

The attractions of intercultural exchange. Manga market and manga reception in Germany

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Abstract: Although Germany during the 19th century had a great tradition of own picture stories and comics it is since the end of WW II a comics importing country. Less than 10% of the contemporary comic production is of German origin. In earlier periods dominated by Italian, French, Belgian and North American comics, up from the middle of last decennium Manga and Manwha became step by step the favourites of the youngsters. In the present the generation that came in touch with the first manga in German language is grown up and is longing for their own “grown up”-stories.

Manga has lead to a big transformation of the comics market and a revolutionary distinction of the readership. The separation of adult and youth (literary) culture is deeper than ever. For the first time girls have - encouraged by shojo manga - taken the leadership within the young comic fans. The transmission of Japanese or Korean subjects, motifs, aesthetic forms merged with western patterns in manga stories can be seen as a principal reason for the success of manga in Germany and other European countries.