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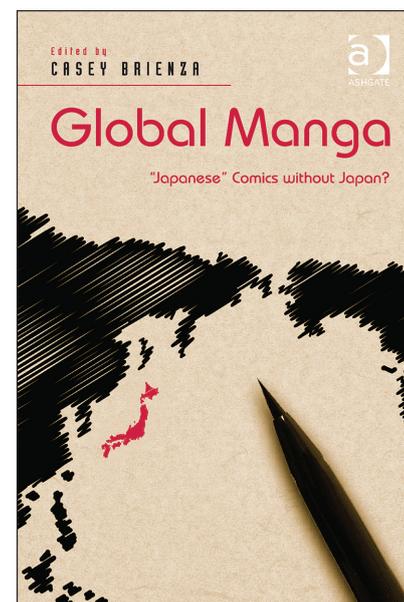
# Global Manga

'Japanese' Comics without Japan?

Edited by **Casey Brienza**  
City University London, UK

*'With respect to manga research, this volume appears groundbreaking in several regards. First of all, the suggestion to look beyond "Japan" challenges the alleged monopoly of Japanese studies in the matter in general and, in particular, the inclination of subsuming manga-esque graphic narratives under "Japanese popular culture" wholesale. Second, by engaging industry insiders and academia-based critics in an implicit dialogue on its pages, this volume indicates a timely direction for media studies. The inclusion of Southeast Asian and South American perspectives also deserves credit.'*

Jaqueline Berndt, Kyoto Seika University, Japan



Outside Japan, the term 'manga' usually refers to comics originally published in Japan. Yet nowadays many publications labelled 'manga' are not translations of Japanese works but rather have been wholly conceived and created elsewhere. This book takes seriously the political economy and cultural production of this so-called 'global manga' produced throughout the Americas, Europe, and Asia and explores the conditions under which it arises and flourishes; what counts as 'manga' and who gets to decide; the implications of global manga for contemporary economies of cultural and creative labour; the ways in which it is shaped by or mixes with local cultural forms and contexts; and, ultimately, what it means for manga to be 'authentically' Japanese in the first place.

**Contents:** Introduction: manga without Japan?, *Casey Brienza*;  
The Western Sailor Moon generation: North American women and feminine-friendly global manga, *Magda Erik-Soussi*; The manga style in Brazil, *Roberto Elísio dos Santos, Waldomiro Vergueiro and*

*Victor Wanderley Corrêa*; Scott Pilgrim vs. MANGAMAN: two approaches to the negotiation of cultural difference, *Aaron Pedinotti*;  
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On everyday life: Frédéric Boilet and the Nouvelle Manga Movement, *Tiago Canário*; An American manga artist's journey down a road less drawn, *David Blanchard*; Sporting the Gothic look: refashioning the Gothic mode in German manga trends, *Antonija Cavcic*; Constructing the mangaverse: narrative patterns in Marvel's appropriation of manga products, *Manuel Hernández-Pérez*; Pinoy manga in Philippine komiks, *Karl Ian Uy Cheng Chua and Kristine Michelle Santos*; Index.

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