**The 8th Japan and Taiwan ASIA Future Forum &**

**2018 Soochow University International Conference   
on the Culture of Comics and Animations**

**Second Call for Papers**

Organizers: Dept. of Japanese Language and Culture, Soochow University; Soochow University Library; the Atsumi International Scholarship Foundation

Co-organizers: Dept. of English Language and Literature, Soochow University; General Education Center, Soochow University

Conference Date: Saturday, May 26, 2018

Conference Venue: Pu-Ren Hall, Waishuangxi Campus, Soochow University, Taiwan

**Challenges and Future for the Culture of Comics and Animations   
under the Vision of Globalization:   
Commonly-Shared Experiences & Cross-Domain Innovations**

The Japanese “God of Manga” Osamu Tezuka once said: “Novels describe images with texts, while illustrations depict images with pictures. Comics interpret texts with pictures, while commentaries embellish texts with texts.” While Osamu regarded comics as something between the so-called image culture and text culture, the aesthetically sensible French also see comics as “the ninth art,” and the Louvre Museum, the world-famous sanctuary of artworks, has included in its exhibits the new era’s comic art that integrates image aesthetics, rhetoric and narratology.

Once considered a popular, recreational and commercial product, comics has evolved into a public cultural asset embedded with humanistic elements, social beliefs, philosophical thinking and natural science world view, and has embraced a worldwide trend of collecting classic comics. Thanks to the rise of digital image technology, comics has developed into animated films, or cartoons, igniting another wave of craze for comics and animations around the globe. Numerous readers and audience have indulged in myriads of this visual art as a medium to understand themselves, the society and the world. From printed strips or books to animated films, to peripheral products and cosplays, the culture of comics and animations has stepped up from a subculture to a mainstream culture, and generated an enormous global industrial chain while exerting strong influence and dominating modern people’s media reception and consumption.

In 2001, the Japan Society for Studies in Cartoons and Comics (JSSCC) was founded to emphasize the academic value of comics studies. In 2006, Kyoto International Manga Museum was born as the world’s first museum that collects classic comics and promotes the research of comics and animations, and has become a must-visit attraction for comics fans worldwide. In 2014, Taiwan’s Soochow University established a comics reading corner in its main library to make the best use of its comics collections, and has since held academic conferences on comics and animations with an eye to keeping up with the global trend and turning itself into a prestigious center for studies on comics and animations in Taiwan’s higher education.

With a major theme focusing on challenges and future for the culture of comics and animations under the vision of globalization, this 2018 international conference will feature how comics and animations evolved from non-mainstream cultural assets as commonly-shared experiences among regional and local readers/audience to a central role in leading the global art cultures to face the challenges of cross-domain innovations. Sub-themes include the collection, application, translation, cross-cultural communication, discourse analysis, narratology, visual presentation, and cross-media environments, as well as the cultural, economic and social aspects of comics and animations, in the hope of promoting the academic quality and quantity.

We cordially welcome researchers interested in the culture of comics and animations to share any theoretical thoughts or critiques or empirical studies on the following issues or topics:

1. Collection and application of classic comics and animations (including their academic research and reading promotion, as well as the development of multiple literacy of comics and animations, etc.)
2. Translation and cross-cultural communication of comics and animations
3. Theories and practices of comics and animations
4. Presentation of comics and animations (including narrative styles, linguistic/ textual features, cultural elements, etc.)
5. Visual art and aesthetics of comics and animations
6. Cross-media environments of comics and animations (creative designs, image production, technological developments, etc.)
7. Economics in the culture of comics and animations (exhibition business opportunities, industry developments, futures trends, etc.)
8. Social studies in the culture of comics and animations (politics, history, anthropology, gender studies, psychology of comics and animations, etc.)

**Importance Dates:**

1. Due date for abstract submission: **October 10**, 2017

2. Notification of abstract acceptance: October 16, 2017

3. Due date for full paper submission: April 16, 2018

**Submission Guidelines and Formats:**

1. Language: Chinese, Japanese, or English
2. The abstract must be submitted BOTH in Chinese (500 characters max.) and in English or Japanese (500 words max.) with 3 to 5 keywords. The abstract must be saved as Microsoft Word document and transformed into a PDF file.
3. A personal information form of educational and professional backgrounds should be submitted along with the abstract by **October 10**, 2017 through e-mail at [hua666@scu.edu.tw](mailto:hua666@scu.edu.tw). Please contact SCU Library secretary Ms. Hua-shiu Kuo if no confirmation email has been received within two days after abstract submission.
4. Formats for full paper:
5. Document format: Microsoft Word
6. Chinese font: Standard Regular Script (標楷體)
7. English font: Times New Roman
8. Page size: A4
9. Text orientation: horizontal
10. Page margins: 2.54 cm (1 inch) for top/bottom margins, 3.17 cm (1.5 inch) for left/right margins
11. Font size for main texts: 12
12. Line and paragraph spacing: single spaced
13. Alignment: justified
14. Footnotes: at the bottom of the page
15. Maximum pages: 10 (Abstract, keywords, tables/charts, references and appendix included)

**Notification:** Results of abstract acceptance will be sent via e-mail by October 16, 2017.

**Contact Information:** No. 70, Linxi Rd., Shihlin District, Taipei, TAIWAN

Soochow University organizing team for the International Conference on the Culture of Comics and Animations

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