Manga Empire: Cartoon Animals, War, and Multi-Media Franchises

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403 Kent Hall

The 1930s saw the emergence of new possibilities for expanding serialization across media. Cartoon animals played a key role in establishing multimedia series. The serialization of “Norakuro” across the pages of Shōnen kurabu and into manga films, recordings, and radio is a prime example. Cartoon animals also brought to the fore contradictory visions of society and community: racial legacies of differentiating peoples on the basis of species, and utopian claims for integrating peoples on the same basis. What is it about the expanded multimedia manga field that allowed it to assemble these contradictory stances?


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