



CITS



京都国際マンガミュージアム
KYOTO INTERNATIONAL MANGA MUSEUM

Intercultural Crossovers, Transcultural Flows: Manga/Comics

2010, Sept. 30 - Oct. 2

International Conference

organized by Jaqueline Berndt (Kyoto Seika University), Franziska Ehmcke (University of Cologne), Bettina Kümmerling-Meibauer (University of Tübingen) and Steffi Richter (University of Leipzig), in cooperation with the Japan Foundation (Japanisches Kulturinstitut), the Center for Intercultural and Transcultural Studies, University of Cologne and the International Manga Research Center, Kyoto Seika University

Conference venue: Cultural Institute of Japan, Cologne (www.jki.de)

Program

Thursday, 30 September 2010

Registration 11.30-13.00
Welcome 13.30-14.00

Paper Presentation 1: Ph.D. Students Workshop

chair: Jean-Marie Bouissou (Paris, France)

- 14.00-14.35 Felix Giesa (Cologne, Germany) & Jens Meinrenken (Berlin, Germany): *20th century toy, I wanna be your boy: Character and identity in Urasawa Naoki's "20th Century Boys"*
- 14.35-15.10 Verena Maser (Nürnberg-Erlangen, Germany): *Love between girls in the graphic arts: A comparison between yuri and the webcom "Yu+Me: dream"*
- 15.10-15.20 Break
- 15.20-15.55 Nele Noppe (Leuven, Belgium): *Translating the visual languages of Japanese fan comics and North American and European fan art*
<http://nelenoppe.net/fanficforensics/blog/1>
- 15.55-16.30 I-Wei Wu (Heidelberg, Germany): *A flow of satirical pictorials in East Asia: The case of "Shanghai Puck" and "Tokyo Puck"*

16.35-17.00 Break: Coffee

Paper Presentation 2: Manga in Asia outside Japan

chair: Franziska Ehmcke

17.00-17.35 Helmut Vittinghoff (Cologne, Germany): *Chinese Comics: Amusement or/and propaganda?*

17.40-18.15 Ulrike Niklas (Cologne, Germany): *Amara Chitra Katha and modern Indian middle class*

18.15-19.00 Break: Snack

Keynote Lecture

chair: Bettina Kümmerling-Meibauer

19.00-20.00 Frederik Schodt (San Francisco, United States): *Creation of a manga-comic hybrid*

Reception at the Cultural Institute of Japan, Cologne

Friday, 1 October 2010

Paper Presentation 3: Historical perspectives on manga

chair: Steffi Richter

09.30-10.15 Ronald Stewart (Hiroshima, Japan): *“Manga” as a form of “Western” resistance against traditional Japanese Expression: Kitazawa Rakuten and the early discourse on “manga”*

10.15-11.00 Pascal Lefèvre (Leuven, Belgium): *The mischief gag comic, an international phenomenon: Yokohama Ryuichi’s “Fuku-chan” and its friends in Europe and the Americas*

11.00-11.15 Short Break

Paper Presentation 4: “gekiga” movement revisited

chair: Jaqueline Berndt

11.15-12.00 Roman Rosenbaum (Sydney, Australia): *From the national to the transcultural: Tatsumi Yoshihiro’s “gekiga”*

12.00-12.45 CJ (Shige) Suzuki (Bethlehem, PA, United States): *Tatsumi Yoshihiro and the gekiga movement in the global sixties*

12.45-13.45 Lunch

Paper Presentation 5: Transmedial and transcultural aspects 1

chair: Thomas Becker

13.45-14.30 Maheen Ahmed (Bremen, Germany): *Hybrid methodology for La Nouvelle Manga*

14.30-15.15 Elisabeth Klar (Wien, Austria): *Mutants and machines: The body in European and Japanese erotic comics*

15.15-15.30 Short break

Paper Presentation 6: Transmedial and transcultural aspects 2

chair: Pascal Lefèvre

15.30-16.15 Thomas Becker (Berlin, Germany): *Premedialisation as symbolic capital in the intercultural communication of graphic arts*

16.15-16.45 Bettina Kümmerling-Meibauer (Tübingen, Germany): *Manga/comic hybrid forms in picturebooks*

16.45-17.15 Break: Coffee

Paper Presentation 7: Manga in Europe

chair: Jean-Marie Bouissou

17.15-18.00 Marco Pelletteri (Trento, Italy): *Manga in Europe: A short study of market and fandom*

18.00-18.45 Paul Malone (Waterloo, ON, United States): *Transcultural hybridization in home-grown German manga*

18.45-19.00 Break

19.00-20.00 Panel Discussion with female German *mangaka*: Christina Plaka, Anne Delseit & Martina Peters

Dinner (restaurant, just for speakers)

Saturday, 2 October 2010

Workshop:

Transculture, Transmedia, Transgenre: NARUTO challenging Manga/Comics Studies

The sort of manga, which dominates the perception of Japanese comics worldwide in the early 21st century, is hardly to be characterized by *intercultural* relations, that is, exchanges between discrete entities. Mainstream manga today are, first and for all, shaped by and engaged in *transcultural* flows. Whereas previously, American comics, bande dessinée and manga retained an obvious distinctiveness for both artists and readers, nationally defined styles and narratives have been losing significance under the conditions of globalization and information society. This situation raises, at least, three issues: first, whether the intercultural is actually replaced by the transcultural or rather supplemented; second, whether the cultural is confined to the national, or how the national relates to the regional, local and subcultural, which also applies to trans/gender; third, how the transcultural is facilitated by recent transmedia flows which call the very identity of comics into question. This workshop focuses on one representative work, or more precisely, franchise: *NARUTO*.

9.30-9.40 Introduction: Steffi RICHTER (chair)

Part 1: A Media Product and its Crosscultural Mediators

- 9.45-10.05 Radek BO_A_EK (Warsaw, Poland): *NARUTO on the Polish comics market: Observations from the perspective of a (researching) publisher*
- 10.05-10.25 OMOTE Tomoyuki (Kyoto, Japan): *NARUTO as a typical weekly-magazine manga*
- 10.25-10.45 IT_ G_ (Tokyo, Japan): *Particularities of boys' manga in the early 21st century: How NARUTO differs from Dragon Ball*
- 10.45-11.15 Zoltan KACSUK (Budapest, Hungary): *Subcultural entrepreneurs, path dependencies and fan reactions: The case of NARUTO in Hungary*
- 11.15-12:00 Discussion
- 12.00-13.00 Lunch

Part 2: National 'Odor'

- 13.00-13.20 YAMANAKA Chie (Echizen, Japan): *NARUTO as a manhwa: On the reception of Japanese popular culture in the Republic of Korea*
- 13.20-13.40 Franziska EHMCKE (Cologne, Germany): *The tradition of the naruto motif in Japanese Culture*
- 13:40-14:10 Discussion

Part 3: Gendered Readership

- 14.15-14.35 FUJIMOTO Yukari (Tokyo, Japan): *Women in NARUTO, women reading NARUTO*
- 14.35-14.55 _GI Fusami (Dazaifu, Japan): *NARUTO as a transcultural narrative in North America: Uniting superheroes and women*
- 14:55-15:20 Discussion

Part 4: Beyond Comics

- 15.20-15.40 Martin ROTH (Leipzig, Germany): *Playing NARUTO: Gaming experience, databases and unit operations*
- 15.40-16.00 Jaqueline BERNDT (Kyoto, Japan): *NARUTO as a challenge to Comics Studies*
- 16:00-16:15 Coffee Break
- 16:15-17:00 Final discussion