

Научно-исследовательская работа

Иностранный язык

**Why is anime popular??**

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## **Introduction**

Did you know that anime is the most popular type of animation in the world? And the amount of cartoons is yearly produced, which we can classify as anime, is comparable to the total number of films being released around the whole world.

A logical question arises: "Why is anime so popular?"

To answer this question, we set the aim and the tasks.

### **The aim of the research is:**

to study and explain the phenomenon of anime popularity in the world.

### **The tasks of the research are:**

- to learn the history of the development of anime;
- to study the meaning of the word "anime";
- to explore genres and types of anime;
- to identify the difference between anime and animations from other countries;
- to conduct a survey of anime popularity among the student and teachers of Vzmakh School.

## **Main Part**

### **1. The History of the Development of Anime**

Animation in Japan began in the early 20th century. The oldest work in the field of animation in the history of Japan is considered to be a short animation "Moving Pictures" (only 50 frames), created by an unknown author in 1907. It depicts a young boy in a sailor suit who writes hieroglyphs from right to left, then turns to the viewer, removes his hat, and bows. This film was first found in 2005.

Then there was a ten-year break. Researchers do not know anything about what animated films were made in Japan until 1917.

In 1917, the first animated films began to appear, such as "The New Sketchbook", "The Dull Sword", "The Battle of the Monkey and the Crab" and in 1918 "Momotaro" (Momotaro is a popular character in Japanese fairy tales).

Their duration ranged from one to five minutes. All anime of the 20s have folklore motifs and are based on famous legends, fairy tales, folk songs. The films were silent and black and white. None of these films have survived.

In 1932, Masaoka Kenzo organized the first animation studio "Masaoka Film Production" and in 1933 made the first Japanese animated sound film "The World of Power and Women".

The wars that Japan has been involved in are also reflected in anime such as Private Norakuro's "Sunday Magic" and "Corporal Norakuro".

Anime military theme was replaced by color animated films. In 1958, "Toei Animation" releases Japan's first full-length color animated film "The Legend of the White Snake".

Over the years, the appearance of the characters has changed. In the anime "Astro Boy", which was created by Osamu Tezuka (he is called the "God of Manga"), the main character already has big eyes. It is believed that the fashion for big eyes began with the "Astro Boy" manga. Its author

Osamu Tezuka borrowed from Walt Disney and developed a style of using characters' large eyes to convey emotions.

For more than a century of history, anime has undergone significant changes, one might say, has changed beyond recognition. The 1990s and 2000s were a time of widespread acceptance for anime outside of Japan.

## **2. The meaning of the word "anime"**

In Japanese, anime is written as “アニメ” (literally, “anime”) and is short for the word animation (アニメーション).

In Japanese transcription, the word “animation” is difficult and long to pronounce, and therefore it was replaced by the shorter and more familiar Japanese word "anime". Anime is a Japanese term for hand-drawn or computer animation that was produced just in Japan.

Outside Japan, anime is used to refer specifically to animation from Japan or as a Japanese-disseminated animation style.

## **3. The genres and types of anime**

Anime is a whole world that includes a huge number of genres and styles. Firstly, there is a division of anime by gender and age:

Kodomo is anime for children under 12 years old.

Shounen is anime intended for teenage boys (12 to 18 years old).

Shojo is anime intended for teenage girls (12 to 18 years old).

Seinen is anime intended for men over the age of 18.

Josel is anime intended for women over the age of 18.

There are a lot of traditional anime genres. For example, Apocalyptic, Action, Martial arts, Harem, Reverse harem, Detective, Dobutsu, Drama, Idols, Isekai, Historical, Comedy, Cyberpunk, Maho-shojo, Mecha, Mystic, Otaku, Parody, Parapsychology, Everyday life, Post-Apocalyptic, Adventures, Psychological, Romance, Spokon, Steampunk, Sentai, Tokusatsu, Thriller, Horror, Fantasy, Action and others.

As one can see, many of them are familiar from films and books, such as Action, Comedy, Thriller, Horror, Drama, Fantasy and others. However, a

part is characteristic exclusively for manga and anime, these are Dobutsu, Isekai, Maho-Shojo, Mecha, Sentai, Tokusatsu and others.

#### **4. The difference between anime and animations from other countries**

There are a few differences between anime and animations from other countries:

1) the cartoons of other countries are intended mainly for viewing by children, however most of the produced anime is designed for teenage and adult audiences, and largely due to this they have a high popularity in the world;

2) anime is also distinguished by the characteristic manner of drawing characters and backgrounds;

3) another difference is that it is manga and computer games that become the basis for creating anime, and not vice versa.

Currently, cosplay is inextricably linked to anime. Cosplay derives from the English costume play - "costume game". Cosplay is more than just putting on a costume. Cosplay embodies sympathy for the character. Cosplayers like to get into character and play certain characters. The army of cosplayers is numerous (there are clubs, meetings and festivals).

Such a variety of genres "for every taste" not only provides anime with a target audience "from young to old", but also arouses interest outside of Japan. All these factors makes anime even more popular.

#### **5. The survey of anime popularity**

A survey was conducted of anime popularity among the students and teachers of Private School Vzmakh. The survey involved 27 people.

The survey found:

100% know what anime is and 77.2% watch anime;

41% watch anime once a month, 11% watch anime at weekends, 11% watch every day, 15% watch anime once a week and 22% don't watch anime but want to start.

To the question "What is your favorite anime?" varied responses were received. This confirms that everyone can find what they like.

Do you know what is "anime"?

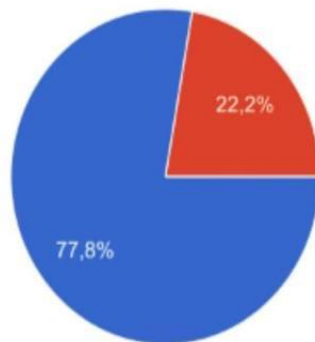
27 ответов



- Yes
- No

Do you watch anime?

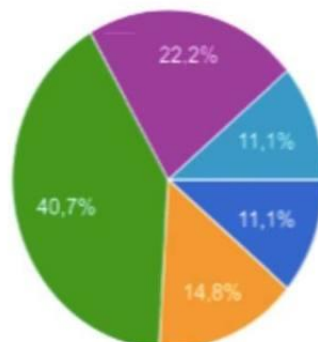
27 answers



- Yes
- No

How often do you watch «anime»?

27 answers



- every day
- on weekends
- once a week
- once a month
- I don't watch, but I want to start

## **Conclusion**

Analyzing the information above, we can assume that such a great popularity of anime around the world is based on the fact that anime has a wide variety of genres and is designed not only for children, but also for teens and adults, that is anime captures all age groups.

Anime is no longer limited to animated films. This is both art and culture, which includes manga, computer games, cosplay and all kinds of anime products.

As it follows from the survey on the popularity of anime, most people know what anime is and watch anime.

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