The popular image of Japanese femininity inside the anime and manga culture of Japan and Sydney

Jennifer M. Stockins
University of Wollongong

UNIVERSITY OF WOLLONGONG

COPYRIGHT WARNING

You may print or download ONE copy of this document for the purpose of your own research or study. The University does not authorise you to copy, communicate or otherwise make available electronically to any other person any copyright material contained on this site. You are reminded of the following:

This work is copyright. Apart from any use permitted under the Copyright Act 1968, no part of this work may be reproduced by any process, nor may any other exclusive right be exercised, without the permission of the author.

Copyright owners are entitled to take legal action against persons who infringe their copyright. A reproduction of material that is protected by copyright may be a copyright infringement. A court may impose penalties and award damages in relation to offences and infringements relating to copyright material. Higher penalties may apply, and higher damages may be awarded, for offences and infringements involving the conversion of material into digital or electronic form.

Unless otherwise indicated, the views expressed in this thesis are those of the author and do not necessarily represent the views of the University of Wollongong.

Recommended Citation

NOTE

This online version of the thesis may have different page formatting and pagination from the paper copy held in the University of Wollongong Library.

UNIVERSITY OF WOLLONGONG

COPYRIGHT WARNING

You may print or download ONE copy of this document for the purpose of your own research or study. The University does not authorise you to copy, communicate or otherwise make available electronically to any other person any copyright material contained on this site. You are reminded of the following:

Copyright owners are entitled to take legal action against persons who infringe their copyright. A reproduction of material that is protected by copyright may be a copyright infringement. A court may impose penalties and award damages in relation to offences and infringements relating to copyright material. Higher penalties may apply, and higher damages may be awarded, for offences and infringements involving the conversion of material into digital or electronic form.
The Popular Image of Japanese Femininity Inside the Anime and
Manga Culture of Japan and Sydney

A thesis submitted in partial fulfillment of the requirements for the award of
the degree

Master of Arts - Research (MA-Res)

UNIVERSITY OF WOLLONGONG

Jennifer M. Stockins, BCA (Hons)

Faculty of Creative Arts, School of Art and Design

2009
Statement of Declaration

I certify that this thesis has not been submitted for a degree to any other university or institution and, to the best of my knowledge and belief, contains no material previously published or written by any other person, except where due reference has been made in the text.

Jennifer M. Stockins
Abstract

Manga (Japanese comic books), Anime (Japanese animation) and Superflat (the contemporary art by movement created Takashi Murakami) all share a common ancestry in the woodblock prints of the Edo period, which were once mass-produced as a form of entertainment. This thesis, The Popular Image of Japanese Femininity Inside the Anime and Manga Culture of Japan and Sydney, will examine female creators and consumers of Japanese popular culture. In doing so the investigation will highlight representations of women and girls in Anime and Manga cultures, as well as the way in which female fans and participants in associated activities have chosen to represent themselves.

The significant focus in this study is the examination of the changing role of women in Japanese society to the present day. Social change for women in Japan is accompanied by their changing visual presence in comic book culture. Over time, women became active in the culture and created new genres of Anime and Manga for their own consumption.

In Sydney, the increased access to Japanese popular culture has encouraged female fans to create their own art and fashion from Japanese influences. Like the female Japanese fans, the Sydney female Anime and Manga community is selective in their influences with the aim of creating a vision of how they see themselves. Exploration of the Sydney Manga scene necessitated field research conducted through Anime clubs and conventions, as well as interviews via internet forums, the importance of which informs this study.
Acknowledgements

I would to thank all that have offered help, support and guidance during the period that I have taken to complete this thesis.

A special thank you must go out to my family who have supported my work during these last two years. Particularly my parents Crystal and Kevin Musgrove who have given me valuable moral support as well as help with the transporting of artworks and the proof reading of this thesis. It is also important for me to thank my husband Richard Stockins for his constant support which helped make the task of writing this thesis less daunting.

To all the staff in the Creative arts Faculty who have assisted me along the process of this study I would like to send my sincere gratitude. For his guidance, insight and enthusiasm, I would like to thank my supervisor Dr. Jon Cockburn. It is also important for me to thank all of the other staff who have supervised the practical side of this project, Sue Blanchfield, Dr. Penny Harris and Agnieszka Golda. Thank you all for helping me further my practice as an artist and for your kind encouragement. Finally would like to thank Olena Cullen for her generous assistance with the administration side of this process as well as Tanya Barton-Saad and Didier Balez for their support with my graduating exhibition.
## Contents

**Declaration**  
ii

**Abstract**  
iii

**Acknowledgements**  
iv

**Table of Contents**  
v

Chapter 1- Pre World war II Comics: Geisha, Courtesan and the Moga.  
1

Chapter 2- Post War Manga and Anime: The Shoujo.  
18

Chapter 3- The Shoujo, Ladies and the Female Manga Artist.  
40

Chapter 4- Superflat: Female Otaku Artists.  
66

Chapter 5- Sydney’s Female Anime and Manga Scene.  
94

Chapter 6- The Woman and the Octopus.  
130

List of Illustrations  
149

Appendix  
159

Works Cited  
188

Works Consulted  
199