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Anime Research

The Anime culture has been widely known throughout Japan and becoming more popular as the days progress. The anime culture has been expanding through the likes of North America and is being streamed through many famous platforms which include Netflix, HBO Max, Hulu, and much more. Anime is so famous and popular that one of its shows called Dragon Ball Z has its own official national day celebrated in Japan on May 5th titled “Goku Day” which shows that it is widely loved and respected by many people. The fame of this culture has even led to the Japanese government supporting the Anime culture vastly. What makes Anime so popular and important that it’s supported by the Japanese government?

The government supporting Anime seems odd to me personally because since I live in the U.S I haven’t really heard of the government supporting entertainment rather they are always involved with the exact opposite, but otherwise in Japan, the government supports the popularity of the Anime culture that it supports the Anime business with its funding organization titled “Cool Japan” helping it globally expand. An example of the finding by the government is seen in an article on The Hollywood Reporter website titled “Japanese Government Cool Japan Fund Invests \$30M in U.S. Anime distributor Sentai” and when talking about the goal it says to “increase the overall presence of Japanese anime in the North American

market and help expand the scope of associated/exported merchandising," As shown in the title of the article 30 million dollars is a great amount of money showing how important expanding the Anime culture is to the Japanese government. Government spending must mean there has to be some sort of benefit in investing in Anime.

The fanbase of Anime couldn't be bigger now, but the question now is what makes Japanese Anime so entertaining to viewers all around the world in comparison to other types of cartoon animations. In researching Anime culture I was able to find one of the main reasons it was so popular and entertaining was because of the story behind the shows. According to Anuththara Peiris in her article "What Makes Anime a Rewarding Medium of Entertainment" she stated that "Anime can tell you a story about anything at all! And treat it all with the same seriousness." When it comes to a show the storytelling is the key no matter what the story is about which is something I need to have when I am watching a show. In the same article, it explains music is a big factor when it comes to the entertainment of Anime. It reminds me of when my favorite tv shows would come on and I would hear the theme song which is still in my head till this day which I can imagine is similar to Anime watchers. Even though I haven't watched Anime I can already relate to it because whenever I see a spiderman movie or superman movie and their theme comes it brings life into the character making the scenes in the movie more intense depending on the character songs that play. Anime also has its big fan base because of its characters. One that I have heard of is Goku from Dragon Ball Z. Characters as the article says are big in Anime because they can be relatable and don't seem like cartoons instead seem like actual people which can only mean the characters have great development and showcase lots of similarities with its audiences. The connection between the audience and the

characters is a very effective way of gaining viewers and maintaining them which is why Anime is so famous.

Anime has been shown to be an effective way to familiarize cultures and so to merge them together so that both cultures can learn from each other and expand their knowledge on one another and have a positive relationship. An example of this is Comic con which is a convention done in California every year which features different entertainment sources that ranges from tv shows, to action figures to multiple different genres all in the convention that unites all cultures. In Comic Con one the most known thing that brings the different cultures together is cosplaying which is when a person puts on a costume to pretend to be their favorite character or person. A similar convention that is directly associated with Anime is Anime Con. In an scholarly article titled "Progress against the law" talked about what happened in the Anime convention that took place in 1991 and stated "AnimeCon '91 (San Jose) was well attended by fans old and new, acting as a catalyst for an open anime fandom and its nascent modalities." Anime Con was the first Anime dedicated convention that was held which was a moment in history that revolutionized Anime and the world of cosplay as we know today. Anime Con had an outstanding amount of 100,000 plus attendants at the convention making it one of the largest conventions we ever had. The culture of Anime vastly expanded with the start of this 1991 convention. It was so liked that it became a yearly event changing its name to Anime Expo and becoming more globalized and more familiarized by different races and cultures. The government must have known the benefit that Anime has had in the past and how the culture has been beautifully represented with the diversity of it's fans from all the way from Japan to

North America. The yearly event not only expanded its love for Anime but also expanded the world of entertainment for animation and cartoon shows.

The expansion was so vast that Anime many people wanted to learn the language of Japanese just to understand some Animes that were not from their personal language. The influence was so big it was “culturally odorless” which is a term used to describe when showing a foreign culture in this case the U.S is attracted to the culture of another culture which is the well known Japanese Anime culture. In the article titled Consuming Anime “ “Some fans used anime as an excuse to learn Japanese, but most had neither the resources nor the time to dedicate to learning a new language.” Illustrating the consumption of Anime led to the viewers to want to grow more and receive more content in the Anime world. This then means Anime is a culture that has positively expanded to the ways that it creates more relationships between the two different cultures. When the cultures are receiving lots of support there is no wrong in expanding it to make people happy or to intelligently make profit off of the content and relationship increasing their business.

Ultimately the government decided to invest financially in Cool Japan’s Anime towards North America because it showed great effects in the past. The financial aspect was well targeted and most likely met its goal. But culturally the goal was exceeded to a very high standard because it showed how much of an impact a culture can do to another country that is foreign to it. An example was when people who didn’t speak Japanese wanted to speak it in order to be able to understand Anime that wasn’t translated in English which I thought was so impactful. Anime has been known to tell great stories about anything and make it so enjoyable that It is now so popular in the U.S till this day.

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