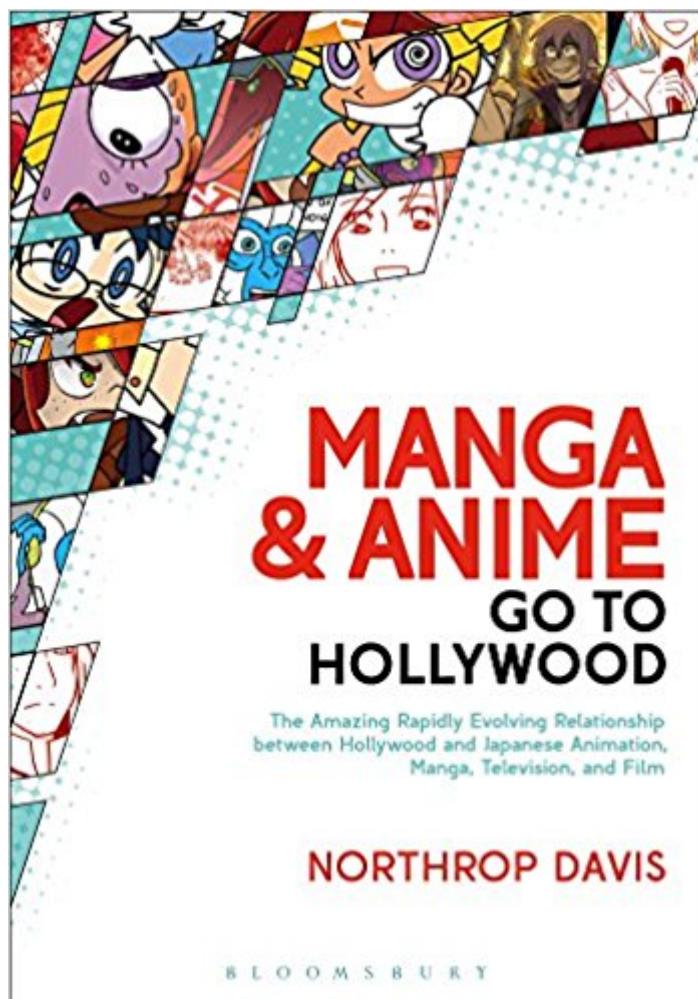


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# Manga And Anime Go To Hollywood



## Synopsis

The media industries in the United States and Japan are similar in much the same way different animal species are: while a horse and a kangaroo share maybe 95% of their DNA, they're nonetheless very different animals-and so it is with manga and anime in Japanese and Hollywood animation, movies, and television. Though they share some key common elements, they developed mostly separately while still influencing each other significantly along the way. That confluence is now accelerating into new forms of hybridization that will drive much of future storytelling entertainment. Packed with original interviews with top creators in these fields and illuminating case studies, *Manga and Anime Go to Hollywood* helps to parse out these shared and diverging genetic codes, revealing the cross-influences and independent traits of Japanese and American animation. In addition, *Manga and Anime Go to Hollywood* shows how to use this knowledge creatively to shape the future of global narrative storytelling, including through the educational system. Northrop Davis paints a fascinating picture of the interrelated history of Japanese manga/anime and Hollywood since the Meiji period through to World War II and up to the present day - and even to into the future.

## Book Information

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## Customer Reviews

"For some time now, there has been a bi-directional pop-culture mind-meld going on between Japan and America. In this lavishly illustrated book, Northrop Davis uses his industry insights and shines new light on the remarkable relationship between manga/anime and Hollywood. Kudos for a book both educational and entertaining!" - Frederik L. Schodt, award-winning author of *Manga! Manga!*:

The World of Japanese Comics and other books on Japan"Fans all over the world, in the West and in Japan, make comparisons between American cartoons and comics and Japan's anime and manga. Northrop Davis has given the debate a new focus. As an academic with one foot in Hollywood and a deep appreciation of Japanese graphics, he's brought together his experience as a writer, comic creator, teacher and passionate otaku in a book that mixes American student art with Japanese industry interviews, facts and figures with fun and a spirit of exploration. This engaging book shows what a fresh outlook can bring to the longest-running debate. It's both an interesting assembly of information and an enjoyable read." - Helen McCarthy, author of *A Brief History of Manga and The Anime Encyclopedia: A Century of Japanese Animation*"In this educational and engaging book, Davis (media arts, Univ. of South Carolina) examines the elements and influences Japan's manga and the comics, animation, and movies of the US have in common. Although these media industries developed separately, they have exerted considerable influence on each other. In both Japan and the US, there is a close relationship between pop culture and graphics, and that relationship has resulted in new forms of media, storytelling, and creative expression - a sort of hybrid media industry that combines the highly successful models of Hollywood and Japan. In addition to creative and artistic influences, Davis considers the roles of business culture and legal culture (e.g., rights management and contractual obligations). The book is richly illustrated with examples of manga, anime, and adaptations to US television and movies. Especially enlightening are the interviews with media-arts professionals and the case studies that reveal the impact of collaborations between the Japanese and US entertainment industries. The book concludes with a discussion of the future of the hybrid media arts and a glossary of common terms in the industry. Summing Up: Recommended. All readers." - CHOICE

Northrop Davis is Associate Professor of Media Arts, teaching Manga/Anime Studies and Screenwriting, at the University of South Carolina, USA. As a professional screenwriter, Davis has sold projects to Warner Brothers, Fox, and Sony/Columbia studios that he wrote as screenplays, and he is a member of the Writers Guild of America, West. Among his awards and grants from the University of South Carolina, he received the prestigious Michael J. Mungo Undergraduate Teaching Award and in 2015 was named a Breakthrough Star, awarded to those who demonstrate "phenomenal commitment" to their fields.

I got this book a few months ago & have been enjoying it ever since. Whether you are a Manga & Anime Veteran, or know nothing about it all, you will learn cool stuff on every page.

Manga & Anime Go To Hollywood is a total instant classic. I love the Clint Eastwood pics. Also great Wachowski section.

This is a great book on a timely subject. It is comprehensive, fast-paced, and clearly written. The copious illustrations, mostly in color, are very well presented. Technical treatment and assembly are first-rate, with ample definitions, a glossary, and endnotes. While the focus is on a historical overview of the hybridization of the media and the cross-fertilization between East and West, there is a very welcome section on the actual business of producing manga and anime and the hows and whys of pitching a project to publisher and studio. But whether you want to make manga and anime or just learn what all the fuss is about, this is the book for you.

Davis' book is packed with information about the long history of connections between Hollywood and Japan and is a fantastic and interesting resource for anyone interested in Manga, Anime, or Film. In addition to an interesting read, you're also treated to some great illustrations and photos, including several pages of Manga from Davis' own students. Highly Recommended

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