

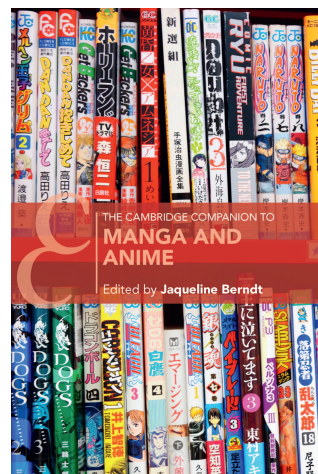
# The Cambridge Companion to Manga and Anime

**Edited by Jaqueline Berndt**

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In recent years, manga and anime have attracted increasing scholarly interest beyond the realm of Japanese studies. This Companion takes a unique approach, committed to exploring both the similarities and differences between these two distinct but interrelated media forms. Firmly based in Japanese sources, this volume offers a lively and accessible introduction, exploring the local contexts of manga and anime production, distribution, and reception in Japan, as well as the global influence and impact of these versatile media. Chapters explore common characteristics such as visuals, voice, serial narrative and characters, whilst also highlighting distinct challenges and histories. The volume provides both a basis for further research in this burgeoning field and a source of inspiration for those new to the topic.

Introduction: two media forms in correlation; Part I. Claimed Origins and Overlooked Traditions: 1. Premodern roots of story-manga?; 2. Newspaper comic strips: laughs in four panels; 3. Astro Boy and the 'weaponized' children of wartime Japan; Part II. Drawing and Movement: 4. Graphic style in anime and manga; 5. Motion and emotion in anime; Part III. Sound: 6. Hearing manga; 7. Voice acting for anime; Part IV. Narrative: 8. Reading story-manga; 9. Incalculable: anime narratives and 3D CG aesthetics; Part V. Characters: 10. Characters in the media mix: beyond narratives; 11. Character acting in anime; Part VI. Genres: 12. Manga genres: demographics and themes; 13. Genre networks and anime studios; Part VII. Forms of Production: 14. Manga editors and their artists; 15. Anime production, decentralized; Part VIII. Forms of Distribution: 16. Manga media from analog to digital; 17. Media mix as licensed distribution; Part IX. Forms of Use: 18. Manga readerships, imaginative agency, and the 'erotic barrier'; 19. Anime fandom in Japan and beyond.



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