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

Jennifer M. Stockins

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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.
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