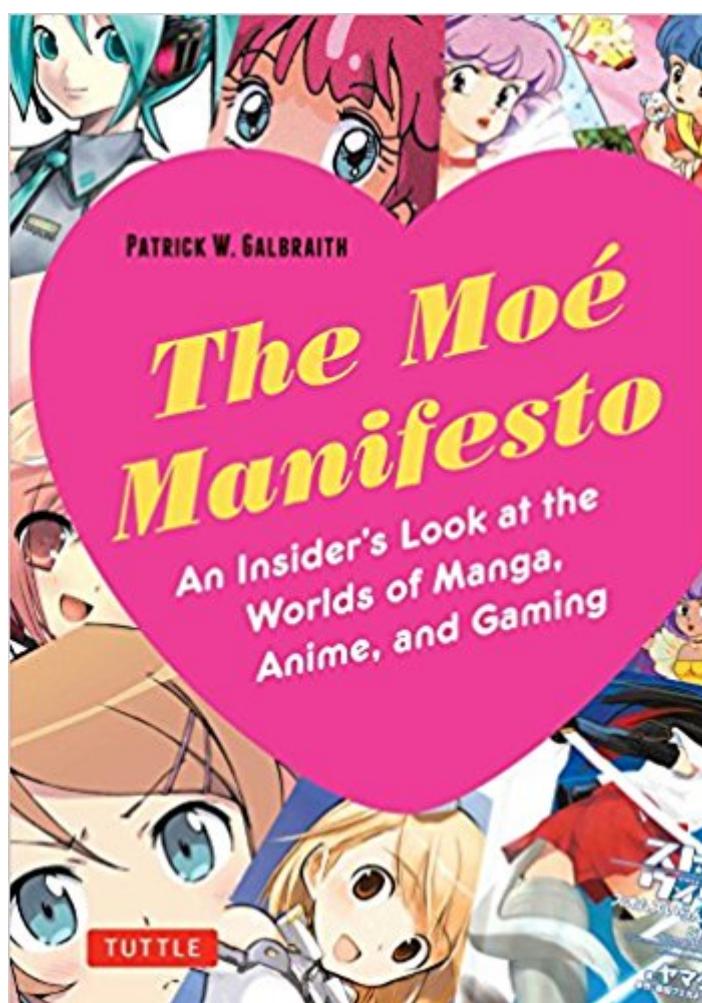


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# The Moe Manifesto: An Insider's Look At The Worlds Of Manga, Anime, And Gaming



## Synopsis

Moe is a huge cultural phenomenon and one of the driving forces behind the enormous success of Japanese anime and manga – not just in Japan but now throughout the world. In Japan, avid fans of manga comics, anime films and videogames use the term Moe to refer to the strong sense of emotional attachment they feel for their favorite characters. These fans have a powerful desire to protect and nurture the youthful, beautiful and innocent characters they adore – like Sagisawa Moe in *Dinosaur Planet* and Tomoe Hotaru in *Sailor Moon*. They create their own websites, characters, stories, discussion groups, toys and games based around the original manga and anime roles. Author Patrick Galbraith is the world's acknowledged expert on Moe and a journalist based in Tokyo. For this book, he interviewed twenty important figures in the world of Japanese manga and anime to gain their insights on the Moe phenomenon. These interviews provide us with the first in-depth survey of this subject. Galbraith uncovers how Moe is influencing an entire generation of manga artists and readers. For those new to anime, manga, and youth culture in Japan, he discusses what constitutes the ideal Moe relationship and why some fans are even determined to marry their fictional sweethearts. He reveals key moments in the development of Moe, and current and future trends in the spread of Moe works and characters from Japan to other parts of the world. *The Moe Manifesto* provides an insider's look at the earliest Moe characters such as Ayame by Tezuka Osamu. The book has over 100 illustrations of the most famous Moe characters, many in color, and it is sure to delight manga and anime fans of every age.

## Book Information

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## Customer Reviews

Gr 9 Up • The author of *The Otaku Encyclopedia* (Kodansha, 2014) returns with another look at the Japanese subculture that holds such a strong appeal to American audiences. The idea of *moe* goes even further than the general idea of fandom, specifically referring to the strong sense of emotional attachment that fans feel for their favorite characters. The book opens with an introduction that gives an overview of what *moe* means, the history of beautiful boys and cute girls in Japanese popular culture and how men in Japan became fans of melodramatic romance. The remainder is filled with a series of interviews with various experts on the topic of *moe*, including a professor of cultural sociology, those who work in the manga and anime industries, fans, critics, and even a psychiatrist. Readers will learn about extreme examples of Japanese fandom, from people dressing up as their favorite characters on the streets of Harajuku to those fighting for the right to marry fictional characters. This title is lavishly illustrated with colorful artwork and photographs and contains a glossary, which will help readers understand terms such as "bishojo," "cosplay," and "lolicon." Though there's no nudity, there are some questionable images that make the book more appropriate for a high school audience. This is an eye-opening, fascinating, and sometimes disturbing look at fandom that will resonate with anyone curious about Japanese culture. --Andrea Lipinski, New York Public Library --This text refers to an alternate Paperback edition.

"We really love how the book fits in the hands, just the right size to bring it anywhere we went, most of us had this on the go when we took turns to read this. We love the additions of illustrations and photographs, assembling along with the lively colours giving the book a energy driven feel, making one want to pick this up from the shelf to read right away, even if one isn't a hard core fan of Japan culture. We can imagine someone picking this off the shelf just for curiosity and falling love with it." --Quizoxy blog

"Moe is a hall of mirrors in a cultural fun palace; a twist in the psyche; an etymological thicket; and a sometimes controversial social phenomenon. I can't image a better guide to the moe world than scholar Patrick W. Galbraith, with his lavishly illustrated, interview-based book." --Frederik L. Schodt, author of *Manga! Manga! The World of Japanese Comics*

"Galbraith has crafted the most definitive moe treatise to date." --Brian Ashcraft, author of *Japanese Schoolgirl Confidential*

"What exactly is moe? Galbraith takes a fascinating look into all the elements that make up this word through in-depth interviews and character analysis." --Danny Choo, [www.culturejapan.com](http://www.culturejapan.com) blog

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such a strong appeal to American audiences. The idea of moe goes even further than the general idea of fandom, specifically referring to the strong sense of emotional attachment that fans feel for their favorite characters. This is an eye-opening, fascinating, and sometimes disturbing look at fandom that will resonate with anyone curious about Japanese culture." •School Library Journal"Between them, author and publisher have made that great rarity: a serious book that wears its scholarship as lightly as a bunch of balloons and makes its content accessible, enjoyable and instructive all at once. You will learn from The Moe Manifesto, but you'll do it through being thoroughly entertained." •HelenMcCarthy.wordpress.com"Patrick Galbraith, author of several books about anime and the people who love it, including The Otaku Encyclopedia and Otaku Spaces, is out with a new book called The Moe Manifesto, an in-depth look at just what this whole moe thing is all about. In a wide-ranging interview, we spoke to Galbraith why he decided to write the book, how he went about it, and what the heck moe really means." •Otaku USA Magazine"This book is quite an eye opener that helped me understand that I barely scratched the surface with regards to what people like about Japanese pop culture." •ParkaBlogs.com

I really love the fact that a book like this exists, and is so well written out of passion. This is a topic that completely befuddles many of my anime loving friends because they view "true" anime lays only within the physical drama of a story. For me though, I had been seeing the word "Moe" show up even more frequently as of late. Early descriptions of its meanings lead me to believe that Dorthy R. from the anime, "Big O" was "Moe", but I didn't know why. I couldn't recreate the reasoning behind the decision. I first saw this book during some tumblr scrolling and the cover caught my attention. There were a few lines of a review for it but it didn't keep my interest long. Then, I finished watching Oreimo, and had also fallen in love with the pop idol, Hatsune Miku within the same year. While looking up manga here on it was suggested to me and I knew who Kirino Kousaka was this time and needed more of her in my life. Waiting for Christmas to come, I added this wonderfully insightful book to my wishlist. I think my favorite part of this book is all the different view points on the same topic. By no means am I an anime historian as I was really late to the anime game, like Cowboy Bebop on Adult Swim late. By the way, Cowboy Bebop, great anime. Back on topic, this book really brings home my favorite type of writing, researching. Researching is where answer come from because it allows the reader to formulate their own questions to all the information being provided. This book isn't going to tell you what, "Moe" means, instead it shows you how time and personal experience can simply allow one find their own way of expressing and experiencing their own, "Moe". Though, that isn't to say you won't leave unable to explain to your confused friends just

why you keep saying, "Moe" towards your favorite girl within their "serious" anime.

I don't remember why I ordered this book or what I thought it would be like. But when I got it and started flipping through it, I could not get the smile off my face. And of course actually reading it was a pure delight and taught me a lot. A must for anyone who likes shoujo, interested in anime history at all, whatever.

More great stuff from Patrick Galbraith, Otaku Warrior. An in-depth exploration of all things moe, with great insight into the history of the moe boom and the evolution of the genre.

Great and timely service.

This book takes a very complicated (and controversial, especially if you're in the West) topic and explains it pretty well. The book is essentially a collection of interviews ranging from those in the anime industry to social critics. And it's pretty interesting to read. However it doesn't fully explain some things, but not to the point where it makes some egregious errors. In fact, the only "Cowboy BeBop on His Computer" moment is near the beginning when they captioned the Vocaloid Iroha Nekomura as a reimagined version of Hello Kitty when she's just a fangirl, but in the long run, it's a minor mistake. I especially recommend it Westerners who don't fully comprehend the subject matter (in fact it even opens with a discussion on a scene from 30 Rock so that should peak your interest).

The *Moe Manifesto* is a good book even though I was expecting more insight in the *Moe* phenomenon. The interviews were okay but I needed more than that. The author just interviewed a bunch of known authors and that's all, not an epilogue, not an afterwords, not his own opinion besides the prologue. There are plenty of Manga/anime that the author left like *Kodomo No Jikan*. Well, maybe I was expecting more "loli" related stuff but at the end it was a bland book about a complex topic. At least I loved the design of the book and in some way it did offer a interesting point of view about the *Moe* phenomenon in Japan subcultures.

I am so glad I discovered this book, it is a treasure for any anime, manga, and gaming enthusiast! I believe this book is a foundational element in any fan's collection, and I intend to give it as a gift regularly, because it is clear to me that anyone with even a passing interest in these media will benefit from the enlightening information presented here. I know I will refer to my copy constantly as

well as the occasional re-reading just for fun! This should not be a problem because the binding and paper quality are excellent, so I should have no trouble enjoying this book for years and years to come. Moe, though a bizarre and difficult concept when viewed in the context of mainstream culture, is crucial to anyone with a desire to love and understand "Otaku" culture, or any other fandom phenomenon. Through a series of engrossing and insightful interviews, Patrick W. Galbraith sheds light on the subject from many angles, allowing the reader to develop their own grasp on moe while also learning the textbook definition and becoming familiar with examples. This book will give readers valuable history lessons and, what I was most grateful for, recommendations; a sort of curriculum of moe works for people to explore. While perfectly accessible to the layman, this book would be equally at home in a more academic situation. All this wonderful information is presented in an enjoyable and engaging manner, with lush illustrations, helpful footnotes, and a pleasing conversational voice all wrapped in a glossy, high quality volume. Whether you are a fan yourself, seeking to better understand fans, or looking for the perfect gift for the fan in your life, *The Moe Manifesto* is a perfect choice.

When I got the book, I was super excited about reading about the contents. The cute characters are interesting choices I can actually name a few.

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