

1. Record Nr.	UNINA9910790115403321
Autore	Steinberg Marc <1977->
Titolo	Anime's media mix : franchising toys and characters in Japan // Marc Steinberg
Pubbl/distr/stampa	Minneapolis, : University of Minnesota Press, 2012
ISBN	9780816680238 9781299943421 9781452947525 1-4529-4752-X 0-8166-8023-X 9780816675494 9780816675500
Descrizione fisica	1 online resource (336 p.)
Disciplina	381/.45791453
Soggetti	Character merchandising - Japan Character toys - Japan Cartoon characters - Japan Comic strip characters - Japan Animated television programs - Japan - History and criticism Animated films - Japan - History and criticism Comic books, strips, etc - Japan - History and criticism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: rethinking convergence in Japan -- Anime transformations: Tetsuwan Atomu. Limiting movement, inventing anime -- Candies, premiums, and character merchandizing: the Meiji-Atomu marketing campaign -- Material communication and the mass media toy -- Media mixes and character consumption: Kadokawa books. Media mixes, media transformations -- Character, world, consumption.
Sommario/riassunto	In Anime's Media Mix , Marc Steinberg convincingly shows that anime is far more than a style of Japanese animation. Beyond its immediate form of cartooning, anime is also a unique mode of cultural production and consumption that led to the phenomenon that is today called "media

mix" in Japan and "convergence" in the West. According to Steinberg, both anime and the media mix were ignited on January 1, 1963, when Astro Boy hit Japanese TV screens for the first time. Sponsored by a chocolate manufacturer with savvy marketing skills, Astro Boy quickly became a cultural icon in Japan. He was the po
