

Analysis of the Development of Japanese Animation Industry and Its Influence on Contemporary Youth

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Abstract: The animation industry has both economic and cultural value, and has attracted much attention for its strong commercial potential and cultural output. With the rapid development of the Japanese animation industry, the Japanese animation industry is increasingly innovative on the basis of absorbing the excellent traditional culture of the country, and promoting the formation of a complete industrial chain. Its animation content has a wide audience, especially young people. Animation has a dual impact on the psychology of young people, which is manifested in many aspects of thinking mode, values, aesthetic quality and consumption concepts. This paper examines animation communication from the perspective of culture and positive psychology, studies the positive and negative psychological impact of animation culture on young people, and encourages young people to form correct values under the influence of positive psychological states by means of strict access to works, education on social core values and strengthening positive guidance.

Keywords: Japanese animation, youth, psychological influence

1. Introduction

Animation is a combination of animation and manga. It is a product of the development of science and technology and economy. Together with film and TV, it meets people's spiritual and cultural life needs. In today's society, animation has become a market pursuit of people [1]. There are rich categories of animation works, including youth, war, detective, history, magic, otaku, etc., as well as various animation products, animation bases, and animation theme parks derived from them, and animation movies have driven a huge consumer market. The visible and enduring prosperity of animation is not only a manifestation of the strong vitality of animation, but also a profound reflection of the inherent attraction and influence of animation on individuals. With the development of the animation industry, a complete animation industry chain has been formed, and animation of various themes is widely popular among different age groups, which has a great impact on individual cognition, thinking and behavior.

As a key social concern group, young people are in the formation stage of world outlook, outlook on life and values. Studying popular animation is conducive to understanding the preferences and aesthetic trends of young people. By advocating excellent animation products, good quality such as unity and cooperation and never giving up can be brought to life, and correct values can be cultivated and shaped [2]. As a key social concern group, young people are in the stage of forming their world outlook, outlook on life and values. Studying popular animation is conducive to understanding the

preferences and aesthetic trends of young people, understanding the positive and negative influences brought by cultural communication, and mastering the common characteristics and personality traits of cross-cultural social groups through the analysis of cultural works. Under the influence of individual positive psychology and group interaction, we will deeply explore the rich cultural core contained in excellent animation products, guide all members to absorb and learn from them, bring good qualities such as perseverance, unity and cooperation, innovation consciousness and the pursuit of excellence to life, and cultivate and shape correct values.

2. The Development Trend of Japanese Animation Industry and the Experience of Overseas Communication

Japanese animation has gone through four stages of development and innovation: the embryonic stage, the exploration stage, the maturity stage and the elaboration stage [3]. Its products have national characteristics, innovation and interest, and have great commercial value in comics and animation derivatives, such as comic-con and hand-held animation, and play an extremely important role in the world animation stage. It has not only become a powerful engine to promote the development of the domestic economy, but also an outstanding representative of Japan's cultural export. Its typical characteristics are the development and creation on the basis of manga creativity, focusing on static and dynamic coordination, integrating animation and manga innovation, forming animation products represented by manga, animation, games, etc., promoting the development of the Japanese animation industry and cultural prosperity [4].

Limited by factors such as animation production technology and communication media, Japanese animation has experienced the transformation from independent creation of animation and manga to integrated development, individual manual creation to organization, division of labor and cooperation, and has gradually enriched the categories of works, matured production technology, diversified communication methods, and dramatically expanded the market scale, becoming a leader in the world's animation stage [5]. At the same time, a number of world-renowned animation masters and representative works have emerged, such as Miyazaki Hayao's "Sky City" and Tezuka Osamu's "Astro Boy".

Japanese animation has a huge global market share, which is attributed to its national strategy, product innovation, copyright protection and commercial promotion. The specific performance is as follows: (1) National Strategy to serve the export of culture: Through deep exploration of artistic content and innovation, Japanese animation takes root in the national culture, conforms to the needs of international image construction and its own development, and achieves its national strategic goal of cultural export [6]. (2) Diversified product innovation: Relying on the effective support of culture, art, commerce and science and technology, Japanese animation has rich content and distinct themes, and has achieved diversified product innovation, met the needs of consumers of all ages, achieved high visibility in the domestic and international markets, and significantly increased market share. (3) Strict copyright protection: Through copyright protection measures, all kinds of Japanese enterprises have a division of labor and cooperation, planning, production, circulation and marketing are closely linked, and manga creation, animation production, game development and animation derivative production enterprises have a virtuous cycle, and the rights and interests of each enterprise have been effectively protected [7]. (4) Effective commercial promotion: Good products cannot be separated from efficient commercial promotion. Japanese animation enterprises dig deep into the product content, and through the joint promotion of cartoon creation enterprises, animation production enterprises, game development enterprises and animation derivative production enterprises, their animation products get better promotion and a good reputation.

3. The Influence of Japanese Animation Industry on Contemporary Teenagers

Teenagers are the main audiences of animation products. They have active thinking, full of fantasy, obvious emotional polarization and a strong sense of autonomy, and animation products accurately capture this point, and use novel and vivid storylines to make teenagers experience empathy. Teenagers internalize the personality characteristics of cartoon characters through example demonstration, observation and learning, role playing, etc., and then affect their psychological and behavioral performance [8].

Modern animation has become a symbol of communication among teenagers. As a member of society, individuals develop into corresponding groups on the basis of imitating cartoon characters, and obtain identity in the group, resulting in group effects. This kind of interpersonal interaction model is like a snowball, reshaping the social behavior of individuals and groups. Animation meets the needs of teenagers to pursue novelty, integrate into the group and gain a sense of belonging. They put more energy into the plot to get psychological support from it, and form a broader group identity under the control of herd psychology.

Animation has a dual influence on teenagers' psychology, which is manifested in thinking mode, values, aesthetic quality and consumption concept. The reform and opening up have significantly promoted the development of science and technology and economy, increased cross-cultural exchanges, and evolved diversified thoughts of thought. Young people are able to contact the outside world in an all-round way, and they are full of curiosity about new things, have a stronger ability to accept new things, have a broader vision, and have a more diversified value orientation. Considering the differences in cultural background and orientation, the unity, tenacity and other excellent characteristics contained in Japanese animation products have a positive effect on the growth of teenagers. At the same time, the animation industry has the phenomenon of targeted cultural export, and there are many bloody and violent elements in its products, which goes against the mainstream values of society and has a negative impact on the formation of good behavior habits of teenagers.

4. The Enlightenment of Japanese Animation to China's Emerging Industry

The highly developed Japanese animation industry cannot be separated from the support of national policies, rich cultural deposits, and the creation of a large number of outstanding people. On the basis of conforming to the development of The Times and the needs of the people, the Japanese animation industry has effectively realized the synergy between culture and economy through the innovation and integration of traditional Japanese culture, and its cultural export has played a good role in enhancing international influence and enhancing national pride.

Chinese culture has a long history. On the basis of an in-depth analysis of social development trends and research on traditional culture, people should pay attention to bringing out the new traditional culture and realize the value of reconstruction of Chinese national culture. We should dialectically look at the impact of the Japanese animation industry on young people, minimize the harm to young people, and dig deep into the beneficial aspects of animation content; The derivative industry should also have strict requirements, and the government needs to create a good social atmosphere to resist the impact of vulgar animation.

In China, the audience group of animation works is mainly young children, the plot content is simple and naive, and the animation works for adults are relatively rare. This makes it difficult for anime to expand in China. In contrast, the analysis of the structure and characteristics of the audience and the maximum mining of the audience group are also one of the important reasons for the success of Japanese animation.

In foreign countries, animation production is a complete industrial cycle chain. It is understood that in foreign countries, the first consideration of animation creation is whether it can make excellent

derivative products. The real success of the operation of the animation industry lies in the overall planning, reasonable layout and coordination of its industrial chain. However, at present, China's animation industry still lacks the established profit model and the concept of the overall industrial chain in this respect, and cannot make good use of the market operation mechanism to maximize the economic value of animation works, so as to promote the development of animation industry. In order to change the embarrassing situation that the development of Chinese animation lags behind other countries, it is also necessary to do so. Through the above analysis and comparison of the merits of Japanese animation and the practical problems existing in Chinese animation, it is not difficult to find that in order to develop Chinese animation, we must first further improve the production technology of animation works and gradually narrow the level gap with other countries. To improve the technical level, the key lies in the training of relevant professionals and the construction of professional teams. Only with skilled professionals and professional teams of division of labor and cooperation can continuously create efficient and high-quality excellent works, and gradually expand the market share and influence of animation in the domestic film and television industry.

5. Conclusion

Japanese animation is closely connected with The Times and the country. It is an important cultural strategy to realize the revival of Japanese culture with the help of animation. The all-round marketing concept closely links culture with economy and promotes the achievement of its cultural export goal. This paper makes a theoretical analysis of Japanese animation culture from sociological and cross-cultural perspectives, but lacks empirical data support. Future studies will tend to study the innovative communication of animation culture and the group social psychological impact, and explore the cross-cultural social impact from the perspective of group dynamics. Cartoon culture in the implementation of national culture and output at the same time, showing the strength of a country's culture. Teenagers are in the critical period of physical and mental growth. Under the dual effect of cultural blending and cultural shock, teenagers are prone to cultural identity crisis. On the road of promoting cultural self-confidence in the country, it is necessary to actively absorb and learn from excellent foreign animation products, constantly promote cultural integration and mutual learning, rationally understand the impact of foreign animation products, deeply explore the connotation of traditional Chinese culture, and promote domestic animation innovation and cultural development.

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