

Research on the Overseas Expansion and Cultural Export of Japanese Animation

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Abstract

With the rapid development of today's society, animation and its related industries, as the main part of the cultural industry, have gradually become the focus of attention and development in various countries. At the same time, it should be noted that with the support of the government and the combination of the government's diplomatic strategy, the animation industry is spreading more rapidly and its economic benefits are also increasing. It also shoulders the responsibility of spreading its own culture and expanding its influence. Japan is the best in this respect. Now, the animation industry is the third largest industry in Japan, with an annual turnover of 230 trillion yen. Moreover, Japan is also the world's largest exporter of animation works, accounting for 60% of the international market, and its market share in Europe and the United States is more than 80%. According to the "Anime Industry 2019" released by The Association of Japanese Animations, the market scale of Japan's animation industry in 2019 reached 2.1814 trillion yen, setting a new record for six consecutive years [12]. Among them, the largest sales amount is overseas expansion, such as shows of animation film in overseas markets and game sales, whose sales exceeded 1 trillion yen for the first time. Japanese anime fans spread all over the world and more and more people begin to learn Japanese and are more interested in Japanese culture. This phenomenon of cross-cultural communication benefits Japan a lot. In addition to bringing a lot of economic income to Japan every year, it also spread Japanese culture to all over the world, so that more people, especially young people, can understand Japan better and improve the international influence of Japanese culture.

Keywords

Japanese Animation, Overseas Expansion, Cultural Export, Influence

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1. Introduction

The main purpose of this study is to deeply analyze the methods and laws of the external communication of Japanese animation industry, and how the Japanese government and the people use the animation to successfully export their own culture, and analyze the influence of this cultural export. With the development of world economy and the deepening of globalization, people are able to share the cultures of different countries and nations. The cultural factors in economic operation are more and more obvious, and the economic benefit of culture has become an important indicator to

measure the comprehensive strength of a country. It can be said that cultural influence has become an important element of National Nuclear Competitiveness. Cultural globalization is closely related to economic globalization. How to grasp the initiative and discourse power in the global cultural market, how to expand their own cultural influence, these problems can not be avoided. As one of the core of cultural industry, animation industry is the embodiment of knowledge economy and the future development trend of cultural industry. The animation industry integrates the originality and variability of knowledge with the rich connotation of culture, so as to create economic value. Looking at the world, the animation industry of the United States and Japan are in the leading position.

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Japanese animation not only has a huge audience and creates great economic value, but also contains Japanese national culture and ideology. Since the late 1980s, the participation of Japanese culture in global media has been a hot topic in the world and Japan. In particular, Japanese popular culture, mainly represented by animation, has been accepted and loved by people in many countries all over the world.

Japanese animation has a wide range of overseas communication and great influence. Firstly, it has rich content and wide audience. Japanese animation also adopts different marketing strategies for different countries. Secondly, the overseas spread of Japanese animation has been strongly supported by the government, and the Japanese government exports its own culture with the help of animation. Therefore, to a large extent, the development and dissemination of Japanese animation is not a simple cultural and economic phenomenon, but also a far-reaching political behavior. From these phenomena and behaviors, we should explore the successful experience of Japanese animation in cultural output, and also analyze the adverse effects of Japanese animation in overseas communication, especially on young people and minors.

Table 1. Japanese animation market trends in a broad sense (billion yen).

year	2012	2013	2014	2015	2016	2017	2018	2019
market size	1338.6	1476.2	1638.1	1829.1	2001	2162.4	2181.4	2511.2
growth rate	0.08%	10.30%	11%	11.70%	9.40%	8.10%	0.88%	15.10%

The Japanese animation industry market mentioned by The Japan Animation Associations in “Anime industry 2020” [16] is the market in a broad sense, including TV, movie, video, internet, overseas and so on. The animation movie market reached a new high in 2019, reaching 69.2 billion yen, up 62.4% year on year. The growing internet animation market also reached 68.5 billion yen in 2019, with a year-on-year growth of 15.1%. The live entertainment market reached 84.4 billion yen, up 9% year on year. The largest share was in the overseas market, reaching 1 trillion yen, with a year-on-year growth of 19%. In the second place was the merchandising market, which reached 581.3 billion yen, with a year-on-year growth of 16.2%.

2.2. The Development Status of Japanese

Table 2. Overseas market size of Japanese animation (billion yen).

year	2012	2013	2014	2015	2016	2017	2018	2019
market size	240.8	282.3	326.5	583.3	767.6	994.8	1009.2	1200.9

2.3. The Development Strategy of Japanese Animation in Overseas Market

When a country's culture is exported to the outside world, it first meets the problem of cultural differences. Appropriate differences will form a good curiosity and suspense, and then promote the smooth progress of external communication, and promote the communication effect. However, too many

2. The Development of Japanese Animation in Overseas Market

2.1. The Development Status of Japanese Animation Industry

Recently, The Association of Japanese Animations released “Anime industry 2020” [16]. The report shows that from 2009 to 2019, the scale of Japanese animation market has grown for 10 years. By 2019, the market size has reached 2511.2 billion yen [11]. This result is somewhat unexpected for Japanese professional analysis institutions. In recent years, affected by few-children and aging, Japan's domestic animation market has shrunk. With China's tightening control on animation content since April 2019, analysts' forecast for Japan's animation market in 2019 is negative growth. However, in 2019, the Japanese animation industry market (broad sense) has reached 2511.2 billion yen, with an increase of more than 15%.

Animation in Overseas Market

Japan's domestic animation market (broad sense) began to shrink after reaching its peak (1309.6 billion yen) in 2014 and there was an improvement in 2018 and 2019, reaching 1310.2 billion yen in 2019, with a year-on-year growth of 11.8%. Japanese animation has been growing rapidly in the overseas market since 2015. This is due to China's introduction of a large number of Japanese genuine animation. In 2019, China strengthened the further control of Japanese animation content, and the number of imported animation was relatively reduced. However, in 2019, the revenue of Japanese animation in overseas markets still achieved a year-on-year growth of more than 19% to 1200.9 billion yen. This is directly related to the good growth of European and American markets.

cultural differences will cause irreconcilable conflicts between the two cultures, cause communication barriers and affect the effect of external communication. Japan has skillfully used the cultural differences of various countries to turn the cultural differences into its own advantages. It has launched some works full of Japanese local culture. On this basis, it has joined the animation of Western cultural factors to enter the international market.

(1) International elements

Since the 1960s, the proportion of international elements in Japanese animation has gradually increased. The background setting, plot lines, character and narrative structure of animation works are more and more internationalized.

First of all, many animation characters have western or non Japanese features, and many animation characters have their own English names. However, the life experiences of these characters are often not explained clearly in the animation content, which naturally leads to people's Association. For example, the characters in ONE PIECE can be said to be set according to the character and appearance of people from different countries. Luffy is adventurous and enthusiastic, should come from Brazil. Zoro has a samurai sword, should come from Japan, etc [14].

The plot of Japanese animation also draws lessons from the classic cultural content of the world. For example, the story structure of SAINT SEIYA is derived from ancient Greek and Roman mythology. A lot of Chinese cultural factors can be seen in NARUTO. Hyuuga Neji can do Chinese Kung Fu—Baguazhang [4]. Golden-horn lord and Silver-horn lord are the monsters in the famous Chinese novel JOURNEY TO THE WEST. Many animation works are built in the overhead virtual world, not in the real world. Historical background, living things, race, religion, language, culture can all be freely controlled by the author. Through the connection between the virtual animation world and the real world and history, the author can flexibly quote the cultural elements of various countries.

(2) Localization

At the beginning, the way of Japanese animation to expand overseas is relatively simple, which is basically to play it with its own language. Later, a more in-depth localization reform began, mainly in the following aspects: Translate the story script into native language on the basis of following the plot of the original work as far as possible; Rewrite part of the plot according to the local people's preference; Replace the background music with new or more familiar songs. After entering the 21st century, Japanese animation companies cooperate more deeply with overseas companies, some companies even invite overseas personnel as directors in the production process.

(3) Other important factors

First of all, the development of the Internet provides people with a relatively cheaper and easier way to watch animation. Compared with the traditional way of spending money to buy genuine DVD discs and go to the cinema to watch them, the price advantage is particularly obvious. And the narrative style of animation matches the operation mode of the internet. Both of them are in constant operation, interactive. Second,

Japanese animation always promote other commercial activities to gain greater benefits and wider influence after the success of drama and games. Third, the development of animation peripheral culture encourages people to have greater interest in animation.

3. Cultural Export in Japanese Animation

After World War II, Japan's economy was depressed and its people lived in hardship. Japan reestablished the strategy of building a country by economy and devoted all its energy to economic construction. In just a few decades, it became the second largest economic country in the world. However, the improvement of economic status did not bring about the improvement of political status, and did not allow Japan to be recognized by the world. In this context, Japan sought to use cultural exports to gain recognition from various countries and enhance its international status." Animation diplomacy" is an important strategy for Japan's foreign cultural export [8].

3.1. Animation Diplomacy

The concept of "Animation Diplomacy" was first proposed by Taro Aso, then foreign minister, in 2006 [3]. He advocated that Japan should vigorously promote the cultivation of animation talents and overseas publicity of animation. Aso said that to build a national image, we can't rely on diplomats alone. We must use the power of popular culture to exert influence on other citizens. It is difficult for the Foreign Ministry to directly grasp the interests of the people of various countries on its own, and "animation" is a good cultural tool, which can effectively assist diplomacy and establish an international image in a short time. "Animation Diplomacy" has been highly valued by the Japanese government, and the animation industry has also been promoted as an important part of Japan's cultural nation building strategy and become a pillar industry of the country [15]. The Japanese government is committed to implementing various policies to support the development of the animation industry and try to clear all obstacles for the development of animation industry, and establish a perfect system to ensure its smooth growth and development.

3.2. Cultural Export in Japan's Animation Diplomacy

(1) Government support in cultural export

Japanese animation not only promotes the development of publishing business, film and TV industry, game industry, but also promotes the rapid development of clothing industry, tourism industry, derivative cultural products manufacturing industry and other related industries [1]. The development of the above industries is due to the strong support of the

Japanese government, which has positioned the cultural industry as a national strategic industry, and has made the development of economy and culture have a positive interaction. After Japan implemented the strategy of building a country by culture, Council for Cultural Affairs began to take charge of cultural revitalization and international cultural exchanges. It was responsible for investigating, deliberating and formulating policies related to the development of animation industry, and planning various international cultural exchange projects. Animation Industry Research Association and other institutions are committed to the implementation of national guidelines and policies to support the animation industry, especially the development of small and medium-sized enterprises. In terms of overseas publicity, the Japanese government presented the animation CAPTAIN TSUBASA to Iraqi TV station for free, hoping that the Iraqi people who suffered from war would understand the excellence of the Japanese nation and the tenacity and unyielding spirit of Bushido.

(2) The export of Japanese sense of worth

Animation output makes the Japanese government feel unprecedented smooth in diplomacy. The cultural radiation of Japanese animation across national boundaries is irresistible. Therefore, the dissemination of Japanese sense of worth has become an important cultural strategy for Japan [7]. The spirits of "path of things", "the beauty of the collection" and "the beauty of death" advocated by Japanese animation are mixed with Japanese thinking mode, sense of worth and standards of right and wrong, which are imperceptibly spread to fans all over the world. As a result, many anime characters have become spokesmen of Japanese culture, and are wildly sought after by fans, which makes many young people take the initiative to learn Japanese, and to a certain extent promotes people's sense of identity with the Japanese nation. The popularity of Japanese animation in the world is higher than that of traditional Japanese culture, such as tea ceremony, flower ceremony and calligraphy ceremony, which promotes the cultural exchanges between Japanese nation and other nations.

In terms of creation theme, Japanese animation integrates the Japanese nation's concept of right and wrong and ethics. The understanding of good and evil in Japanese traditional culture is different from that in many countries, which holds that "there is no absolute evil, and there is no absolute good." Japan's ethics are also different from other countries, such as Oedipus, affairs and other topics in Japanese society has not been regarded as "taboo", these themes of animation also gradually appeared and spread in many countries. Part of the content of Japanese animation blurs the good and evil, and alienates the young people's thoughts and values by transmitting the chaotic views of right and wrong and ethics to

the world. Japanese animation created the theory that "bad people are not necessarily absolute bad people", and then evolved into a kind of "no country theory". As a matter of fact, it is very unfavorable for young people to establish a correct world outlook.

4. The Influence of Japanese Animation Cultural Export

4.1. Japan Gained Both Fame and Wealth

A very important result of Japan's cultural export strategy is to establish a good national image and enhance the political influence of the Japanese government [10]. On the international stage, a large part of power originates from the ability of national image design, which is used to express its military, economic, political and cultural level. National image is a kind of political power, which used to make other countries submit to their own will through "hard power". Nowadays, it is more brilliant to realize it through the "soft power" infiltrated by cultural ideology [13]. Japan promotes its national image overseas through cultural export, in order to improve the relationship with other countries and seek recognition from other countries. Constructivism holds that "material factors are certainly important factors in international relations, but the most important thing is people's ideas, that is to say, it depends on the views of the countries concerned when they look at each other's countries." When we consume a country's cultural products, we will subconsciously search for information related to the cultural products, and also change the stereotype of other products in the country. The combination of these information will generate a concept, and ultimately build the image of a country. Through this way, Japan gradually seeks the understanding, support and recognition of the global public, so as to achieve the expected goal of gaining political influence.

4.2. Provide Reference for Cultural Communication Between Countries in the World

Every country has its own excellent culture, but the gap between cultures has not disappeared with the rapid development of the world economy. In order to seek mutual understanding and mutual recognition and respect, transnational cultural communication is essential. In this regard, the success of Japanese animation provides a reference for countries.

(1) Establish the cultural confidence of the nation

National self-confidence first manifests itself in cultural self-confidence, and the formulation of Japan's "animation diplomacy" strategy is a kind of cultural self-confidence [2].

People living in a certain culture should have a clear understanding of its origin, formation process, characteristics and development trend. In view of their traditional culture, each country should have a correct self positioning, so as to make a good decision on how to export and what to export. Just like Japan, they have explored their own excellent culture and integrated into the animation. Under the promotion of the government, Japanese animation promoted the traditional Japanese culture, aesthetic consciousness and Japanese values to the world.

(2) Government supports the development of cultural industry from a strategic perspective

From the perspective of national strategy, Japan gave financial support and institutional support, which effectively promoted the development of animation industry [5]. Animation industry includes many links such as cartoon, animation and derivative products. In the whole animation industry chain, the three links play different roles and play different roles to jointly promote the rapid development of the animation industry. On the one hand, the government should provide an appropriate relaxed environment to attract outstanding foreign enterprises to settle in, learn from other enterprises' advanced ideas and methods, and improve the influence of animation products in foreign markets. Give full play to the role of industrial clusters, learn innovative knowledge at home and abroad through organizing various forms of seminars, exhibitions and other activities. On the other hand, animation enterprises should take the initiative to form a strategic alliance with the transportation industry, telecommunications industry and real estate industry which have a certain degree of correlation with the animation industry. The government should also vigorously develop applied animation, extend the animation industry chain and open up a larger animation market by strengthening external exchanges and cooperation [6].

(3) Use innovative ideas and effective packaging

Brand is the decisive factor to determine the value of animation [9]. Animation brand is the guarantee for the sustainable development of the animation industry, an integral part of the core competitiveness of the animation industry, a value form that fully reflects the strategic advantages of the animation industry, and a key factor in the development of the animation industry cluster. In policy-making, we must pay attention to the promotion of animation brand, operate animation brand well, use animation brand to drive the design of animation products, promote the development of animation industry cluster, drive product production and produce animation related derivatives. The Japanese government attaches great importance to the protection of intellectual property rights, formulated *The Fundamental Law of*

Intellectual Property Rights. The Japanese government has also set up special provisions to protect the copyright and use rights of creative works such as animation and illustrations. It is this kind of positive and effective property protection measures that make the investment and creation of animation works have a reliable return guarantee. In many countries, people's awareness of intellectual property protection is still relatively weak, and the enforcement of intellectual property protection system is not strong enough, which leads to many enterprises suffering from piracy, unable to go further on the road of image authorization, and poor extension of industrial chain, resulting in a vicious circle.

5. Conclusions

In the process of development, Japanese animation constantly reorganizes the traditional culture, learns the essence of other countries' culture, and adds innovative elements to achieve reconstruction. For overseas audiences, the coexistence of exotic and traditional culture is the charm of Japanese animation. This inclusive feature of Japanese animation makes it popular in the Japanese domestic market and overseas market. While greatly learning from other cultures, Japanese animation also tries to hold fast to its native culture. This approach has won the support of local consumers and overseas supporters. And the Japanese government implements the cultural diplomacy with animation as the media, with the purpose of not violating the Japanese tradition, changing the image of Japan through animation, showing Japan's national strength. When consuming Japanese animation, people overseas are by osmosis influenced by Japanese culture. Cultural export also brought material export, which brought great benefits to Japanese economy. Japan's successful cultural export provides reference for other countries to show their excellent culture. In the long run, it is conducive to the construction of globalization for all countries in the world to display and export their own culture reasonably and effectively, and then realize mutual understanding and tolerance in the cultural collision.

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