

dol: 10.5860/CHOICE.196734
CHOICE July 2016 vol. 53 no. 11

53-4682

NC1766

CIP

Davis, Northrop. *Manga and anime go to Hollywood*. Bloomsbury Academic, 2015. 410p bibl index ISBN 9781623562489 cloth, \$100.00; ISBN 9781623561444 pbk, \$29.95; ISBN 9781623560386 ebook, \$25.99

[CC] In this educational and engaging book, Davis (media arts, Univ. of South Carolina) examines the elements and influences Japan's manga and the comics, animation, and movies of the US have in common. Although these media industries developed separately, they have exerted considerable influence on each other. In both Japan and the US, there is a close relationship between pop culture and graphics, and that relationship has resulted in new forms of media, storytelling, and creative expression—a sort of hybrid media industry that combines the highly successful models of Hollywood and Japan. In addition to creative and artistic influences, Davis considers the roles of business culture and legal culture—e.g., rights management and contractual obligations). The book is richly illustrated with examples of manga, anime, and adaptations to US television and movies. Especially enlightening are the interviews with media-arts professionals and the case studies that reveal the impact of collaborations between the Japanese and US entertainment industries. The book concludes with a discussion of the future of the hybrid media arts and a glossary of common terms in the industry. Summing Up: Recommended. All readers.

—C. B. Cannon, *Brand Library and Art Center*

Copyright 2016 American Library Association