

# How does Japanese anime positively and negatively affect the educational potential of young children in China.

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## Introduction-why it is important

With the development of globalization, more and more people are interested in Japanese anime. It is prevalence that everyone can easy to get access to various kinds of Japanese anime. there is a big issue that teenagers are also able to access to several Japanese anime that have unappropriated contents for teenagers. it is impossible to isolate Japanese anime from teenagers. it is necessary to let teenager and parents know that there are also positive affect that Japanese anime could bring to them. Instead of prohibiting teenager from watching Japanese anime. It will be more pragmatic to guide teenager and parents to appropriate anime and use Japanese anime in potential educational way. Although my topic is about the effect of Japanese anime on Chinese teenager, my audience will not be limited to Chinese teenagers and parents, and the educators. the website will also offer a idea of how visual material could benefit the normal literacy education, and what are the benefit that intercultural study could bring.

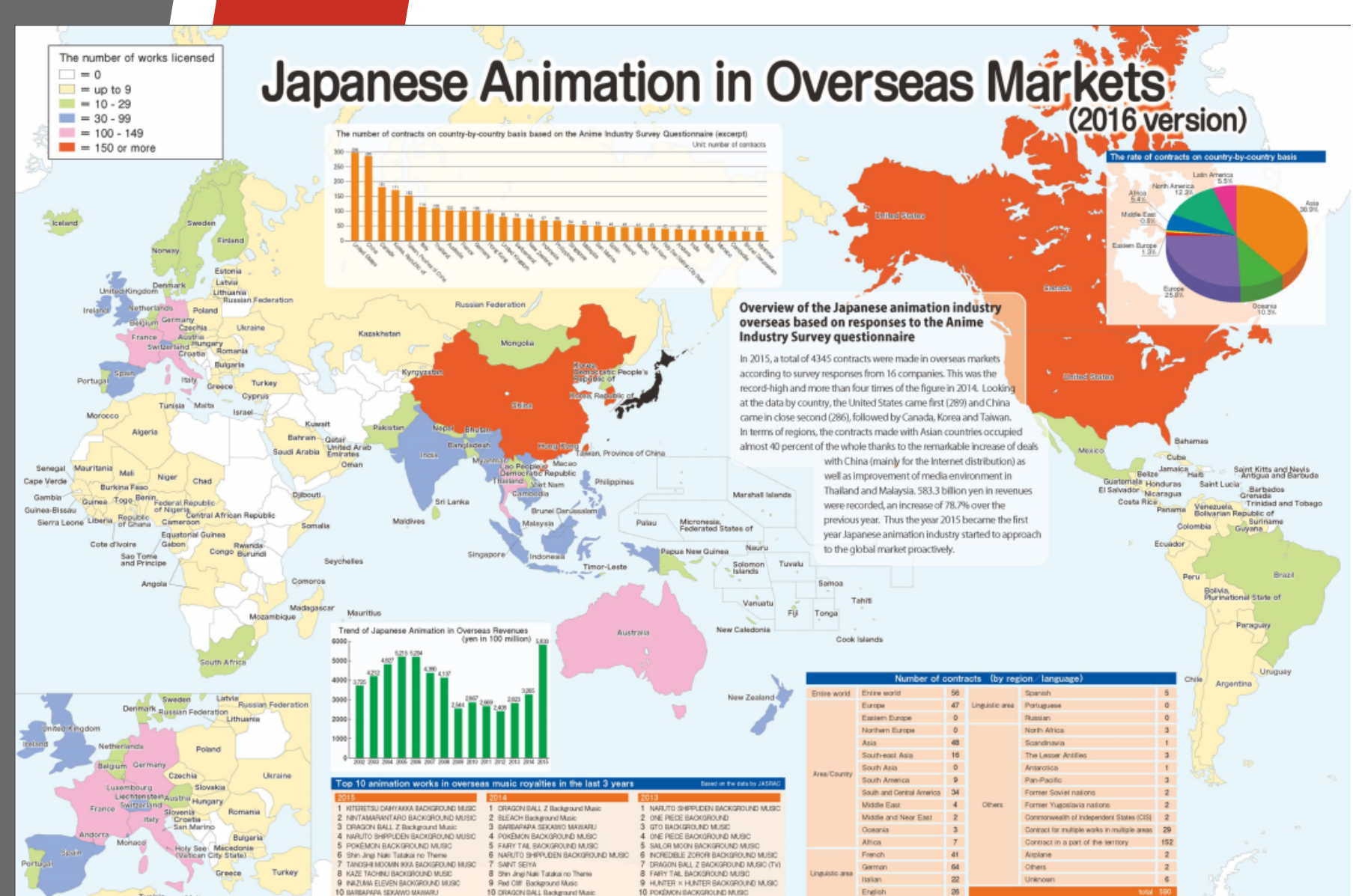


Figure1. Japanese animation in overseas markets based on questionnaire collected by the association of Japanese animation, The report on Japanese Animation Industry.

## Effect on Chinese teenagers

### Japanese anime language manifestation

Buzzword from Japanese anime film .

Moe 「萌え」 - means cute, and people who are pity, want to protect.

Control 「コン」 means extremely liked

Otaku 「オタク」 means people who like anime and manga.

Lolita-royal sister 「ロリータ」, natural stay, transsexuals, girl, faithful dog attack, soft sister.

. Teenagers are often very open for accepting knew words. These newly learned words from foreign anime allowed complexed feeling and mood to be express more easily. These newly adopted words enrich the expression in modern language. As a result, the communication became more efficient. These words alone with its the pop culture immersed so deeply in China such that these buzzwords appear even in the media and news. It changed the tradition Chinese language construction.

### Apparel

. Idea of beauty and fashion style is also influenced by Japanese anime. Many Japanese pop culture consumers like to cosplay the anime characters. Some people enjoy wearing Lolita, which represent a class of distinctive characteristic of the avatar. Others think Japanese high school uniform is extremely popular. Many schools in China today uses uniform designed in Japanese style. In addition, since Japan and China have similarity in culture background and in traditional custom, and some teenagers started to be interest in Chinese traditional culture, under the influence of Japanese anime and pop culture. People even started "Hanfu" movement, a movement in which a so-called authentic Han culture are to be revitalized.

### Characteristic

Teenagers are extremely strong in imitating behaviors they are exposed to. Their behaviors can be easily influenced by the culture. In China, most teenagers endure the high pressure of study, and high expectation from their parents. Many characters portrayed in Japanese anime possess positive characteristics that can influence teenagers in optimistic ways. In addition, anime is a good way to entertain and relax.

### Tourism to Japan -Anime" Pilgrimages"

. It has been estimated that more than 1 million people visit anime tourist spots each year. There are over 700 spots are extremely popular in Japan. Anime fans visit the spots for enjoying the same atmosphere with characters in the anime. Which provide the fans the opportunity to experience to the Japanese language environment. That makes anime fan not only interest in Japanese anime, but also know about Japanese culture.

## Development of Japanese anime in China

- In 1990s China started import Japanese anime, the first anime that exported from Japan was Astroboy by Tezuka Osamu in 1980.
- 1994, Chinese government terminated the import ,restricted Japanese anime.
- Chinese government started to invest and support Chinese comic industry.
- 2000s, development of globalization, more and more fan site and resources. Internet became the majority route to watch Japanese anime.
- Cool Japan fund policy, which supported by Japanese government to export Japanese pop culture. Supports Japanese anime industry in all over the world.

## Website proposal

My website will be similar to the poster, however, I will have more visual materials, such as video clips of Japanese anime, as well as Japanese anime teaching materials that have already been applied to teaching. The information from collected academic articles explained how Chinese teenagers think of Japanese anime. It also further exam the conclusion that Japanese anime can influence teenagers in China in both positive and negative ways. And by using these information, I would like to demonstrate the potential positive influence that Japanese anime could bring to the young children in the aspect of early education.

## Using Japanese anime to engage and motivate students



Figure 2 :Kardy,k.&Hattori, C. (2005). Kanji de Manga: The comic book that teaches you how to read and Write Japanese Vol. 2 Japanime Co. Ltd., 71page

- Using anime to teach vocabulary.

In Woodlawn school, they started a anime project with a foundation laid in the social studies classroom.

FIGURE 1. Overall Project Objectives by Subject Area

The following are the objectives created by individual teachers in each of the three main subject areas: language arts, social studies, and visual arts.

Subject	Objectives
Language Arts	Students will: <ul style="list-style-type: none"> <li>• recognize elements that reflect a particular historical, social, and cultural context.</li> <li>• evaluate whether it is appropriate to use the established elements of a medium in one culture to evaluate foreign counterworks of another culture.</li> <li>• identify environmental themes in the anime genre.</li> <li>• create a script that demonstrates the relationships between our society and our natural environment.</li> </ul>
Social Studies	Students will: <ul style="list-style-type: none"> <li>• recognize influences of physical geography, population, and religion on Japanese culture.</li> <li>• investigate events from important time periods in Japanese history.</li> <li>• organize key events in Japanese history into an illustrated timeline.</li> <li>• empathize with issues facing Japanese culture through role-playing activities.</li> </ul>
Visual Arts	Students will: <ul style="list-style-type: none"> <li>• investigate contemporary visual media.</li> <li>• collaborate with peers to create an animated film that visually conveys an original message.</li> <li>• choose appropriate materials and techniques.</li> <li>• utilize the technology of digital photography and movie applications.</li> <li>• present finished piece to a wider audience.</li> </ul>

Table 1: Julie Ruble and Kim Lysne, The Animated Classroom: Using Japanese Anime to Engage and Motivate Students , The English Journal, Vol. 100, No. 1 (September 2010), pp. 37-46

- This project helps students evaluated artworks can be reliably used to glean information about a culture.
- By developing a short animation illustrating, students can know how American interact with environment by analyze Miyazaki's film.

## Recommendation of anime



- Name of the anime from left to right are:
- 1.Astroboy.
  - 2.Jungle Emperor Leo
  3. The young monk Ikkyu.
  - 4.Remi,Nobody's girl.
  5. Doraemon
  - 6.Slam dunk
  7. Fullmetal alchemist
  8. Nodame Kantabire

## Route to get appropriate anime, and Japanese learning



- Hujiang, founded in 2001. it was a non-profit website for Japanese language learners to share study resource and study tips. in 2006, Hujiang has change the mode of website and became one of the biggest internet school, offers various paid courses. Not only limited in Japanese, but also offers preschool education course, adult education, oversea university prepare courses.
- QingKongshe, founded in 2009 by a student graduated form anime school. The purpose of the website was to collect anime and manga resources and share with fans for free. And nowadays, the website also provides anime news, new anime videos, cosplay events information and BBS for fans to share comments. In addition, the website also offers space for users to sale or buy anime related products.
- Zhihu is a Chinese question-and answer website, which also called Chinese version Quora. On the website, questions are created, answered ,edited and organized by the community of its users. In the topic of Japanese anime, they are over 160,000 active users
- Bilibili is a video sharing website, that inspired by Japanese video website" Nico Nico Douga" basically about anime, manga, and game fandom. Users also able to submit view and add commentary subtitles on videos.
- Acfun is a video sharing website that initially targeting towards animation comic game and novel audience. Similar to Bilibili, Users can submit view and add commentary subtitle on videos

## A Plan for outreach and evaluation of my website



Among these organization above, I have more about 2 billion active users, that who are able to get reach my website. I would like to link my website to wechat and weibo, Hujiang, Zhihu, Bilibili and Acfun that audience will able to get access to it.

## conclusion

The Japanese anime have faced both praise and disdain in China. Although, Chinese regards these cultural affect as negative influence. As teenagers are intrigued by Japanese anime. Instead of thinking forbidding teenager watching anime. It would be more practicable to use Japanese anime in potential educational ways. Not only enrich teenagers' spare time, but also increase the quality of education and motivate students.

## Reference and acknowledge

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