



CITS



EBERHARD KARLS  
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JAPAN FOUNDATION  
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京都国際マンガミュージアム  
KYOTO INTERNATIONAL MANGA MUSEUM

## Intercultural Crossovers, Transcultural Flows: Manga/Comics

Organised by Jaqueline Berndt (Kyoto Seika University), Franziska Ehmcke (University of Cologne), Bettina Kümmerling-Meibauer (University of Tübingen), and Steffi Richter (University of Leipzig), in cooperation with the Japan Foundation (Japanisches Kulturinstitut), the Center for Intercultural and Transcultural Studies, University of Cologne and the International Manga Research Center, Kyoto Seika University

Conference venue: Cultural Institute of Japan, Cologne ([www.jki.de](http://www.jki.de))

29.09. – 1.10.2010

### Program

*Thursday, 30 September 2010*

Registration 11.30-13.00

Welcome 13.30-14.00

### Paper Presentation 1: Ph.D. Students Workshop

Chair: Jean-Marie Bouissou (Paris, France)

14.00-14.35 Felix Giesa (Cologne, Germany) & Jens Meinrenken (Berlin, Germany): *20th century toy, I wanna be your boy – Character and identity in Urasawa Naoki's "20th Century Boys"*

14.35-15.10 Verena Maser (Nürnberg-Erlangen, Germany): *Love between girls in the graphic arts – a comparison between yuri and the webcom „Yu+Me: dream“*

15.10-15.20 Break

15.20-15.55 Nele Noppe (Leuven, Belgium): *Translating the visual languages of Japanese fan comics and North American and European fan art*

15.55-16.30 I-Wei Wu (Heidelberg, Germany): *A flow of satirical pictorials in East Asia: the case of „Shanghai Puck“ and „Tokyo Puck“*

16.35-17.00 Break: Coffee

## **Paper Presentation 2: Manga in Asia outside Japan**

Chair: Franziska Ehmcke

17.00-17.35 Helmolt Vittinghoff (Cologne, Germany): *Chinese Comics – amusement or/and propaganda?*

17.40-18.15 Ulrike Niklas (Cologne, Germany): *Amara Chitra Katha and modern Indian middle class*

18.15-19.00 Break: Snack

## **Keynote Lecture**

Chair: Bettina Kümmerling-Meibauer

19.00-20.00 Frederik Schodt (San Francisco, United States): *Creation of a manga-comic hybrid*

Reception at the Cultural Institute of Japan, Cologne

*Friday, 1 October 2010*

## **Paper Presentation 3: Historical perspectives on manga**

Chair: Steffi Richter

09.30-10.15 Ronald Stewart (Hiroshima, Japan): *“Manga” as a form of “Western” resistance against traditional Japanese Expression: Kitazawa Rakuten and the early discourse on “manga”*

10.15-11.00 Pascal Lefèvre (Leuven, Belgium): *The mischief gag comic, an international phenomenon. Ruichi Yokohama’s “Fuku-chan” and its friends in Europe and the Americas*

11.00-11.15 Short Break

**Paper Presentation 4: “gekiga” movement revisited**

Chair: Jaqueline Berndt

11.15-12.00 Roman Rosenbaum (Sydney, Australia): *From the national to the transcultural: Tatsumi Yoshihiro’s “gekiga”*

12.00-12.45 CJ (Shige) Suzuki (Bethlehem, PA, United States): *Tatsumi Yoshihiro and the gekiga movement in the global sixties*

12.45-13.45 Lunch

**Paper Presentation 5: Transmedial and transcultural aspects 1**

Chair: Thomas Becker

13.45-14.30 Maheen Ahmed (Bremen, Germany): *Hybrid methodology for La Nouvelle Manga*

14.30-15.15 Elisabeth Klar (Wien, Austria): *Mutants and machines – The body in European and Japanese erotic comics*

15.15-15.30 Short break

**Paper Presentation 6: Transmedial and transcultural aspects 2**

Chair: Pascal Lefèvre

15.30-16.15 Thomas Becker (Berlin, Germany): *Premedialisation as a symbolic capital in the intercultural communication of graphic arts*

16.15-16.45 Bettina Kümmerling-Meibauer (Tübingen, Germany): *Manga/comic hybrid forms in picturebooks*

16.45-17.15 Break: Coffee

**Paper Presentation 7: Manga in Europe**

Chair: Jean-Marie Bouissou

17.15-18.00 Marco Pellitteri (Trento, Italy): *Manga in Europe: A short study of market and fandom*

18.00-18.45 Paul Malone (Waterloo, ON, United States): *Transcultural hybridization in home-grown German manga*

18.45-19.00 Break

19.00-20.00 Panel Discussion with German Mangaka

Dinner (restaurant, just for speakers)

*Saturday, 2 October 2010*

## **Workshop**

***Transculture, Transmedia, Transgenre: NARUTO challenging Manga/Comics Studies***

Chair: Steffi Richter

9.30-0.40 Introduction: Steffi Richter

### **Part 1: Media & Contents**

9.45-10.05 YOSHIMURA Kazuma (Kyoto, Japan): *NARUTO as a typical JUMP-magazine series, addressed to local as well as global readers*

10.05-10.25 KOIZUMI-Uchida Mariko (Kyoto, Japan): *NARUTO as transmedia contents: Particularities of its marketing in Europe*

10.25-10.40 Radek Bolalek (Warsaw, Poland): *NARUTO as exemplary for the proliferation of manga in Eastern Europe*

10.40-11.15 Discussion

### **Part 2: Genre & Gender**

11.15-11.30 FUJIMOTO Yukari (Tokyo, Japan): *Female characters in NARUTO: Reflections from a 'shojo' perspective*

11.30-11.45 OGI Fusami (Fukuoka, Japan): *NARUTO and the global transgender potential of manga*

11:45-12:30 Discussion

12.30-13.30 Lunch

### **Part 3: Hybrid Motifs**

13.30-13.50 Franziska Ehmcke (Cologne, Germany): *The traditional naruto (maelstrom) motif in Japanese art*

13.50-14.10 Bernd Grins (Cologne, Germany): *Western symbols in NARUTO*  
14:10:14:30 Discussion

#### **Part 4: Beyond Manga**

14.30-14.50 ITO Go (Tokyo, Japan): *NARUTO's manga expression and its transmedia characteristics*

14.50-15.10 Martin Roth (Leipzig, Germany): *NARUTO media-mix in German fan culture, with a special consideration of games*

15.10-15.30 Jaqueline Berndt (Kyoto, Japan): *Manga/Comics Studies and the Challenge of Transmedia Narratives*

15:30-16:00 Discussion

16:15-17:00 Final discussion