

Contents

List of Illustrations vi

Acknowledgments viii

Introduction 1

- 1 Approaching Anime: Genre and Subgenres 15
- 2 Sci Fi Anime: Cyberpunk to Steampunk 31
- 3 Anime's Bodies 51
- 4 Early Anime Histories: Japan and America 69
- 5 Anime, Video and the *Shōjo* and *Shōnen* Genres 85
- 6 Post-Video Anime: Digital Media and the Revelation of Anime's Hidden Genres 101
- 7 Ghibli Genre: Toshio Suzuki and Studio Ghibli's Brand Identity 117
- 8 Experiencing Japan's Anime: Genres at the Tokyo International Anime Fair 133
- 9 Anime Horror and Genrification 153

Notes 169

Bibliography 171

Index 187