

The Japan Foundation presents:

# what girls want



## The World of Shoyo Manga (Girls' Comics)



Date: 14 December 2015, from 6:30pm

Venue: **Foyles Bookshop**, Level 6

107 Charing Cross Rd, London, WC2H 0DT

Shoyo Manga – often translated as ‘comics for girls’ – is a genre of Japanese comic books which has a history of over 100 years in Japan. Contrary to its male counterpart ‘Shonen Manga’, Shoyo Manga features narratives of sweet love stories, anguished romances and even real-life issues facing women across a vastly broad range of genres. Whether a sci-fi, fantasy or even period drama, the stories reflect the desires and dreams of its mainly female readership, showing truly what girls want.

In this talk **Dr Nozomi Masuda**, Konan University, Japan, will trace the origins of Shoyo Manga from its beginnings in girls’ magazine through to its more recent transformations today, questioning what significance the genre has in Japanese society, and what it has been expressing over its diverse and complex themes.

Following the presentation, Manga artist **Eico Hanamura**, one of the pioneers of Shoyo Manga, will have a conversation with journalist and expert on comics **Paul Gravett** and Dr Masuda. Together they will look into Hanamura’s work, reflecting on her illustrious career in the Manga industry spanning over half a century, as well as discussing the phenomenon of Shoyo Manga and the impact it has had upon Japanese culture and beyond.

*This event is free to attend but booking is essential. To reserve a place, please email your name and the title of the event you would like to attend to [event@jpf.org.uk](mailto:event@jpf.org.uk)*

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