

CONTENTS

Acknowledgments	v
Introduction	vii
<i>Mark I. West</i>	
1 Godzilla, the Evolving Monster	1
<i>Dale Pike</i>	
2 Reptar: <i>The Rugrats</i> Meet Godzilla	7
<i>Jan Susina</i>	
3 Invasion of the Japanese Monsters: A Home-Front Report	17
<i>Mark I. West</i>	
4 Hello Kitty in America	25
<i>Kathy Merlock Jackson</i>	
5 The Allure of Anthropomorphism in <i>Manga</i> and <i>Animé</i>	41
<i>Fred Patten</i>	
6 We All Live in a <i>Pokémon</i> World: Animated Utopia for Kids	53
<i>Cary Elza</i>	
7 <i>Pokémon</i> as Theater: Training the Pocket Monsters of Self and Consumerism	73
<i>Mark Pizzato</i>	

8	Japanese Dominance of the Video-game Industry and the Future of Interactive Media <i>Joe Wezorek</i>	85
9	Jet-Set Kids: Mutation/Seduction/Hybridization <i>Derek A. Burrill</i>	107
10	Interviews with Adolescent <i>Animé</i> Fans <i>Brent Allison</i>	119
11	North American Reactions to <i>Yaoi</i> <i>Antonia Levi</i>	147
12	Paradigm Lost: How the Rising Ubiquity of All Things Japanese Ruined the National Pastime for One American Father <i>Bill Davis</i>	175
13	Two Worlds, United by <i>Animé</i> <i>Elizabeth Flynn</i>	185
14	The Cross-Cultural Appeal of the Characters in <i>Manga</i> and <i>Animé</i> <i>Hiroaki Hatayama</i>	191
15	The Censorship of Japanese <i>Animé</i> in America: Do American Children Need to Be Protected from <i>Dragon Ball?</i> <i>Rieko Okuhara</i>	199
16	Early Japanese Animation in the United States: Changing <i>Tetsuwan Atomu</i> to <i>Astro Boy</i> <i>Brian Ruh</i>	209
17	<i>Inu Yasha</i> : The Search for the Jewel of Four Souls in America <i>Nicoloe Farrell</i>	227
18	Folklore and Gender Inversion in <i>Cardcaptor Sakura</i> <i>Bill Ellis</i>	249
19	Anima and <i>Animé</i> : Environmental Perspectives and New Frontiers in <i>Princess Mononoke</i> and <i>Spirited Away</i> <i>Nathalie op de Beeck</i>	267
	Index	285
	About the Contributors	291