

What's



Manga?



— An Introduction to Japanese Comics —



Kyoto International Manga Museum

Kyoto Seika University International Manga Research Center

Prologue	1
Introduction	9
Introducing the catracters	10
About the setting of this story: The Kyoto International Manga Museum	11

Chapter 1 When did manga begin? 15

Edo-giga as a pre-history of manga	20
Special lecture! How we understand manga history and its beginnings – On the origins and definition of “manga”	26
Manga Media Timeline	28
 More Manga Studies with Dr. Neko 1 Developments in digital media ...Saika Tadahiro	34

Chapter 2 Who reads manga? 35

Life-long manga reading!? The manga magazine catalog	40
 More Manga Studies with Dr. Neko 2 The role of magazines now ...Yoshimura Kazuma	46

Chapter 3 How to make manga 47

How manga is made – An example from the 1990s when print manga was at its height	54
A cultural tradition that creates new artists	57
Learn more! Recommended selection of manga to understand how manga are made	59
 More Manga Studies with Dr. Neko 3 Manga production, distribution, and readership changes in the digital age ...Ogawa Tsuyoshi	60

Chapter 4 Manga conventions 61

A comparison of manga expressions against a bust of Brutus	64
There's more! Manga conventions: Speech bubbles and panels	68
Symbolic representation of characters	73
 More Manga Studies with Dr. Neko 4 About "manga expression theory" – What are conventions sustained by? ...Iwashita Hosei	74

Chapter 5 Are manga artists rich? 75

Where manga profits end up!	80
The manga industry in numbers / The expansion of digital manga publishing	83
 More Manga Studies with Dr. Neko 5 Masterpieces reborn over and over again!! ...Omote Tomoyuki	84

Chapter 6 The diversifying ways to enjoy manga 85

Popular characters that jump off the page	88
Characters that readers can build on	90
 More Manga Studies with Dr. Neko 6 The biggest joy: Food! Overseas manga fans gather after the pandemic ...Jessica Bauwens-Sugimoto	92

Chapter 7 Is manga read all around the world? 93

From Japan to the world, from the world to Japan	99
Japanese manga's global spread	100
Manga transcending borders	102
 More Manga Studies with Dr. Neko 7 Foreign comics in Japan ...Inomata Noriko	104

Chapter 8 What kind of comics and manga exist around the world? 105

World comics and manga showcase	108
 More Manga Studies with Dr. Neko 8 Pirated copies and <i>Mangamura</i> ...Yoo Sookyung	112

True story! The people behind Curator Meow 119

Exploring the Kyoto International Manga Museum's building!	120
True story 1. Library material preservation and use	123
True story 2. Protecting genga!	126
 More Manga Studies with Dr. Neko 9 What it means to "archive" manga ...Ito Yu	128
True story 3. Workshop planning	129
True story 4. Creating "practical" manga	130
True story 5. Hosting events	132
 More Manga Studies with Dr. Neko 10 Events planned by the museum directors ...Oya Yasunori	134
True story 6. Exhibition planning	135
 More Manga Studies with Dr. Neko 11 Manga exhibitions at the Kyoto International Manga Museum ...Kuramochi Kayoko	140

Main references and websites	141
Conclusion	143

