

The webinar will begin at 7pm CST



# Manga Literacy Getting More from Japanese Comics Culture

WEDNESDAY, NOVEMBER 18, 2020

7:00 - 8:00 p.m.

Presented by Dr. Sarah A. Evans  
Assistant Professor, Youth Librarianship  
University of North Texas



In the meantime, enjoy the anime theme songs!



# MANGA LITERACY

GETTING MORE FROM JAPANESE COMICS CULTURE

Dr. Sarah A. Evans

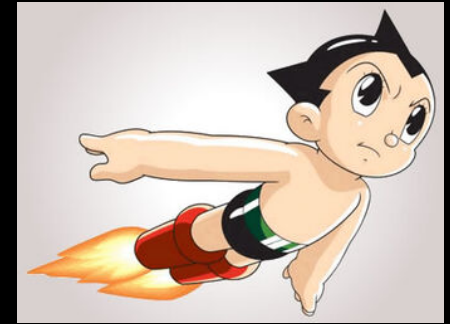
University of North Texas

# How I Got Here

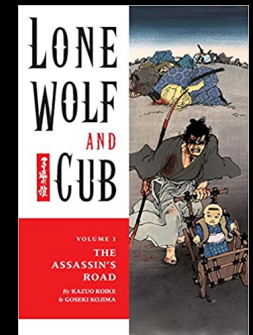
- Public Libraries (1999-2007)
  - Children's Liaison
  - Branch Manager
  - Teen Contact
  - Selector of Graphic Novels and Teen Materials
- School Librarian (2004-2009)
  - Elementary School (volunteer)
  - Middle School (employee)
- Academic (2009 to now)
  - Teaching and Research
- Japanese (and East Asian) Pop Culture Fan



# The Manga Story



- Osamu Tezuka - “the God of Manga”
- Serialized stories, often epic, with distinct icons and visual shorthand
- Heart of Japanese entertainment industry
- Medium for every part of society
- Popularity in U.S. via media franchises
- Viz and Tokyopop and Girls and Bookstores
- 2001 to 2007– from 1/3 to 2/3 of market
- Slumped 2008 to 2012 – then back on the rise
- Currently estimated to be +50% of comics



# Why We Like It

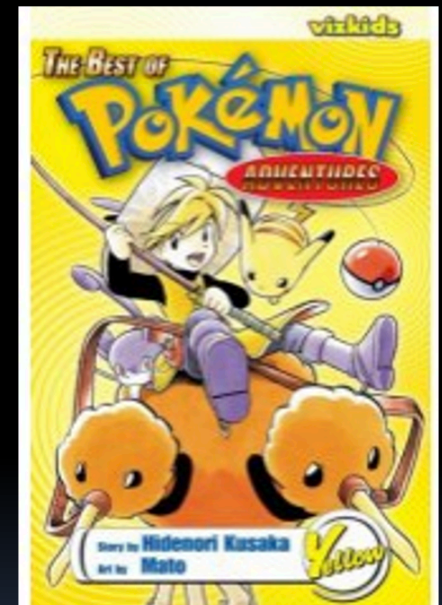
from Scott McCloud



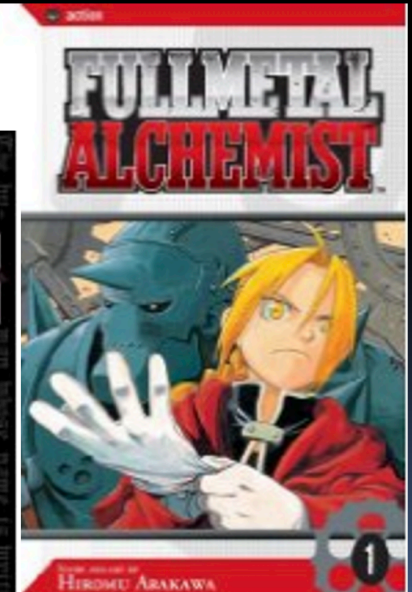
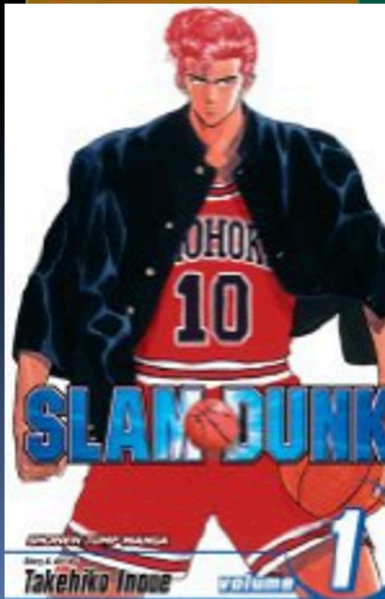
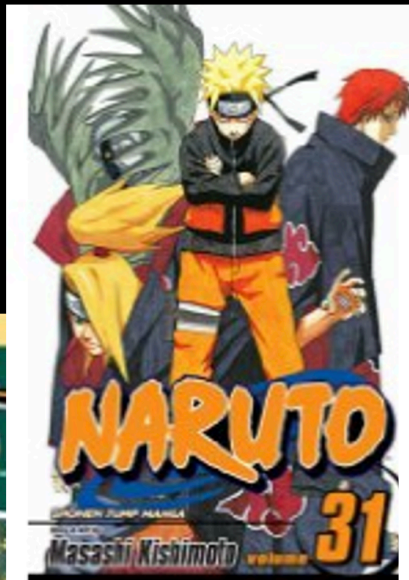
- Iconic characters
  - Sense of place
  - Wordless panels and aspect to aspect transitions
  - Subjective motion
  - Emotionally expressive effects
  - Small real world details
  - Variety of character designs and archetypes
  - Genre maturity
- “...all of these techniques amplified the sense of reader participation in manga, a feeling of being part of the story, rather than simply observing from afar.”

# Genres and Themes

- Same genres of literature and film as U.S. (action, comedy, romance, sci-fi, etc) as well as cross-genre
- “Shakespearean quality”
- Four main target audiences
  - Shonen – boys’ manga (full of action)
  - Shojo – girls’ manga (full of relationships)
  - Seinen – mens’ manga (darker)
  - Josei – womens’ manga (down-to-earth)
- But both genders read across boundaries, especially in schools!



# Shonen

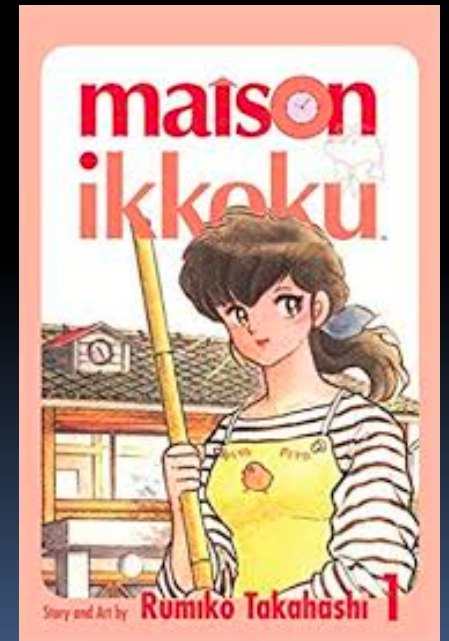
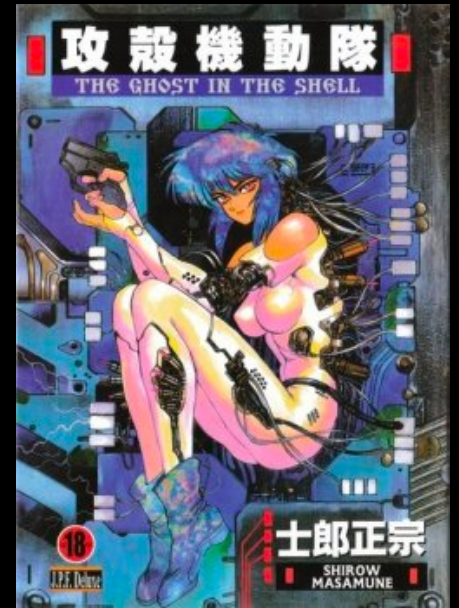
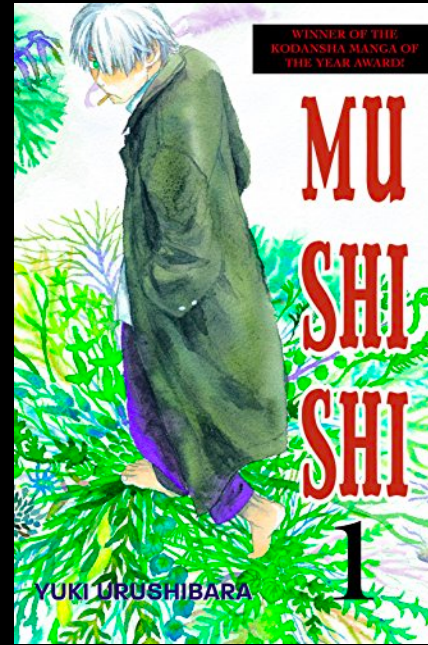
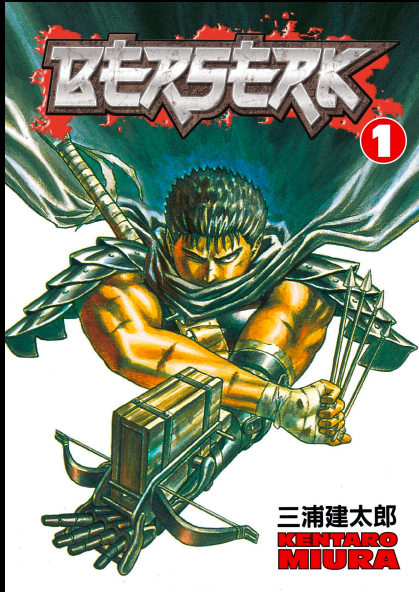


# Shojo

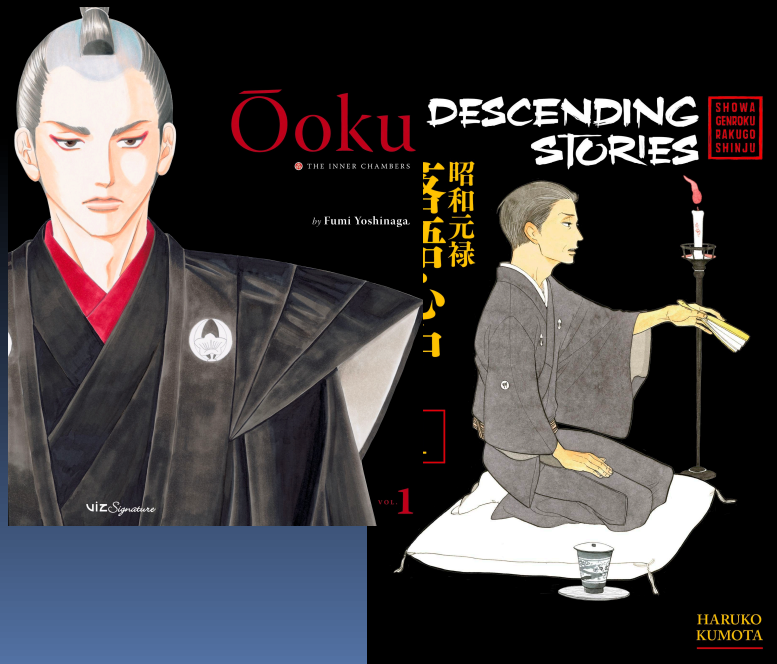
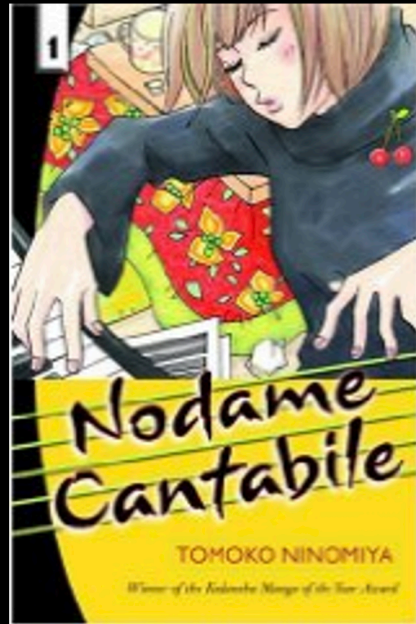




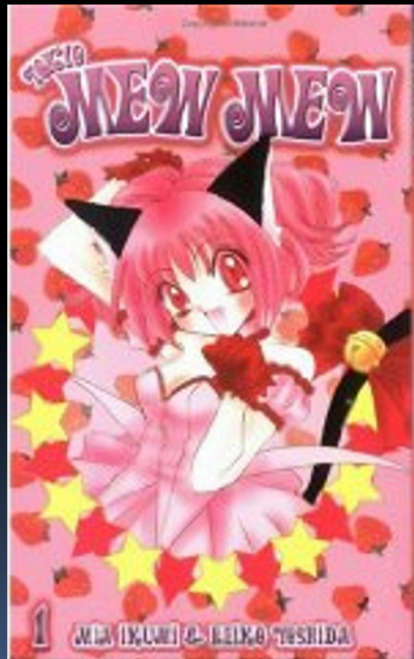
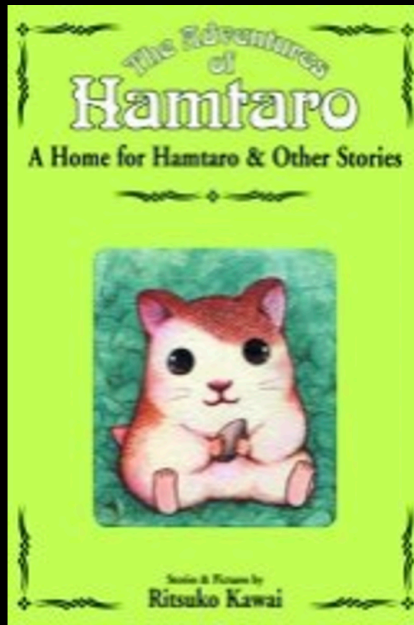
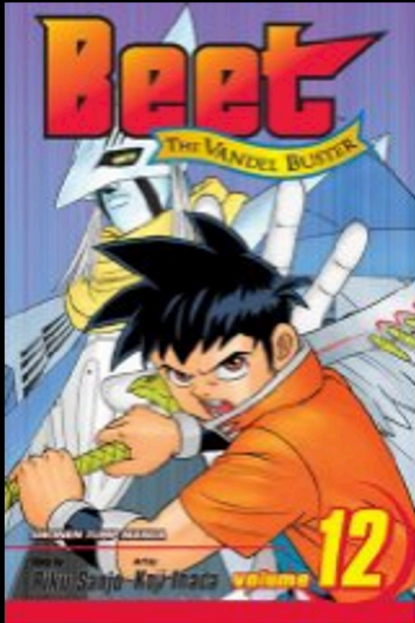
# Seinen



# Josei (Redikomi)



# Kodomo



# Words to Know

- Mecha: comics with giant robots and mechanized vehicles
- Sentai: comics where a team of people is the hero
- Isekai: comics where main character transported to another world
- Bishonen/Bishojo: main character is gorgeous boys/girls
- Shounen-ai or Yaoi: "boys love" or gay relationship drama
- Shoujo-ai or Yuri: "girls love" or lesbian relationship drama
- Fan service: no direct relevance to the story or character development but for the purpose of pleasing fans, typically panty shot or scantily clad characters
- Ecchi: mild to moderate sexual humor
- Hentai: explicit sexual content i.e. pornography
- Dojinshi: self-published manga
- Light Novel: text novel with illustrations
- Visual Novel: type of game with illustrations and text, where you choose for a character
- Kawaii – Japanese word for cute
- Moe – Japanese word for the feeling that cuteness evokes



# Is it “manga” if it’s not from Japan?



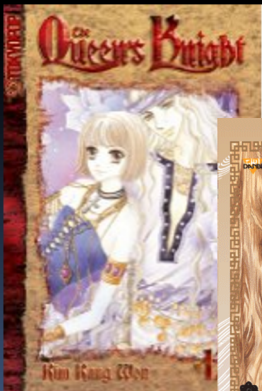
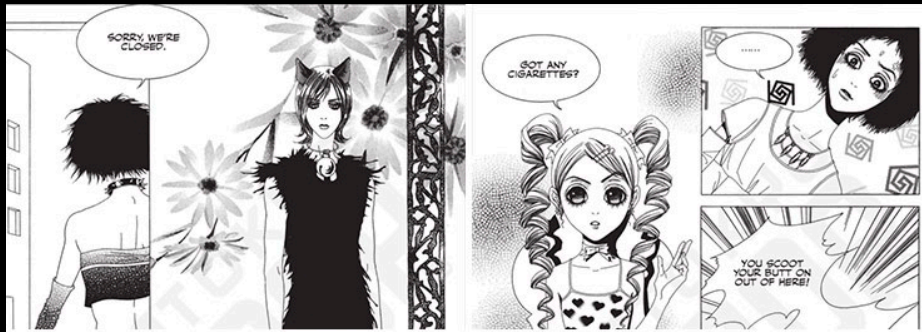
## 10 MANGA FEATURING BLACK CHARACTERS TO READ NOW



Noir Caesar Entertainment, LLC



# Manhwa



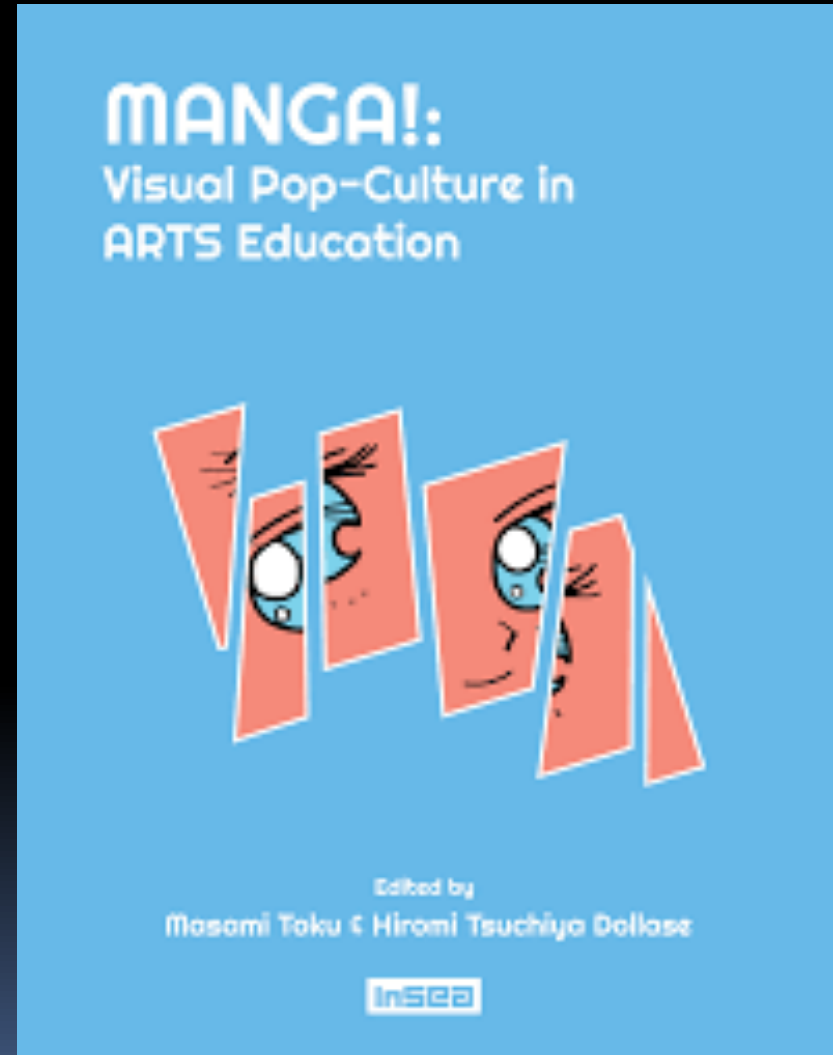
# Manga Literacy

- Why use manga?
  - High interest
  - A lot of information
  - Information not as centralized
- A chance to recognize people's "hidden" information skills
- An opportunity to practice skills applicable to multiple settings



# Teaching With Manga

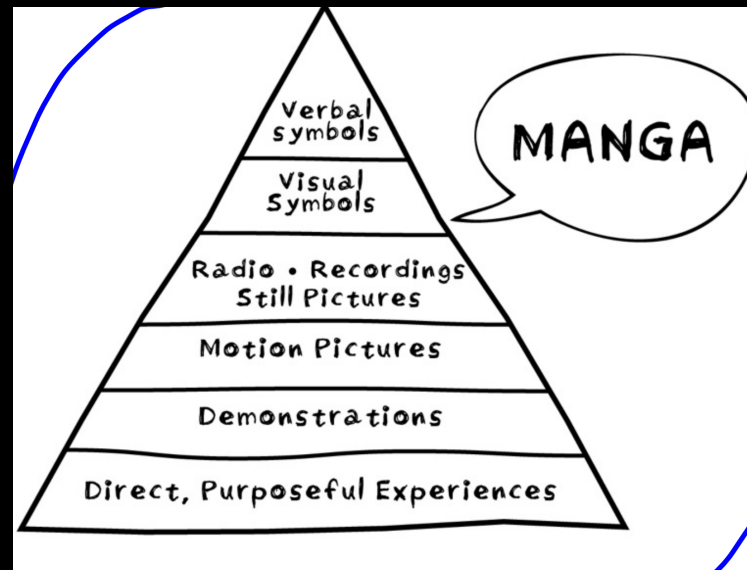
- Teaching art
- Teaching narratives
- Teaching culture
- Teaching history
- Teaching anything



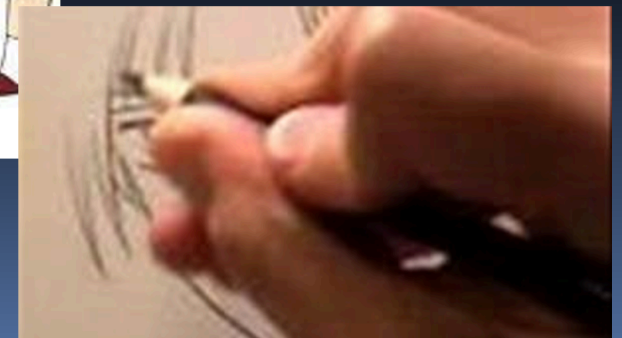
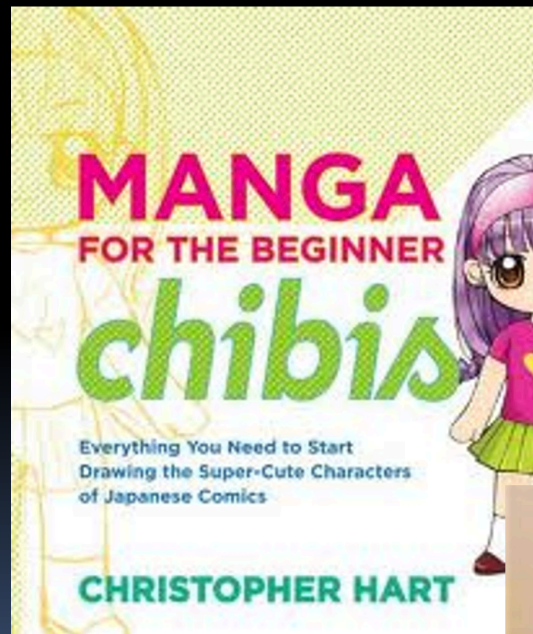


# Teaching art

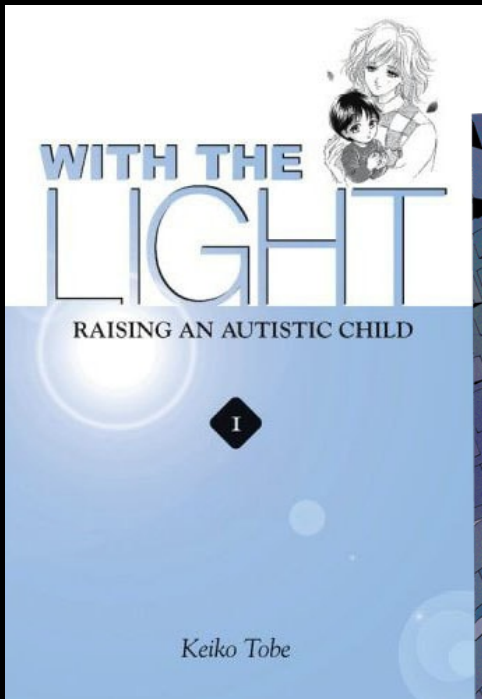
- Why do the characters seem to suddenly become kids?
- What do sweat drops and nosebleeds mean?
- Manga's unique expressive style in images, panels, and language (Fusanosuke Natsume)



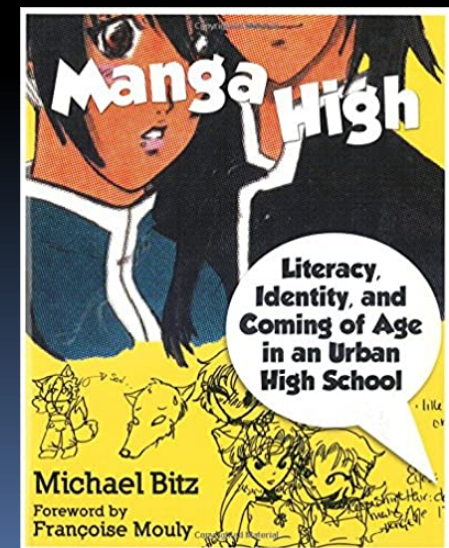
From Osamu Sahara, based on Edgar Dale's "Cone of Experience"



# Teaching Narratives



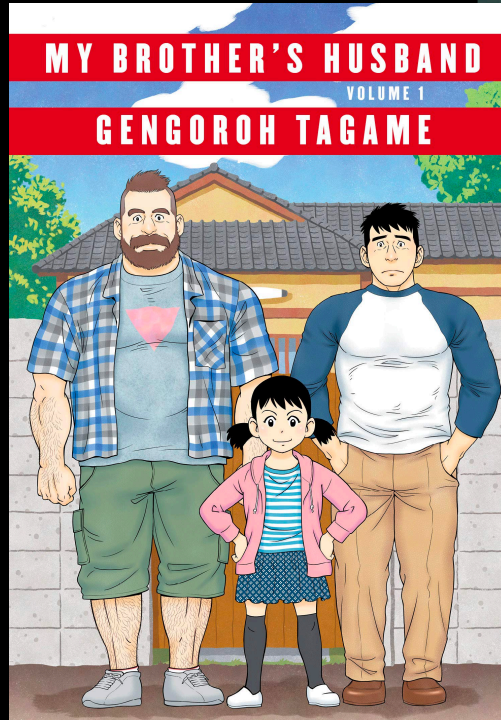
- Combining visuals and texts to communicate complex ideas
- Constructing a one or two page comic “vignette” about an experience



# Teaching Culture

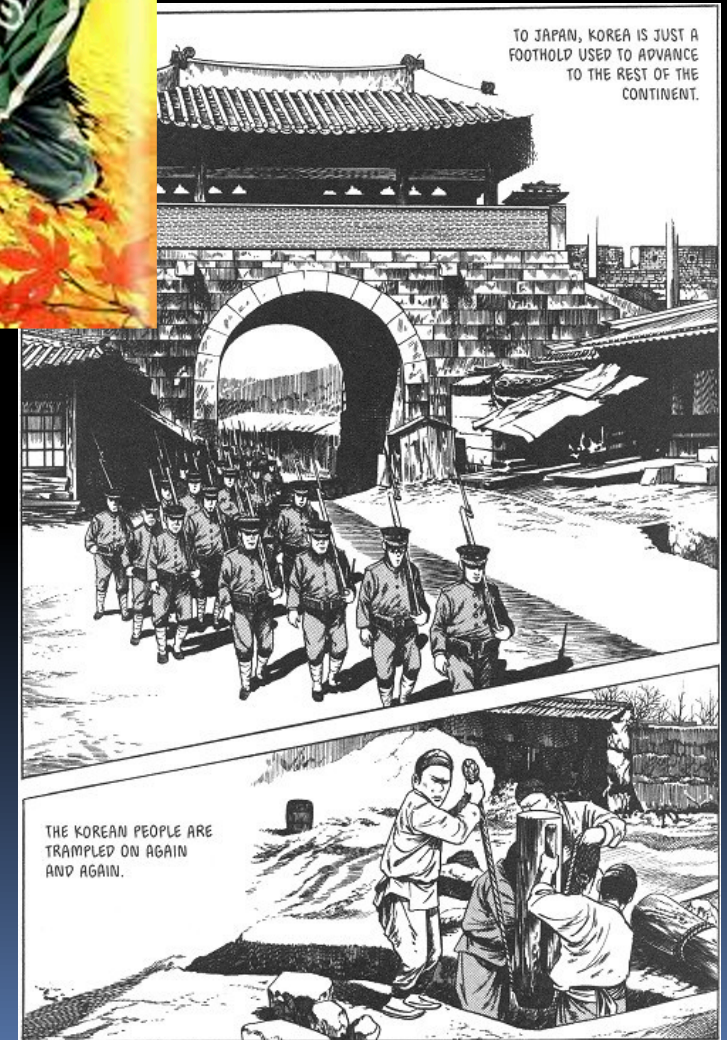
- Aspects to note
  - Furniture
  - School Customs
  - Clothing
  - Folklore
  - Religion
  - Foods
  - Etiquette
  - Geography
  - Landmarks
  - Sounds
  - Seasonal clues
  - Feelings
  - Perseverance
  - Social problems

From Gilles Poitras

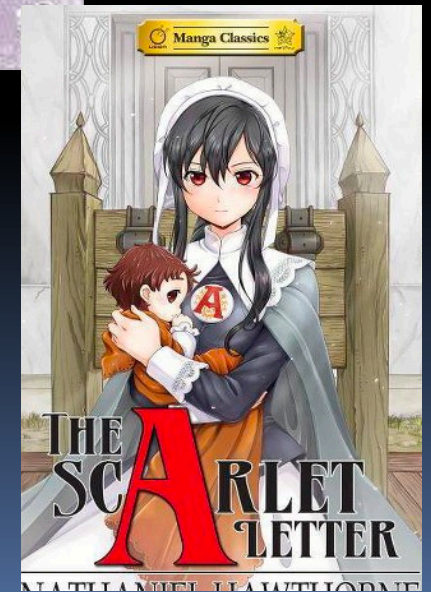
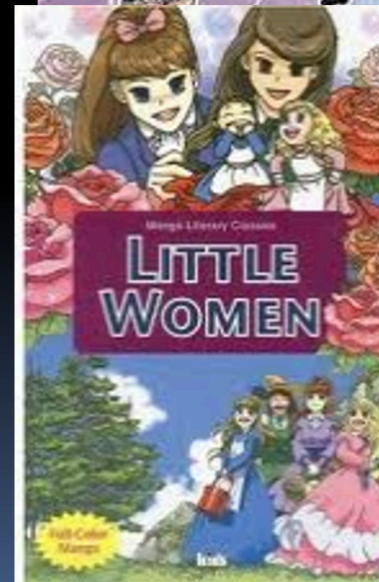
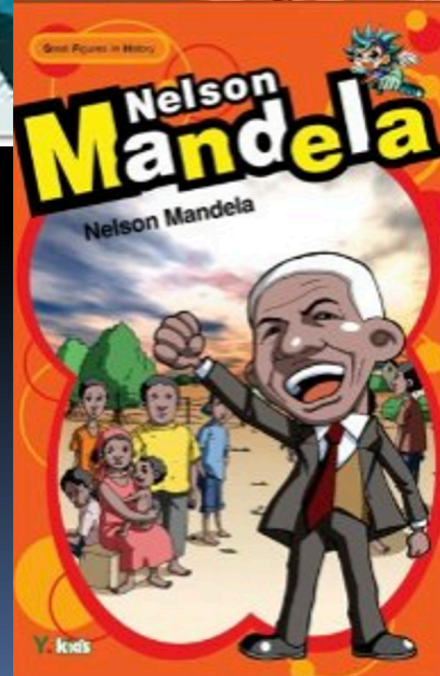
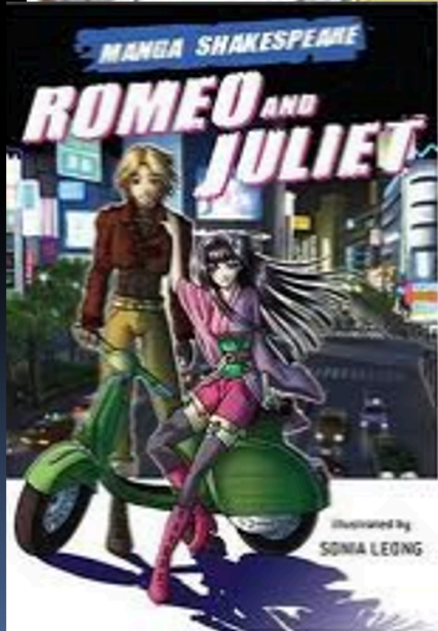
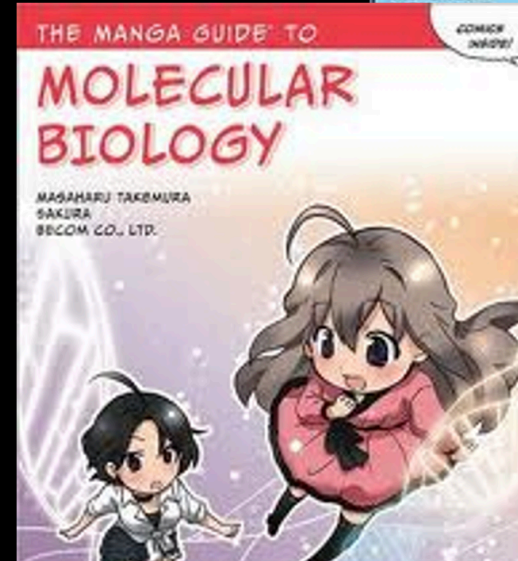
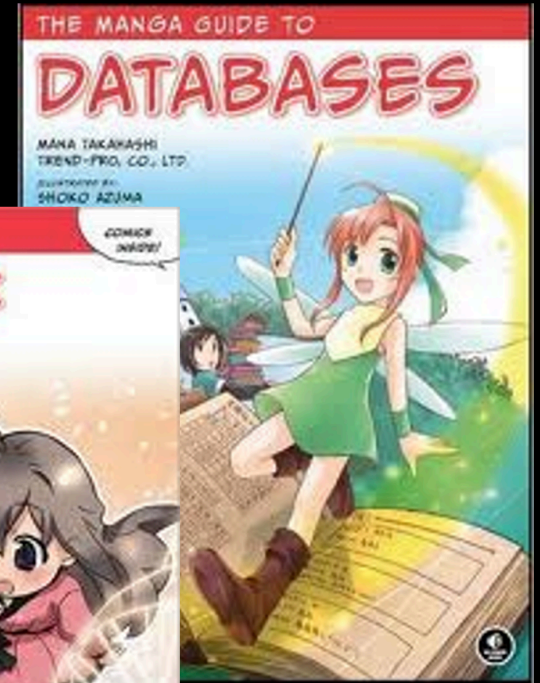


# Teaching History

- Ancient Japan
- 19<sup>th</sup> and 20<sup>th</sup> Century



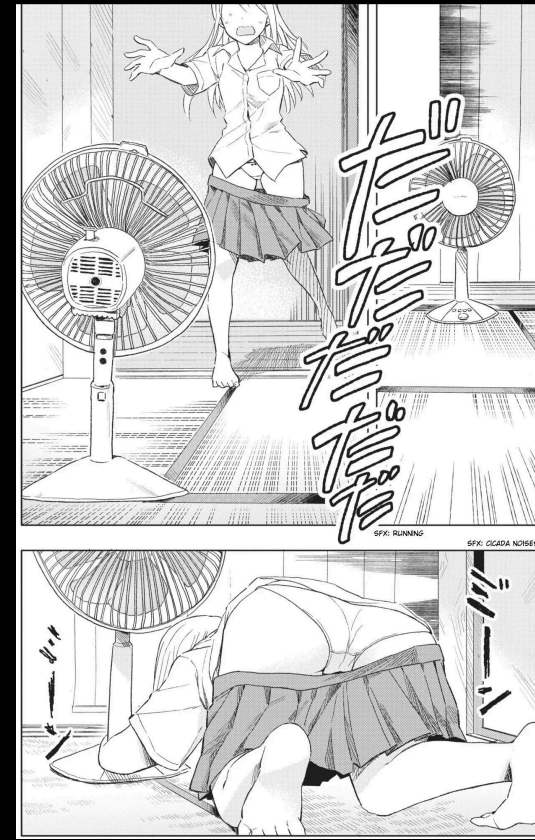
# Teaching Anything



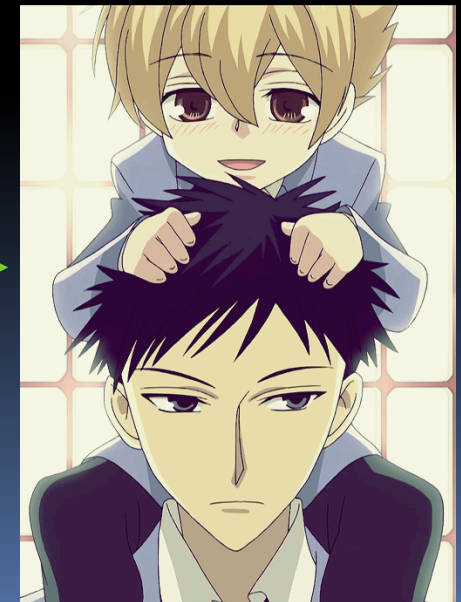
# Applying the info lit process

- Task Definition
  - What manga should we add to our library?
  - Give some guidelines (budget, age range)
- Information Seeking Strategies
  - Encourage the use of in person, print, and online resources
- Location and Access
  - Other readers, librarians, booksellers
  - Manga magazines and other manga volumes
  - Websites, website, websites
- Use of Information
  - Listen and read, considering the guidelines
- Synthesis
  - Present recommendations to librarian/teacher
- Evaluation
  - Was the process efficient?
  - After the manga go into the collection, are they being read? Are there different ideas about your collection to consider in the future?

# But what about...

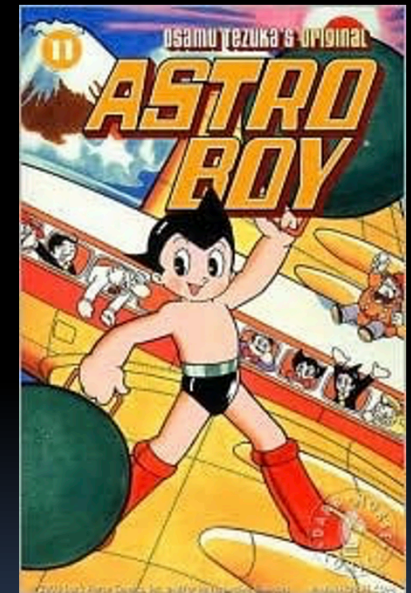


What school grade are these characters' in?



# Supporting Manga: Building a Collection

- Let the patrons tell you
- Notice what's on Crunchyroll, Netflix & Hulu
- Visit the bookstore and the comic store
- Browse publishers' websites
- Collect e-newsletters
- Peek at scanlation sites – if can't find info
- Check with other libraries and librarians
- Always scan before you put on the shelf!
- Consider a four volume limit
- Be prepared to discuss and even teach culture differences





# What the Future Holds



- “Keito has a “manga mind,” capable of understanding context, supplying missing information, and interpreting word and image as one.” (Daniel H. Pink, “This is Your Brain on Manga”, *Wired*)
- Visual texts are increasingly important for our children to interpret and analyze.
- The manga style has influenced and will continue to influence visual storytelling, inspiring new generations of human expression.

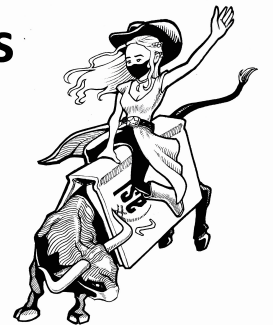
# Join us for



The 49th Annual Conference of the International Association of School Librarianship  
The 24th International Forum on Research on School Librarianship

**July 12-16, 2021 - Broadcasting virtually from Denton, Texas**

For more information visit <https://iasl2021.unt.edu/>



## Register Now for January's Webinar!

Learning Environments: Best Practices for Today - Hosted by Dr. Barbara Schultz-Jones

Wednesday, January 20, 2021 at 7pm

Registration: <https://unt.zoom.us/meeting/register/tJUlf-yurzstG93t8DDQR8-uB23H9UQoBDtz>

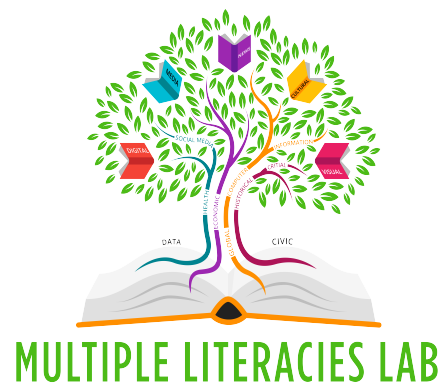
Check out full calendar of past and future Living Multiliteracies events [here](#)



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