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East Asian Popular Culture

Cultural and Media Studies : Asian Culture

Hemmann, Kathryn, George Mason University, Fairfax, VA, USA

Manga Cultures and the Female Gaze

- Focuses on how female manga artists have encouraged the female gaze within their work and how female readers have challenged the male gaze common in many forms of popular media
- Engages with the most current discussions in the fields of Japan Studies, Media Studies, and Fandom Studies, especially discussions surrounding female and queer sexualities and the role of women in the creation and transformation of media cultures
- Details how erotic elements of the female gaze may be used to suggest subversive interpretations of the overt or implicit phallogentrism of many forms of mainstream media

The female gaze is used by writers and readers to examine narratives from a perspective that sees women as subjects instead of objects, and the application of a female gaze to male-dominated discourses can open new avenues of interpretation. This book explores how female manga artists have encouraged the female gaze within their work and how female readers have challenged the male gaze pervasive in many forms of popular media. Each of the chapters offers a close reading of influential manga and fancomics to illustrate the female gaze as a mode of resistant reading and creative empowerment. By employing a female gaze, professional and amateur creators are able to shape and interpret texts in a manner that emphasizes the role of female characters while challenging and reconfiguring gendered themes and issues.

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