



# THE ORIENTAL SOCIETY OF AUSTRALIA

UNIVERSITY OF SYDNEY N.S.W. 2006

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The Oriental Society of Australia in conjunction with Japanese Studies, the University of Sydney cordially invites members, friends and guests of the Society to a special seminar. We have the pleasure of a presentation by Frederik L. Schodt, prestigious and world renowned expert on manga for this most auspicious occasion.

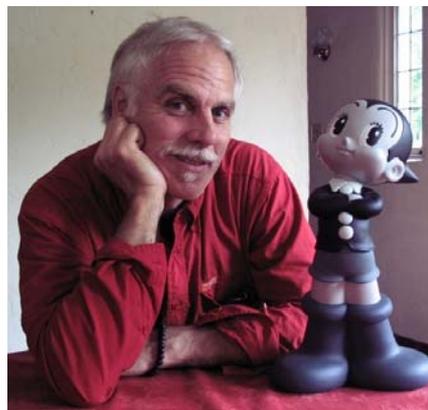
**Date:** Thursday 13th October 2011

**Time:** 5:00-6:30

**Venue:** Philosophy S249, Quadrangle Building,  
The University of Sydney

**Speaker:** Frederik L. Schodt

**Title:** Creation of a Manga-Comic Hybrid



## **Abstract:**

While adhering to the same basic grammar of sequential “panels,” “word balloons,” and “sound effects,” Japanese manga and North American/European/Australian comics today use radically different formatting traditions, and also different artistic conventions. Starting around 1977, more and more manga have been translated and published in the West. In the process, it has been necessary to “localize” manga, both in terms of language and format, to make them acceptable to Western readers. The same process occurred in Japan at the beginning of the twentieth century, when Western styles were imported and localized for Japanese readers, but the results were very different.

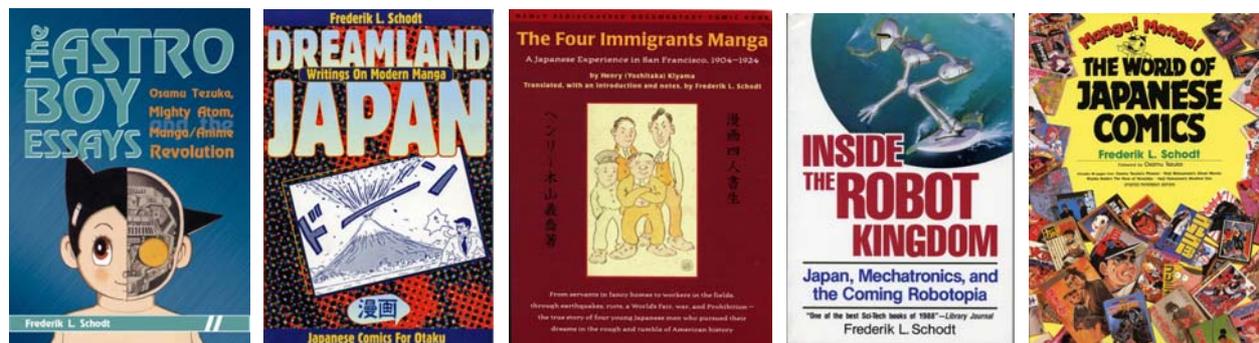
Fred has been involved in this localization process in North America since 1977, both directly, as a translator, and indirectly, as an observer and writer about Japanese manga. In addition to studying the way that Japanese artists have incorporated Western traditions, dating back to the mid-19<sup>th</sup> century, he has also studied the way that American artists and publishers have tried to incorporate Japanese styles. But there have also been changes in the process of “localization” over the years, and in this talk he will draw heavily on his personal experience in the industry to illustrate them.

The need to translate manga, and to translate the language in them so that they are readable to Western readers, has not changed. However, whereas in the beginning the goal of localization was to create a product that North American and European readers would find identical to the comics that they normally read, in recent years the emphasis has changed, to creating a product that is as faithful as possible to the original Japanese format. The end result has been the accidental creation of something new, neither purely manga nor purely comic, but a hybrid. In this talk, Fred will specifically examine what is one of the most controversial aspects of manga localization—the shift in the West from publishing translated manga in a “left-to-right” format to a “right-to-left” format.

## Biography:

Frederik L. Schodt is a writer, translator, and conference interpreter, based in the San Francisco Bay area. He has written and spoken widely on Japanese history, popular culture, and technology. Among his better known works are *Manga! Manga! The World of Japanese Comics* (Kodansha International, 1983), *Inside the Robot Kingdom: Japan, Mechatronics, and the Coming Robotopia* (Kodansha International, 1988), *America and the Four Japans: Friend, Foe, Model, Mirror* (Stone Bridge Press, 1993), and *Dreamland Japan: Writings on Modern Manga* (Stone Bridge Press, 1996). His writings on manga, and his translations of them, helped trigger the current popularity of Japanese comics in the English-speaking world, and in 2000 resulted in his being awarded the Special Category of the Asahi Shimbun's prestigious Osamu Tezuka Culture Award. In the same year, his translation of Henry Yoshitaka Kiyama's 1931 pioneering graphic novel, *The Four Immigrants Manga*, was selected as a finalist in Pen West USA translation award. His latest book, *The Astro Boy Essays: Osamu Tezuka, Mighty Atom, and the Manga/Anime Revolution*, was published by Stone Bridge Press in 2007. In 2009, he was awarded the special category of the Ministry of Foreign Affairs International Manga Award, for helping to promote manga overseas. Also, in 2009, he was awarded the Order of the Rising Sun, Gold Rays with Rosette, for his work in helping to promote Japan's popular culture in the United States.

For more information on Fred, please refer to <http://www.jai2.com> or <http://jai2.com/fredbio.htm>



Images provided by Frederik L. Schodt

OSA web site

<http://www.arts.usyd.edu.au/publications/JOSA/>

**Dinner:** 7:00-

**Venue:** Spicy Sichuan Restaurant

**Address:** 1- Glebe Point Road Sydney. NSW Tel: 9660-8200

**Enquiries and dinner attendance:** please contact Seiko Yasumoto by 12<sup>th</sup> October

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