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Nota di contenuto	Cover; Title; Copyright; Contents; List of figures; Preface; Acknowledgements; 1 Introduction: women and mixed messages; Analytical framework: mapping storylines across genre and cultural hierarchy; Female characters: becoming a being; Narrative and visual culture as produced works; Analysis proposal: inviting characters to speak for themselves; PART I Normativity; 2 Defining normativity: femininity with a long leash; Categorising sex, attaching gender: performance, dis-integration and positioning; Consciousness and display of the game Sweaty ambassadors for the nation: the national football team, Nadeshiko-Japan Conclusions: managing hybrid selves; PART II Self-directed violence; 6 Repairing fragmented selves: self-harm and eating disorders; The Japanese context; Appetite control and slimness; Self-reproach and pain tolerance; Historical roots and contemporary incarnations: Onna daigaku and 'Meshi kuwanu onna'; Between the normal and the sick: behavioural grey zones; Theorising practice: being both victimiser and victim; Conclusions: performance strategy and

contemporary lifestyle

7 Consuming the war in the body: developing analytical markers
Thematising eating disorders and self-harm: from documentary and literature to manga and art; Onset; Feeling dirty; Over-performance; Escape; The alien invader; Conclusions: private struggles as public discourse and entertainment; 8 Exposing embedded storylines: battling appetite, desire and a harmless monster; Purifying a starving self in a self-constructed world: Miyazaki Hayao's *Sen to Chihiro no kamikakushi*; Carving a feminist self into conformity: Murakami Haruki's *'Midori-iro no kemono'*
Disguised by the fantastic: re-considering Miyazaki's and Murakami's construction of female

Sommario/riassunto

This book examines the relationship between normative femininity and women's self-directed violence in contemporary Japanese culture including novels, short stories, artwork, manga, anime, TV dramas and news stories. The aim of juxtapositioning such diverse narrative and visual culture is to map common storylines and thematisation techniques about normative femininity and women's self-directed violence. The book analyses both globally well known Japanese culture such as Murakami Haruki's literary works and Miyazaki Hayao's animation as well as culture unavailable to non-Japanese readers.
