

## Special Issue

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

### Message from the Guest Editor

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

### Guest Editor

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### Deadline for manuscript submissions

closed (30 April 2018)



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## About the Journal

### 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.

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