

# MANGA CATALOGING PROJECT

NAOMI SHIRAISHI  
C.V.STARR EAST ASIAN LIBRARY  
UC BERKELEY

## Project Description

In recent years, more scholars and researchers of Japanese studies have become interested in manga as a pop culture phenomenon and/or a form of literature. As a result, academic libraries all over the US have started to collect more manga and manga-related resources.

The East Asian Library at UC Berkeley is planning to participate in a manga exhibit this fall and has been adding more manga to its collection. It is important for catalogers to make their manga resources more searchable and as accessible as possible.

When it comes to manga collections, the standard cataloging practice may not be sufficient to make it easy to search for specific manga. Most manga records have a narrow range of call numbers that are either PN6790.J3 (secondary sources), PN 6790.J32 (collections), PN6790.J33 (works by author) or PN6790.J34 (works by title). Many records only have "comic books, strips, etc. -- Japan" as their subject headings.

Most Japanese manga have a clear target audience determined by the magazines in which they are originally published and stories and drawings are often adjusted according to the target audience. Therefore it is extremely helpful to be able to organize manga records by their target audiences. Also, common Japanese manga genres may not fit into standard LC genre terms even though the LC recently added many comic related genre terms.

Therefore, a manga cataloging project is needed to identify optimal target audiences and genres for Japanese manga. By consulting with manga researchers and collaborating with other catalogers, the best practices for manga cataloging will be proposed so users can find manga suited for their research interests much more easily. The Ohio State University, which has the largest manga collection in North America, has been using its own local manga genre terms for years, but with the new LC genre terms and the cataloging practice changes, it is time to re-evaluate manga cataloging practice.

The goal of the project is to make the manga collections searchable and accessible by manga-specific genre terms. To measure the success of the project, local manga researchers will test the online catalog to see if they get satisfactory search results in an efficient manner.

This poster shows how different each genre of manga is to demonstrate why it is important to be able to organize manga records according to their genre.

## PREWAR MANGA TOKYO PUCK

Influenced by Western satirical cartoons, *Tokyo Puck* (1905-1941) founded by **Rakuten Kitazawa**, depicts social and political events in Japan and the world.



## NORAKURO

*Norakuro* (1931- 1941) by Suiho Tagawa, was published in the magazine *Shonen Kurabu* (Boys' Club) and became very popular. Its protagonist is a stray dog who joins a dog military and, through his brave and often humorous activities, goes up the ladder in the military.



## POSTWAR MANGA

### OSAMU TEZUKA

**Osamu Tezuka** (1928-1989) is considered as the father of contemporary manga and his works influenced all genres. His *Astro Boy* is well known internationally.



## SHONEN MANGA

Shonen (Boys') manga's target audience is teenage or younger boys. They typically include more action scenes with various onomatopoeia and fewer narratives. Popular Shonen manga topics include adventure, sports, and fights.



## SHOJO MANGA

Shojo (Girls') manga's target audience is teenage or younger girls. The characters of Shojo manga traditionally have big eyes with shiny stars in them, elaborate hair and clothes. Their stories tend to focus on characters' emotions and frequently use monologues.



## SEINEN MANGA

Seinen (Adult) manga's original target audience was men in their 20s and 30s. Nowadays they have much broader readers in terms of their genders and ages. Compared with Shojo and Shonen manga, Seinen manga typically have much more realistic drawings and complicated stories. The protagonists are often older adults.



## BL MANGA

BL (Boys' Love) manga became very popular in the last couple of decades. Their main focus is on male gay romance (of beautiful young men) and their target audience is adult women. This genre is an outgrowth of Shojo manga.

