



## Japanese Media Cultures in Japan and Abroad: Transnational Consumption of Manga, Anime, and Media-Mixes

Guest Editor:

**Dr. Manuel Hernández-Pérez**

School of Arts, Media and  
Creative Technologies Quays,  
University of Salford, Manchester,  
MediaCity, UK B4, Orange Tower,  
Salford M50 2HE, UK

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### Message from the Guest Editor

Dear Colleagues,

Japanese Media-Mixes generate multimillion-dollar revenues, being a product of international synergies and the natural appeal of its characters and stories. The media-mix based production models, manga (Japanese comics), anime (Japanese animation) and video games are not necessarily products designed for the national market. More than ever, it is necessary to reconcile national and transnational positions for the study of this cultural production.

We would like to invite researchers to submit their contributions to a Special Issue of *Arts*. These discussions will be aligned to the analysis of Japanese Popular Cultural flows with special emphasis on manga, anime and video games. Some of the questions that can be addressed in this Special Issue, including, but not limited to:

- studies on audiences: national and transnational case studies
- fandom production and otaku culture
- relationship of Japanese popular culture and Japanese society
- anime and authorship: main figures
- cross-Media and transmedia perspectives



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Dr. Manuel Hernández-Pérez

*Guest Editor*

# Special Issue



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**Prof. Dr. Andrew M. Nedd**

Department of Art History,  
Savannah College of Art and  
Design, Savannah, GA 31402, USA

## Message from the Editor-in-Chief

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Arts Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

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