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The Moe Manifesto An Insiders Look At The Worlds Of Manga Anime And Gaming

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He reveals key moments in the development of Moe, and current and future trends in the spread of Moe works and characters from Japan to other parts of the world. The Moe Manifesto provides an insider's look at the earliest Moe characters such as Ayame by Tezuka Osamu. The book has over 100 illustrations of the most famous Moe characters, many in color, and it is sure to delight manga and anime fans of every age.

[Amazon.com: The Moe Manifesto: An Insider's Look at the ...](#)

The Moé Manifesto is a collection of interviews with manga/anime/bishōjo game insiders and artists about moé, recent Japanese history and how it impacted media, cultural icons, males, youth, Akihabara, the interviewees themselves, and cute girl characters.

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The Moe Manifesto - Tuttle Publishing

The Moe Manifesto: An Insider's Look at the Worlds of Manga, Anime, and Gaming. MOE is a huge cultural phenomenon and one of the driving forces behind the enormous success of Japanese anime and manga—not just in Japan now, but throughout the world.

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The Moe Manifesto (Paperback with Flaps) - Tuttle Publishing

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The Moe Manifesto by Patrick W. Galbraith | Paper Plus

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In "The Moe Manifesto, anthropologist Patrick Galbraith defines moe as an affective response to fictional characters or representations of them. The applications of this definition are widespread to political, economic, and cultural discourses.

Moe is a huge cultural phenomenon and one of the driving forces behind the enormous success of Japanese anime and manga—not just in Japan but now throughout the world. In Japan, avid fans of manga comics, anime films and videogames use the term Moe to refer to the strong sense of emotional attachment they feel for their favorite characters. These fans have a powerful desire to protect and nurture the youthful, beautiful and innocent characters they adore—like Sagisawa Moe in Dinosaur Planet and Tomoe Hotaru in Sailor Moon. They create their own websites, characters, stories, discussion groups, toys and games based

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around the original manga and anime roles. Author Patrick Galbraith is the world's acknowledged expert on Moe and a journalist based in Tokyo. For this book, he interviewed twenty important figures in the world of Japanese manga and anime to gain their insights on the Moe phenomenon. These interviews provide us with the first in-depth survey of this subject. Galbraith uncovers how Moe is influencing an entire generation of manga artists and readers. For those new to anime, manga, and youth culture in Japan, he discusses what constitutes the ideal Moe relationship and why some fans are even determined to marry their fictional sweethearts. He reveals key moments in the development of Moe, and current and future trends in the spread of Moe works and characters from Japan to other parts of the world. The Moe Manifesto provides an insider's look at the earliest Moe characters such as Ayame by Tezuka Osamu. The book has over 100 illustrations of the most famous Moe characters, many in color, and it is sure to delight manga and anime fans of every age.

Otaku: Nerd; geek or fanboy. Originates from a polite second-person pronoun meaning "your home" in Japanese. Since the 1980s it's been used to refer to people who are really into Japanese pop-culture, such as anime, manga, and videogames. A whole generation, previously marginalized with labels such as geek and nerd, are now calling

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themselves otaku with pride. The Otaku Encyclopedia offers fascinating insight into the subculture of Cool Japan. With over 600 entries, including common expressions, people, places, and moments of otaku history, this is the essential A to Z of facts every Japanese pop-culture fan needs to know. Author Patrick W. Galbraith has spent several years researching deep into the otaku heartland and his intimate knowledge of the subject gives the reader an insider's guide to words such as moé, doujinshi, cosplay and maid cafés. In-depth interviews with such key players as Takashi Murakami, otaku expert Okada Toshio, and J-pop idol Shoko Nakagawa are interspersed with the entries, offering an even more penetrating look into the often misunderstood world of otaku. Dozens of lively, colorful images--from portraits of the interview subjects to manga illustrations, film stills and photos of places mentioned in the text--pop up throughout the book, making The Otaku Encyclopedia as entertaining to read as it is informative.

From Cutie Honey and Sailor Moon to Nausicaä of the Valley of the Wind, the worlds of Japanese anime and manga teem with prepubescent girls toting deadly weapons. Sometimes overtly sexual, always intensely cute, the beautiful fighting girl has been both hailed as a feminist icon and condemned as a symptom of the objectification of

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young women in Japanese society. In *Beautiful Fighting Girl*, Saitō Tamaki offers a far more sophisticated and convincing interpretation of this alluring and capable figure. For Saitō, the beautiful fighting girl is a complex sexual fantasy that paradoxically lends reality to the fictional spaces she inhabits. As an object of desire for male otaku (obsessive fans of anime and manga), she saturates these worlds with meaning even as her fictional status demands her ceaseless proliferation and reproduction. Rejecting simplistic moralizing, Saitō understands the otaku's ability to eroticize and even fall in love with the beautiful fighting girl not as a sign of immaturity or maladaptation but as a result of a heightened sensitivity to the multiple layers of mediation and fictional context that constitute life in our hypermediated world—a logical outcome of the media they consume. Featuring extensive interviews with Japanese and American otaku, a comprehensive genealogy of the beautiful fighting girl, and an analysis of the American outsider artist Henry Darger, whose baroque imagination Saitō sees as an important antecedent of otaku culture, *Beautiful Fighting Girl* was hugely influential when first published in Japan, and it remains a key text in the study of manga, anime, and otaku culture. Now available in English for the first time, this book will spark new debates about the role played by desire in the production and consumption of popular culture.

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"Otaku Spaces sets out to explain the complicated subculture of otaku through the stories of otaku themselves...Galbraith and photographer Androniki Christodoulou allow the otaku subjects they feature to take control of their own narrative." - Wired.com Raw File "This is a terrain of contested meanings. And 'you' (the original meaning of the word otaku in Japanese) are entering it. Invite otaku into your home and heart, as they have invited you into theirs." - The Huffington Post "A peek into an otaku's bedroom or living space can be a bit of a surprise for the average person...Patrick W. Galbraith digs even deeper into the way otaku choose to decorate their surroundings, and the reasons why they choose to do so in the way that they do." - CNN "Geek Out!" "The book is certainly a beautiful object...There's such an intimate air to Christodoulou's photographs that you have to imagine what the subjects are hiding...But the interviews appeal, in the end, to our commonality: A few of the subjects gently point out that if people are honest with themselves, everyone is a little bit otaku about something." - The Stranger (Starred Review) "(Galbraith) clearly knows his stuff, and also has a genuine regard and respect for people that it would be easy to make fun of. Christodoulou has a real eye for capturing the essence of the otaku world, and the large-scale format (9" by 9") and high-quality color printing in this book show

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her work off to its best advantage. Even if you're not an otaku yourself, Galbraith and Christodoulou do such a good job of capturing the flavor of these subcultures that reading *Otaku Spaces* is the next best thing to a trip to Japan." - PopMatters Otaku--nerd, über-fan, obsessive collector. Since the 1980s, the term has been used to refer to fans of Japanese anime, manga, and video games. The word appeared with no translation on the cover of the premier issue of *Wired* magazine in 1993. Patrick W. Galbraith has produced a groundbreaking work of reportage that takes us beyond the stereotypes of "weird Japan" and into the private rooms of self-described otaku. Interviews and more than fifty color photos reveal a seldom seen side of these reclusive Japanese collectors. They talk frankly about their collections of blow-up dolls, comic books, military paraphernalia, anime videos, and more. Galbraith follows the collectors to their favorite shops and shows how public space in Japan is starting to mimic the look and feel of the otaku's private room. He also interviews Japan's top cultural critics, helping to place otaku culture in wider sociological and economic contexts. Galbraith broadens his interview focus even further to include otaku from the United States and the United Kingdom, forcing those of us who live in any hyper-consumerist culture to admit that we can and do have otaku tendencies. Patrick W. Galbraith--a self-described otaku with the

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anime tattoos to prove it--is a PhD student at the University of Tokyo and the author of The Otaku Encyclopedia (Kodansha Limited). He also blogs at the popular Otaku2 and is widely considered one of the foremost American experts on Japan's pop culture. Androniki Christodoulou is a freelance photographer based in Tokyo, Japan.

From computer games to figurines and maid cafes, men called "otaku" develop intense fan relationships with "cute girl" characters from manga, anime, and related media and material in contemporary Japan. While much of the Japanese public considers the forms of character love associated with "otaku" to be weird and perverse, the Japanese government has endeavored to incorporate "otaku" culture into its branding of "Cool Japan." In *Otaku and the Struggle for Imagination in Japan*, Patrick W. Galbraith explores the conflicting meanings of "otaku" culture and its significance to Japanese popular culture, masculinity, and the nation. Tracing the history of "otaku" and "cute girl" characters from their origins in the 1970s to his recent fieldwork in Akihabara, Tokyo ("the Holy Land of Otaku"), Galbraith contends that the discourse surrounding "otaku" reveals tensions around contested notions of gender, sexuality, and ways of imagining the nation that extend far beyond Japan. At the same time, in their relationships with characters and one another, "otaku" are imagining

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and creating alternative social worlds.

"The schoolgirl is the main driver of Japan's Gross National Cool, and Brian Ashcraft's book is the best source for those hoping to understand why." —Chris Baker, WIRED Magazine Japanese Schoolgirl Confidential takes you beyond the realm of everyday girls to the world of the iconic Japanese schoolgirl craze that is sweeping the globe. For years, Japanese schoolgirls have appeared in hugely-popular anime and manga series such as Dragon Ball, Sailor Moon, The Melancholy of Haruhi Suzumiya, and Blood: The Last Vampire. These girls are literally showing up everywhere—in movies, magazines, video games, advertising, and music. WIRED Magazine has kept an eye on the trends emerging from these stylish teens, following kick-ass schoolgirl characters in videogames like Street Fighter and assassin schoolgirls in movies like Quentin Tarantino's Kill Bill. By talking to Japanese women, including former and current J-Pop idols, well-known actresses, models, writers, and artists—along with famous Japanese film directors, historians and marketers—authors Brian Ashcraft and Shoko Ueda (who have both contributed to WIRED's "Japanese Schoolgirl Watch" columns) reveal the true story behind Japan's schoolgirl obsessions. You'll learn the origins of the schoolgirls' unusual attire, and how they are becoming a global brand used to sell everything from kimchi

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to insurance. In Japanese Schoolgirl Confidential, you'll discover: Sailor-suited pop-idols Cult movie vixens Schoolgirl shopping power The latest uniform fashions Japanese schoolgirls are a symbol of girl empowerment. Japanese Schoolgirl Confidential shows why they are so intensely cool. Don't miss this essential book on the Japanese youth culture craze that is driving today's pop culture worldwide. "Whether your preferred schoolgirl is more the upstanding heroine Sailor Moon or the vengeful, weapon-wielding Gogo Yubari of Quentin Tarantino's Kill Bill, Vol. 1, you'll come away well versed." -Publishers Weekly

Anime: A Critical Introduction maps the genres that have thrived within Japanese animation culture, and shows how a wide range of commentators have made sense of anime through discussions of its generic landscape. From the battling robots that define the mecha genre through to Studio Ghibli's dominant genre-brand of plucky shojo (young girl) characters, this book charts the rise of anime as a globally significant category of animation. It further thinks through the differences between anime's local and global genres: from the less-considered niches like nichijo-kei (everyday style anime) through to the global popularity of science fiction anime, this book tackles the tensions between the markets and audiences for anime texts. Anime is consequently understood in this book as a complex cultural phenomenon:

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not simply a “genre,” but as an always shifting and changing set of texts. Its inherent changeability makes anime an ideal contender for global dissemination, as it can be easily re-edited, translated and then newly understood as it moves through the world's animation markets. As such, *Anime: A Critical Introduction* explores anime through a range of debates that have emerged around its key film texts, through discussions of animation and violence, through debates about the cyborg and through the differences between local and global understandings of anime products. *Anime: A Critical Introduction* uses these debates to frame a different kind of understanding of anime, one rooted in contexts, rather than just texts. In this way, *Anime: A Critical Introduction* works to create a space in which we can rethink the meanings of anime as it travels around the world.

For students, fans, and scholars alike, this wide-ranging primer on anime employs a panoply of critical approaches Well-known through hit movies like *Spirited Away*, *Akira*, and *Ghost in the Shell*, anime has a long history spanning a wide range of directors, genres, and styles. Christopher Bolton's *Interpreting Anime* is a thoughtful, carefully organized introduction to Japanese animation for anyone eager to see why this genre has remained a vital, adaptable art form for decades. *Interpreting Anime* is easily accessible and structured around

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individual films and a broad array of critical approaches. Each chapter centers on a different feature-length anime film, juxtaposing it with a particular medium-like literary fiction, classical Japanese theater, and contemporary stage drama—to reveal what is unique about anime's way of representing the world. This analysis is abetted by a suite of questions provoked by each film, along with Bolton's incisive responses. Throughout, *Interpreting Anime* applies multiple frames, such as queer theory, psychoanalysis, and theories of postmodernism, giving readers a thorough understanding of both the cultural underpinnings and critical significance of each film. What emerges from the sweep of *Interpreting Anime* is Bolton's original, articulate case for what makes anime unique as a medium: how it at once engages profound social and political realities while also drawing attention to the very challenges of representing reality in animation's imaginative and compelling visual forms.

Since its formation as a girl group in 2005, AKB48 has become a phenomenal success and institution in Japan. Having originally recruited fans with photocopied fliers and daily performances in the Akihabara area of Tokyo, AKB48 now saturates Japan. Its members--nearly 800 of them, including five sister groups and four so-called "rival groups" across Japan, as well as six sister groups in

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other Asian cities--appear in print, broadcast, online, and social media; in advertisements and on products; at home and on the train; on- and off-screen. AKB48's multi-platform omnipresence is characteristic of "idols," whose intimate relationship to fans and appeals to them for support have made the group dominant on the Oricon Yearly Singles Chart in the 2010s; they hold several records, including most consecutive million-selling singles sold in Japan. A unique business model relentlessly monetizes fans' affections through meet-and-greet events and elections, which maximize CD sales, and their saturated presence in the media. At a time when affect is more important than ever in economic, political, and social theory, this book explores the intersection of idols and affect in contemporary Japan and beyond.

Contrarian investing--what it is, how it works, and why millions of successful investors see it as the only logical choice "(Davis is) one of the most widely respected technical market analysts operating today." --Louis Rukeyser Contrarians say that, when it comes to investing, the crowd is wrong more often than it is right--and prove it with their 200-year history of success! The Triumph of Contrarian Investing is a fascinating, in depth examination of the impact of crowd psychology on markets, how the crowd is often predictably

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incorrect, and how investors can use long-proven contrarian investing strategies to uncover tremendous buying and selling opportunities. Ned Davis, one of today's biggest names in investing, reveals: How to ignore the temptation to "join the crowd" and uncover tremendous opportunities Consistent signs that a stock's price has been driven too high or too low Strategies for protecting contrarian portfolios when--as sometimes happens--the crowd is right

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