

Manga

(Group Research Project Final Report)

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English 1D

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Group members

Our group members are Taiki Kubo, Kenji Hashimoto, Ryohei Matsumoto, and Daisuke Takemoto.

Topic and Rationale

We decided to do our research project about Japanese manga. The reason we chose this topic is that all members like manga. Today, with the development of technology, it is possible to read manga with electronic devices, and the demand for paper manga is decreasing. Manga is being read mainly by young people. However, Japan is now aging society with fewer children, so the demand of manga is decreasing because children are decreasing. We were also concerned about the current situation and decided to study more about manga.

Methodology

We did our research in second stages. First, we searched for background information about manga such as history of manga, increasing the number of readers using electronic devices and so on. In the second stage, we did research by interviewing the students of the same faculty. Also, we collected the information about our topic by using SNS such as LINE and Twitter. On SNS, we collected the information not only from the same university students but also from high school friends. We prepared five interview questions (questionnaires), the results of them are shown below.

Results

We reported the results of history and manga using electronic devices, which are background information about manga. We also reported the result of the five questionnaires.

1. History of Manga

First, “birds and beasts caricature” that is called “choujugiga” in Japanese is said to be the Japanese oldest manga. This work was made in the Kamakura era. The contents are the picture personifying an animal which reflected the living of then people and society. Secondly, when it was the Edo era, manga spread out as mass culture with the development of the print technology. Manga have begun to prosper as imminent pleasure of people. Many manga artists were born because manga was launched in sequence and places of the activity increased. Additionally, a genre spread with the change of the times: girl’s comic, sports comic, young man comic, light novel, etc. Now the form of new manga is born with the evolution of the Internet and the technology. Manga accomplishes evolution and development while taking in a new thing.

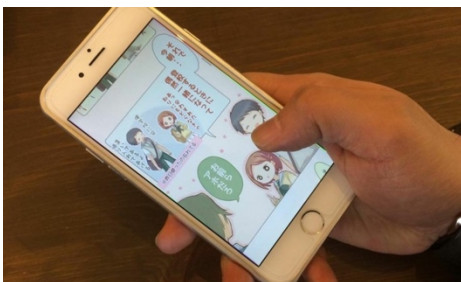


2. Circumstances of Manga

According to the statistics conducted by the Ministry of Economy, the sales of Japanese manga account for 37.8 percent of all manga’s sale in the world in 2016. This rate is higher than other contents made in Japan. However, the domestic comic books



market is decreasing year by year. There is nothing for it but to extend overseas market.



A device which is predicted to help to hype sale is E-book. The diffusion of E-book in the world in is increase 2.5-times for four years since 2011. The most advantage of E-book is its convenience. You use your smartphone to read E-book, you can enjoy comic books anytime.

Actually, many people read manga by smartphone, it is said that one of the causes of

decrease of manga's sale in japan is pirated internet site which can read comics for free. It is problem. But it shows great possibility. If the system which distribute manga online officially, the sales of it should be increase.

3-1. What is your favorite manga?

Title	Number of people (134)
ONE PIECE	32
DRAGON BALL	19
ATTACK on TITAN	17
NARUTO	10
GINTAMA	5
HUNTER×HUNTER	4
HAIKYU!!	4
Kuroko's BASKETBALL	3
...	...
DEATH NOTE	2
...	...
DRAEMON	1
...	...

3-2. What kind of manga do you like?

*First Place : Adventure

This is popular amongst men. Because, Adventure is magnet for man's feelings.

Examples : "HUNTER×HUNTER" , "ONE PIECE", "Attack on Titan"

*Second Place : Sport

The reason is that it is irresistible for sports enthusiasts.

Examples : "The basketball which Kuroko plays", "Haikyuu!!"

*Third Place : Romance

This genre is popular regardless of gender. The reason is that men and women want to experience the feeling of being in love.

Example : “HANAYORIDANGO”

3-3. Have you ever read a foreign comic book (foreign manga)?

Yes : 11% No : 89%

3-4. How often do you read manga?

Once a week : 32% Once in two weeks : 20% 2 or 3 times a week : 17%

2 or 3 times a year(=No read) : 15% Everyday : 10% else : 6%

3-5. Which do you like, manga or anime?

Manga : 54%

Reason : Manga is easy to read, and we can read it over and over again.

Anime : 46%

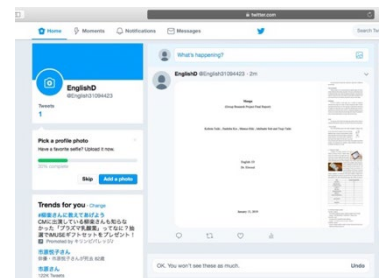
Reason : We can enjoy character’s motion and voice.

Internet report

We created a Twitter account to present our project results.

Our group posted this final report at the following URL:

http://twitter.com/English*****



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