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Autore	Steinberg Marc <1977->
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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
