

advertisement

N&R LOUNGE www.newsreview.com/lounge

N&R promotion **green**

newsreview.com CHICO NEWS & REVIEW: YOUR INDEPENDENT ALTERNATIVE NEWS & ENTERTAINMENT RESOURCE

[LOCAL STORIES](#) | [OPINIONS](#) | [CALENDAR](#) | [ARTS&CULTURE](#) | [MUSIC](#) | [DINING](#) | [FILM](#) | [GUIDES](#) | [N&R EVENTS](#) | [CLASSIFIEDS](#) | [PERSONALS](#)



This article was published November 3, 2005, in the *Chico News & Review*.

<http://www.newsreview.com/chico/Content?oid=43413>

Copyright ©2007 Chico Community Publishing, Inc.

Printed on October 2, 2007, 8:06 AM.

arts&culture > backbeat

Manga powerr

Shojo Manga Power! exhibit centerpiece of Japanese pop culture events at Chico State

By Christine G. K. LaPado

[More stories by this author...](#)

This article was published on [11.03.05](#).

The term *shojo* in Japanese simply translates as "girl," and *manga* means "humorous picture," or "comic."

According to Dr. Masami Toku, associate professor of art at Chico State University, the term *manga* was originally coined by influential 19th century Japanese printmaker Hokusai, known for his signature depictions of Mt. Fuji. Hokusai also came up with the idea of using humorous pictures--known as *Hokusai manga*--as illustrations in his textbook to facilitate teaching his students.



MANAGING MANGA

Chico State art professor Masami Toku put together the *Shojo Manga Power!* show, which will soon tour nationally.

PHOTO BY TOM ANGEL

Related stories this week:

[Japanese pop culture](#)

Japanese pop culture takes over Chico State.

"When we say *manga* right now, however, we are talking about a totally different thing [than *Hokusai manga*]," Toku points out.

The *ukiyo-e*, or "floating world" art, of Hokusai and his contemporaries, with the added influence after World War II of American comics and Disney films, evolved into modern Japanese *manga*, the weekly or monthly graphic novels that Japanese (and, increasingly, American) society devours, and which Toku describes as "more literature than entertainment."

SEARCH THE SITE

TOOLBOX

[PRINT FRIENDLY](#) | [E-MAIL THIS STORY](#)

ADJUST FONT SIZE: [SMALLER](#) | [LARGER](#)

GET THE LATEST ISSUE VIA RSS

0 diggs [digg it](#)

calendar



Toku is the dynamic woman responsible for putting together the current (soon-to-be-touring-nationally) *Shojo Manga Power!* art exhibition and related events at Chico State. Two years in the making, the event features the eye-catching art of 23 male and female Japanese *manga* artists, or *mangaka*. Toku collected the pictures for the show this past summer when she was visiting her native Japan.

Toku spoke recently in a very lively, lengthy conversation about the history, evolution and significance of the *manga* art form.

history, evolution and significance of the *manga* art form.

CN&R: So, modern manga began in Japan after World War II?

Toku: After the war, there were no toys, nothing. No entertainment for kids. After World War II, we were so decimated. No reading, no movies. Modern manga was developed to entertain the kids.

Most pages [in *manga* books] were black-and-white, on cheap paper. Maybe only the cover and the first two pages were in color. Artists had to develop a style with limitations. The "black-out" of hair signified Asian people; the "white-out" hair meant Western people. The "huge eye" of modern *manga* came about because they had no color [to use] and the artists had to enlarge the eye to depict beauty. Kids learned to read these visual images. This is the modern period of *manga*.



And there was boys' *manga* and girls' *manga*?

Modern *manga* is based on gender differences. Of course, you know Japanese society is a very male-dominated society. [After WWII] women were part of "women's world," the world of housewives. Boys would go to boys' *manga*. Their goal is to grow up to be a man, to rescue the world! [laughs] The girls' *manga* that developed, the theme used to be "perfect love" after World War II. But that has changed. ... Girls' *manga* used to be directed at women to find eternal love, [and] was created by male artists.

Only men drew girls' *manga* at first?



The art world after World War II, including comics, was dominated by males. Some men began drawing girls' *manga*: For instance, Osamu Tezuka, the "god of Japanese modern *manga*." He was also crazy about Disney animation. When Japanese society became stable, women artists started to look at girls' *manga* created by males and thought it was different [than it should be] and wanted to do girls' *manga* themselves.

Japanese women have become career women, educated. A girl's dream, girl's desire, used to be to become a good

wife. Not any longer. *Shojo manga* stories can be science fiction, adventure, even philosophical or historical stories. We call them graphic *novels* because of the quality of the story, not because of the pictures.

***Manga* is very popular in Japan for adults, isn't it, unlike here in America where adults often see comics as being for kids?**

calendar



CRYPTOMNESIA
Through Nov. 1
at Humanities Center
Gallery.

SEARCH THE CALENDAR

ALL CATEGORIES [dropdown]
HAPPENING TODAY [dropdown]
WITHIN 35 [dropdown]
MILES OF ZIP [input] GO

10.02.2007

music



You Will Be Heard!
First release from Chico's Bear Hunter is a monster endeavor.

Translated From Love
Latest from Austin, Texas, siren Kelly Willis is sorta...

Down: Not out
New Orleans metal band has plenty to write about on its...

[MORE MUSIC FEATURES AND COLUMNS >](#)

[NIGHTBEAT GRID >](#)

[LOCAL BANDS & MP3s >](#)

MUSIC CALENDAR

ALL GENRES [dropdown]
ALL VENUES [dropdown]
HAPPENING TODAY [dropdown] GO

dining

DINING REVIEWS

- ★★★★☆ [Black Crow Grill & Taproom >](#)
- ★★★★☆ [King's Catch >](#)
- ★★★★☆ [La Hacienda](#) NEW >
- ★★★★☆ [Market Cafe >](#)
- ★★★★☆ [Sin of Cortez >](#)

[MORE DINING REVIEWS AND FEATURES >](#)

DINING DIRECTORY

ALL CUISINES [dropdown]
ALL RESTAURANTS [dropdown] GO
WITHIN 15 [dropdown] MILES OF ZIP [input]

film

- ★★★★★ [3:10 to Yuma >](#)
- ★★★★☆ [Becoming Jane >](#)
- ★★★★☆ [Death at a Funeral >](#)
- ★★★★☆ [Dragon Wars >](#)
- ★★★★☆ [Eastern Promises](#) NEW >
- ★★★★☆ [Good Luck Chuck](#) NEW >
- ★★★★☆ [Halloween >](#)
- ★★★★☆ [Mr. Woodcock >](#)



LOUNGE personals
MALE SEEKING MALE
FEMALE SEEKING MALE
MALE SEEKING MALE
FEMALE SEEKING FEMALE

[Chico Events Calendar](#)

Find info about Chico events around campus
www.uloop.com

[Japanese Women for Dating](#)

Beautiful Japanese women seek dating & marriage. Join free now.
www.JapanCupid.com

[Disability Law Chico](#)

Find Disability Law Attorneys in your local area at Superpages.com
www.Superpages.com

[Japanese Girls for Dating](#)

Browse profiles and join free! Meet Local Japanese Singles Online.
LocalAsianSingles.com

[Single Japanese Women](#)

Top 6 Websites For Single Japanese Women
www.picks-finder.com

The Japanese accept *manga* as a high form of art. Japanese adults don't stop reading comics, unlike in America. We have higher expectations of *manga* as an adult. There is a questionnaire post card in each *manga* for the reader to fill out. Our desire, our aesthetic, affects the content of future *manga*.

[Japanese publishers] are always finding the young and talented artists to create new *manga*. To be a *mangaka* is to be a rich person [in Japan]. They are the equivalent of sports stars in America--millionaires.

Viz, "the first monthly *manga* company in the United States," according to Toku, "donated 50,000 issues of girls' manga" to Toku's show to be used as opening and closing reception gifts for those in attendance.

Chico is the first stop for the *Shojo Manga Power!* exhibit before it begins its national tour of four additional stops, including Teacher's College at Columbia University, N.Y., and Philadelphia's all-female Moore College and School of Design. Toku is invited as guest speaker in each location. The exhibit is supported by a major cultural grant from the Japan Foundation, and an extended tour including Beijing, Hong Kong and Taiwan is in the works.

[Contact Us About This Story](#)

RELATED LINKS:

[See all stories published in Backbeat](#)

[See all stories published in Arts&Culture](#)

Reader Comments

No comments yet. Be the first by posting your comment below.

Sign in to submit a comment:

e-mail:

password:

Don't have a login yet? [Join now!](#), it's fast and free!

Help! I [forgot my password](#)

[CONTACT US](#) | [ADVERTISER SERVICES & INFO](#) | [JOBS AT THE N&R](#)
[LOCAL STORIES](#) | [OPINIONS](#) | [CALENDAR](#) | [ARTS&CULTURE](#) | [MUSIC](#) | [DINING](#) | [FILM](#) | [GUIDES](#) | [N&R EVENTS](#) | [CLASSIFIEDS](#) | [PERSONALS](#)
[CHICO N&R](#) | [RENO N&R](#) | [SAC N&R](#) | [PRIVACY STATEMENT](#) | [TERMS OF USE](#)

COPYRIGHT ©2007 CHICO COMMUNITY PUBLISHING, INC.

★☆☆☆☆ [Resident Evil: Extinction](#) NEW >

★★★★☆ [Shoot 'Em Up](#) >

★★★★☆ [The Brave One](#) >

★☆☆☆☆ [The Brothers Solomon](#) >

[MORE FILM REVIEWS AND FEATURES](#) >