

Japanese anime, manga, mascots and their American equivalents

by Sergio Torres

Agenda



- Introduction
- Anime v.s American cartoons
 - “Dragon Ball Z” & “Hey Arnold”
- Manga v.s Marvel Comics
 - “fullmetal alchemist” & “Spider Man”
- Japanese mascots v.s Football mascots
 - Domo & Sourdough Sam (49ers)
- Conclusion



Reasons for topic (intro)

- Dragon Ball en Español
- Analysis paper
- give better opinion on topic to reach fulfillment of assignment
- compare with other culture other than American

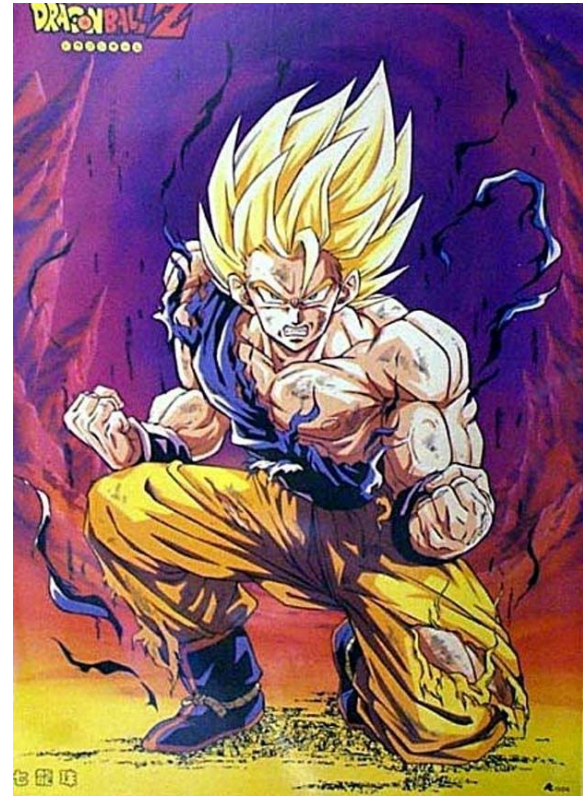


Questions

- **what do Japanese anime and American Disney/Nickelodeon cartoons have in common? How are they different?**
- **What is the age aimed by Dragon Ball producers (teens, children, adults, etc.)?**
- **Why are manga and comics different?**
- **To what extent are Japanese mascots and football mascots similar in propaganda/advertising terms?**
- **Is there a type of “American kawaii” culture and we don’t even know it?**

Dragon Ball/Z

- Eighties
- created in 1984 by Akira Toriyama
- produced by Toei animation studios
- dubbed to many languages
- inspired by “journey to the west” & “Dragon boy”.
- 3 billion in sales from 1986 to 2000.



Hey Arnold

- **created by Craig Bartlett for Nickelodeon.**
- **first episode in 1993**
- **original actual production started in 1994**
- **aired until 1996 in the United States**
- **dubbed to Spanish and other languages**



personal analysis



Global impact of DBZ

- Goku=Icon
- Spanish dubbing helped expansion
- Clothing (gym)



Full metal Alchemist

- created by Hiromu Arakawa
- published on July 12, 2001.
- styled after the European Industrial Revolution



Spider Man



- **created by Stan Lee and Steve Ditko**
- **published by Marvel Comics.**
- **Spiderman is one of the most successful superheroes**
- **Marvels most commercial character**

personal analysis



Domo

- **December 22, 1998**
- **NHK satellite broadcasting's anniversary.**
- **“domo”=“hello!”**
- **kawaii**
- **public service that was going around the internet**
- **manga published by Tokyopop**



Sourdough Sam (49ers mascot)

- **San Francisco 49ers.**
- **nicknames: Sam, Sammy, Samster, Sammiester, and Samarama**
- **scruffy brown beard, brown eyes, and a bit hat**



Domo & Sourdough Sam



Conclusion

In conclusion, anime, manga, Japanese popular mascots are quite different from American equivalents such as cartoons, comics and football mascots. Even though they have similar things, I prefer to say they are really different from each other but had a similar purpose; making one's childhood pretty awesome. I came to the conclusion that not only the creators of anime and manga that made these cartoons and comics internationally popular but also the dubbers that did a terrific job.