



# **D-Manga. Der japanische Comic und seine deutsche Adaption (Initialen) (German Edition)**

*Kristina Auer*

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Magisterarbeit aus dem Jahr 2013 im Fachbereich Buchwissenschaft, Johannes Gutenberg-Universität Mainz, Sprache: Deutsch, Abstract: Seit japanische Comics mit „Sailor Moon“ und „Dragon Ball“ die westliche Welt im Sturm erobert haben, versuchen sich immer mehr deutsche Manga- und Comicfans am Handwerk ihrer fernöstlichen Vorbilder. Dennoch werden D-Manga nur schlecht vom Publikum angenommen.

Die vorliegende Magisterarbeit liefert dazu eine kritische Analyse über die Entwicklung des Manga in Deutschland und die Aussichten auf Ausbildung und Beruf im D-Manga-Geschäft. Gleichzeitig werden Vermarktungsstrategien unter wissenschaftlichen Aspekten betrachtet und Ansätze zur Optimierung dieser entwickelt.

Die realistische Darstellung und ausführlichen Erklärungen erleichtern auch dem Laien den Einstieg in den neuen und stetig wachsenden Zweig der Verlagsbranche.

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