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MANGA AND THE NEED TO STUDY IT AS A CULTURAL PHENOMENON IN JAPAN

Probably every person interested in Japanese culture knows what manga is. After watching anime series, reading manga is the second favorite pastime for all its fans. Unfortunately, however, not everyone knows what manga is, and many people miss the opportunity to get acquainted with it. In Japan, manga is much more popular than books, newspapers, and even magazines. It is easier to find than other types of anime products.

The purpose of this paper is to theorize the history of manga, its genres, and its distribution.

The object is Japanese comics - manga.

The subject is manga as one of the cultural phenomena of Japan.

Whatever one may say, manga is essentially Japanese comics. Nevertheless, it can be very diverse, so it is difficult to memorize all its types and features. Some people compare manga to American comics, which are already familiar to our eyes and are popular among young people and freely sold on the shelves of any bookstore. But this is a mistake. Even an inexperienced person can easily make a number of comparisons and find at least three major differences. The most important and most noticeable of these differences is that all manga is completely black and white. This is because the mangaka (the person who draws the manga) pays great attention to small details so that they don't get lost in the big picture. It takes a lot of work and time. Sometimes the authors color a few special pages to depict key moments or an interesting plot twist. Manga is published in weekly and monthly magazines, which are usually entirely devoted to anime and manga. If a manga is popular, it is reprinted in the form of large volumes – tankobons [1].

In Japan, manga is read not only by young children but also by teenagers and adults. The range of possible genres is very wide. Experts believe that there are about thirty genres in Japanese manga. Among them, two styles stand out the most: for boys (shonen manga) and for girls (shoujo manga). In books for boys, the drawings are full of comic scenes and are also based on the themes of strong male friendship, and any kind of rivalry in life, sports, or martial arts. The main characteristic of this genre is the rapid development of the plot and pronounced dynamism. Manga for girls is mainly dedicated to romantic relationships and adventures centered on a shy girl and the question of her formation as a personality, much attention is paid to the development of character images. A characteristic feature of the visuals is often a great deal of conventionality in the drawing - either grotesque and humorous or sophisticated and romantic. Very handsome, noble, and brave young men are almost an obligatory element of this genre [2].

Also very popular is the manga for older people, such as seinen manga for men and josei manga for women. Thus, manga for adult men almost always contains elements of psychology, satire, and humor, and pays more attention to character development. The works of this genre are often realistic and dark, and the plot is not tied to a romantic story, but a love line may be present. Manga for women most often describes the everyday life of a woman. Basically, as a rule, part of the story is devoted to events from the main character's school life (it is at this time that she meets other characters, and the plot is tied up).

For young children, there is also a genre of manga called "tse" (kodomo manga), which is aimed at children under the age of 12. A characteristic feature of this genre is the lack of ideological content. Manga of this genre teaches children how to behave, how to be good and considerate people, how to help others, and how to stay in the right place in life. Often this genre is very close to European or American animation and is very different from other types of manga not only in terms of drawing but also in terms of structure. Kodomo is usually drawn without any cruelty and rudeness and often has an entertaining and educational character.

The heroes of manga are often ordinary people who find themselves in situations typical of ordinary people. Overcoming difficulties by comic book characters inspires optimism and gives hope for the best to the average manga reader. Characters are depicted in a specific style: with large eyes, graceful mouths, long hair, and rich facial expressions [3].

The popular manga also has so-called "fanfiction" that uses the idea of the plot and characters from the original work. These are "continuations" of the plot, parodies, "alternative worlds," and many other similar texts. In short, "fanfiction" is the plot of an original work, reworked or continued by fans (the way they would like to see it). In general, writing and especially publishing such works without the author's consent is not legal, as it violates the copyright. However, unlike their American counterparts, Japanese authors in most cases do not sue their followers (as realize that their fans' versions can bring even more popularity to the original work).

Modern manga appeared in Japan not so long ago, in the late 1950s, and became an independent form of literature, divided into many genres. Back then, these were akahon books printed on cheap paper. The artist Osamu Tezuka drew the manga "New Treasure Island" and published it in this form. In his work, he used many techniques similar to those of cinema, which were liked by readers and became part of the manga tradition [4].

As manga grew in popularity, a market for its distribution appeared. Rental stores hired artists to draw stories for them. These books could not be bought, they could only be borrowed for a while for a small amount of money. With the spread of television in the 1960s, the first weekly manga magazines appeared. Until the mid-1960s, the manga was more of a children's pastime-many adults considered it frivolous and destructive reading and even burned manga. Later, the situation changed, and in the 1970s a new generation of manga authors emerged, drawing not only for children but also for adults. Everyone in Japan fell in love with manga. Reading manga became such a serious cultural experience that people wanted to share their emotions with others.

In 2009, the first manga by Nakazawa Keiji, *Hadashi no Gen* (はだしのゲン), a story about the horrors of war and atomic bombing experienced by a manga boy from Hiroshima, was translated and published in Ukraine. This manga comic was published in various magazines, including the weekly *Shonen Jump* from 1973 to 1987, and later Shueisha published 10 complete volumes. And the well-known and beloved Madhouse studio created two anime adaptations [5].

Conclusion. So we can summarize and say that time goes on and everything changes. And no matter how deeply the roots of manga go into the Japanese tradition, this art form acquired its modern look only in the 50s of the XX century, and in the 60s it became an independent form of literature, divided into many genres.

The rapid leap of mankind in technological progress gave artists the opportunity to create something new and allowed them to tell amazing stories to the whole world. Each unusual work that came out then created a new genre that became a breakthrough.

Manga has always thrived and felt completely free in Japan and eventually spread beyond its borders. Now it is a whole industry that has become a symbol of this country along with samurai, sakura, and anime. In its homeland, everyone from young to old reads manga. This demand has given rise to a huge variety of genres: you can find everything from giant fighting robots and action movies to romance and everyday life in the manga. Sports, comedy, drama, martial arts, horror, science fiction, samurai, and fantasy are just some of the genres represented in the manga.

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