

CONTENTS

Series Editor's Preface vii

List of Figures viii

Acknowledgments x

Notes on Japanese Names, Terms, and Titles xii

Introduction 1

The Prominence of Manga 1

What is Manga? 2

The Rise of Manga Studies 4

What to Expect in this Book 6

1 Historical Overview 11

Part I: The Emergence of Manga to 1945 11

The Problem of Start Points and Definitions 11

Manga's Emergence in Modern Periodical Print Media 18

Towards Character-Driven Narratives and a Profession 24

Children's Manga Growth, Media Interplay, and the "Dark Valley" of War 44

Part II: From 1945 to the Present 54

From Ashes and Ruins 54

Expanding and Diversifying Readerships 63

Manga Goes Mainstream 73

After the Death of "God" 83

2 Social and Cultural Impact 99

Controversy and Censorship 99

Gender and Sexuality 110

Historical Representation 121

Media Mix and <i>Dōjinshi</i> Participatory Culture	132
Cultural Status and Institutions	142
[Box Text] Publication Format	152
3 Critical Uses	163
Bounds of Manga	163
Formal and Visual Analysis	168
[Box Text] Analysis of Narrative Devices	173
Biographical Approaches	174
[Box Text] Editors and Assistants	176
Gender and Sexuality Studies Approaches	178
[Box Text] The Bechdel Test	180
Historical Questions and Historical Representation	181
4 Key Texts	185
Pre-1945 Historical Focus	185
Creator Focus	191
Target Readership Focus	198
Variety Focus	208
Appendix	221
Glossary	221
List of Museums	229
Companion Website (QR Code)	235
<i>Bibliography</i>	237
<i>Index</i>	255