

Student's Name

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## Impact of Anime in the Society

### **Introduction**

Anime is used to refer to popular animations based on the Japanese culture. In addition to having comparable characteristics with the typical cartoons and animations, anime have stories with advanced levels of development and characters that appear more realistic to the audience. According to Herlander's definition, anime is a unique type of cartoon produced by Japanese animation studios, has an exceptional storytelling style that differentiates it from the typical animations and cartoons. In the contemporary world, anime has attracted a huge following and increased popularity, which are instigated by the Japanese studios' consistent transformation of culture into an innovative environment through anime (Japanese Info). They have become an unquestionable industrial power given their extensive influence on the media. Notably, across all platforms, such as portable media, video games, digital film productions, and online marketing, among others, anime has influenced increased participation from diverse audiences aiming to consume the Japanese culture. Still, the art of anime has brought consumers to comprehending comic, predecessors, resulting in a dissimilar blooming medium (Trainer). Assertively, given this popularity and dominance of anime, this paper explores its impact on the domain of communications and the American culture and media altogether.

## **Impact of Anime on Communications and Media**

Contrary to the popular belief, anime does not cause isolation and behavioral problem that hinders any form of connection. In fact, due to the progression in the modern community, mainly the technology, the large following of anime from different parts of the world can share their experiences in varying social media platforms, for instance, websites, forums, conventions (Ruble and Lysne 38). As a key element of association and communication, anime brings unity among fans from different geographical locations. Due to their love of anime, these people connect through the internet and when they attending conventions. Consequently, the mutual attachment to anime results in the formulation of many relationships (Trainer). These associations emanate from the unity experienced in the developing fascination to anime, which is evidence that anime that anime is both deserving of the worldwide population as well as being a need in some situations.

On the other hand, as mentioned earlier, the love for Japanese culture has a positive correlation with the increased viewing of anime. The audiences of anime admire the diversity, which creates a platform for communicating relatively similar information. For instance, as highlighted in multiple publications, the anime could apply in the conveyance of knowledge of history, culture, and life of populations such as the Japanese; more so, the plots of most anime revolve around these elements (Herlander). However, the diversification of anime creates a supple environment that could facilitate the setting of the productions in varying times and regions around the world. In fact, some of the most recent anime focus on medieval and present times, nations such as Great Britain and Russia, and some of the creativity leads to the formulation of fictional places based on real ones. Still, the inspiration and appeal instigated by anime create curiosity on factors such as the setting or history of a place or occurrence, leading

to research on culture and dissimilar regions (Amadasun). Therefore, based on sways such as multiculturalism, anime influences diversification and the acquisition of knowledge on nations and races from different regions of the globe.

### **Impact of Anime on American Culture and Media**

Over the years, the consumption and popularity of Anime have increased in both America and the West. According to statistical evidence, a large population of people were initially objected or reluctant to watching anime has begun to view it as a mainstream entertainment given the annual increments in outlets and platforms for accessibility. Trainer (1) states that one way of proving the increased popularity of anime in America is the high measures and massive growth of people attending anime conventions in different parts of the country. Every year, the expected numbers have either doubled, tripled, or quadrupled depending on the hosts and location. For instance, in the first convention held in Boston, the organizers had predicted that the attendees would be approximately 500. However, a record 2000 people showed up and the number has continued to increase gradually over the years (Trainer). During the 2017 Anime Expo, the reigning convention in America, over 100, 000 people attended. Still, the popularity is apparent from Hollywood's increased efforts to develop live-action versions of anime stories, for example, Ghost in the Shell, in an attempt to replicate such factors of dynamism and creativity (Trainer). Consequently, given the admiration of anime, it has had a significant influence on the American culture and media

Primarily, there are different correlations between reasons behind the huge following of anime and its influence on the American culture and media. One of the fascinations is that anime is an example of channels utilized in the conveyance of Japan's subculture (Amadasun).

Therefore, the audiences acquire information about the traditions and culture of a nation that was

mostly isolated. Assertively, the producers and masterminds behind their production utilize them as media for communication on the same subject. Still, given their recent adoption in the United States' film production industry, large organizations such as Hollywood acknowledge their influence in the conveyance of information through well-structured stories and realistic characters that allude to the primary message (Trainer).

On the other hand, some of the populations enticed by the works of anime percept them as reflections of the American culture. However, as Amadasun puts it, these perceptions are somewhat displaced since the audiences cannot reflect on the anime without accepting the represented truths. Typically, in America, anime acts as a reflection of what the larger audience wants to see, that is, the popular culture of the modern day. Therefore, the recent times have seen more people put interest in anime and drama that reflects their interest. Despite the fact that most of the anime series focus on teenage life, they still act as a depiction of a shrewd approach to learning about the existent customs (Trainer). More specifically, the anime is a reflection of the American interest in the form of storytelling that is both complex and character-driven. Therefore, the nature of anime has influenced a form of media culture where the arcs and markers of the different artistic productions are well-defined in addition to achieving a sense of direction.

### **Conclusion**

Evidently, most people appreciate and embrace anime for the plots and art that is in aesthetic form, while others acknowledge it as a form of escapism. Even so, anime appeals to both younger and older generations creating a sense of unity. Moreover, the uncompromising difference of anime from cartoons and other animations acts as a major attraction that influences

communication across borders. Consequently, in America, it has created a culture that yearns for alterations to the common banal context of conventional media.

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