



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

Deadline for manuscript
submissions:

closed (30 April 2018)

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



mdpi.com/si/12673

Dr. Manuel Hernández-Pérez

Guest Editor

Special Issue



arts

IMPACT
FACTOR
0.5

an Open Access Journal by MDPI

Editor-in-Chief

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

Arts welcomes scholarly contributions that address fundamental issues in the arts, broadly conceived, from any meaningful perspective—theoretical, historical, interdisciplinary, and global. Submissions are expeditiously and rigorously reviewed by peers, in order to insure the highest scholarly standards. Because *Arts* is an online journal, articles reach their desired audiences more quickly and reliably than its print media peers. The future is digital, and *Arts* combines the stringent scholarly standards of traditional journals with the easy accessibility afforded by digitalization.

Author Benefits

Open Access: free for readers, with **article processing charges (APC)** paid by authors or their institutions.

High Visibility: indexed within **ESCI (Web of Science)**, and **other databases**.

Rapid Publication: manuscripts are peer-reviewed and a first decision is provided to authors approximately 30.8 days after submission; acceptance to publication is undertaken in 5.9 days (median values for papers published in this journal in the second half of 2025).

Contact Us

Arts Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/arts
arts@mdpi.com
[X@Arts_MDPI](https://twitter.com/Arts_MDPI)