

POW!

Beyond Mainstream Manga

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HLA/PIALA Joint Conference**

Today's Presentation:

meanwhile...

- Manga Growth
- Main Demographics of Manga
- Underrated Manga to Consider
- Resources
- Q & A

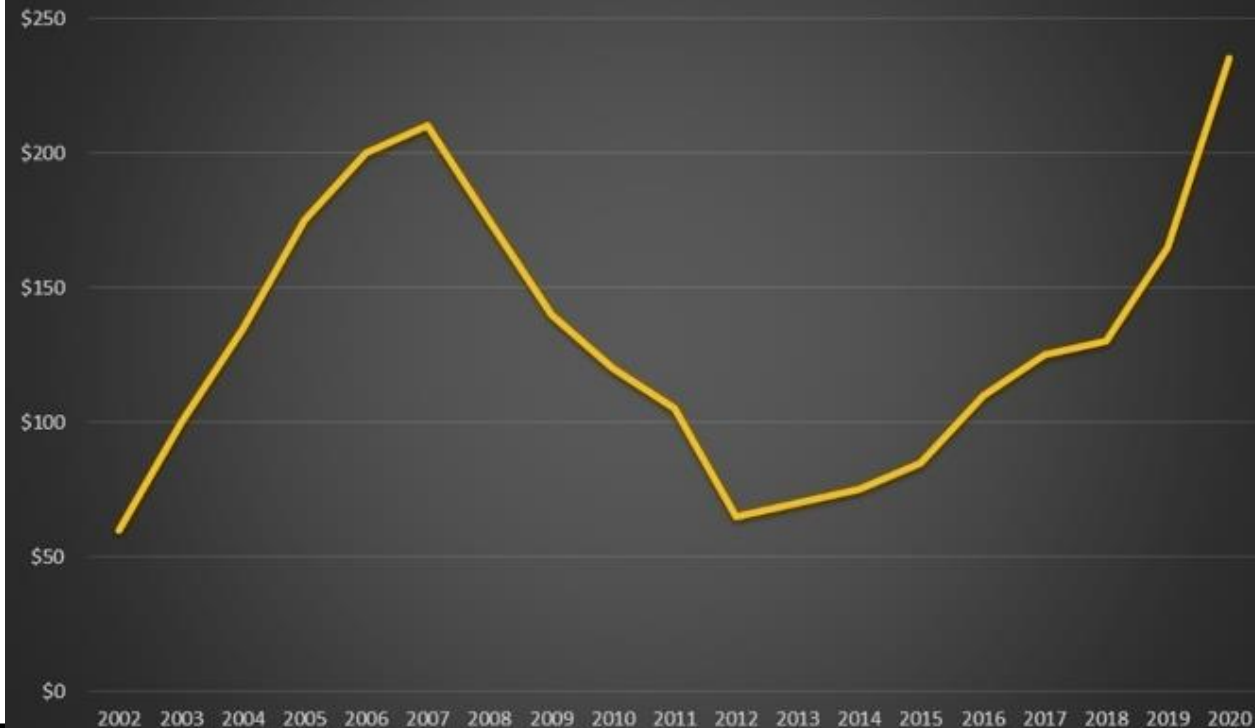
Manga Growth

meanwhile...

- First quarter of 2021 revealed 29% increase in overall print book sales in US (NPD Bookscan)
 - Large growth of Graphic Novel sales, 80% being manga
- Increase in reading manga and streaming anime during pandemic

ICv2
THE BUSINESS OF
GEEK CULTURE

NORTH AMERICAN MANGA MARKET (in millions) Analysis by ICv2

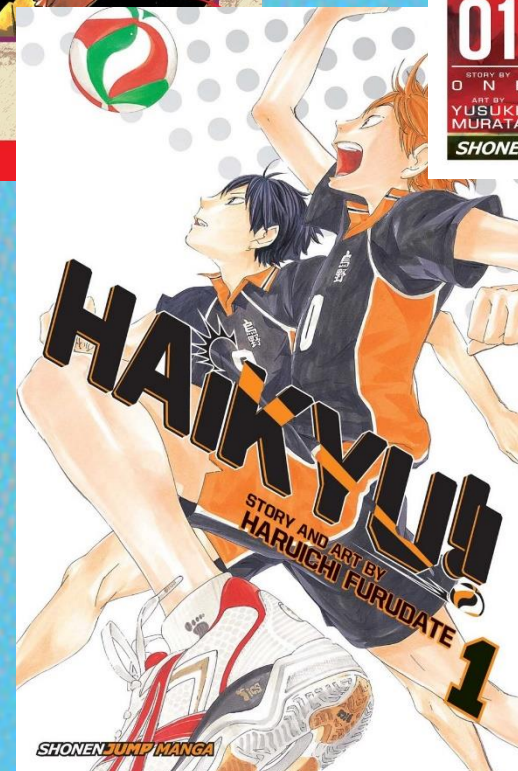
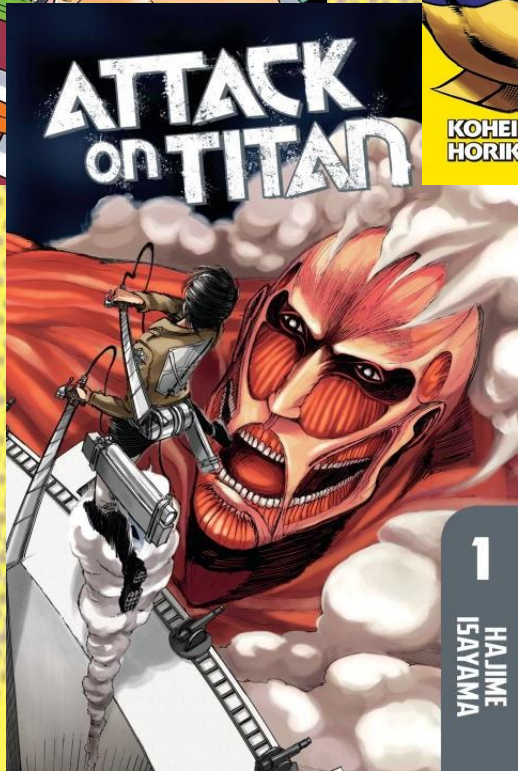
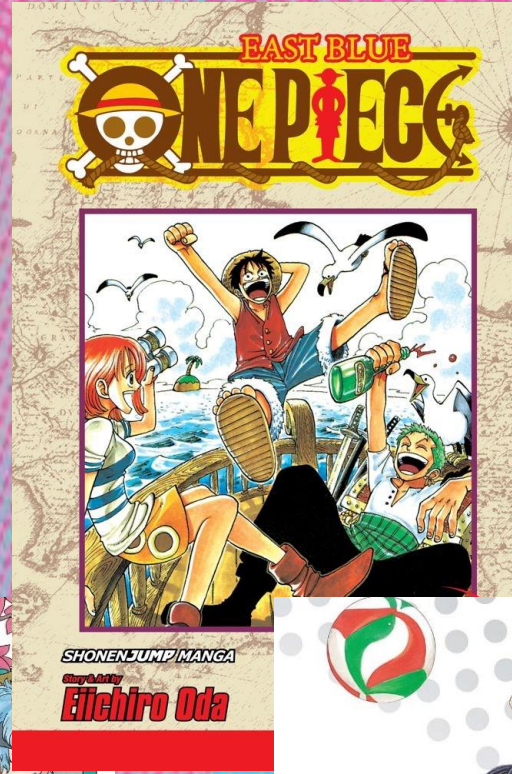


<https://www.animenewsnetwork.com/news/2021-07-05/icv2-report-n-american-manga-sales-reach-all-time-high-in-2020/.174821>

<https://icv2.com/articles/markets/view/48728/manga-sales-north-america-hit-all-time-high-2020>

Main Demographics

- Kodomo
 - Children 6 to 11 yrs.
- Shōnen
 - Adolescent males, usually 12 to 18 yrs.
- Seinen
 - Young adult men, usually 18 to early 40s.
- Shōjo
 - Adolescent females, usually 12 to 18 yrs.
- Josei
 - Young adult women, usually 18 to early 40s.

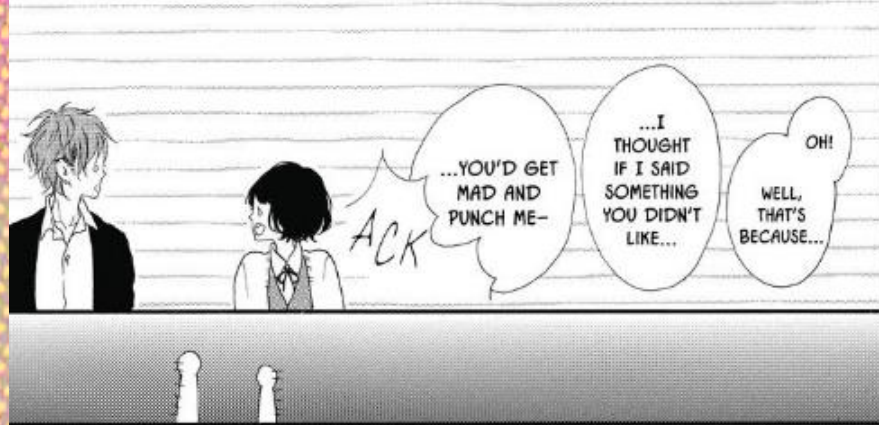


Honey So Sweet

meanwhile...

- Author/Illustrator: Amu Meguro
- 2012 – 2015 (USA: 2016 – 2017)
- Keywords: romance, high school, middle grade appropriate



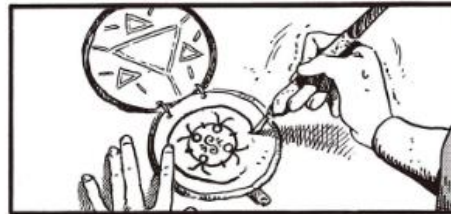


Witch Hat Atelier

meanwhile...

- Author/Illustrator: Kamome Shirahama
- 2016 – Present (USA: 2019 – Present)
- Keywords: fantasy, wizard school, middle grade appropriate
- Awards: YALSA Top 10 Great Graphic Novels for Teens, Eisner Award, Harvey Award (all in 2020)





Snow White with the Red Hair

meanwhile...

- Author/Illustrator: Sorata Akiduki
- 2006 – Present (USA: 2019 – Present)
- Keywords: fantasy, romance, slice of life, “Disney-esque”
- Adaptation: anime (2015 – 2016)

Snow White
with the Red Hair



SORATA

1

AKIDUKI



Love Me, Love Me Not

meanwhile...

- Author/Illustrator: Io Sakisaka
 - Known for *Strobe Edge* & *Ao Haru Ride*
- 2015 – 2019 (USA: 2020 – January 2022)
- Keywords: romance, slice of life, high school, friendships
- Awards: YALSA 2021 Great Graphic Novels for Teens, 2017 Shogakukan Manga Award





I'LL PAY YOU BACK, I SWEAR!

I KNOW IT MAY SOUND LIKE A SCAM FOR MONEY.

ALL RIGHT.

...AND I REALLY WANT TO SEE THEM OFF.
That's why.

I HAVE A FRIEND LEAVING TODAY...



I'LL PAY YOU BACK. WILL YOU PLEASE COME HERE AGAIN TOMORROW?

Oh.
THANK YOU VERY MUCH!

WOW... THERE REALLY ARE PEOPLE WHO'LL LEND MONEY TO HELP A STRANGER!



SHE'D NEVER SAY YES.

I'M A COMPLETE STRANGER.

SHE LOOKS LIKE THE EASIEST PERSON TO ASK...



GRAB

BUT I'M DESPERATE!



RETREAT
YOU WANT TO BORROW MONEY...?

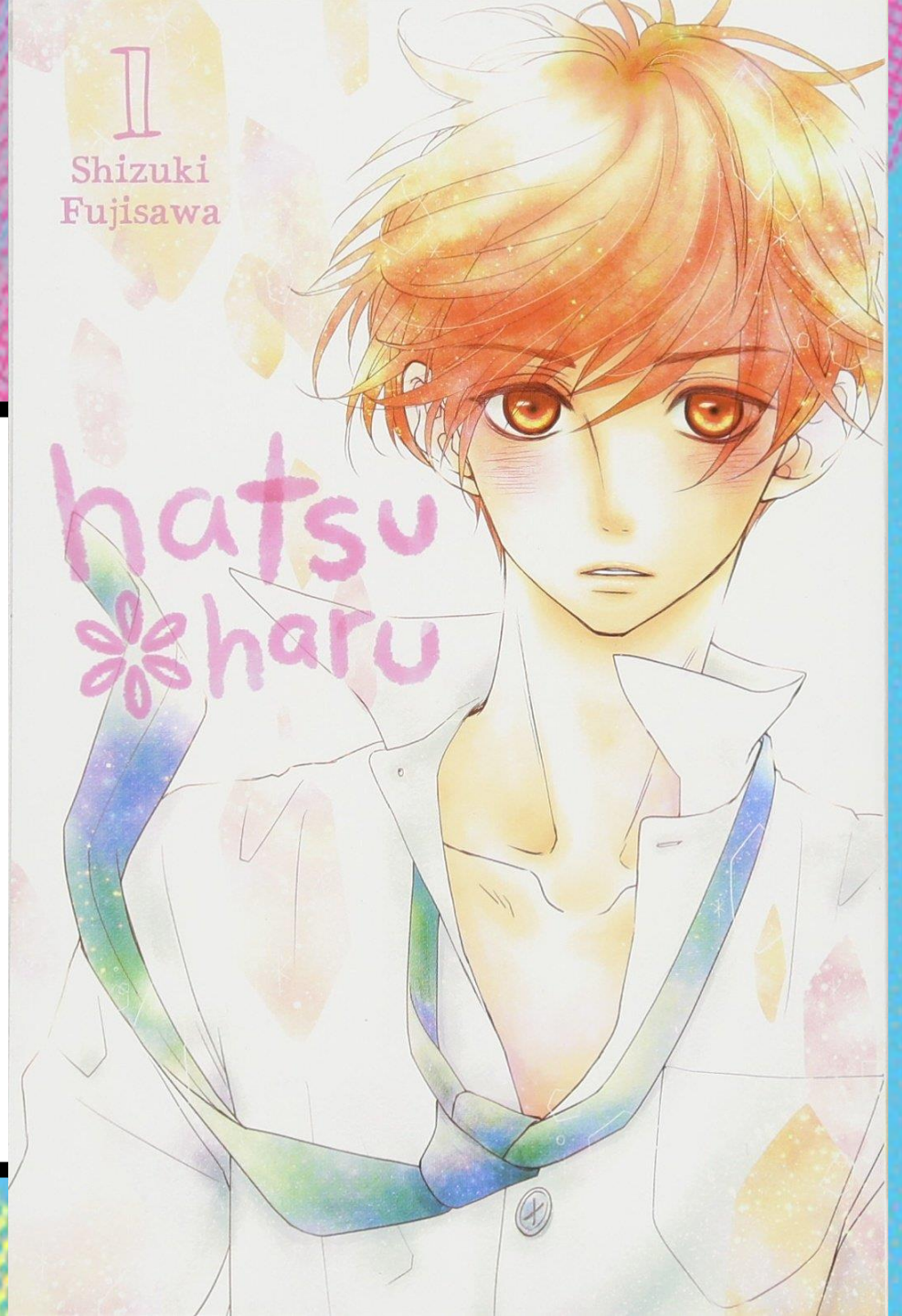
Everyone is grabbing at my shoulders today.

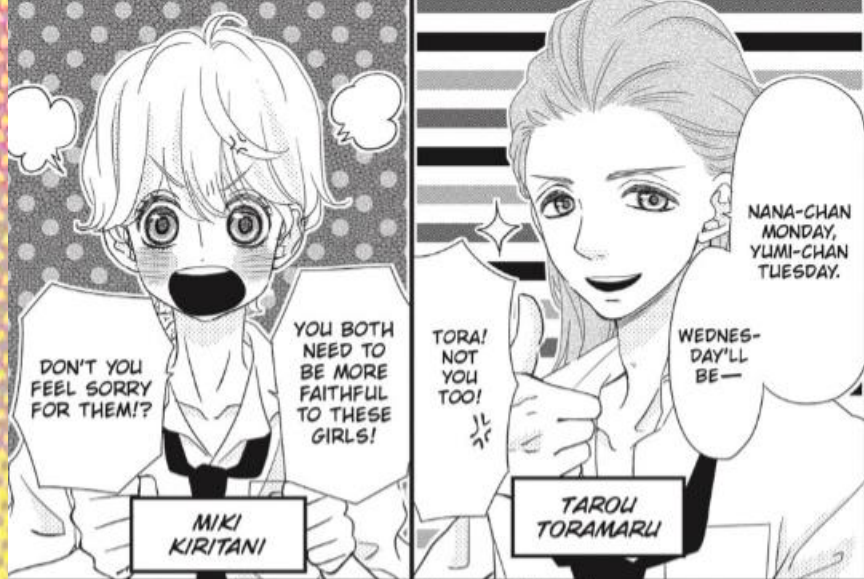
HUH?

Hatsu*Haru

meanwhile...

- Author/Illustrator: Shizuki Fujisawa
- 2014 – 2018 (USA: 2018 – 2020)
- Keywords: romantic comedy, slice of life, high school, male main character
- See also: *Blue Box* (by Kōji Miura)
 - A shōnen romance/sports manga with a male protagonist (currently digital only).

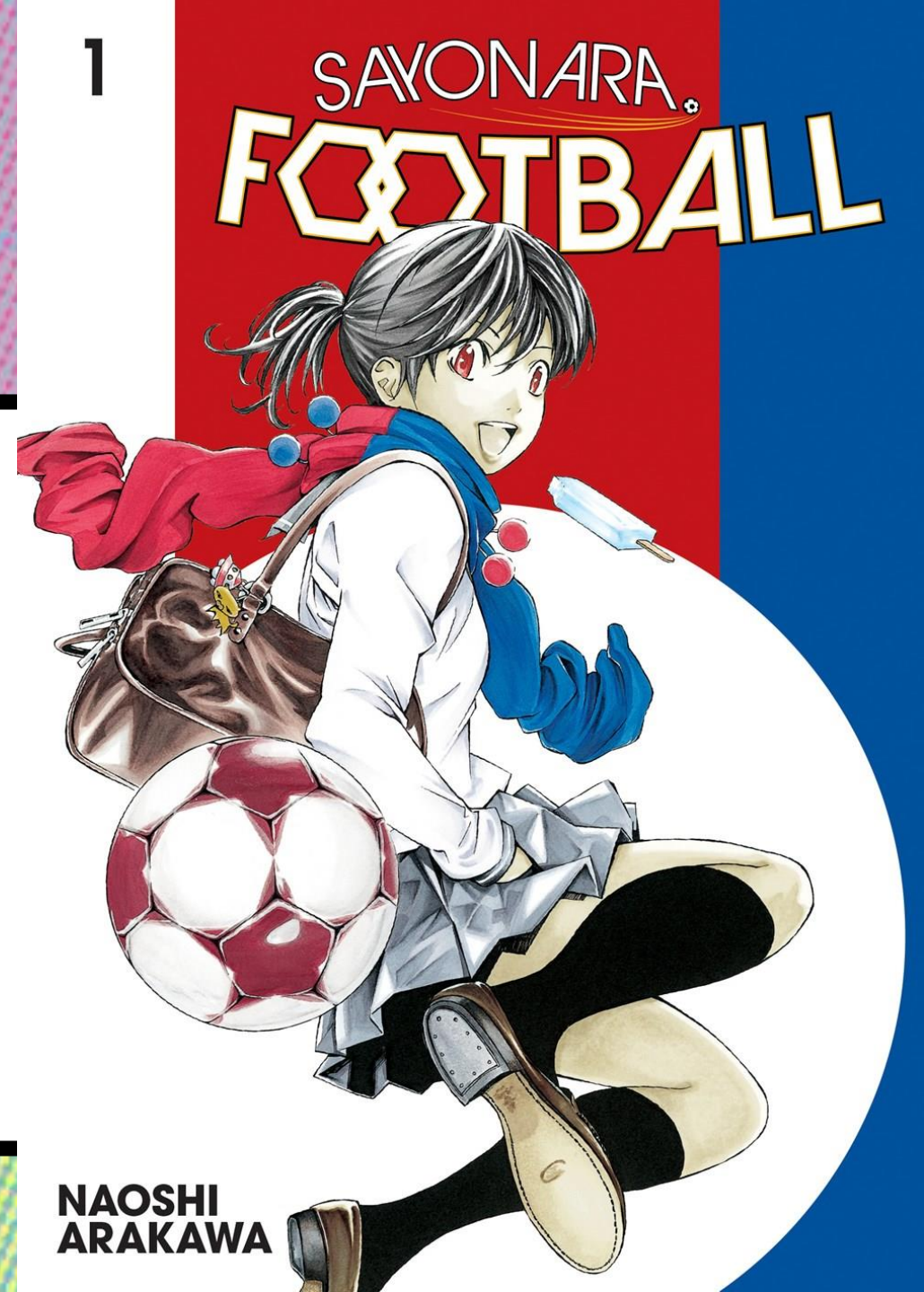


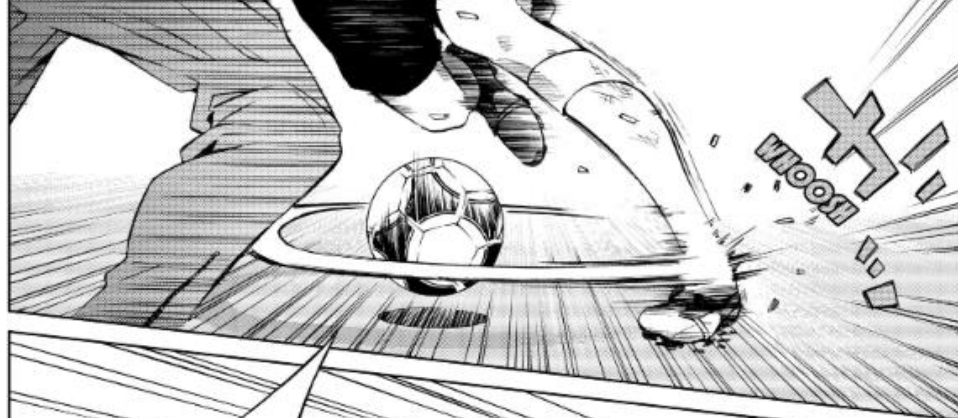


Sayonara, Football: Farewell, My Dear Cramer

meanwhile...

- Author/Illustrator: Naoshi Arakawa
– Known for *Your Lie in April*
- 2009 – 2010 (2 prequel vols.), 2016 – 2021
(14 vols.) (USA: 2020 – Present)
- Keywords: sports (soccer), friendship,
teamwork, high school
- Adaptation: film and anime (2020)





Yona of the Dawn

meanwhile...

- Author/Illustrator: Mizuho Kusanagi
- 2009 – Present (USA: 2016 – Present)
- Keywords: fantasy, adventure, romance
- Adaptation: anime (2014 – 2015)
- Awards: 2017 YALSA Great Graphic Novels for Teens





Blue Period

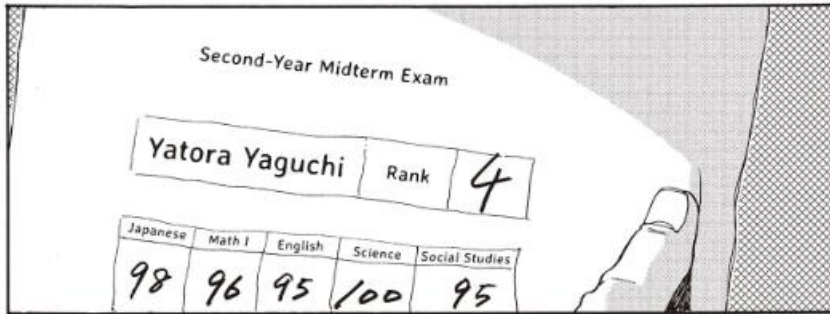
meanwhile...

- Author/Illustrator: Tsubasa Yamaguchi
- 2017 – Present (USA: 2020 – Present)
- Keywords: coming-of-age, artists, creatives, high school
- Adaptation: anime (2021)
- Awards: 2021 YALSA Great Graphic Novels for Teens, 2020 Manga Taisho Grand Prize





©GN: RAMEN



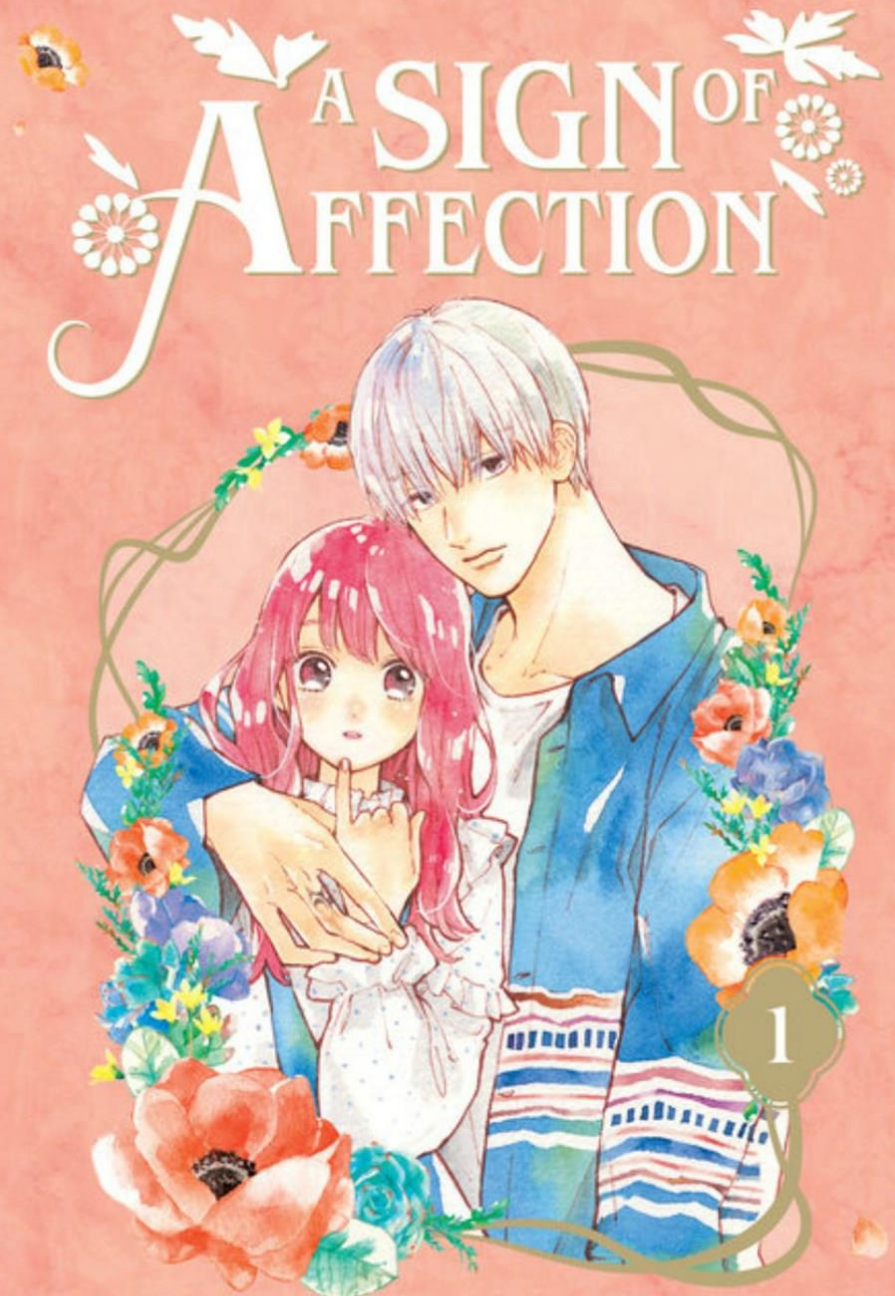
Second-Year Midterm Exam					
Yatora Yaguchi		Rank			
Japanese	Math I	English	Science	Social Studies	
98	96	95	100	95	



A Sign of Affection

meanwhile...

- Authors/Illustrators: suu Morishita
 - Known for *Shortcake Cake*
- 2019 – Present (USA: 2020 – Present)
- Keywords: romance, college students, drama, disability representation
- See also: *A Silent Voice* (by Yoshitoki Ōima)



suu Morishita



Wotakoi: Love is Hard for Otaku

meanwhile...

- Author/Illustrator: Fujita
- 2014 – 2021 (USA: 2018 – May 2022)
- Keywords: romantic comedy, fandom/geek culture, webcomic origins
- Adaptations: anime (2018), live action musical film (2020)
- See also: *Complex Age* (by Yui Sakuma), *Knight of the Ice* (by Yayoi Ogawa)





...UMM,

MY BOY-FRIEND.



...HMP?

WHO DID I GO WITH...?

I BROUGHT BACK SOME SOUVENIRS. PLEASE HELP YOURSELF!



THAT'S WHAT I THOUGHT AT FIRST, TOO...

SHE'S A LITTLE AIRHEADED, THOUGH.

YEAH, TRUE. SHE'S ALWAYS CHEERFUL AND SMILING...

SHE LOOKS A LITTLE CHILDISH, THOUGH.

'CUZ MOMOSE-CHAN IS REALLY CUTE!

WOW, REALLY? MUST BE NICE.

HMP

UHH...

YOU GUYS SEEM CLOSE. YOU WERE CHILDHOOD FRIENDS, RIGHT?



I BET YOU'VE GOT YOUR SIGHTS SET ON HER, HUH?

RIGHT, NIFUJI? HOW ABOUT IT?



I GOTTA CHANGE THE SUBJECT, AND QUICK...



GEEZ, THESE GUYS...

...IS WHAT SHE SAID!!

THIS IS BAD...

IT WAS REALLY CUTE THOUGH, SHE WAS KINDA SHY ABOUT IT...

MAN...

NOT TOO SURPRISING, REALLY.

MOMOSE-CHAN'S GOT A BOYFRIEND, IT'S SO TRAGIC!



HEY'S YOUR MEX AND TACOS!

NOT GOOD AT THESE KINDS OF CONVERSATIONS.

HEH HEH!! HE'S AN AWKWARD KINDA GUY, Y'SEE.

LISTEN TO THIS, THOUGH... I HEARD SOMETHING THE OTHER DAY.

I KIND OF GOT THAT VIBE FROM YOU, NIFUJI.

HAHA-HAHA...



SO OVER THIS.

HRM...

More Resources:

meanwhile...

- Reviews:
 - www.noflyingnotights.com
 - www.animenewsnetwork.com
- Previews:
 - Publishers Websites
 - www.global.bookwalker.jp
 - www.netgalley.com
- Webinars:
 - www.mangainlibraries.com
 - www.librarypass.com/2021/06/02/understanding-manga-archive/



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Contact: jennifer.fuchikami@librarieshawaii.org