



arts

IMPACT
FACTOR
0.5

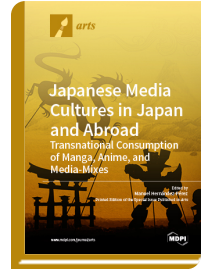
Special Issue Reprint

Japanese Media Cultures in Japan and Abroad: Transnational Consumption of Manga, Anime, and Media-Mixes

www.mdpi.com/books/reprint/1386

Edited by
Manuel Hernández-Pérez

ISBN 978-3-03921-008-4 (Softback)
ISBN 978-3-03921-009-1 (PDF)



In the last few decades, Japanese popular culture productions have been consolidated as one of the most influential and profitable global industries. As a creative industry, Japanese Media-Mixes generate multimillion-dollar revenues, being a product of international synergies and the natural appeal of the characters and stories. The transnationalization of investment capital, diversification of themes and (sub)genres, underlying threat in the proliferation of illegal audiences, development of internet streaming technologies, and other new transformations in media-mix-based production models make the study of these products even more relevant today. In this way, manga (Japanese comics), anime (Japanese animation), and video games are not necessarily products designed for the national market. More than ever, it is necessary to reconcile national and transnational positions for the study of this cultural production.

The present volume includes contributions aligned to the analysis of Japanese popular culture flow from many perspectives (cultural studies, film, comic studies, sociology, etc.), although we have emphasized the relationships between manga, anime, and international audiences. The selected works include the following topics:

- Studies on audiences—national and transnational case studies;
- Fandom production and Otaku culture;
- Cross-media and transmedia perspectives;
- Theoretical perspectives on manga, anime, and media-mixes.



Order Your Print Copy
You can order print copies at
www.mdpi.com/books/reprint/1386

MDPI Books offers quality open access book publishing to promote the exchange of ideas and knowledge in a globalized world. MDPI Books encompasses all the benefits of open access – high availability and visibility, as well as wide and rapid dissemination. With MDPI Books, you can complement the digital version of your work with a high quality printed counterpart.



Open Access

Your scholarly work is accessible worldwide without any restrictions. All authors retain the copyright for their work distributed under the terms of the Creative Commons Attribution License.



Author Focus

Authors and editors profit from MDPI's over two decades of experience in open access publishing, our customized personal support throughout the entire publication process, and competitive processing charges as well as unique contributor discounts on book purchases.



High Quality & Rapid Publication

MDPI ensures a thorough review for all published items and provides a fast publication procedure. State-of-the-art research and time-sensitive topics are released with a minimum amount of delay.



High Visibility

Due to our global network and well-known channel partners, we ensure maximum visibility and broad dissemination. Title information of books is sent to international indexing databases and archives, such as the Directory of Open Access Books (DOAB), and the Verzeichnis Lieferbarer Bücher (VLB).



Print on Demand and Multiple Formats

MDPI Books are available for purchase and to read online at any time. Our print-on-demand service offers a sustainable, cost-effective and fast way to publish MDPI Books printed versions.