TO STUDY IF ANIME SERIES HAVE AN IMPACT ON INDIAN YOUTH TO LEARN THE JAPANESE (LANGUAGE)

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Abstract

Anime, derived from the word ‘animation’, is used to refer to animated media from Japan. Anime has established itself as a mainstream genre of its own and has secured a place on the global stage. The attention garnered by anime has resulted in a renewed interest in the Far East. The largest influence on anime was television; most shows were made for boys or both. In the 21st century anime change has come significantly and encompasses the breadth of Indian lifestyle. Binge watching anime has resulted in many Indians seem to have a keen interest in picking up Japanese words from the anime series they watch. Japanese is one of the top 5 languages learned in India. The purpose of this research study is to show if anime has an on Indian youth to start learning Japanese as a language from binge watching anime. A survey with 100 participants will be conducted with their age group ranging from 13-25 years of age and above.

Keywords: Anime, Indian youth, Japanese

BACKGROUND

Although it has been more than a decade since Japanese anime became a popular topic of conversation when discussing Japan, both within India and in other countries as well, few studies have empirically investigated how, and by whom, anime has been treated and consumed outside of Japan. The word anime is actually pronounced as “ah-knee-may” which is an abbreviation of the word animation. In Japan, the word is used to refer to anything that’s animated. However, outside Japan, it has become a common term used for ‘animation from Japan’.

For decades, anime was produced by and for Japan and Japan only— a local product, with a distinct look-and-feel to not just the artwork but the storytelling, the themes, and the concept. Anime has been kept for many years at the fringe of culture, as a genre either too childish or too violent or too pornographic. Over the last 4 decades, it has become an international phenomenon, attracting millions of fans and being translated into many languages. A whole generation of viewers in the West has grown and are now passing it on to their own children. Anime falls into any number of existing genres: comedy, drama, sci-fi, action-adventure, horror and so on. For hard science fiction fans, the show "Planetes” would be perfect for you; fans of romantic comedy will love the series "Fruits Basket" while lovers of crime fighting will really enjoy "Ghost in the Shell." There are even adaptations of classical literature like "The Count of Monte Cristo.”

Beginning in the 1990s. Anime series such as Sailor Moon (1992) and Pokémon (1997) through the mid 1990s with Yu-Gi-Oh! (1998), Dragon ball z (1986), Full metal Alchemist (2003) and Naruto (2002) during the 2000s have had a significant impact on the global market for anime productions.

In Indian markets, anime was finally introduced via television. However, a majority of anime series were targeted for children which explains why the Indians always considered anime as a ‘cartoon for children’. Part of the attraction towards anime appears to be the underlying moral messages rooted deeply in the Japanese culture that are communicated. Review of literature—there is not much research that associates watching Anime with studying Japanese.

In Asia,

INTRODUCTION

Japanese comics and animation have been influential since the 1980s to present. To date, the Japanese animated television series have penetrated the culture in major Asian cities. It has been exported and imported across national and cultural boundaries. Gadgets of Japanese cartoon character, such as Hello Kitty, Sailor Moon, Dragonball, and Digimon are extremely popular among children and young people. Anime gives positive impact to businessmen to promote their products or services. This scenario showed that youth culture and people’s perception of anime has changed tremendously. Since anime on television is a media communication, it can be related to Bandura’s theory on media influence (2001). He said that the media promotes changes directly to the participants. According to Norman (2004), human decision making is dependent on cognitive and affect. Over the past 20 years, anime or Japanese animation has grown in popularity in India. However, the number of Indian fans of anime is growing although the overall population is still much enjoying other sort of local televised program content such as entertainment and telemovies. The fans have great fondness
with the characters of anime that tend to dress up or act like one of these anime characters. And some of them are even able to imitate dialogues from their favourite anime series. In Japanese anime series, most characters are portrayed to have a strong sense of belief and determination that drive them to accomplish their goals which might have instances where the viewer becomes increasingly fond of the character and imitates dialogues and phrases used by the anime character.

In the study we will find out if watching anime series have an impact on the younger Indian audience ages ranging from 13 to 25 years and above to study Japanese as a language from watching Anime.

The objectives of this study is to:
- Analyze if anime influences the Indian youth to learn Japanese.

**BENEFITS FROM LEARNING A NEW LANGUAGE (JAPANESE) OR JLPT**

Learning a new language will almost always benefit you, especially if you’re in the localization industry or work adjacent to it. Additionally, there are some secondary benefits of learning a language such as Japanese.

Knowledge of Japanese for business will increase your value as a global employer and market player. Whether it’s business Japanese or just getting your foot through the door with basic greetings, your potential clients or business partners from Japan will greatly appreciate your efforts. Learning the basics helps get you started, and it helps you appreciate a foreign culture even more. Even if you speak just a little bit of Japanese, a simple “ohayou!” will make a noticeable difference. It will prompt Japanese people to be friendlier and more welcoming. Knowing more about entertainment and what’s trending in Japan could open up opportunities for conversation with your Japanese clients or business partners. The country is known to be very poised, educated, and tech-savvy, coming out with new and innovative technologies every year.

**OBSTACLES TO LEARNING JAPANESE**

Biggest obstacles When Learning Japanese and How to Overcome Them. The hiragana, the katakana, and the kanji are not very easy for a non-native Japanese learner to master. It takes a considerably long period of time to understand the complex Japanese writing system.

Whether a syllable is positioned at the beginning of a word, or in the middle, or in the end, that particular syllable or character is pronounced in the same pitch, or using the same tonality. There are some sounds, such as the sound of ‘R’, and ‘tsu’ in the Japanese language, which are particularly difficult for non-native speakers. Rules of Japanese grammar are not quite the same as those of English grammar. In Japanese, levels of politeness to be used while speaking differ with the age, gender, status, and the relationship of the person.

**INTERESTING FACTS HOW (JAPANESE IS SIMILAR TO HINDI)**

The Hindi alphabet works using the same concept as Japanese: One character represents one sound – and the languages are written exactly like how they sound. If you can pronounce every character in Hindi, you should be able to learn the sound of Japanese pretty easily. Let me show you more by romanizing Hindi sounds – let’s see how many sounds there are in Hindi that starts with ‘k’ and let’s look at those in Japanese:

Hindi: ke ka ki kre kri ke kae kaw
Japanese: ka ku ke

Basically, what you need to learn to pronounce in Japanese is a subset of what there is in Hindi. But of course, a Hindi speaker may get uncomfortable with how there are so few vowels in Japanese and start to accidentally add in the rest of the Indian sounds into Japanese.

Ways people pick up Japanese from anime series

“Shadowing” refers to mimicking the sounds of native speakers in order to memorize vocabulary, improve pronunciation, and become an all-around more incredible person. Just because you can understand something in Japanese does not mean that you’re physically or mentally able to say it yourself. Shadowing is one way to (at least partially) bridge this divide. Creating flash cards for Japanese anime subtitles and going over and over them is how people are trying to pick up Japanese words from anime series these days. Studying Japanese via anime is incredibly difficult for low-level students. Studying anime without subtitles is also another fun way to learn the language quickly and verbally.

Anime culture (otakus)

Much like Japan, there are plenty of otakus in India too – young, confused people obsessed with computers and pop culture. And much like their Japanese counterparts, Indian otakus too have come to regard anime
subculture as a strong part of their identity. Back in India, anime fans stay connected and try to improve their Japanese street cred through Internet forums and Facebook groups like Animestan and AnimeIndia. They regularly host cosplaying events, trade anime merchandise and even create anime music videos.

Many anime fans in India started off by watching the all-anime channel, Animax, the anime block on AXN, and Toonami on Cartoon Network. Now they download the latest series and songs on the Internet. Language is no bar in anime; subtitles are a loyal companion. In fact, anime lovers try to retain as much Japanese flavour as possible. Purists go by the dictum, “Thou Shall Not Dub.”

Despite an alien culture and the language barrier, Indians who are loyal fans of anime like it for its interesting plots, multi-layered characters and of course it’s great animation. They believe that anime culture, although indigenous to the Japanese, is also universal – in that, its stories when supplanted into any other culture would still resonate with audiences, Orient or no Orient.

Theories
There Are Many Mass Media Communication Theories That Study the Effect of Media on Audiences. Given Below Are the Theories That Can Relate to if anime has an impact on the young Indian audience to learn Japanese

1. Cultivation Theory:
The Cultivation Theory examines the long-term effect of watching television on people. Cultivation theory suggests that repeated exposure to a certain media may influence the audience by what they see or hear. Hence people who like to watch anime with Japanese dubbed and English subtitles may tend to randomly pick up Japanese words by maybe wanting to imitate the character’s dialogue by cultivating their minds to learn a new language from watching anime series.

2. Uses and Gratifications Theory:
Uses and gratifications characterises people as active and motivated in selecting the media they choose to consume. In other words, it can be said that the theory argues what people do with media rather than what media does to people. People choose from their own choices and moods. The needs of the particular person are met through the media used. Some people might watch news for information, some for entertainment, and some for self-reassurance. Likewise those interested in learning a new language may also want to watch anime that’s usually dubbed in Japanese and subtitled in English to pick up the Japanese language by listening!

THE STUDY AIMS TO ANSWER THESE QUESTIONS:

1. How likely are the younger Indian audience to learn/ pick up Japanese words from anime series?

2. Are any of them currently learning Japanese?

3. Have they learned Japanese before?

4. Would it be more fun/ understanding to watch anime after learning Japanese?

5. What's one reason if they would start learning Japanese from watching anime?

6. If anime series have pushed them to learn Japanese would they continue to watch anime to improve their grasp on the language?

METHODOLOGY

This study will use a quantitative method of research with the use of surveys to understand if watching anime influences the younger Indian audience to learn Japanese and why? The research requires a research tool hence, a research was conducted by handing out survey forms to be filled by 100 participants who watch anime. A survey method is a process, tool, or technique that you can use to gather information in research by asking questions to a predefined group of people. Some advantages through survey research are as follows:

1. Surveys allow you to gather data from a large sample size or research population. This helps to improve the validity and accuracy of your research findings.

2. The cost of creating and administering a survey is usually lower compared to other research methods.

3. It is a convenient method of data collection for the researcher and the respondents. An online survey allows you to gather data from a large pool of respondents easily and conveniently. Unlike paper forms, online surveys are secure and it is also easy to distribute them and collate responses for valid research data. To conduct this research, the researcher made use of google forms as a tool for the
questionnaire. 12 questions were asked with options and optional input for their own responses. Descriptive as well as experimental questions were made use of. In descriptive questions, the questions were given choices to be selected compulsorily. Whereas in experimental questions, the questions were optional with yes or no answers with the following optional question.

The survey form:

https://docs.google.com/forms/d/1rO_f7Xk1ibkl2s9SmFkU0RoKFX-x-SENyLIEoPjg03I

**REVIEW OF LITERATURE**

1. **Study on Anime and Its Impacts Among University Students.**
   This paper examines the impact of anime on university student’s behaviour with an effort to provide the reader with an understanding of anime. A research was conducted on 247 university students in Malaysia. Findings disclosed that students’ attitudes towards anime are more to the positive side and they are not too obsessed towards the anime character. Project conducted by the UTAR research fund. https://www.researchgate.net/publication/319494624_Study_on_Anime_and_Its_Impacts_Among_University_Students

2. **The Use of Anime in Teaching Japanese as a Foreign Language**
   The use of anime in teaching JFL has not been studied in depth in the classroom context (Spindler, 2010). Some of the difficulties reflected in using anime as a teaching tool in the JFL classroom include: (1) underdeveloped theory on facilitating learning through anime in classroom context (Spindler, 2010; William, 2008) and (2) lack of teaching manual for language teachers intending to use anime as a teaching tool in the classroom (Furo, 2008). This paper is aimed at proposing a model that can be used to plan lessons by using anime to teach JFL.

**Statistics**

- **Gender**
  - 55% male
  - 45% female

- **Age group**
  - 74% Age 13-17
  - 19% Age 18-24
  - 6% Age 25 and above
74% 18-24; 20% 13-17; 6% 25 and above

Do you think it would be more fun to watch anime after learning Japanese?
100 responses

What's one reason you'd actually start studying Japanese after watching anime series?
100 responses

On a scale of 1 to 5, how likely are you to learn/pick up Japanese words from anime series?
100 responses

https://www.gapparampara.org/
approx 20% have started learning Japanese

Major reason one would consider learning Japanese would be to get rid of subtitles with 43%

Rate of increasing vocabulary from watching anime is 66.3%

**OBSERVATION**

From the above statistics this can be observed:

The percentage of People who watch anime that are aged between
13-17: 20%
18-24: 74%
25 & above: 6%

Which Gender watches anime more:
Girls: 55%
Boys: 45%

Age when began to watch anime:
0-12 years: 24%
13-24 years: 62%
25 years and above: 14%

Likelihood to pick up Japanese words from anime series on a scale of 1-5:
1: 9%
2: 17%
3: 30%
4: 21%
5: 23%

Percentage of people currently learning Japanese:
11%

- percentage of people who think it would be more fun to watch anime after learning Japanese: 75%
- percentage of people who would continue to watch anime to brush up their fluency in Japanese language: 66%

**CONCLUSION**

In conclusion, this paper discusses the relationship between anime and its impact to learn Japanese on the Indian youth. This study also shows that anime is growing popular among the Indian youth and that Japanese is growing and is considered as one of the top 5 most learned foreign languages in India. The population has been watching anime for fun and this shows us that in the near future we can see anime series/programs growing their audience. As a result Japanese is noticeably picked up from anime series and as majority of the respondents have agreed, Japanese has proved to be beneficial to be learned seriously and for further scope in
the field. The researcher concludes this research topic with the fact that there is a significant ‘want’ to learn Japanese from watching anime among Indian youth. This study showed that anime is also popular among Indian youth. The population that has been studied watched anime for fun, enjoyable and satisfaction allows us to conclude that in the near future, more will be watching anime programmes for the purpose of learning Japanese.

REFERENCE