

Title: How are people of African descent portrayed in Anime (Japanese Animation)?

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Anime, Japanese animation is a popular form of animation in Japan. Since the 1980s, anime has spread across the globe and inspired many people to adopt this art form. Anime is geared toward a variety of audiences and appears in many media genres. Many anime characters are greatly exaggerated in terms of their physical features and behaviors. Females in particular tend to be hyper-sexualized. People of non-Japanese descent also generally tend to be portrayed in stereotypical ways within anime. While people of African descent constitute a very small percent of the Japanese population, and rarely appear in some anime, these characters appear more hyper-sexualized than others and embody Western/global stereotypes of Africans or people of African descent. In this presentation, I will discuss the results of my observations of several genres of anime that target the teenage to young adult age group and of my analysis of how characters of African descent are portrayed. Are these images positive or negative? Does anime create new stereotypes or hold onto Western ideas of Africans and African-descended people?