

Straight from the heart: Gender, intimacy, and the cultural production of shōjo manga.

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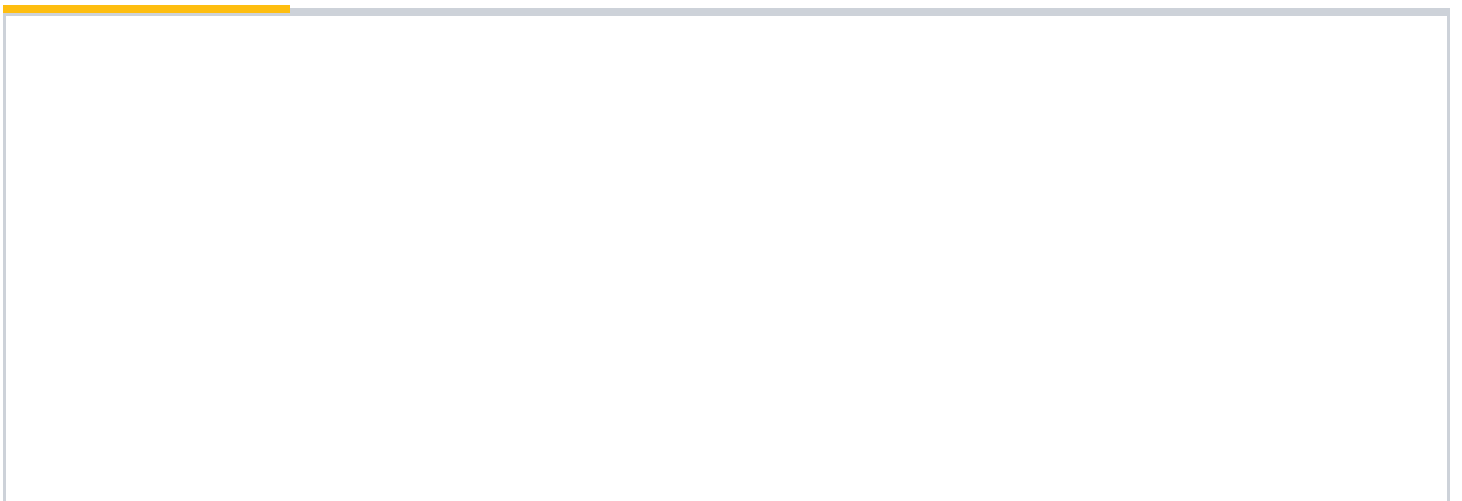
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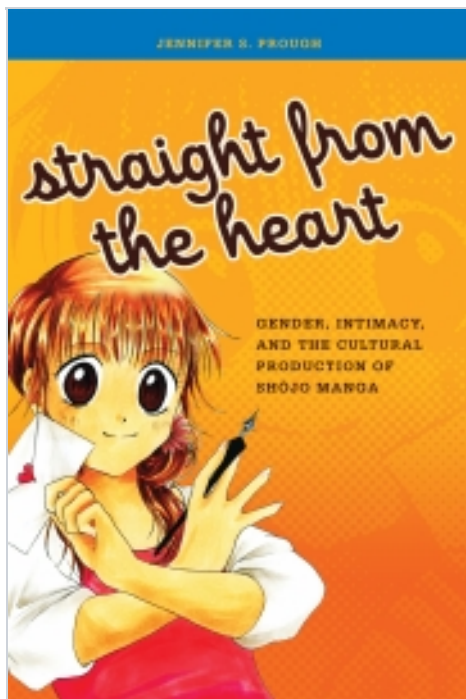


Straight from the Heart: Gender, Intimacy, and the Cultural Production of Shōjo Manga



In this Book





Straight from the Heart: Gender, Intimacy, and the Cultural Production of Shōjo Manga

Jennifer S. Prough

2011

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SUMMARY

Manga is the backbone of Japanese popular culture, influencing everything from television, movies, and video games to novels, art, and theater. Shojo manga (girls' comics) has been seminal to the genre as a whole and especially formative for Japanese girls' culture throughout the postwar era. In *Straight from the Heart*, Jennifer Prough examines the shojo manga industry as a site of cultural storytelling, illuminating the ways that issues of mass media, gender, production, and consumption are involved in the process of creating shojo manga. With their glittery pastel covers and focus on human relationships and romance, shojo manga are thoroughly marked by gender—as indeed are almost all manga titles, magazines, and publishing divisions. Drawing on two years of fieldwork on the production of shojo manga, Prough analyzes shojo manga texts and their magazine contexts to explain their distinctive



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