between Senpai and Kohai is not like a senior and Junior in the United States. Senpai has a power to control Kohai and usually Kohai needs to give respect to Senpai. If they just translate that dialogs into English directly and create a dubbed the film, the watchers never realize or sometimes they can't even understand some concepts of the

story. This is the one of the biggest reasons why American Otaku prefer to buy subtitle Anime than dubbed Anime even though the market of dubbed anime is larger than subtitled Anime films.

Those first American people who made Anime popular to the United States were exchange students in the 1980s. When Japan had an enormous economic, the United States increased the number of exchange students to Japan and hoped that they were going to bring back some Japanese secrets. The "Japanese secret" which was brought back to the United States by small array of military exchange students was Anime video cassettes.

American Otaku loves to see unpredictable happenings from Anime. Japan's cultural difference, the weirdness makes them stop and think about the things that they don't have in their society. Anime is great chance for them to look at the other world.

Key of discussion

Different cultural points of view

Alternative view of life

Demonstrates real difficulties of translation

Chapter II, Background

Samurai from Outer Space

~Chapter 2 Disney in a Kimono~

This is the second chapter, an author of the book "Samurai from Outer Space" Antonia Levi analyzed the relation between Japanese cultural background and their animation. She explained how deeply those Japanese cultures related to forming Anime.

There was one famous anime creator who made the all basic standards of Japanese animation, Tezuka, Osamu. He can be referred as "the Walt Disney of Japan." He admires American animation especially Disney's style. In fact, his first film "Legend of the Forest" was imitation of American animation. But the comparison stops after he made his first film. He found his own style, both in its looks and content. Those long-run comic series animation "Astro Boy (Tetsuwan ATOM)," "Princess Knight (Ribbon no KISH)," "Black Jack," "The Buddha," and "The Phoenix (Hi no Tori)" from 1950s through early 1970s forced Japanese Manga toward more serious subjects with religious and philosophical messages. Tezuka made Anime from some of his works from Manga and became famous as an Anime director too.

Art from Animation is one of the big concern for audiences. American consumers of Anime are always comparing Japanese Anime with Disney. But a totally different amount of budgets made Disney Studio's productions to be technologically far more sophisticated than Japanese Anime. But Anime Otaku is not looking for only better technology to draw Anime. The author Levi thinks the Japanese have emphasized techniques that capture the essence of the subject that assumes some participation by the

audiences. The woodblock printer of the sixteenth to nineteenth century in Japan influence on Anime is clear from pictures on the screen. The wood printers refused to be confined to the space available on the picture. For example, when they draw the picture of flying kites, they are not going to draw all the kites. Some strings with kites leave the audience to fill in the fact by their imagination. Kabuki, Noh, and the Bunraku puppet theater had affected the heroics and the posing and action for dramatic moments in Anime. Also Anime sound effects frequently make use of those of traditional Japanese theaters.

Traditional Western drama try audience to believe what they see from the TV is really happening. However, most of Japanese drama reminds the audience that what they seeing is unreal. German playwright Bertolt Brecht was strongly influenced by Asian theatrical techniques which is called "aesthetic distance." He thinks Asian drama allowed audience to think more fully about what they were seeing. The author Levi thinks Japanese people put their desires into drama and experience life through fiction. That's why Japan can remain peaceful and crime free, even given the extraordinary amount of violence on Japanese television. Japanese people believe sometimes unreal situations can capture the essence of reality better than reality itself. All-male Kabuki female actors can express their femininity even better than any real female. Japanese instinctively look for symbolism from drama.

Japanese traditional arts have small symbols to express greater, universals. For example, a Japanese garden expresses the image of island by using few rocks and some raked sand. Arranged flowers idea is originally from the relationship of humanity to Heaven and Earth. Japanese people use a lot of this kind of symbol in Anime too.

Americans often miss the more obvious symbols, simply because they are unfamiliar with it. When a male character has a nose bleed, it indicates the meaning of sexual arousal. Also most American simply understands it's spring time from the visual of cherry blossoms. However, To Japanese, the cherry blossoms are also associated with death. They came up this idea from "monono aware." It means nothing is beautiful as something which is about to end. Cherry blossoms are considered pretty because their beauty of duration is really short.

Religious friction would be more complicated issue between Japan and the United states. Most Japanese are uninterested in theology. Their religious notions are a matter of tradition, not reasoned analysis or beliefs. Their religion, Shinto, is a religion of life. Those facts sometimes make American upset to watch some Anime. "Tokyo Babylon," the main character Subaru is always wearing a cassock reminiscent of a Catholic priest with large crucifix hanging around his neck. But the reference is not Catholicism, rather they want to show he has supernatural power. Even though Japanese people are not Christian, they celebrate some Christian holidays like Valentine's Day and Christmas. However the real meaning of those days had changed in Japan. Valentine's Day is the date for a female to give a chocolate to a male and declare her feeling towards the man. Christmas is for romance, it's not the time for spending time with their family. Young men and women celebrate Christmas by having an elegant dinner at a beautiful restaurant.

Why do some Americans stick with an art form that is so foreign and so hard to understand? The author of this book, Levi, thinks Anime is the symbol of good escapism. It provides its fans with a fantasy world more compelling and complete than they can find anywhere. It's designed to provide wide range of fantasies where audience can live out

their dreams. Japanese animators have real talent to create believable environments and creatures of their fantasies.

The author Levi analyzed the steps of Japanese animation which is created from their long traditional histories. His points of view toward the relation between Anime and old Japanese theatres from their culture and religion are amazingly researched. I agreed with his opinion of rolling Anime or drama in Japan also the United States too. The symbol of escapism, Anime, Japanese drama might reduce audience stress from their society and explain why Japan could remain more peaceful than other countries.

Key of discussion

Comparing traditional Western and Japanese drama

Japanese arts with symbol

Religious friction

Power of Anime influence

Chapter II, Background

Magical Girls and Atomic Bomb Sperm Japanese Animation in America

~Otaku in Love, Part I~

"Magical Girls and Atomic Bomb Sperm Japanese Animation in America" is one of the articles from a journal, Film Quarterly which is written by Annalee Newitz in 1995. She discussed about the new rapidly growing market, Japanese Anime from woman's roles inside the story. And she explained why some American Otaku loves to watch Anime.

Japanese animation is often graphically violent and sexual. It has wide range of stories from romance to pornography. The author of this article Newitz thinks it is far more than just cartoons from popular animated illustrations. However, this Japanese anime is getting more popular in America the past couple of years. Almost all Blockbuster video stores had created a section for "Animation." The number of American fans of Japanese animation organization, club, and conventions increased rapidly from college campus and large cities all over the United States. Most of American Otaku gets their Anime from each other instead of purchasing video cassettes or DVD from the stores. They have their own networks to share the Anime files between persons. Gnucleus and mIRC are two major sharing programs used for downloading animation at my college, Worcester Polytechnic Institute. They put the subtitles by themselves and transforming Japanese culture for their own uses. They want to gain some specialized knowledge which ordinary American people don't have. Watching anime gives great chance to see the other different types of culture. Also American people can reflect on

their own national culture from the point of view of outside of country, Japan. Japanese eyes tell Americans feelings about their own culture are bound up with America's evolving relationship with Japan.

Most of the people who became Otaku are male in the Unites States and also Japan. It is important to understand the relationship between Anime and gender identity. One of the most popular Anime genres is the romantic comedy. And a lot of this type of Anime has fantastical part. Those popular romantic comedies "Video Girl Ai," "Urusei Yatsura," "Tenchi Muyo" and "Oh! My Goddess!" have the same common features. The kind of "nice guy" is hoping to get the heart of the "special girls" or "magical girls." For example, in Oh! My Goddess!, the main male character Kenichi is the normal Japanese college student who accidentally made a phone call to goddess office and ordered beautiful girl Belldandy instead of his lunch. Both of them decided to live together and were falling in love eventually. The author Newitz feels most of the female figures in Japanese Anime concealed their own power. They need to be subordinate to men. And she thinks those American male Otaku is enjoying to watch the "old fashioned" romantic story which is the male dominated world created by Japanese society. Japanese culture has segregating girls and boys in public situations and sexuality is a strongly taboo. As a result, they need to fantasize the relationship between man and woman in romantic story rather than using sexual consummation. In the United States, young man and woman experience their romantic feelings as sexual. Romantic comedies in America are mostly sex comedies, not the stories about emotions and wishes. This might be the other reason why American men became fans of Japanese Anime. A Young man and a woman do not need to have a sex in order to have a romantic experience.

There are a lot of different kinds of Anime existing in the United States now. The author Newitz picked a romantic Japanese Anime to explain the reason of popularity of Anime in the United States now. She believes the only American Otaku mostly males are looking for old fashioned romantic story which does not contain any sexual relationship between male and female. However, from the results of recent survey of Newsweek, the number of teenagers who think sex is not necessary for expressing their love is increasing. Even American females starts to believe that idea, somewhat whole American popular youth of culture to experience their romantic feelings are going back to "Old Fashion."

Key of discussion

Gender issues in Anime

Chapter II, Background

Magical Girls and Atomic Bomb Sperm Japanese Animation in America

~Multicultural Sexuality, Part II~

"Magical Girls and Atomic Bomb Sperm Japanese Animation in America" is the one of the articles from a journal, Film Quarterly which is written by Annalee Newitz in 1995. She brought couple interesting topics into her article. One of them is about the Mecha Anime, American and Japanese culture. She gave her opinion about why the Mecha Anime was made and became popular.

Japanese also made Mecha Anime with sexuality and gender issues beside romantic story. They usually use the word "Mecha" as pointing at anything related to mechanical structure. Most of the Japanese Mecha Anime has the female humanoid shaped robot. For example, "Bubblegum Crisis" is the Anime about a couple of female fighters saving world by using their powerful Mecha suits. This anime demonstrates there is no difference between male and female body structure and power once those girls wear heavily armed suits. At same time, it shows critical difference between a man and a woman. The author Newitz believes that those female robots represent the creation of new beings. Those bodies manipulated by Mecha science are merged with technology to "give birth" to a new creature. Female bodies are more suitable to be mechanized than male bodies for Japanese Anime, because female bodies are related to reproduction and giving birth.

Japan has long history of isolationism and racism. The United States meets the same problems as Japan has, even though American has more confidence to know what

multi-culture is. However, those Japanese horror-fan-tasty Anime represent the merging cultures, realms, or spices as society. "3 X 3 Eyes" is the one of the great examples of merging separate species. It is the story about Pai, non-human girl from Tibet and Japanese high school student Yakumo. Pai can not stop destroying human society around her, because she is trying to fill out the gaps between historically separated species. This combining different type of race is really important for Americans who invaded and occupied Japan right after World War II. There is one Anime called "The Overfiend." The story of this Anime is about one devilish man controls all around the world by using gigantic size of his powerful penis. He destroys all the cities by blasting off his sperm. The author cannot stop thinking about his penis is based on the atomic bomb which was dropped by the United States. World War II was ended up by this bomb and new society was brought to Japan. The same scenario happened in this Anime except they set up the new stage for the birth of evil country after bombing. When those two very different cultures meet together, it is powerless to stop colliding and reforming each other.

American influence on Japanese culture during occupation is very important to look at the general stories of Anime. One of the most famous Anime director and illustrator Hayao Miyazaki, the person who made "Nausicaa of the Valley of the Wind," "Laputa," "My Neighbor Totoro," "Kiki's delivery Service" and "Spirited away" admires Disney's animation style. In other words, Anime is the product of American influence on Japanese everyday on their life especially after World War II. American Otaku enjoys watching Japanese Anime precisely, because it criticizes "American culture."

It is interesting idea to see Japanese Animation as a review of American culture. I could not even realize the author Newitz's idea toward why Japanese often use

female figure for Mecha Anime, because of the reproduction of new creation. There are a lot of Japanese Anime Otaku who love to see Mecha, also very enthusiastic to see female characters from Anime. That is why I think there are a lot of female figures in Mecha Anime. In extreme case, some of them prefer to fall in love with two dimensional Anime female characters rather than real human besides.

Key of discussion

American influence on Japanese culture

Dealing with Multicultural problem

Symbol of female figure in Anime

Chapter II, Background

Magical Girls and Atomic Bomb Sperm Japanese Animation in America

~Textual Dependence, Part III~

"Magical Girls and Atomic Bomb Sperm Japanese Animation in America" is the one of the articles from a journal, Film Quarterly which is written by Annalee Newitz in 1995. This is the last part of her articles. She discussed about cultural imperialism from the mixing two different cultures together.

Japanese animation fans, Otaku would be the first generation of Americans who experience cultural imperialism by Japanese popular culture. The author Newitz feels from the looking at the reception of Japanese Animation in the United States, it seems Japanese culture colonizes other countries, particularly the United States. Those American Otaku are choosing to enjoy a foreign culture. Once they are colonized by Japanese popular culture, they got a kind of textual dependence on Japanese culture, the only country which has the power to give them what they are looking for, a good story. They are rejecting their national culture and favoring another national culture. Anime is growing in popularity and Japanese corporations' visions are replacing American culture. Furthermore, Japanese themselves are quite comfortable understanding the United States as a possible colony of Japan.

Japanese often use multiracial characters into Anime especially they love to pick Caucasian female characters. They have blonde hair and big blue eyes. A Japanese Anime "Bubblegum Crisis" with its team of Asian and Caucasian woman takes place in "Mega-Tokyo" which is populated by all races unlikely in real Tokyo city. It is imaginary

versions of East-West relations which do not exist yet. Those multicultural fantasies take place largely in Japan. And everyone is speaking in Japanese and being Japanese. The author Newitz thinks that tells us very American looking multi-culture is in fact Japanese. Also it suggests Japanese are well prepared to target the Anime market outside of Japan, the United States.

Last chapter of the author Newitz's article is facing a reality from a kind of pessimistic point of view. She thinks while the Unites States attacked Japan and occupied after World War II, Japan was "colonized" by American culture. However, the Japanese culture influenced by American culture strikes back to the United States and "colonizes" American culture recently. I agree it is somewhat true. But I do not want to believe those American Otaku are really rejecting their own national culture for favor of an other national culture. I experience similar thing happened when I was living in Japan. After losing World War II, many Japanese lost their pride to be own national citizens. They admire everything, products, ideas including culture from the United States and West. A lot of Japanese try to be Americanized. It is very sad if people really reject their own national culture. Each country has magnificent culture which has been created by their long history. It is important to be a person who can admire and understand both different cultures including one's own national as well as foreign culture.

Key of discussion

Cultural colonization in Japan and the United States

Chapter II, Background

Dreamland Japan

~Jungle Emperor~

In 1994, there was big argument about the story similarities between two different Anime made by Walt Disney and "Disney in Japan" Tezuka, Osamu. It was the time right after Walt Disney's new movie "The Lion King" was released and both of authors did not exist in this world anymore. The great American Manga Anime Otaku Frederik L. Schodt who had met the actual persons of Walt Disney and Osamu Tezuka wrote about this incident in his book "Dreamland Japan, Writing On Modern Manga."

In 1960's, Tezuka, Osamu made television Anime series "Jungle Taitei Leo (Jungle Emperor Leo)" known as "Kimba" in the United States. This anime was really popular in Japan. At least, most of the Japanese people had watched or heard about this Anime once in their life. There are remarkably similar scenes from the other animation "Lion King" which was produced by Disney in 1994. Both of the stories are about the lion that has to regain his throne after his father had been killed. As you can see, the main character from Tezuka's Anime is called "Kimba", Disney created the main character's name "Simba" from "Lion King." Those two stories began with their childhood and aided by comical bird, called a hornbill in Lion King and a parrot in Kimba. They act as messenger and mentor of main characters. In both films, the heroes have to defeat an evil, older lion with a scar over the left eye that is supported by a band of comical hyena. The most suspicious scene is one of most emotional and sensational time from the film which

is the scenes of young lions looking up at the clouds or the starry sky and seeing images of their father.

When a reporter for San Francisco Chronicle, Charles Burress wrote an article about these similarities on July 11, 1994, the story broke into main media including in major newspaper and on national television in the United States. Disney insisted The Lion King is an original work of Disney. This news became even bigger in Japan. Asahi Newspaper on August 27 took the form of the "letter" to Walt Disney in heaven. In both American and Japanese, Disney makes their feeling worse from the fact that the Disney Company has always extremely legal position about its copyrights. For example, all the Japanese magazines and newspaper must put the mask on Disney's character T-shirt if there is any picture with anyone who is wearing it.

The author Schodt thinks this incident is really preposterous because he knows how the animation industry operates. Many of Animators of Disney grew up by watching Tezuka's work including Kimba. It was on NBC in 1966 and shown widely in the United States until the late 1970s. Since Kimba is one of few animation films to have a lion star, it would be hard to imagine that they did not refer to Tezuka's Kimba as documentaries of lions. Also Disney Company regularly visited Japan which is the place of Tezuka's country and it is impossible to ignore his absorption of Japanese.

The Disney company response was a typical modern American corporate culture. The denial of wrongdoing is first action to protect themselves from lawsuits. However, Tezuka production which belongs to Tezuka family now is not interested in suing Disney because they know Osamu himself was a big fan of Disney and he admired Walt Disney so much. I'm wondering how Disney and Tezuka feel about this in heaven.

1965 Tezuka Osamu / Tezuka Production
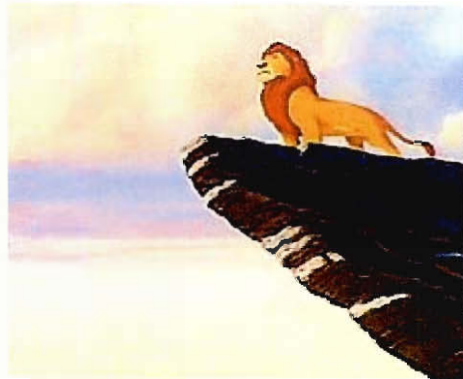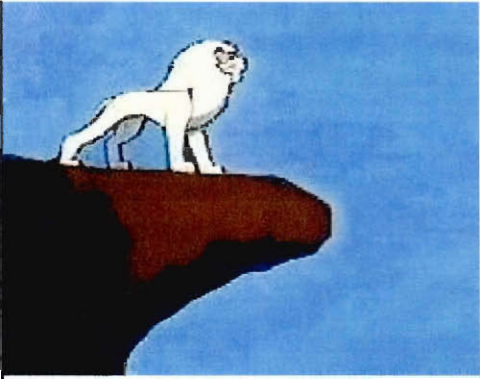
1994 Walt Disney / Disney

1965 Tezuka Osamu / Tezuka Production
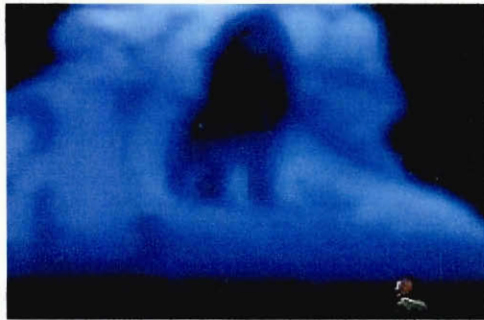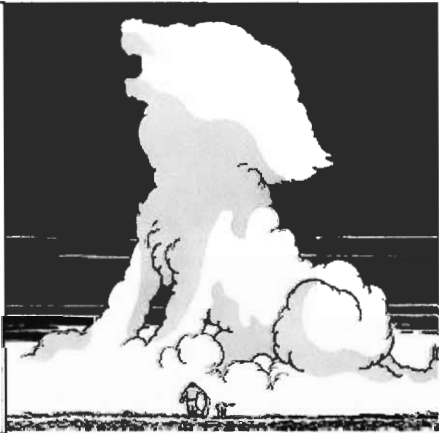
1994 Walt Disney / Disney

Key of discussion

Fact of mixing two different cultures between Japanese and the United States

Chapter II, Background

Anime Explosion!

~War Is Stupid: War and Anti-War themes in Anime~

Patrick Drazen published a book called "Anime Explosion! The What? Why? & Wow! of Japanese Animation." Basically what he did is gathering up thousands of different Japanese animations into couple categories and explaining each Anime with his opinions. There is one category about war in Anime which is one of our big concerns from our projects.

From its history, Japanese had long periods of warfare and also peace time. This historical background made the Japanese cognizant of war. The author Drazen thinks Japanese popular cultural view towards war always became a problem for outsiders. They have difficulties to look at Japan as a victim, because Japanese popular culture always describes the suffering of the Japanese people from war in Anime. The main reason is many Japanese people experienced the war years as civilians. Isao Takahara, the director of the Anime "Hotaru no Haka (Grave of the Fire flies)" shows the very specific story between two children who starved to death during World War II in Tokyo. However, most the story is about the lives of those two children and lacking political issues, such as Japanese war guilt.

The author of this book concludes this category by analyzing the war Anime difference between children and adults. Most of Japanese Anime views of war are from the victim's eyes. And they preferred child victims. That's how they keep their current vision of war. Using the innocent figure as children and show modern Japanese popular

culture to realize, Japan getting into war was wrong. Even though children can be victimized by war, they still grow up and became adults who might create the causing of the wars. But only a few Anime concerns about adult combatants compared to the story of children during war.

Honestly, I can not agree with some of the part of the author Drasen's ideas toward war issues in Japanese animation. Maybe different cultural backgrounds in Japan and the United States cause the different point of view. First, I disagree with his opinion towards the reason why war Anime was made. He gave us the example "Hotaru no Haka (Grave of the Fire Flies)" and pointed out the lacking story of historical background inside of this Anime. Also he stated Japan joining World War II was "wrong." I had watched this film couple of years ago, but I felt the director of this film tried to tell us there is no war without innocent citizens dying. If I could conclude this way, the mystery of the reason why the director did not put any historical background into this Anime can be easily solved, because this is not the problem only in Japan. The director focused on victimized citizens more than political issues in this film.

Key of discussion

Different cultural point of view towards World War II

Is Japanese avoiding to state historical background?

Chapter II, Background

Manga Artists and Computers

In the history of manga, the computer has started to be used for the arts since the early 1980s. In the United States, Mike Saentz drew one of the first comics using a computer in 1984-85. Since that time many American artists have used computers to draw comics.

In Japan in the early 1980s, the computer was not popular as in the United States because of language problems. However some Japanese artists started to use computer for manga. The Nikkei Sangyo Shimbun, one of Japan's major economic-industrial newspapers, on November 12, 1983 wrote an article about Kyusoku Iwamoto who was a cartoonist and used a computer to get ideas not to draw.

In the late 1980s, Macintosh became popular for Japanese graphic studios and affected the technology of manga. The Author realized about that when he interviewed Shigeru Tamura and found a $50,000 computer in his office. When the author asked Tamura why he used a computer to draw manga, he answered that it gave him closer color to his original drawing than offset printing.

The author interviewed an old artist, Monkey Punch (aka Kazuhiko Kato) in 1995. He said that he tried to avoid obvious 'computer-graphics' look and a computer helped him to experiment more times than when he drew by hand. He also mentioned that a computer was not for rush jobs.

The author interviewed Buichi Terasawa who is best known for the SF adventure, *Space Adventure Cobra.* He used a computer which was based on NEC 9801 PC in1985.

According to the article, "It reportedly cost ¥10 million, or $100,000 at 1995 rates." After he visited George Lucas's studio in 1992, he started to use a Macintosh to create *Takeru*. He made a rough story in pencil first, and then he drew characters and backgrounds by hand and scanned them to the computer. He colored and compounded special effects into those characters and backgrounds with programs and compounded both characters and background in the computer. Then finally the manga was published in 1993.

Shigeru Tamura, Monkey Punch, and Buichi Terasawa say that drawing manga with computer takes more time than when they draw manga by hand. Tamura and Terasawa like to color their manga, but the mainstream of manga in Japan is monochrome. They want to express theirselves in a different way. The clear advantage of using computer is that materials in manga are easy to be used in other media. When manga is published in English, it often needs to flip and tailor images because of difference of reading style between Japanese and English. Digitalized manga is much easier for publishing in English than old style manga.

Chapter II, Background

Sailormoon: Manga (Comics) and Anime (Cartoon) Superheroine Meets

Barbie: Global Entertainment Commondity Comes to the United States

In 1992, Sailormoon manga and anime started in Japan. The series got high rating and made about $400 million worth of the character spin-off goods in Japan. In 1995, the anime became the number one children's action adventure television show in Japan, France, Italy, Spain, and Hong Kong. The show was broadcast in the United States, too. The story of the anime is a schoolgirl named Usagi Tsukino living in Tokyo is Sailormoon, a Princess Serenity of the Moon World. It was destroyed by evil Queen Belial of the Dark Kingdom. Sailormoon and her friends' Sailors Mercury, Venus, Jupiter, and Mars fight against Queen Belial to protect the earth. There are no bloody scenes in this anime but it is new style of anime for girls because girls in the anime are action fighters.

The author of the article analyzes how the anime is spread as a global entertainment commodity and marketing tool. Sailor girls are strong. They are even stronger than men. The author thinks that that represents recent girls' desire. A gender role of woman changed a lot after World War II in Japan. Nowadays, women want to be independent more from men and society. Sailormoon represents new strength of women. The general characteristics are more idealized and closer to western culture so Sailormoon was accepted by so many countries and became popular. Sailor girls have idealized western physical characteristics, cute appearance, and sexually attractive female features. This approach helps to make a huge success all over the world.

Chapter II, Background

Manga in the English-Speaking World

This chapter seven from the book, "Dreamland Japan: Writings on Modern Manga," is about the popularity of Japanese comics (manga) all over the world, as well as the history and background of Japanese manga in the U.S.

Japanese manga in Asia are so popular. Although most manga were pirated more than ten years ago, Japanese publishers tried to protect their own properties in Asia. Now Japanese publishers give a license to Asian publishers, so the problem with pirates in Asia is only one problem. Japanese manga is easily accepted in Europe because of the popularity of Japanese animation.

There is long history of manga between Japan and the U.S. American newspaper comic stripes were the model for Japanese manga a long time ago. Before World War II, several Japanese artists lived in the U.S. and they learned about American comics. In 1963, American television broadcast Japanese anime called Astro Boy (Tetsuwan Atom in Japanese), but at that time no one knew it was Japanese anime. After that, several Japanese anime were broadcast in the U.S. and they had success, so American anime fans increased and Japanese responded to a demand for Japanese manga. In the mid 1980s, American publishers tried to sell Japanese manga in the U.S. and in 1987 Viz communication published Japanese manga translated in English. After that some companies began to publish Japanse manga in the U.S. However, those companies could sell only about ten to twenty thousands copies, so the Japanese manga market in the U.S. is really small. Japanese comics affected to American artists. Some of them copied

Japanese style, technique, even character design. Publishers changed, too. They started emulating Japanese publishing system.   The author concludes if anime is more popular and becomes mainstream in the U.S., manga maybe become popular as well.

In conclusion, now Japanese anime is getting popular now. Spirited Away won the Oscar for Best Animated Feature in 2003. Anime and manga always have a strong relationship, so Japanese manga market might be bigger by anime. In 2002, the one of the most famous manga magazines in Japan came to the United States. If the magazine sells well, American manga market will change a lot.

Chapter II, Background

The Battle for the Global Entertainment Industry: Japan's Growing Strength in Digital Culture

Japanese digital culture is growing in the world. There was interesting speech at UCLA, and according to the article, "Ronald A. Morse, who holds the Paul I. Terasaki Chair in U.S.-Japan Relations at UCLA, in a January 13 talk predicted that 'They will come out like gangbusters. They are the Godzillas of competition.' His talk at the UCLA Faculty Center was sponsored by the Center for Japanese Studies."

Japan is good at an interactive digital gaming, an animation in digital media, and the most popular handy entertainment device, cell phone. These stuffs are new and interactive and not like film or video. Japan leads the new digital industry in the world. Morse thinks that Japan's culture affects the market more than Japan's technology. Morse said "They are exemplars of the culture for the 21st century: They have no ideology. They have no religion -- that is, most Japanese have three or four religions, but don't take any of them very seriously. They are 99% middle class."

Japan has its own entertainment which is not common in the West. There is $6 billion revenue on manga industry. Morse said "Animation in Japan represents 60% of world animation. There is a $12 billion U.S. market for video, arcade, and console games; Japan has a big share of this. Cell phones in Japan are a US$130 billion industry. Music is a US$40 billion industry. $5 billion worth of toys and character goods are sold in Japan." However, films and video are not strong in Japan. Western films sell more than Japanese films in Japan. Morse mentioned Japan's core competence. "For years they

said they were good at manufacturing. I never thought they were as good as they thought they were. They've put their esthetic and their quality control into their auto products. Similarly, cell phones are not particularly a Japanese technology. But they are very big because they have put their special orientation into the use of the cell phone. It is a cultural content, a powerful core cultural competence. They are good at drawing, illustration, artistic sensibility, and combining that with technology gives them a competitive advantage. Japan may be even more competitive here than they were in autos or steel."

Bullets of Anime from the Articles

POWER OF ANIME INFLUENCE

What does make American Otaku to be attracted to Japanese Anime?

    Ex: Different cultural points of view, alternative view of life.

                                   (Samurai from Outer Space)

How did America influence Japanese culture?

    Ex: American people "colonized" their culture into Japan after World War II.

    Japanese is Anime was based on American animation.

        (Magical Girls and Atomic Bomb Sperm Japanese Animation in America)

How did Japanese influence American culture?

    Ex: Japanese Anime is spreading around in the United States. American Otaku is

    choosing foreign culture to enjoy their life.

        (Magical Girls and Atomic Bomb Sperm Japanese Animation in America)

How do two different cultures mix each other between Japanese and the United States?

    Ex: One of Japanese famous Anime director Tezuka, Osamu learnt how to create

    an animation from Disney and Disney "copied" one of his most popular Anime in

    Japan.

                                       (Dreamland Japan)

DIFFERENT CULTURAL POINTS OF VIEW

What is the difficulty of translation of Japanese?

> Ex: "Senpai, Kohai" in Japanese don't really mean as "upper-classman, lower-classman," even though that's the right direct translation.

> > (Samurai from Outer Space)

What is the difference between Japanese and Western drama?

> Ex: Traditional Western drama tries to make audience to believe what they see on the TV is real, but Japanese drama reminds the audience that what they are seeing is unreal.

> > (Samurai from Outer Space)

How do Japanese people use their traditional arts into Anime?

> Ex: Cherry blossom are also associated with death even it expresses the beauty of nature. "Nothing is beautiful as something which about to be end."

> > (Samurai from Outer Space)

How does Japanese Anime make a religious friction with other countries?

> Ex: Japanese people cerebrate Christmas. The meaning of Christmas is totally changed.

> > (Samurai from Outer Space)

What is the symbol of female figure in Anime?

> Ex: There are a lot of female robots in Japanese animation because female figure is the symbol of the creation of new beings, "give birth."
>
> > (Magical Girls and Atomic Bomb Sperm Japanese Animation in America)

What is the "old fashioned" romantic story in Anime?

> Ex: It is the male dominated world which was created by conservative segregated Japanese culture. "The young man and woman do not need to have a sex in order to have a romantic experience."
>
> > (Magical Girls and Atomic Bomb Sperm Japanese Animation in America)

Why does Japanese anime contain multicultural characters?

> Ex: Because of the long history of isolationism and racism in Japan. Also, Japanese are prepared to target the Anime market outside of their country.
>
> > (Magical Girls and Atomic Bomb Sperm Japanese Animation in America)

What is the different point of view towards World War II?

> Ex: Most of Japanese war Anime describes the suffering of Japanese people during World War II. However, Westerner and American have difficulties to look at Japan as a victim.
>
> > (Anime Explosion!)

Does Japanese try to avoid stating the historical background of War into Anime?

Ex: One of the most popular war Anime "Hotaru no Haka (Grave of the Fire Flies)" does not have any political issues such as Japanese war guilt inside the story.

(Anime Explosion!)

Chapter III, Methodology

Our IQP research starts with Background chapter. Background consists of a lot of reviews of books and articles. Those books and articles are from bookstores, libraries, and the internet. Each article was summarized and then at the end of the summary a bullet, list of perceptions, and useful observations was created. They were used for Analysis and Conclusion section of the project which tested various popular culture items against. In addition the descriptions of three movies, three *anime* (Japanese animation), two video games and two *manga* (Japanese comics) were provided for the Results chapter. These descriptions are simply written from watching movies and *anime*, playing video games, and reading *manga*. In Analysis and Conclusion section, analysis of those items of Japanese culture are first written from Results section and then that is related to globalization of cultures between Japan and the United States and linked to postmodernism and modernism. A description of *anime* technologies was also written in Analysis and Conclusion section. Anime technologies are about how to make anime and what kinds of software are used. The second disk of DVD of Spirited Away and articles on the internet were used. Analysis of comparison with Japanese and American anime technology is written. Finally, bullets are linked to the conclusion.

Chapter IV, Results

Samurai X

~Rurouni Kenshin Tsuiokuhen OVA~

After a long national isolation in Japan, the whole Japanese society turned to modern European style. It was the period of time which is called the Meiji Period. Until 135 years ago, Japan had been a feudal state controlled by Tokugawa shogunate. However, some heads of a feudal domain broke away from the Tokugawa shogunate and established the capitalized country or development, the Meiji Restoration. After the hundreds of battles between Tokugawa shogunate and Meiji Restoration, finally there was created the new period Meiji on 1868. Samurai X (Ruroui Kenshin OVA Tsuiokuhen) is the fictional animation about the one warrior and woman based on real historical backgrounds in Japan right before Meiji period. Himura, Kenshin is the main character in this animation. This character is based on real assassin Battousai who existed in Japan during that period of time. He is skinny and short man who looks like a girl. But He is the most fearful Meiji's assassin who used the special sword skill called Hiten Mitsurugi style to kill three people by one swing of the sword. However, most of his background was unknown and he became a legendary warrior. The author of this animation Nobuhiko Watsuki used this real person and added imaginative touches for this legendary assassin.

Himura, Kenshin's real name was Shinta which means hearty man. He was born in really poor peasant house. After both of his parents died from cholera, he was sold as a child slave. While the bunch of slaves including Shinta was transferred to the other town,

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they got attacked by bandits. All of slaves and slave traders were killed by them except Shinta. He was protected by one female slave until she died. When Shinta was almost slashed by bandit's sword, one tall man Hiko, Seijyurou helped Shinta to kill all Bandits in less then no time. He was the master of Hiten Mitsurugi swordsmanship. Next day, after Seijyurou bought one Japanese Sake and went back to the place of massive disasters, he found hundreds of tombs at the place. Shinta buried everyone including other slaves and bandits. He lamented being so young, he could not help anyone from this disaster. Seijyrou was impressed what Shinta told him and decided to teach him Hiten Mitsurugi swordsmanship to Shinta as Kenshin which means heart of sword.

A couple of years later, the battles between Meiji and Tokugawan had begun. Kenshin asked his Master to let him go to the war to break down the Tokugawa shogunate to help all Japanese citizens. The master knew Kenshin had become too strong as swordsman already and worried about him being a massive killer against the Tokugawa shogunate. However Seijyurou accepted Kenshin's desperate persuading and Kenshin became a warrior of the domain of Chyoushyu. The head of the domain of Chyoshyu, Katsura, Kogorou (he changed his name to Kido, Takayoshi later) praised his skill as a swordsman and brought him to capital city of Japan at that time, Kyoto for assassination of some heads of the Bakuhu. While killing a lot of people at Kyoto, he met one beautiful woman, Yukishiro, Tomoe.

After Tomoe saw that Kenshin killed the other assassin from Bakuhu, she lost consciousness and fell down to the ground. Kenshin hesitated to kill her and he decided to bring her back to his hotel. Her personality and temperament made her popular with everyone in the hotel where she had been staying with Kenshin. One day, one of the

Meiji resistances the Miyabe group had a discussion to burn everything at the capital city of Japan, Kyoto. The Bakuhu's samurai group Shinsen Gumi found out about this information and attacked Ikedaya the place where the Miyabe group was staying. Shinsen Gumi could prevent this massacre at Kyoto and saved all the Kyoto residents. However this incident made Kenshin to exit from Kyoto and stay away from Kyoto with Tomoe.

Since the incidents of Ikedaya, a lot of Meiji warriors were killed by Bakuhu and they needed to stay away from Kyoto. Tomoe became Kenshin's "Wife" and stayed with him outside of Kyoto, at Otsu. Because Kogorou thought to be a married would deceive the Bakuhu's searching. While Kenshin had a peaceful time with Tomoe, he realized that his idea to kill people for next generation was conceited belief. He found a way to have a real human life. As time passes, one young man and the girl were getting close to each other. Both of them seemed a real wife and husband. One day, she told everything about her past to him. She was borne in Edo (Tokyo) and had a fiancé. But her fiancé was killed in Kyoto. She was so upset and couldn't stay in Edo. That's why she moved to Kyoto and met Kenshin.

One day in the morning, Kenshin found out Tomoe was gone from their house. One of his comrades told him she was a spy from the Bakuhu. He revealed the truth between Kenshin and Tomoe. The actual assassin who killed Tomoe's fiancé in Kyoto was Kenshin himself. His comrade knew the

2000 Watsuki, Nobuhiro / SME Visual Works

The Japanese DVD jacket of "Samurai X."

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place she went and ordered Kenshin to kill her. His steps towards Tomoe's place were very heavy with sorrow. Tomoe had really fallen in love with Kenshin. She went beck to their safe house for attempting to kill her boss. But her plan failed and she realized she is the one who became Kenshin's weak point. Her boss knew she is going to be important person for Kenshin. She tried to bite off own tongue and kill hereself. But her boss terminated her and explained who killed her fiancé, who is protecting our country. After Kenshin had two harsh battles against Bakuhu's assassins, he could finally arrive at their safe house. His eye sights and ears were not functioning correctly anymore. However the boss kept attacking Kenshin with no mercy. His exhausted body condition limits his action and made up his mind to strike into the enemy without looking. After he slashed into the enemy, he realized that he cut two bodies. One was his opponent. The other one was Tomoe. She tried to interrupt this battle for saving her second "fiancé." She was in critical condition and she past away after she left a message "Sorry, my darling." He was in deep sorrow and swore he was not going to kill anyone after the war. He continues his fighting until the day he can help people by himself.

Rurouni Kenshin Tsuiokuhen OVA (Samurai X) is one of the best animation which Japanese anime production can proud of. The graphics, story, music, voice actors, everything is well designed and constructed. One of interesting facts from this anime is that they mixed with Japanese landscape pictures with their beautifully done drawings. Those pictures make watchers realize how those drawing are painted in fine details. The pictures do not obstruct the drawing. The author Watsuki combined Japanese real history and fictional story very well. Rurouni Kenshin was originally drawn for manga, Japanese comics and became a TV series. The author needed to follow a lot of limitations to show

this story on TV. He was ordered to add a lot of entertainments and get rid of any bloody scenes. However, for OVA (Original Video Animation) all those rules are not exist and he could create his masterpiece.

Chapter IV, Results

Chobits

"Chobits" was chosen for the most popular Japanese TV series anime in the United States in 2002. Originally "Chobits" was written for Japanese weekly comic magazine "Young Magazine." And the author "CLAMP" and TV producer "TBS" created animation based on the story of "Chobits" from Young Magazine in 2002. The drawings of Chobits is simply sophisticated and beautifully done. It is not that detailed drawing as recent Japanese animation but it won't give you to feel any stresses to finish watching whole 26 episodes which contain about 20 minutes of story for each. This is the story about female humanoid robot "Chobits" and one young man.

Hideki Motosuwa, he is the one of the main characters who came from the most northern part of island in Japan "Hokkaido" and came to Tokyo for studying to apply for better universities, because he failed once for applying university in Hokkaido. In Japan,

"Chi" (left) holds the tiny robot "Sumomo" (right.)

2002 CLAMP / TBS

the person has only one chance per year to take an exam for college. If couldn't get enough grades to apply for the school of their choice, they need to wait for one more year and apply for the next exam again. Hideki had already graduated from high school, so he must find other good secondary school for continuing his study. After he moved to Tokyo, he found one "Pasocon" at

a garbage dump. "Pasocon" means the abbreviation of "Personal Computer" in Japanese. However, in this animation, all "Pasocon" looks like a human and they can have artificial intelligence to communicate with people. Hideki found one beautiful female humanoid Pasocon from garbage dump when he was exhausted to study and hoping someone to help his house work. He brought that back to hisown apartment without any doubts.

Hideki named this Pasocon as "Chi." Because that's the only word she could speak at the beginning. She was like a baby who has been just born. However, Chi started to learn all the knowledge including language and human communication little by little without installing any kinds of software into her hard drive. Even though, Pasocon acts like human, it is only a machine with computer. It is not supposed to be working without installation of an operation system. Chi doesn't have any kinds of this software like the operation system. But she could learn anything all she can see from Hideki and her environments.

Even as Hideki was struggling with studying and teaching human society to Chi, they were having good time to stay together as one human and one computer. The beginning of this animation represents their cheerful life really comically. But after Hideki's best friend Hiroshi Shinbo who's also going to the same secondary school and living on the same apartment eloped with their female secondary school teacher, the whole story turns more serious. Their female teacher had married and has a husband. But he fell in love with his own computer, Pasocon and started to ignore own wife. That's the reason why she broke the rule of human society and started to have an affair with the secondary school student Hiroshi.

When Hideki began to think about the relationship between his pasocon Chi and himself, Chi was kidnapped by one Pasocon mania. He realized Chi would be the alegendary Pasocon "Chobits" which can think and learn by itself like a real human. While Hideki is looking for Chi, he met Chef Ueda who had married Pasocon before. Ueda realized Hideki is still confused to have Pasocon as his lover. Ueda decided to tell him own happy experiences with his "Wife." He and his wife had been helping each other to keep up doing well for their job. However, his happiness turns to sadness a couple of years later after he married Pasocon. He found out his wife got some problems with the hard drive and she started losing all her memories with her "Husband." He brought her to the store to ask them to fix this problem, but the engineer told him that it's technically impossible to fix it unless they format the hard drive and install all the new memories into his "Wife". He had been taking care of this Pasocon as his real wife, and he couldn't let them to erase all her precious memories. After he brought her back from the store, her condition was getting worse. Finally, she forgot everything about her husband and why she is staying with Ueda. When he became depressed so much and wandering around the town with his wife during the night, he didn't realize that he was crossing the highway against a red signal. Just right before one huge truck almost hit Ueda, his wife pushed him away from the road and sacrificed herself. Ueda believes she saved his life from danger even though she is not functioning to recognize the situation. After Hideki had heard Ueda's own sad story, his feeling towards Chi became more stiff and strong.

After a lot of Hideki's friends help, he could find Chi and went back home safely. And the story is getting close to climax. Hideki found out the real story behind "Chobits"

from mysterious owner of his apartment who actually helped to create "Chi." The owner and her husband were engineers to create Pasocon. And they had succeeded to assemble two new Pasocon "Chobits." One of them is Chi and she had an old sister, Freya. However Freya fell in love with her own creator who is the apartment owner's husband. She knew it's against the moral of society, and she chose to take a sleep forever. As I explained before, "Chobits" are not the ordinary computer which is supposed to exist. They can think and find their own decisions without any software and operation system. The one of secreted organization of Pasocon company found out that once Chi meet the "person only for her" which means her real lover, she will connect to all Pasocon by using network and execute an unknown program. In order to prevent that incident fromhappening, they sent two assassins after Chi. Right after Hideki told Chi about loving her so much, this secreted program was executed. Those two assassins were showed up and connect themselves to Chi directly to break her operation system. But the one of the assassins became interested in what kind a secreted program she has and stopped accomplishing his job. Chi seems recovered herself, but the personality was switched to her sister Freya. Chi had transferred all Freya's memories to herself right before she was going to die. However, all of Chi's memories are deleted by those two assassins and Freya asked the creator who is the same person as the owner of apartment to format herself completely. She thought falling love with human won't create any happy lives. Hideki's persuasion did not work for Freya and the owner at all and Chi finished her formatting her hard drive completely. He could not believe that Chi lost the all memories with Hideki. And He kept telling her about the real meaning of happiness. Even though he would experiences a lot of problems with staying with Pasocon, it would

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be more painful if he can't stay with his most precious "Person." That produced a miracle. She stops walking with her creator and run back towards Hideki. She recovered all her memories by herself and executed the secreted program.

This animation never explained about the Chi's secret program even until the end of the story. But you can guess that program changes the Pasocon's operation system to able to fall in love with humans. Because right after the execution of this program, one of the female type of assassin Pasocon become blushing when the other male assassin Pasocon gave her a tight hug. "Chobits" is the story about discussing the materials which can manufacture the love between male and female. The author CLAMP used future computer, Pasocon to explain what the sources of love are and what materials produce a real love. To find the real love between human and computer in our society must be extremely harder than between humans. This harsh situation brings their topic clearly and makes them easier to assert that simply the stiff emotion towards your precious thing construct a real "love."

Chapter IV, Results

Neon Genesis Evangelion

~Part I~

In 1995, there was one Japanese anime called "Neon Genesis Evangelion" directed by Yoshiyuki Sadamoto became popular in Japan, besides as well as the United States in couple years later after its translation had been done. It is the one of the most popular recent Anime which affects both countries, especially teenagers. Director Yoshiyuki Sadamoto well managed this Anime from the point of view of unstable adolescence teenagers after the massive explosion by "Angel" at the South Pole which had killed half the number of human beings in 2000. They named this incident as "Second Impact" and 15 years later from that incident, the earth faces a crisis of attacking by Angels again. Secreted special agency NERV prepared three biomechanical weapons code-named "Evangelion" for this time as predicted from long time ago. It is the story about three teenagers who were chosen to be the pilots of Evangelion and take huge responsibilities to save the human race.

The director Yoshiyuki Sadamoto started to write Japanese comics Evangelion, Manga at same time as starting Anime series on TV in 1995. However, even though the TV series had been ended in 1996, he still has not finished the Manga series yet. He published Manga for 8 series, 7 series were already translated in English and sold in the United States. The basic story line seems same as original story from Anime, but he tries to edit the story that he could not finish for the TV series. The 26 episodes of TV series Evangelion has not really ended. Obviously, the author did not have enough time to finish

the entire story on TV in a year. The last couple episodes from Evangelion were really unorganized and ambiguous end which did not explain anything about the story.

The Manga series of Evangelion volume one is exactly same story as TV Anime series. It is the story about the main character, third pilot of Evangelion, "Third Children" Ikari Shinji, and 14 years old. He had been staying his uncle's house for most of his life. Both of his parents are research workers. But his mother was killed by experimental accident at the secret laboratory when he was just a little kid. His father devoted himself to work on his experiments and never met own son until the 10 years past from his mother's death which is the time of third Angels attack. This environment makes Shinji to be pessimist, gloomy and shadowy person. Those past 10 years made his father Gendo Ikari to be a commander of secret special agency NERV. Unexpectedly, Shinji was called from his father at the same date of Angel's attack. He ordered him to be a pilot of Evangelion and exterminate the Angel. Shinji refused to ride on this mysterious machine "Evangelion" and fight against strange creature "Angel." But once he looked at the injured young female pilot, Rei Ayanami who had just came back from the battle. His mind was changed to accept his father's challenge to defeat Angel without any experiences. He was beaten up by Angel really badly as what it's supposed to be and knocked out. But this bad situation wakes the secret functions of Evangelion and destroys Angel easily.

1995 Sadamoto, Yoshiyuki / Gainax
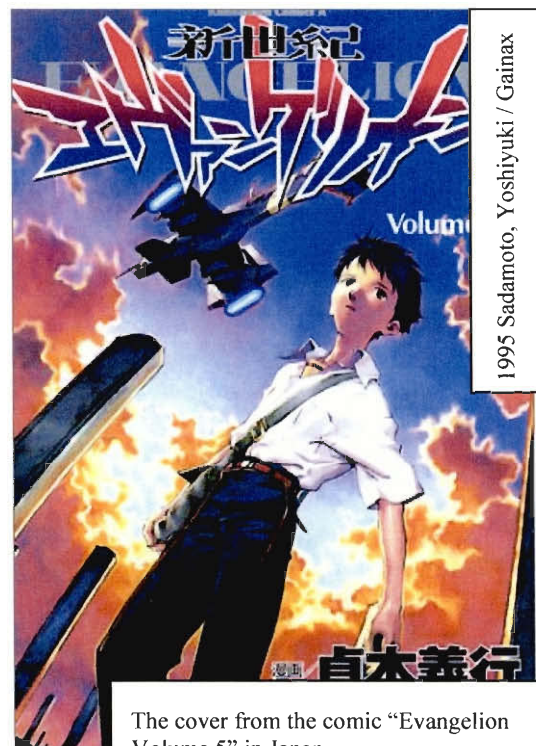
The cover from the comic "Evangelion Volume 5" in Japan.

There are a lot of Japanese Animations based on the stories from Manga. However, Manga from Evangelion is exceptional case. Basically, this Manga was written by the original story from Anime series on TV. Even though, the story of Evangelion had not ended on TV, this Anime became really popular in both countries Japan and the United States. The reason why it became popular is it has a lot of attractive episodes and interesting setting of characters. I guess that makes the author Yoshiyuki Sadamoto to keep writing Manga to reach his masterpiece.

Chapter IV, Results

Neon Genesis Evangelion

~Part II~

"Neon Genesis Evangelion," if you search for this title in any kind of store selling VHS or DVD in the United States, I am sure you can find at least one of the series from this well-known Japanese animation. In Japan, this Anime series on TV had been done more than 5 years ago. However, the director of this Anime, Yoshiyuki Sadamoto is still writing a new story of Evangelion into Japanese comics which iare called "Manga." The reason is basically the story of Evangelion has not really ended yet even though the TV series of this Anime was "done" a couple of years ago. He has published eight series of Manga so far. Seven of them were already translated into English and lined up at American book stores. We purchased two identical comics "Neon Genesis Evangelion Col. 1," the one is in English and the other one is in Japanese. We found a lot of interesting differences from those two same books which are sold in two different countries.

First, there was the surprise about the huge difference of price between original comic of Evangelion and English translated one. The Japanese was in costs 540 yen which is little more expensive than typical price of Manga 400 yen in Japan. However, the English version costs 15.95 US dollars which is more than 3 times of original price in Japan. The Japanese one has 4 pages of full colored both sided pages but none of color pages are available for English translated version. It proves the different size of Manga market in Japan and the United States. Obviously, U.S has much smaller market for

comics than Manga in Japan. American people think all comics are belong to kids. However, there is no such sentiment toward comics for Japanese people. You can see a lot of business men reading comics in the train. Second, the binding side of booklet for Japanese is completely opposite side for the English booklet. Japanese literatures are written right side to left. The binding has to be on the right side. How did the translator change this Japanese way of comic Manga booklet into American comic? The answer is quiet simple. They just flipped the whole images of pictures for left to right like a mirror images. This means all the right handed character became left-handed person in translated version. But it leaves one problem. The result would be odd if the letters and characters also were flipped around with whole images. So those translators cut out the part of letters and flip the images first. After they had flipped the images, they just need to bring back the characters and paste them into the images. They applied those steps to all kinds of characters in Manga including Japanese characters.

1995 Sadamoto, Yoshiyuki / Gainax

It is a scene from "Evangelion Volume 1" when Shinji is waiting for a person to pick him up. The whole images of pictures are flipped except the logo (R-52) on his bag.

The translators of "Neon Genesis Evangelion" translated this whole booklet really well. They spent a lot of time for this translation, flipping, swapping the images, dialogues and sounds effect. Nowadays, you can find translated Japanese comics, Manga at almost any bookstores in the United States. Manga is getting accepted by American consumers. Thus the drop in price to $9.99 and the translators do not need to work on flipping images any more, because a lot of consumers understand the Japanese original comic is supposed to be read from right to left.

Chapter IV, Results

Spirited Away (Sen to Chihiro no Kamikakushi)

This is the first animation which received a Golden Bear award and also was nominated for an Academy Award. It is called "Sen to Chihiro no Kamikakushi" known as "Spirited Away" in the United States. The director of this Anime Hayao Miyazaki is the one of most famous animators who had created some great films: "Nausicaa (Nausicaa of the Wind Valley)", "Laputa (Castle in the Sky)", "Tonari no Totoro (My neighbor Totoro)", "Majyo no Takkyubin (Kiki's Delivery Service)", "Kurenai no Buta (Porco Rosso)", and "Mononoke Hime (Prince Mononoke.)" The most well-known animation company in this world, Walt Disney has bought all the copyrights to his works. Miyazaki and Disney admired each other's works greatly. Disney translated all of Miyazaki's work into English and sold them in the United States except "Kaze no Tani no Nausicaa (Nausicaa of the Wind Valley)" and "Kurenai no Buta (Proco Rosso)" even though they had finished all the translation of his films and let certain Asian book stores to sell those in the United States. However, Wind Valley and Proco Rosso are sold in Germany, France, Spain, and Asia.

Miyazaki's latest film "Sen to Chihiro no Kamikakushi (Spirited Away)" was made in 2001. It is the story of the typical dull Japanese female kid whose family and herself were spirited away to a resort of traditional Japanese gods. Her parents were punished by eating the gods' foods without any permission and turned into pigs. The main character Chihiro needs to save her parents from Yubaba, the owner of the gods' bathhouse and controls her small empire. With the help from the young kind boy Haku,

Chihiro could find the job to stay in their world otherwise she will be turned to pig for their food. In her adventures, she accomplished a lot of tasks: she rescues god of the river, the mysterious No Face, and Haku. At the result, she grew up to be mature mentally and save her parents to go back to their world.

The director Miyazaki, Hayao is really good at expressing emotions from each interesting characters within his Anime films. When Chihiro was surprised by the smells of god's river, her hair moves and spreads around her head. It can not happen in real life, but his effects make the audience believe she is facing at really bad smell. However, the stage of traditional Japan creates some confusion to the American audiences even though Disney did great job for translation. The most confusing scene from this film must be when Chihiro stepped on a seal and squished the tiny creature. Yubaba put the seal into Chihiro's best friend Haku's body and manipulated his body to steal a stamp from her

2001 Hayao, Miyazaki / Studio Ghibuli

The Japanese film poster from "Spirited Away."

twin sister Zeniba. Chihiro successfully took that out from his body and eliminated it. The seal looks like a tiny black insect and the gluey stuff sticks around her foot after squishing. The one of Chihiro's supporters, Kamajii said "Engachyo! Engachyo!" and asked Chihiro to put the tip of both index fingers together. He swings his opened hand between her fingers and she separated her index fingers. "Engachyo" does not really mean anything

in Japanese. Japanese people, especially kids tell that to the person who touches dirty thing and clean him by swinging the hand to separate his attached index fingers. They say "Kitta!" when they swing their hands between his fingers. "Kitta" means "cut" which shuts off the connection between dirtiness and body. It is almost impossible to tell the meaning to audiences during the actual film.

The Anime film "Sen to Chihiro no Kamikakushi (Spirited Away)" changed whole Miyazaki's life career. He was almost retired from his job as Anime director after releasing this film. Producing Anime is such a hard job for old man's body, especially for him. He drew all the original pictures and reviewed each every cartoon including adding sounds effect, voices…etc. He takes care of most of steps to produce all of his Anime films. Off course, he could not have done his works without his co-workers help. But his enthusiasm towards producing Anime is unbeatable by anyone. With his precious co-workers and his enthusiasm, he could start to work on his next film which is supposed to be done by the summer of 2004.

Chapter IV, Results

KT

One of the recent popular Japanese films "KT" is the "Fictional story" which was based on "Real incident" happened in Japan. It contains action, romance and thrills and everything is well balanced. The audience doesn't even have a time to look aside from the screen. The incident happened in 1970, the previous president of Korea Kim Tae-Jung (KT) was kidnapped in Japan. There is no one who can tell us what actually happened in those 5 days because this matter is deeply related to the Korean, the Japanese and also American government. The director of this film, Jyunji Sakamoto made the film "KT" based on his point of view and inferences of this actual incident. In 1970, the president of Korea Park controlled the Korean government like a dictatorship. He used his military regime to lead the whole country. However, the previous president of Korea Kim Tae-Jung was against Park's dictatorial ideas and spread around his democratic ideas into Asia. That's why he was kidnapped by KCIA by Park's order in thirty years ago. But KCIA was not the only secret organization who helped in this kidnapping.

All the main characters are complicatedly represented inside of this film. Each character has own theory for taking their action. One of the most complicated characters was Tomita. He is the soldier from the Japanese Self-Defense Forces who are really upset about the useless forces in Japan. Basically, Japanese forces can not decide to take any actions without the United States permission after losing World War II. This situation makes him to help KCIA to kidnap Kim Tae-Jung. He was looking for the right actions that can prove he is living to be "A Japanese soldier."

In 1970, Kim Tae-Jung was taken away by KCIA and one Japanese Self-Defense Forces right after the meeting with Korean supporters at a Hotel in Japan. The

One scene from the movie "KT." The KCIA officer is preparing for the kidnapping.

2002 Sakamoto, Jyunchi / Chine Kanon film

KCIA already found out that Kim never brought his bodyguard to any meetings. Basically, the Japanese government did nothing until the United States asked Japan to prevent this kidnapping. After Japan persuaded the Korean government, they released Kim at the town in Korea.

From this film KT, I could find a lot of racial problems between Korean and Japanese 30 years ago in Japan. At that time, all the Koreans live in Japan needed to carry immigrant certificate with their finger prints. There was one Korean body guard of Kim Tae-Jung who fell in love with Japanese female even though both of their parents are strongly against their relation. When the Japanese Self-Defense Forces soldier Tomita met one female member of KCIA, she could not trust Tomita according to their long dark history of Japan and Korea. KT is the story about the people who were made a fool by the time of period at that time. There were interesting character who were against or supporting own country's government system. Everyone trusts own idea to change own country or family superior than before. Each individual thought is mixed together complicatedly and makes this film more interesting.

Chapter IV, Results

GTO

GTO (Great Teacher Onizuka) is the one of the most famous Japanese comics. The series started in Japan in 1997 and ended in 2002. There are 25 volumes of the comic. A TV drama of GTO was made in Japan in 1998 and it became really popular in Japan. It got the highest rating for TV drama in the season. After the success of the drama, a movie and an anime of GTO were also made in Japan. The series has become really popular in Japan and the comics and the anime DVDs are sold in the United States now.

GTO is about that Eikichi Onizuka who is a virgin 22-year-old and an ex-leader of teenage gang group and decides to be a great teacher. After he sees that a short bald not good looking high school teacher has a cute high schoolgirl girlfriend, he decides to
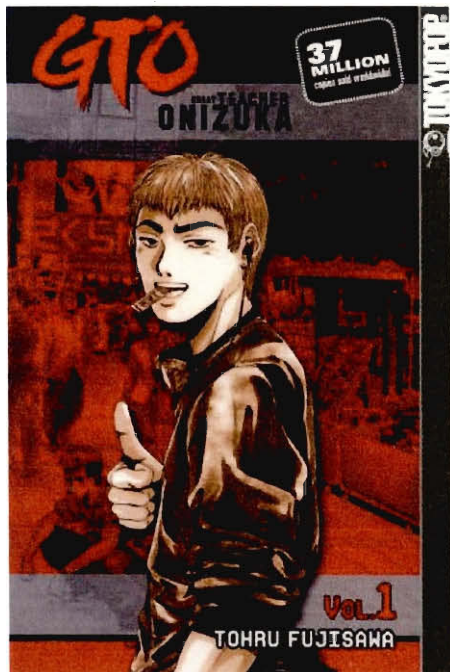
GTO, Tohru Fujisawa/TOKYOPOP

be a teacher because he wants to get many schoolgirls. He struggles to be a teacher, but he cannot get a teacher license. However, he finally can be a teacher at Holy Forest Academy without the license because the president admits his unusual idea and his possibility. He needs to take the toughest class of kids at the academy and to prove his ability to other teachers. Kids in the class interrupt his class and try to make him quit his job, but Onizuka is

strong guy and he never gives up against anything and gives a lesson to his students. Many students and some teachers in this comic have some problem with family, friend, teacher, love, or job and Onizuka gives a lesson to them and shows and tells what is important to be human. He is not an ordinary teacher, so he solves students' problem uniquely. For example, a high schoolgirl has a problem with her family. When she was young, her family was not rich and their apartment was really small. However, she was happy because she could have dinner together every day and they communicated well with each other. When her parents succeed at their job, they worked too hard and each of their schedules became completely different. They do not meet each other every day and they do not have dinner together any more. They have got a new big house and they have got bedroom for each and that have made her lonely because they do not often meet each other any more she does not feel that her parents love each other. She is not happy with her life and she wants to go back to the time when she was happy. She thinks a wall for parents' bedrooms makes her parents do not love each other any more. When Onizuka hears this story from her, he decides to go to her house with a big hammer to destroy the wall. He actually destroys it and the family gets back what they had before. This is just one episode. All characters against Onizuka change after they meet him. Some of them always follow him and some of them change their life to the better.

GTO can concern as comedy. It has good humor, parody of Japanese anime, drama and the author's old work. The English version of the comic follows Japanese way. That means readers needs to read the comic from right to left and the publisher, TOKYOPOP, does not translate imitative word because the company wants American Japanese comic fans to read comics as almost original.

GTO is about a great teacher, Onizuka. What he does is not always right, but his belief is right and never changes and he cares about his kids so much. There is no teacher like him in the world. GTO is comedy and drama. Onizuka is not usual, so he does so many things what ordinary teachers do not do. That makes readers funny and impresses them. GTO also succeed at other media in Japan may be get good sales in the United States, too.

Chapter IV, Results

Super Mario Bros.

Super Mario is the one of the most well-known Japanese video game series all over the world. The first Super Mario series, Super Mario Bros., was released for Nintendo Entertainment System (NES) in Japan in 1985 and was released in the states in 1986. It was created by Nintendo which is the one of most famous video game companies. More than fifty million copies of this game were sold all over the world. Super Mario Bros. brought the huge video game boom to the States after the first video game market collapsed.

The game's story was interesting. It is that King Koopa (he was called Bowser later) who is a big evil turtle like creature has invaded a peaceful country, Mushroom Kingdom, and has used black magic to change inhabitants in the Mushroom Kingdom to stones and the country to King Koopa's evil world. Then, he has kidnapped the Mushroom Kingdom princess called Peach who is the only one can undo the world. Mario who is a main character of the game and also a plumber hears that, and travels the world to saves the country and the princess. A player plays as Mario who is Italian plumber and travels to Mushroom Kingdom. The goal of the game was to reach the last stage and to beat King Koopa and save the princess.

The game's design was new and unique when the game was released. It was a two-dimensional side-scroll game which was that when Mario went forward (This means Mario went from left to right), he couldn't go back. This system could express a huge world by comparison with other games at that time. Most games at that time used only

one screen which didn't scroll, so the games could express only small world. There were eight worlds and four stages for each world. A player (Mario) could go to normal outdoor stage, stage under the water, to the underground stage, to the stage over a cloud, and to the enemy's castle dungeon. This variety of stages in the game was not seen in other games.

The player needed to go through each world by turns (actually, there was a secret way skip some worlds). The goal of the first three stages for each world was to jump on a pole which was located at the end of each stage. The last stage of each world was Koopa's castle dungeon and the goal was to kill Koopa or to get an ax to cut a suspension bridge for dropping Koopa from the bridge to fire-ocean (magma). Koopa except Koopa in the final stage was phony, so the player couldn't see the princess until the game was beaten.

The design of the game was really simple and comical, For example, a gold block with question mark was easy to see that the block contained an item. There were a lot of brick blocks in the game, and a few of them contained items and a few invisible blocks which were hidden an item. There were three power-up items, a mushroom, a fire-flower, and a star. When Mario took the mushroom, he could become super Mario who was twice the size of original Mario. When he became super Mario, he could allow enemy's attack once and break a brick block. When Mario took the fire-flower, he could become fire Mario who keeps the ability of super Mario and shoots a fire ball to enemies. When Mario took the star, he could be invincible with time limit, and then he could beat any enemy. There were two more items which were a green mushroom which increased a Mario's life and a coin which was that when Mario gathered 100 coins, a Mario's life

would be increased. There were many earthen pipes in the game. Mario could go through some pipes to go to a hidden underground stage and the pipe was also used to warp zone to skip some worlds. A beanstalk was hidden in the block in this game. A picture of the beanstalk reminded you 'Jack and the Beanstalk' and the direction of the beanstalk was that Mario could go to a bonus stage where he could get many coins. Enemies in the game were also comical, for example, a walking chestnut, a turtle like creature, a blowfish which can swim and fly, a squid and etc. The world was really wired, but it was really fun, unique, and interesting. Each stage in the game was well designed. In my opinion, especially the first stage was well designed because it had almost all basic game design of Super Mario Bros. There was the power-up mushroom, the fire-flower, the star, the invisible block, the brick block containing an item, and the earthen pipe shortcut. The first stage gave the player many hints to understand the game's world. The shortcut was really innovative at that time because the game gave the player two ways to finish the stage. Using the shortcut or not gave the player completely different impression of the stage. This invention brought new fun play of repletion of the same stage to the player. The difficulty of the game was well set. The beginning of the game was really easy and then got harder and harder after each time when the player advanced to the next stage. Music of the game was also really important. The main theme of Mario was really catchy, so when the user played the game once, the player could not forget the music.

Control of this game was really simple. What Mario could basically do was walking, running and jumping (when Mario was in the stage under the water, he swam there). Especially jumping was really important action for this game. Jumping was used

to jump on enemies, to avoid enemy and a hole in the ground and to strike the block with a question mark, the brick block, and the invisible block which was hidden an item. Therefore, jumping brought the user fun play because the user could do several things explained above.

Super Mario Bros. was the one of the most innovative games and new when the game was released. The gameplay was really simple, but the player could travel larger stages and enjoy variety of stages. The world of the game was really comical and fun and the music was catchy. Every points of the game were new and unique, so more than fifty million copies of the game could be sold all over the world.

Chapter IV, Results

Final Fantasy VII

Final Fantasy series is known as the most famous Japanese Roll Playing Game (RPG) in the world. Final Fantasy VII is that the most copies have been sold among the series. The game was released in 1997 and was the first Final Fantasy series on Playstation console. The game had beautiful graphics, amazing full motion videos (FMVs) and great music when the game came out. The game was very innovative at that time because especially the FMVs were really high quality and the game was the first game succeeded in taking in movie-like direction into the game.

The storyline of the game is a bit complicated. Begining of the game seems simple. An evil company, Shinra, drains life of the planet. A small rebellion which is called AVALANCHE, tries to stop the company's draining the life of the planet. A player takes a role of Cloud Strife who was an ex-member of SOLDIER (elite soldier) of Shinra, and he joins in the group as a mercenary. The player travels around the world to fight against Shinra and save the planet. However, after the player plays the game for several hours, he or she will see the true evil, Sephiroth who was a legendary SOLDIER of Shinra and who was a hero of Cloud.

Cloud went out from his hometown which named Nibelheim seven years before the game start because he wanted be a SOLDIER of Shinra and wanted Tifa Lockheart who was his childhood friend to admit himself. He could not be a SOLDIER, and five years before the game starts, he came back to his hometown as a normal soldier and hid his face not to be seen by Tifa. He went there to research about a life power reactor of

Shinra with Sephiroth and Zach who was his best friend and a SOLDIER of Shinra. When Sephiroth reached the reactor, he figured out that he was created by Shinra. He became mad and he burned the village, Nibelheim, he killed most people there including Tifa's father. Tifa, Zach, and Cloud tried to stop Sephiroth, and finally Cloud could stop him, but he disappeared by lifstream which is natural resources of the planet. Zach and Cloud were seriously wounded and Hojo who is a mad scientist of Shinra took them to his laboratory because he found they are affected by lifestream. Both Zack and Cloud escaped from the laboratory just before the game starts and Zack explained what had happened over the last five years to Cloud. Zack was killed by Shinra, but Cloud barely escaped from attack of Shinra. He joins in AVALANCHE. However, His memory is messed up because his body was used for human experiments by Hojo and he omits the existence of Zack in his story. While Cloud travels around the world and fights against Shinra and Sephiroth, he gets back his true memory.

Final Fantasy VII is really Japanese style RPG and innovative in game history. The game started using a lot of FMVs and made the game like a movie. The game succeeds at introducing Japanese style RPG to American and European people.

Chapter IV, Results

Sensen Fukoku (Declaration of War)

Sensen Fukoku (Declaration of War) showed in 2002 in Japan and the movie gave much controversy. North Korea and Japan's relationship was dangerous at that time because of the North Korea's kidnapping and the movie was about North Korean spy. This movie brings a problem in Japan which is about powerless of Japanese government at a national emergency.

One submarine which nationality is unknown is stranded on the coast of the Sea of Japan. Police Department's mobile troops raid into the submarine and find some heavy armaments and a body which may be shot by a flying squad. The place where the submarine is stranded is dangerous because there are three atomic power plants. When the police investigate the matter, they capture the one of crews in the submarine. From the guy who captured, the police find that there are eleven well-trained spies from North Korea (The movie actually does not say the country is North Korea, but the movie uses abbreviation of North Korea which is "Kita" and other countries name except North Korea, so the Audience can think the country invades Japan is North Korea easily) with some weapons which are rocket guns, machineguns and grenades.

Japanese government discuss about how they deal with this problem and they find out they can not call the Self Defense Forces because they need to clear hundreds of laws. The government decides that the police's Special Assault Team (SAT) are sent. The police tell to SAT to kill spies without the government permission. However, the Prime minister, Morohashi, sees a scoop about the police's order, and he order them to stop do

that. At the same time, a member of SAT has found one of the spies and he is waiting for a permission of shooting, but the captain of the police cancels the order. Then the spy shoots a rocket gun and the member of SAT is killed. The secretary of the metropolitan police department asks the prime minister to order the Self Defense Forces to handle the problem.

The government discuss about the problem, they can not get the answer because of the understanding of the Constitution and ventures of each ministry, government office, and politician. The problem of the Constitution is that the Self Defense Forces can not attack or invade other countries ever. Other countries are too sensitive to the Self Defense Forces and some people think that sending the Self Defense Forces is the declaration of war to North Korea. While the government discuss about the problem, a few citizen are killed, and then the prime minister decides that he sends the Self Defense Forces. However, they still can not fight the spies before they attack.

The Self Defense Forces search the enemy. They try to shoot the Self Defense Forces when they are searching. They wait for the permission of counter, but they can not hear the permission and some of them are killed. On the other hand, the department of public safety in the Police investigates three people who related the problem, who are a North Korean Spy who has stayed in Japan for long time and has given information to North Korea, a person who send information to the spy, and a person who leaks the secret of the Ministry of Foreign Affairs.

As the fight keeps going, many members of the self Defense Forces are killed. At that time headquarters are confused because the commander of the Self Defense Forces and the officer of the Defense Agency are arguing about using grenades. On the other

hand, the government still discusses about the understanding of hundreds of laws, and finally the government allows the Self Defense Forces to use grenades.

At almost same time, the government sees an image of the preparation of the launch of nuclear missile. And the Japanese government sees that the American pacific fleet go to the Sea of Japan, South Korea keeps strict guard, Chinese missile cruisers and frigates are sent to Taiwan, and other countries armaments information. World War III is almost going to break out, but the department of public safety in the Police send wrong information to the spy and North Korea stop the launch of nuclear missile. Finally, the Self Defense Forces subdue the enemy and the prime minister resigns end of the movie.

From this movie, the Prime Minister, Morohashi, is worried about the submarine matter a lot. He can not give orders for the Self Defense Forces to subdue the enemy until they attack Japan. Even they attack Japan, some ministry and government offices are still against sending the Self Defense Forces. The audience will see the indecisive Japanese government.

Chapter IV, Results

Battle Royale

This movie showed in Japan in 2000 and got film rating, R-15, which is that under 15-year-old people, cannot watch the movie. The story is about students need to kill each other and only one student can survive. There is an imaginary country in East Asia and there are so many uncontrolled kids and they often commit a crime and school system is corrupted. Adults have been so afraid of kids and they have made a law. That is the low of BR (Battle Royale) which is that a class of students in ninth grade randomly selected needs to join a game which is that kids kill each other for three days and only one kid need to be survived.

There is a class of ninth grade kids which tries to go to school trip by bus and the bus is kidnapped by the government and all kids are taken to Desert Island. There are 42 students in the class. When kids wake up, they wear collar with bomb. They do not know what happens to them. Their ex-teacher, Kitano, and the military come out and tell students that they need to kill each other because of the law of BR. From the law, only one student needs to be selected, so if there are two or more people survive after the game ends, they will be killed. Students must kill each other, so they disagree and some of them try to beat the teacher, but he shows the collar explodes and kills one of students and he also kills another student, and then they realize that they really need to obey the law. The collar will explode if kids try to take it out. All students are given one backpack which has one bottle of water, some food, map of the island, and weapon. Some kids luckily get real weapons like guns, but some kids get only a binocular or a lid

of pan. After the game starts, some students commit suicide with their girlfriend or boyfriend, some of them try to hide somewhere, and some of them try to kill other students to survive.

A main character in the movie is one of the students and his name is Akiya Nanahara. He tries to protect a girl, Noriko Nakagawa, who he likes. They move together and they meet a student, Kawada, who is actually the winner of same game three years ago. He says that he knows how to escape from the game. They trust him and they try to survive together until the game finishes. After almost three days passes, only the three students barely survive. Then Kawada betrays and try to kill Akiya and Noriko. However, this is just Kawada's acting. He knows the collar has a tap and he makes the military think Akiya and Noriko die. Kawada also knows how to take the collar out. Kawada's plan succeeds and they can escape by boat from the island, but Kawada dies on the boat after they leave from the island. Only Akiya and Noriko survive, but they break the law, so now they are wanted and they are running away from the police.

In this movie audience will see so many violent scenes. Maybe they think that movie is too violent because kids are killing each other.

Chapter V, Analysis Part I

Analysis from the Bullets

After the researching of articles from books related to our project Japanese popular culture including Anime (Japanese animation), Manga (Japanese comics), films and video games, we could list up several items as bullets covering Japanese culture. American Anime Otaku (mania,) influences of Japanese and American culture, Japanese traditional arts, religious friction, historical backgrounds and gender. In this analysis, we are going to analyze the actual piece of works from Anime, Manga, video games, and films that we had already watched for background section in terms of the contentions of these bullets.

First Anime product for analysis with bullets is the most popular Japanese TV series anime chosen in the United States last year, "Chobits." It is the story about one young man and "Chobits" which is the attractive female figured robot. The general topic in this anime is discussing what makes "love." There couple are couple items that I can refer to this Anime. One of them is about the female figure which is from the Annalee Newitz's article "Magical Girls and Atomic Bomb Sperm Japanese Animation in America." Japanese Anime creators love to use female robots as the symbol of new creation. Because female is also the symbol of "giving birth." The main character "Chobits" is the typical Japanese female anime character such as a person who has huge eyes and abnormally long hair. This point can be referred to the other bullet, multi-cultural character from the same article as above. Even though, Chobits has abnormally huge eyes and long hair, her eye color is blue and hair color is blonde. It is the typical

female figure of Caucasian people. Director Yoshiyuki Sadamoto made one of the most popular Anime in this world, "Neon Genesis Evangelion" which is also available for Manga. From this Anime, you can even find one female character with blue hair, Rei. "Evangelion" is story about unstable adolescence teenagers who must fight against huge monster "Angel" with their biomechanical weapons code-named "Evangelion." There are three teenage main characters Shinji, Rei, and Asuka. Three of them lost their mother and they are always looking for the figure of mother. The blue hair girl, Rei is actual clone of Shinji's mother produced by his mysterious father. Shinji never had a chance to know the Rei is the clone of own mother, but he combines the figure of his mother with this teenage girl. This Anime has the other bullet from "Samurai from Outer Space" which always makes American people upset by religious friction. The enemies of human beings, huge ugly monsters in this Anime are called "Angels." Each of them has real name of angel from the bible. People need to fight against those creatures for their own life. As you can notice, the word of biomechanical robot "Evangelion" is coming from "Evangel" too. Japan is the postmodern country who can accept the several contradictory religious beliefs at once. The religious friction inside of this Anime is produced by that reason.

However, Japan was not originally postmodern country before. There was a time when Japan transformed into modernism almost 140 years ago, Meiji period and then later into postmodernism. It is the era, after the long time of isolation. Japanese people started to accept foreign, technologies, cultures and combine with own culture. The Anime "Samurai X" is based on the real Japanese history about the massive battle between Bakuhu and Meiji before the Meiji period formed in 1868. The main character Kenshin is the assassin of Meiji to eliminate Bakuhu's governors into the darkness. His

life is changed after he met one beautiful lady, Tomoe. This Anime contains huge confusion of people during the time of basic Japanese culture was changed. After American general, Commodore Perry visited Japan with his fleet to open the doors to foreigners in 1853, Japanese citizens were amazed and opened up their eyes to look outside of their own country. But at same time, two different ideas conflicted with each other and a lot of people were killed during this period. There is one Japanese phrase contains in this Anime which is almost impossible to be translated perfectly into English, "Oka no Kurohune." The direct translation of that phrase is "The black ships on the land." Kenshin's sword master told that to Kenshin when he tried to explain the battles were going between Bakuhu and Meiji. This phrase does not make any sense without the knowledge of Japanese history. The black ships refer to the Commodore Perry's fleet at Japanese harbor, Uraga. Japanese people were scared and surprised when they saw his fleet. They could not even sleep the night after Perry visited Japan. "The black ship on the land" means absolute power that can make anything possible. As we described before, this Anime is based on real facts in Japan even if the whole story is fiction. It has a lot of Japanese traditional symbols inside too. In one of the important scenes when Tomoe's fiancé was killed by Kenshin, he is holding the flower of camellia on his hand. This flower shows up again right before the scene of Tome's death too. This beautiful flower has always symbolized as death in Japan. When the time of this flower has fallen off from the tree, the whole part of flower is going to fall at once. This action reminds Japanese people to imagine the person's head apart from its body.

A first animation film which received Golden Bear and also nominated by Academy Award, "Sen to Chihiro no Kamikakushi (Spirited Away)" directed by

Miyazaki, Hayao has many Japanese popular cultural items related to our bullets from the articles. It is the story about a typical young Japanese female kid, Chihiro who grew up mentally from her precious experience at the resort of traditional Japanese gods after she was spirited away. The stage of the Anime, ancient time of Japan contains a lot of popular cultural items which are not familiar in the United States. First, there are many different kinds of gods who appear in this film. As we explained before, Japan is the typical postmodern country. People believe each single object has its god even in the river. Thus those strange creatures showing up in this film are actually gods. The other confusing scene from this film must be when Chihiro stepped on a seal and squished the tiny creature. She got a friend, Haku who had been sealed and controlled by the owner of god's bathhouse. She successfully took that out from Haku's body and eliminated it. But the disgustingly gooey stuff sticks to her barefoot. The one of Chihiro's supporters, Kamajii said "Engachyo! Engachyo!" and asked Chihiro to put the tip of both index fingers together. After he swings his hand between her fingers, he said "Kitta." "Engachyo" does not really mean anything in Japanese. Japanese people, especially kids tell that to the person who touches dirty thing and clean him by swinging the hand to separate his attached index fingers. "Kitta" means cut out the part of dirtiness from his or her body.

It was very hard for us to find the relationship between our Japanese popular cultural items and films or video games. The main reason is that we found all those bullets from the American articles about the Japanese animation, Anime or Japanese comics, Manga. That proves the Japanese popular cultural items from Anime and Manga

can not be applied for films and video games even though those are still Japanese products.

There is a contradiction of comparison between modernism and postmodernism in Japanese popular culture. Even we gave the example of multiple gods exist in Japan and stated that is the typical country of postmodernism, in ancient time of Japan before Meiji period, they could not accept the foreign cultures. It is not the actual movement of postmodern country. We will explain about this argument in more detail fully in part III of the analysis section.

Chapter V, Analysis Part II

Interaction between Japan and American Popular Culture

~Problems of Copyright~

In order to accomplish our project about Japanese popular culture outside of that country, it is important to research interactions between Japanese and American culture. We have been working on how those popular cultural items can be found from Japanese animation, Anime which became popular in the United States. There must be cultural interaction between those two different countries. From this part of analysis of our project, we would like to describe some real interaction that we could find from background researches.

Tezuka, Osamu is the most famous Japanese Anime director and also as a Manga (Japanese comic books) artist. He is the first one who made the basic concept of Japanese animation. Most of his Anime films are based on his works of comic books. His master pieces "Tetsuwan Atom (Astro boy)," "Jungle Taitei Leo (Kimba)" are well known classic Japanese animation in the United States too. Some people called him the Walt Disney of Japan. In fact, he admires the king of animation, Disney so much. In 1994, there was one big argument about the story similarities of Tezuka's "Kimba" and Disney's "Lion King." The main character from Tezuka's Anime is called "Kimba" and Disney Anime is called "Simba." The main story of both animations is about the lions that have to regain their throne after their father had been killed. Those two stories began with their childhood and aided by comical bird, called a hornbill in Lion King and a parrot in Kimba. In both films, the heroes have to defeat an evil, an older lion with a scar

over the left eye that is supported by a band of comical hyenas. More than that, there are a lot of similar items can be found from those two films. The only big difference is the time of its production. "Jungle Taitei Leo" was on TV in 1960' in both countries Japan and the United States. "Lion King" was in theaters in 1990'. Since Kimba is one of few animation films with a lion star, it would be hard to imagine that they did not refer Tezuka's Kimba as documentaries of lions. There was an obvious interaction of Anime cultures between Japan and the United States. Tezuka learned the basics concept of producing animation from Disney and animators of Disney (Walt Disney was already past away in 1966) copied one of most famous Japanese animations.

The other Japanese popular culture item, Manga (Japanese comic) is also invading American society little by little. Most of the famous American book stores prepare some Japanese comic books that are already translated. American Otaku (Mania in Japanese) is a great example of production of Japanese popular cultures in other country. Those American Otaku, true Anime or Manga fans enjoy seeing the problems for intercultural exchange. In fact, some Manga books are not fully translated. Even its dialogues are translated into English, one of most popular Japanese comics, GTO keeps the structure of original Manga which asks the reader to read the book from right to left. Also they do not translate all the imitative words. The readers are able to find a lot of mysterious Japanese characters in the Manga. Most of American fans can not read Japanese, but they want to see that character because it is in the original.

How does this interaction begin between Japan and the United States even though those two countries are located at almost the other side of the world? Those two countries hate and fight each other 50 years ago. There are some facts can be used for the reasons.

As we had just stated before, the location of Japan is totally opposite side of the earth from the United States. After the World War II, the relationship of those countries became the closest ever. Japanese citizens were amazed by the country which defeated Japan completely. They recognized the United States as the greatest, most powerful country in this world. This historical background made Japanese people want to be "Americanized" as much as possible by following their new culture. It is no exaggeration to say the basic structure of Japan nowadays is made and controlled by the Unites States. For the United States, it took a while to accept the completely different country Japan, because they had been conditioned to fight against Japan as the center of evil power during World War II. However, this situation brought the communication between two countries to open up their eyes to see the other side of the world.

The new technologies for the communication, TV and internet developed rapidly in both countries and it helps them to understand the two different cultures. Everyone can watch English dubbed Japanese Anime every morning and night. "Pokemon" had created a huge furor among American kids. At same time, some of American parents are worried about their kids getting soaked into a strange and unfamiliar culture. As everyone knows internet was invented by using American government networks which are connected online; the number of persons who use internet in the United States is more than any other countries. From the recent researches, the ranking of the number of Japanese users for internet puts Japan in third place in this world. All the American consumers can find those Japanese products, Anime and Manga at almost any book stores or video shops. However, most of American Otaku get their Anime from each other instead of purchasing video cassettes or DVD from the stores. At the place of gathering many Anime Otaku,

engineering schools including our college Worcester Polytechnic Institute, "Gnucleus" is one of the great resources to download Anime files. Even though the Recording Industry Association of America (RIAA) is getting nervous about the violation of copyright from any online sharing files program like a Gnucleus, WPI still let their students use this software to share any files between each person's computers that are connected by local area network (LAN) at campus. It is safe and dependable to download the files as long as WPI students are only users permitted for using this software. However this program is available for only computers which are connected by WPI's LAN. That means the number of sharing files online is extremely limited comparied to internet. Most of American Anime Otaku uses the other famous sharing file programs called "WinMX", "Kazaa" and "mIRC." What is an online sharing program? Those are made by the peer to peer program technology that links millions of computers to create a powerful computing resource in this world. This method is applied to produce all those online sharing file programs. By using this program, anyone can upload own files to the other users and download their files from the other users. WPI banned all the living on campus internet users to use first two programs, "WinMX" and "Kazaa," because those programs are too popular for internet users to share any kinds of files including copy righted software on internet. Those Anime clips were recorded directly from the Japanese TV show or Chinese illegal copied of DVD and translated by Anime fans in China, Korea, Japan, and the United States. Internet users can even find the Japanese Anime movies clips with Chinese subtitles on it.

There was one really popular sharing music program online called "Napster." Anyone who uses program could download any music files from internet for absolutely

free. RIAA sued the company which made this program and they could successfully ban this program from internet legally. However, the number of similar programs as Napster including WinMX and Kazaa keep increasing even though, Napster was banned legally couple years ago. RIAA realized that it is almost impossible to regulate the all new software appearing on internet. This crucial situation makes RIAA out of their mind. Their target was switched to individual persons instead of a company. RIAA stops suing the manufacture of programs and decided to sue each person who shares any music files online. In fact, couple students who shared the music files on college LAN were sued by RIAA few months ago. All those students never accepted their guiltiness and paid $12000 to $17500 to settle out of court. This argument is really complicated issue. It is hard to distinguish the difference between "Copy" and "Theft" of music. Those internet users claim sharing music files online is similar to giving a copy of videos or tapes to someone. They won't feel guilty as long as they are not selling the copy of music. However, RIAA thinks the "copy" of music which is encoded to MP3 is "Stealing," because the sound qualities of MP3 files are too close to the original CD. MP3 is the most popular type of music file to encode any music files from CD to share online. It gets rid of the certain bandwidth which human cannot hear and reduces the size of files.

It cannot be fair trial for a huge company suing each individual person. The biggest reason why those couple students paid money to settle out of court is shortage of money to keep the trial going. The trial takes a lot of money and it is not easy for each individual person to fight against one of huge industries at court. Some lawyers criticize this unfair trial of RIAA because RIAA intentionally instigated this court case as a warning to others according to the law. Compared to the number of CD sales in 1999,

there was a decrease of 74% in 2002. It sounds losing huge amount of money for recording company, but think about how much they have ripped off the money from selling each CD. The product and manufacturing cost for each CD is less than a dollar including the jewel case and envelop inside. It's varied on their contract with recoding company, but the artist of music can receive no more than 10% of proceeds from each CD. The recording company can earn the money which is 90% of the CD's cost deducted by product, manufacturing, shipping, and handling fee. If the CD itself is cost $15, the estimation price of recoding company's benefit from each CD would be at least $11. Their profits would be more than 73% of their product. It is time to face the reality and they should change their mind. The recording company earned way too much money. Since the first copy machine was invented in this world, it is almost impossible to regulate all the people from copying any products. If the RIAA really wants to stop sharing files on internet, just add the copy protection codes into CD as one Japanese recording company has started to do since last year. There is other method to prevent copying their products other than suing each individual person. But please don't forget. The real fans of the music are going to buy a CD for supporting their favorite artists and listening best sounds quality of music from the original.

The most of Anime films go over to the United States by latest Information Technology (IT) called internet. Because of its easiness, it brought a lot of arguments about copyright. Japanese Animation companies did not concentrate on American consumers as a target of their market yet. However, the Japanese Anime production can be turned into RIAA anytime. It is our personal opinion, but we think this problem is almost impossible to regulate by the law. Since anyone could buy VHS or tape recorder,

the production company leaves the copy decision to each user's moral respective. This same issue can be referred to the TV too. It is hard for Disney Anime creators to avoid watching Tezuka's Kimba as documentaries of lions as long as it was showing up on TV in both countries Japan and the United States. Why does American Otaku still import those Anime files into the United States even though, it might violate copyright? The key of this solution would be related to the different popular cultural items between Japan and the United States which is one of their most important reasons to watch Anime. At part III of this analysis section, we like to analyze Japanese and American popular cultural items through the lens of modernism and post modernism points of view.

Chapter V, Analysis Part III

Modernism and Postmodernism

After we listed up the bullets from the background section of our project, "Exploration of Japanese Popular Culture," we found out the interesting characteristic of Japanese popular culture which is called postmodernism. Japanese animation, Anime is the one of the best resources to find the Japanese strange cultures from the point of American view of modernism. In other words, we believe that the researches of relationship between modernism and postmodernism would be a useful venue for analysis of Japanese popular culture. Before bring the topics of the comparison of Japanese and American popular cultural items, we will explain general topics of modernism and postmodernism ideas from couple articles.

The author of the book "Generation X Goes to College," Peter Sacks discusses about the different points of view between modernism and postmodernism. From the side of modernism, postmodernist put their faith in subject of experience, because the modernist believes the reality is knowable with the use of reason and scientific method. However, the postmodernist thinks those modernists rely on those facts and truth which are no longer being used in our society. The other author, Christopher Hauke states the similar opinion towards postmodernist. The relationship between things, ideas and words may no longer be taken for granted. Postmodernist refuses to take "truth" for granted anymore. He analyzed and compared the general characteristics of modernism and postmodernism and listed up the each key word for both different sides of ideas.

MODERN	POSTMODERN
Truth	Perspective
Knowledge	Information
God	Gods
Science	Myths
One	Many
Culture	Multi-culture
Nation	Multi-nation
War	Conflict resolution
Future	Present

(Christopher Hauke, Jung and the Postmodern: The Interpretations of Realities, New York, 2000, P. 30)

Modernism and postmodernism represent two opposite conceptions in conflict with each other. Several numbers of people have different opinions to explain the meaning of each word. Arbitrariness would be the best word to explain the meaning of postmodernism. A postmodernist does not care about the history background and fact for their proof of each single action. They are focusing into present time rather than the future to have a daily life. From the list of postmodernism characteristic from the above, it sounds like a postmodernist is a reckless and useless person. However, that flexible mind and the way of thinking brought multi-cultural and international ideas into society. They do not care about the fact and rules which means they can easily adapt to any new environments and culture. Japan is a good example to explain postmodernism's ideas. After the long term of national isolation during Edo period (1603-1867), the Japanese people started to show their abilities to blend the foreign culture with own culture. They started to drink coffee, wear a leather shoes and dress up like a European people. They observed foreign developed technologies and government system and grew up rapidly.

Even though most of Japanese do not believe in Christ, they do celebrate Christmas and Valentine's Day. Some Japanese couples have a wedding at Church and

are buried at Shinto cemetery after they died. This tendency can be explained by postmodernism. Those facts sometimes shock American people because basically they embrace modernism. Most of the American people are Christian and believe in only one god. But in a postmodern country, Japan, people believe in more than one god. From one of the most popular Japanese Anime films, "Sen to Chihiro no Kamikashi (Spirited Away)," you can see the strange world, full of ancient Japanese gods. Anime is best and easiest way to express their new creative ideas from their imagination which is the same idea as postmodernism. In fact, Japanese Anime contains a lot of multi-cultural characters inside the story. It is not like a drama. The limitation of Anime capability is much less than real film.

I have stated Japan as postmodern country and the United States as modern country. However, there are some exceptional facts regarding those countries. For example, the United States became multi-cultural nation in this world which is against the idea of modernism. There are a lot of different race of people currently living in the United States, Caucasian, Hispanic, African American, and Asian etc… Some American journalists believe the number of Hispanic residents in the United States exceeds Caucasian people if they add the enormous number of illegal immigrants from South America. As long as modernist believes only one truth, god and history background, the term of multi-culture shall not be came up, because it can not be identified as single fact. In Japan, even though the whole country is getting closer to heterogeneous, it's still racial homogeneous nation compared to the United States.

It is important to have a great balance of those two completely different types of ideas, modernism and postmodernism in a country. In order to expand our horizons, we

must be able to accept and understand both sides. In fact, no country exists as perfectly modernist or postmodernist in this world. Each individual person has different opinion and the whole national culture keeps growing and changing as time passes. As I described it before, Japan is closer to postmodernism and the Unites States is more likely to be modern country. But this idea has a lot of contradictions. As you can see from the word of both countries, "Japan" IS the single country and "The United States" ARE combined with each small state of America.

Chapter V, Analysis Part IV

Anime Technologies

In 2003, Spirited Away which is Japanese animation (anime) was awarded the Oscar for Best Animated Feature Film category. Anime is recognized by so many people in the world. The differences between anime and American animation are analyzed from a perspective of technology in this section of the project.

The second disk of Spirited Away DVD contains a Japanese TV program about how the anime was created. Spirited Away is digital animation which means the anime does not use cells (celluloid). Cell animation is a technique invented in 1915. It is the figures to be animated are drawn and painted on cells, placed over a background, and photographed frame by frame. However, most anime in Japan are digital animation now and cell animation is not produced any more.

Making the anime starts from making a storyboard. It is like a rough comic book of the anime and shows each clip of the anime. A storyboard is really important for anime because the storyboard decides how the anime is going to be. A director cannot edit the anime much like live-action films after all cells are drawn. The storyboard of Spirited Away was drawn by the director, Hayao Miyazaki. He also created the characters and the world by himself. From the storyboard, stuffs in Studio Ghibli drew key animation which decides basic movement, and important parts of movement are drawn in key animation. In anime, many cells or pictures are drawn to show one movement. Key animations are that several poses picked from one movement of each character to decides basic movement and important parts of movement. Unless key

animation is finished, other stuffs cannot move to the next step which is drawing in-between. It is drawing gaps between key animations. After finishing in-betweens, finally one clip is finished. The movement is finally animated. Until this process, all works are done by hand, and then computers appear in anime production process. Animators scan those in-betweens into computer and colored these drawings by using software, combined with a background which is a scanned hand-drawn picture or a picture all drawn by computer, and put some special effects on these drawings. After all drawings are finished, voices are sounds were recorded, and all data are combined to one videotape. For Spirited Away, the videotape needed to be converted to a 35mm film. There is a machine called film recorder which costs several hundreds thousands dollars, and it converts video to film. Therefore, all digital anime feature films use the film recorder.

There are many kinds of software for digital animation. Animo (Cambridge Animation Systems, UK) is one kind of popular computer assisted animation software in the world. According to the company web site "It enables artists to combine the time-honored methods of traditional animation with modern computer technologies for greater speed, richer images, smoother movement and advanced special effects." Many Japanese companies use the software for feature films, OVAs (Original Animation Video), TV series game animation, multimedia projects and commercials for example, GHOST IN THE SHELL and THE END OF EVANGELION. The latest version, Animo 4.1, is available for Windows 2000, Windows NT and Mac OS X. According to "THE DIGITAL ANIMATION PRIMER", Animo consists of:

> Scan: Scanning and processing of drawings. A large format, autofeeding scanner can be used to capture batches of drawings.
>
> Ink & Paint: "Painting" of the drawings. The user can also color the trace lines and add in effects like soft shadow lines.

Director: Compositing (putting together the various scene elements). The drawings can be composited with backgrounds, overlays, other drawings, effects, and other elements, timed out, modified and animated in all sorts of ways.

Render: Allows the scenes to be rendered using all the machines on the network.
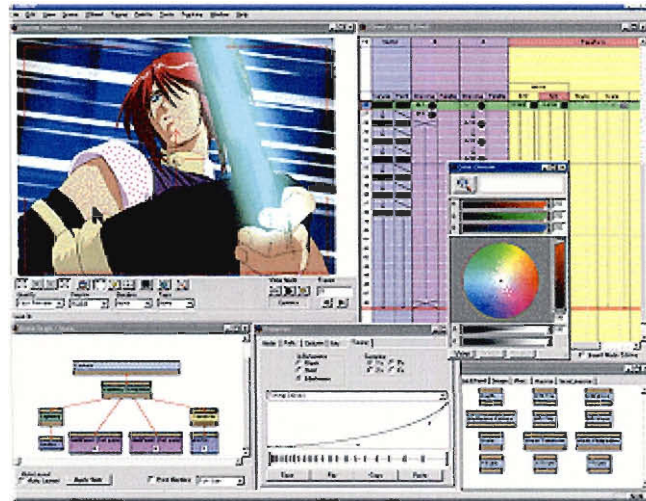
Screen-shot of Animo

RETAS (Celsys, Japan) is a similar kind of software like Animo. It is available on Windows and Mac in Japanese, English, and Chinese. The company says that it has more than 90 % of market share in Japan. The interface of the software is close to Photoshop's, so it is easy to work with the software. The software was used for some ESCAFLOWNE episodes, the USA SPIDERMAN TV series, almost all recent Toei animation and many others. The RETAS consists of PencilMan, QuickChecker, TraceMan, PaintMan, Core RETAS and RenderDog. The PencilMan can create drawing animation without paper. Users can directly draw anime on the computer with drawing through tablet. QuickChecker tests hand-drawn animation without expensive hardware. TraceMan allows its users to scan their pencil drawings and live video backgrounds into the computer. PaintMan color their drawings faster than hand-painting. CoreRETAS allows its users to compose multiple scenes and mix 2D and 3D elements. RenderDog is a rendering tool. Celsys have started selling cheaper version of RETAS which is called

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RETAS!LITE in Japan since 2001. The software is designed for non-professional people. RETAS is popular for amateur animator in Japan now.

Toonz (Softimage, Canada) is available for Windows 2000, NT, IRIX and Linux and generate special effects like snow, rain, and smoke. It was used for Princess Mononoke, Spirited Away, and other recent Studio Ghibli's work.

From the article, "BY ANY OTHER NAME: Studio Ghibli Changes Everything with Spirited Away", Mitsunori Kataama, 3D-CG Supervisor at Studio Ghibli explains about how they used the software. The software provided to the anime to have intense 3D camera work and scenes hardly drawn by hand. Figure 1 is a screen shot from Studio Ghibli work by SOFTIMAGE|3D.

> "We used several different techniques," says Kataama matter-of-factly. We added depth information to original 2D images by mapping hand-written backgrounds on to 3D models. In the end, we also used SOFTIMAGE|3D to calculate a reflection and a highlight component, which we then added to the hand-written background. We also developed a unique 2D Texture Shader, so we could have a multiple position camera-texture projection for mapping of our background image. We have also developed a plug-in to make changing a particular field of vision much easier."
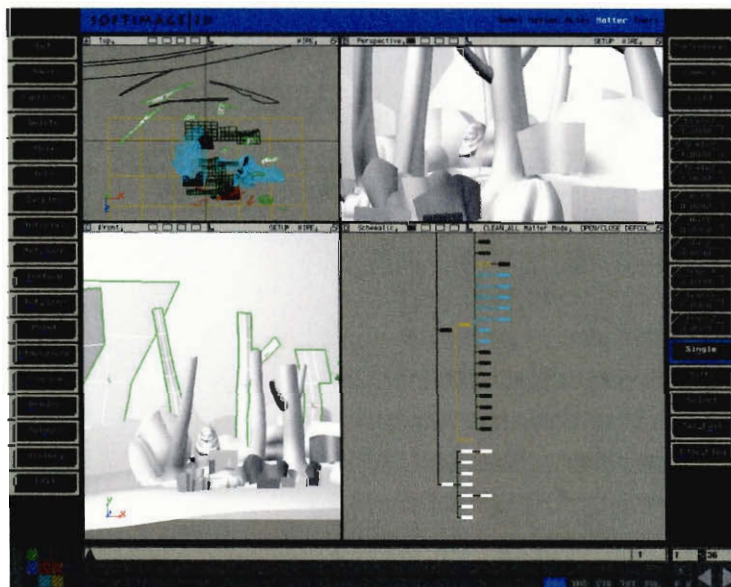
Studio Ghibli 3D team tries to make sea surface realistically. According to

Kataama, The next figure is also a screen shot from Studio Ghibli work by

SOFTIMAGE|3D.

> "To accurately express the look of the waves, we created a 2D texture shader that would generate a procedural texture. We really appreciate that SOFTIMAGE|3D offers such a valuable environment for developing new functions. The high-quality rendering result was extremely effective in our efforts to draw rays that would act as both reflections and highlights. For that, we were very happy to have the **Ray Tracer**, which we could not find anywhere else."
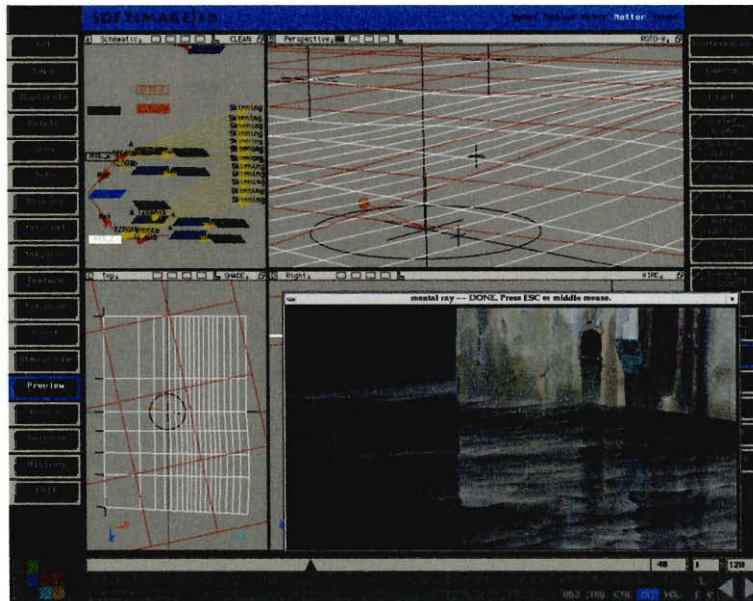
There is an article explain how digital animation tools work by using Princess

Mononoke. According to 2D or Not 2D (http://www.ex.org/4.3/04-feature_digital1.html),

Here's a composite shot of Ashitaka. (1) First, this image is computer painted. (2) Then it is combined with a computer-generated background. (3) Finally, the "worms" on Ashitaka's arm are added to produce the finished shot.

However, it doesn't end there. The "worms" themselves are something of an achievement. (1) The first step is creating a wireframe 3D CG model. (2) This frame is then covered and colored. Notice the very 3D appearance. (3) Before being added to the composite, the worms are repainted to give them a more "traditional" two-dimensional appearance. CG was also used in modeling Shishigami's alternate form, as well as the transformation scene.

On the other hand, 3D CG animation feature film is popular in the United States. Pixar Animation Studios which made *Toy Story* Series, *Monsters, Inc*, and *Finding Nemo* does not use same way as Studio Ghibli. Stuffs in Pixar discuss idea of a new movie and summarize the main idea of the story. Pixar makes a storyboard before they actually draw animation. Before they draw animation, they start recording voices. First, they temporary record scratch voices from Pixar artists. After that, professional actors start recording character voices. Next, they make a reel. According to the Pixar web site, "A reel is a videotape that allows the cleaned-up storyboard sequence to stand alone, without a pitch person to tell the story. A pitch can be successful because the storyteller is strong, so reels are an essential step to validate the sequence and are the first instance that the 'timing' of the sequence is understood." The art department creates the characters and the world and also designs sets, properties, colors and others. All models the art department designed are scanned in three-dimensionally. They are given hinges, so the animator can make them move. The sets are dressed with the properties in 3D. The shots

are laid out. Several versions of shots are often made because the editorial department can cut the scene later. The shot is animated, but Pixar's animators do not draw or paint the shots. The characters, the sets, and the voices are already prepared, so the animators need to put actions to the characters by computer. The characters and the sets are shaded and the lightning is decided. The computer data is rendered and then all information becomes to one feature film.

Only RETAS is created in Japan, but Japanese anime productions like to use foreign software. Softimage's software is used for Spirited Away which is the best box office movie ever in Japan, and it seems that Studio Ghibli likes to use Softimage's software. Technology of anime is given by foreign software. There is one more interesting thing about processes of making animations between Japan and the United States. The Japanese one makes all animations first, and then they record voices and sounds, but Americans land to record voices first, and then make the animations. From the second disk of DVD of AKIRA (Special Edition) (2001), the director explains the reason why voices are recorded before animations are made and why voices are recorded after animations are made for anime. The reason why voices are recorded first is that animators can draw animation of mouse moving from voices and the reason why Japanese animations do not use same way is that it takes long time to draw more animation and cost more if animators put in actual mouse movement. This means that Japanese anime is less animated than American animation. Japanese anime is less animated and is helped by foreign technologies, but anime is getting popularity. In my opinion, technical part of anime is not related to popularity, and as we described before, anime is multicultural, so this is one of reasons of anime popularity in the U.S.

Chapter VI, Conclusions

As we described in Analysis section, there was an interaction of animation between Japan and the United States. Tezuka, Osamu who is the most famous anime (Japanese Animation) director in Japan learned a system of animation production from Disney and it took some ideas from anime.

The influence of anime is widely spread to Hollywood now. Some anime, for example, "Neon Genesis Evangelion", "Dragon Ball", and "Lupin the 3rd", are already licensed for making a live-action movie by American companies. Those three anime already have been broadcast on TV. Especially Dragon Ball series is really popular and Dragon Ball Z was one of the most searched keywords online, ranking #1 at Lycos, and #4 at Yahoo! in 2001. The direction of movies is also influenced by anime now. The most obvious movie is The Matrix (1999). On the official website (http://whatisthematrix.warnerbros.com/), there is a chat-log between the directors, the Wachowski Brothers, and some Matrix fans, and this is one interesting dialogue.

> Hiryu: Which Anime inspired you the most and why?
>
> WachowskiBros: We liked Ghost in the Shell and the Ninja Scroll and Akira. In anime, one thing they do that we tried to bring to our film was a juxtaposition of time and space in action beats.

The directors admitted they were inspired by anime. Many anime fans actually mentioned similar scenes between The Matrix and Ghost in the Shell. Ghost in the Shell which played in the United States in 1995 was about a half-cyborg female agent sent out to arrest a genius cyber-hacker. On the next page, there are three screen-shots from each movie and the left side is Ghost in the Shell and the right side is The Matrix.
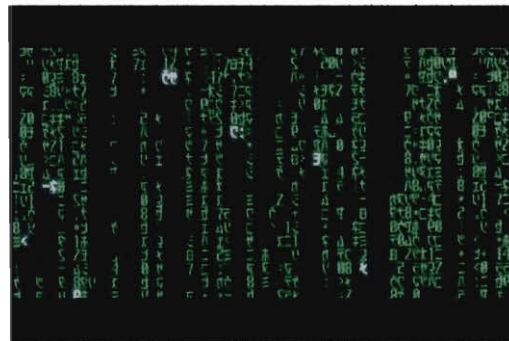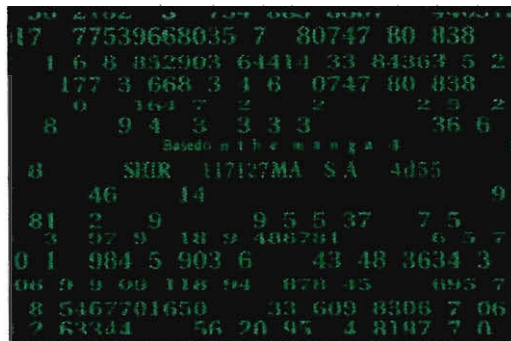
These pictures are obvious scenes which show how the Matrix was influenced by anime even though there are more scenes which show similarities between Ghost in the Shell and the Matrix.

From a technological view of anime, anime is based on foreign technologies. Computer's OS is made in the United States and digital animation tools are made in Japan, the U.S., Canada, and the United Kingdom. Tezuka learned a system of animation production from Disney and now all technological backgrounds of anime are from foreign countries.

Cultural interactions between Japan and the United States began after the World War II. Japanese people want to be Americanized, so they follow American culture such as fashion, music, movie, drama, and a lot of others. But now, Japanese popular cultural stuffs such as anime, *manga*, and video games are imported to the United States. For example, Pokemon made the huge boom in the U.S. and many anime are broadcast, too. Many American kids are absorbed to anime and they buy toys of anime, too. This is a cultural and marketable invasion of Japan to the United States. Kids grow up watching anime which contains Japanese culture and the market share of American toys and cartoon decreases.

Son Goku (normal), Dragon Ball Z

Son Goku (Super Saiyan), Dragon Ball Z

Japan is postmodern country. Postmodernism is the way of thinking which brought multi-cultural and international ideas into society and postmodern people can adopt any new environments because they do not care about the fact and rules. Most Japanese people are Shinto, but they have Christmas and Valentine's Day and some of them go to Church for wedding. Anime is a good example to explain postmodernism in Japan. Many anime have multicultural characters such as blue, pink, green, or any kinds of color hair character. Dragonball Z is the

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one of famous Japanese anime in the world. There is one interesting thing in this anime.
That is the main character, Goku, which looks an Asian guy (black hair and black eyes)
transforms to Super Saiyan (blond hair and blue eyes). That is like Asian transform to
white. Japanese audiences think that is cool and they do not think that is strange thing.
Anime is really postmodern style and is accepted by American people. Anime may speed
that the U.S. becomes to more postmodern nation.

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