BỘ GIÁO DỤC VÀ ĐÀO TẠO
TRƯỜNG ĐẠI HỌC DÂN LẬP HẢI PHÒNG

ISO 9001:2015

KHÓA LUẬN TỐT NGHIỆP

NGÀNH: NGÔN NGỮ ANH – NHẬT

Sinh viên   : Lương Phú Cường
Giảng viên hướng dẫn : Th.s Khổng Thị Hồng Lê

HẢI PHÒNG - 2019

MINISTRY OF EDUCATION AND TRANING
HAIPHONG PRIVATE UNIVERSITY

A STUDY ON THE INFLUENCE OF JAPANESE MANGA AND ANIME ON PRIMARY SCHOOLERS IN HAIPHONG CITY

GRADUATION PAPER

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Class	**: NA1901N**
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HAI PHONG - 2019

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NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP

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Tên đề tài: A study on the influence of Japanese manga and anime on primary schoolers in Hai Phong city

NHIỆM VỤ ĐỀ TÀI

1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp (về lý luận, thực tiễn, các số liệu cần tính toán và các bản vẽ).

   A study on the influence of Japanese manga and anime on primary schoolers in Hai Phong city

2. Các số liệu cần thiết để thiết kế, tính toán.

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3. Địa điểm thực tập tốt nghiệp.

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Nội dung hướng dẫn: A study on the influence of manga and anime on primary schoolers in Haiphong city

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Đề tài tốt nghiệp được giao ngày 01 tháng 07 năm 2019

Yêu cầu phải hoàn thành xong trước ngày 21 tháng 9 năm 2019

Đã nhận nhiệm vụ ĐTTN   Đã giao nhiệm vụ ĐTTN

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1. **Đánh giá chất lượng của đồ án/khóa luận (so với nội dung yêu cầu đã đề ra trong nhiệm vụ Đ.T. T.N trên các mặt lý luận, thực tiễn, tính toán số liệu…)**

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1. Phần nhận xét của giáo viên chấm phản biện

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2. Những mặt còn hạn chế

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(Ký và ghi rõ họ tên)

ACKNOWLEDGEMENT

In the process of doing the graduation paper, I have received a lot of help, assistance, guidance and encouragement from my teachers, family and friends.

First and foremost, I would like to express my deepest gratitude to my supervisor Ms. Khong Thi Hong Le, M.A, the lecturer of foreign language faculty, Haiphong Private University, for her whole-hearted guidance and support. Without her invaluable recommendations and advice, I could not finish this thesis.

My sincere thanks are also sent to all the teachers of English department at Haiphong Private University for their precious and useful lessons during my four year study which have been then the foundation of this research paper.

Last but not least, I would like to give my heartfelt thanks to my family, my friends who always encourage and inspire me to complete this graduation paper.

Hai Phong, September 2019

Luong Phu Cuong

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GDP	Gross Domestic Product
HP	Hai Phong
U.S.	United States

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PART I
INTRODUCTION

1.1. Rationale

There is no denying that children are always considered as the first stage of human life. It's the stage to equip children with the necessary qualities and ability to paricipate in their later social life. This is a period of personality formation for children, forming personal needs, hobbies, thoughts and gender awareness by the influence of the children's daily contact with their surrounding environment. Creating good and healthy habits that is appropriate to the age of children will positively impact the overall development of children later. Two of the habits which have a profound effect on the development of thinking, morality, lifestyle, behavior..., are reading books and watching films.

Today in our contemparory society, parents always encourage the children to read books and watch films. As a matter of fact, most children usually choose jokes, comics or cartoon films to entertain themselves after stressful and tiring lessons. This is also a source of information to learn new knowledge in addition to media and books in schools. With the strong explosion of information technology, audiovisual culture has significantly affected the reading habits of children. Beside the stories, today children can easily access online comics and films with technology devices when there is an internet connection. It is the reason for Japanese manga and anime to enter Viet Nam.

Manga and anime are known as one of the cultural values which is very typical of Japan. Japanese manga and anime has been present in many countries around the world and contributed to the "Japanese cultural phenomenon". In Viet Nam, Japanese manga and anime has strongly influenced many young generations during the past 22 years. With readable, understandable, nice images and interesting stories, Japanese manga and anime has created irresistible attraction for Vietnamese children in general and children in Hai Phong in particular.

There are a lot of Japanese manga and anime which bring human values, positive educational elements to children. However, Japanese manga and anime in Viet Nam are having a booming phenomenon and uncontrollableness, leading to negative effects on children.

For these reasons, I conduct a study on "The influence of Japanese manga and anime on primary schoolers in Hai Phong city" with an expectation to look for impacts of Japanese manga and anime on students in primary schools in Hai Phong city as well as solutions to minimise their negative effects.

1.2. Aims of the study

This study aims at analyzing the influence of Japanese manga and anime on primary schoolers in Hai Phong city and giving solutions to develop active effect and limit their negative effect.

Two research questions were addressed as follow:

- ✓ *What are the influences of Japanese manga and anime on primary schoolers in Hai Phong city?*

- ✓ *What are the solutions to Japanese manga and anime's impact on primary schoolers in Hai Phong city?*

1.3. Methods of the study

In order to complete this study, the following methods were employed:

- Analytic and synthetic methods

- Survey methods

- Interview methods

First, the study took full advantage of analytic and synthetic methods to review all the theories related to the matter from various reliable sources to create the framework for the data analysis.

Second, survey methods were used to gather data of the primary schoolers to have an overview and the most accurate view of the current situation.

Third, interview methods were used to add several information from schoolers' parents and bosses of book stores.

1.4. Scope of the study

Studying the influence of Japanese manga and anime on primary schoolers is immense, so the study can not cover all students in primary schoolers in Hai Phong city. Therefore, my study was mainly carried out in Dong Hai Primary school where I used to study.

1.5. Design of the study

This study is composed of three main parts:

❖ Part 1 is the introduction which consists of rationale, aims, study methods, the scope and design of the study.

❖ Part 2 is the development- the main part of this paper which is divided into four chapters :

- Chapter one is theoretical background of Japanese manga and anime.

- Chapter two shows detailed explanation of the methodology.

- Chapter three indicates real situation and the influence of Japanese manga and anime on primary schoolers in Hai Phong city.

- Chapter four is comments and solutions to the impact of Japanese manga and anime on primary schoolers in Hai Phong city.

❖ Part 3 is the conclusion which summarizes what was given in previous parts.

PART II
DEVELOPMENT
Chapter 1: Literature Review

1.1. Overview of Japanese manga and anime

1.1.1. General theoretic issues about manga and anime

1.1.1.1. Notions

According to Wikipedia, Manga is a kind of comics or graphic novels created in Japan or by creators in Japanese language, conforming to a style developed in Japan in the late 19th century. They have a long and complex pre-history in earlier Japanese art.

The term "manga" in Japan is a word used to refer to both comics and cartooning. "Manga" as a term used outside Japan refers to comics originally published in Japan.

But Simon (2003) is considered that "Manga, in Japanese, means "flowing words" or "Undisciplined words". It is an ancient art that has been used for centuries as a form of entertainment. It's basicallt Japanese comic books, which can be easily translated to English."

And Cataphract (2004) is thought that "Manga is to Anime what Comics is to Cartoons"

Anime is hand-drawn and computer animation originating from or associated with Japan.

The word anime is the Japanese term for animation, which means all forms of animated media. Outside Japan, anime refers specifically to animation from Japan or as a Japanese-disseminated animation style often characterized by colorful graphics, vibrant characters and fantastical themes. The culturally abstract approach to the word's meaning may open up the possibility of anime produced in countries other than Japan. For simplicity, many Westerners strictly view anime as a Japanese animation product. Some scholars suggest defining anime as specifically or quintessentially Japanese may be related to a new form of orientalism.

Brad Stephenson (2019) is considered that "Anime is a word used by people living outside of Japan to describe cartoons or animation produced within Japan. Using the word in English conversation is essentially the same as describing something as a Japanese cartoon series or an animated movie or show from Japan".

1.1.1.2. Trait and roles of Japanese manga and anime

Manga history begins very early. In Japan, people soon became intersted in an art of picture (later manga). Manga of this period was still simply short comic strips. However, its entertainment value is something no one can deny. Not only that, the manga also holds an important throughout the history of Japanese art.

Around the middle of the 6th and 7th centuries, monks used parchment rolls carved as a calendar for tracking time. These scrolls which include symbolic symbols that represent time, are often decorated with animal images such as foxes, pandas, ... with the same movements as people (known as animal characters of animals). The painting, or more precisely, the Choju-jinbutsu-giga is a delight in animals and humans. This can be considered a premise of Manga.

Kordic, Pereira and Martinique wrote "During the Edo Period (1603-1867), another book of drawings, Toba Ehon, embedded the concept of manga, yet the term itself was first used in 1798, to describe the picture book Shiji no Yukikai (Four Seasons) by Santou Kyouden. In 1814, it showed up again, as the title of Aikawa Mina's Manga hyakujo and the celebrated Hokusai Manga books of drawings by the famous ukiyo-e artist Hokusai".

The term Manga was perfected by Hokusai artist (this is not a real name), a painter living with a painting philosophy is completely different from this art at the time. With a rebellious personality, Hokusai is known for being willing to argue with his teacher, constantly challenging their working methods. Later, he created about 30,000 works, some of which focused on anthologies or published books.

According to Hokusai, "manga" is not the art of drawing characters in a certain story, or is meticulously paying attention to every detail so that it can create entertaining and meaningful paintings. Instead, the term "manga" (which literally translates as "bizarre painting") was used by Hokusai to show how to draw a pen-based picture or draw some materials across the page full of improvisation (this explains the word "bizarre"). Although most of them become landscape patintings, Japanese people recognize and hide in those natural but very detailed natural drawings, something different from the previous paintings, when painters must be aware of what they want to draw before putting down their pens. Hokusai's natural approach to the problem, although he himself may not have realized it, has become the basis for the diversity of present manga-ka: they are not tied to a recipe. Which always follow different types of characters,

and different storylines. However, even though Hokusai had made a new breakthrough with this style of painting (one of the styles he used), the first true "manga" stories had not appeared until the very beginning 20th century.

Entering the 20th century, the door of Japanese diplomacy once again opened to the world. One of them, the "short comic strips" was also introduced, becoming the catalyst for making manga, a dominant part of the current Japanese publishing market. Manga of this period was called Ponchi-e. Japan began publishing magazines with caricatures with a thickness of 1-4 pages, and hired foreign artists to teach their students about lines, colors, and shapes.

During the war, Japanese comics and caricatures were created to serve many different purposes. They have humor, entertainment, as well as Western stories, but at the same time they are also used for the purpose of propagating or sarcasm in service of national interests, encouraging the morale of soldiers. However, under heavy defeat at the hands of the Allies at the end of World War II, many Japanese comics were subject to heavy censorship by the victors, and the development of what would become "manga "Japan seems to be postponed indefinitely.

Fortunately, after the war ended, there was a person who stood up to revive the manga art scene, brought to Japanese culture and came to the world, a completely new genre of manga. That person, Osamu Tezuka (with the application of Disney's cartoon style and German and French cinematography) helped shape the first true manga model, and started an industry that up to now retains a strategic position in modern Japanese culture.

Besides, the earliest commercial Japanese animation dated to 1917, and Japanese anime production has since continued to increase steadily. The characteristic anime art style emerged in the 1960s with the works of Osamu Tezuka and spread internationally in the late twentieth century, developing a large domestic and international audience. Anime is distributed theatrically, by way of television broadcasts, directly to home media, and over the Internet. It is classified into numerous genres targeting diverse broad and niche audiences.

Anime is a diverse art form with distinctive production methods and techniques that have been adapted over time in response to emergent technologies. It combines graphic art, characterization, cinematography, and other forms of imaginative and individualistic techniques. The production of anime focuses less

on the animation of movement and more on the realism of settings as well as the use of camera effects, including panning, zooming, and angle shots. Being hand-drawn, anime is separated from reality by a crucial gap of fiction that provides an ideal path for escapism that audiences can immerse themselves into with relative ease. Diverse art styles are used and character proportions and features can be quite varied, including characteristically large emotive or realistically sized eyes.

Oliver, K wrote "Japanese anime and comics are the key to unlocking the minds of the younger generation". It not only helps the younger generation learn Japanese culture, but also changes the Japanese-style lifestyle.

1.2. Generic manga and anime of Japanese
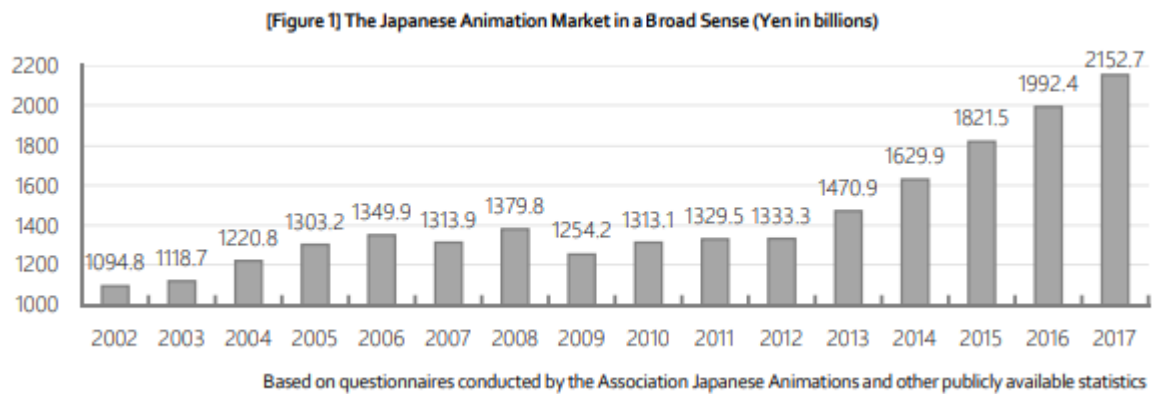### 1.2.1. Japanese manga and anime industry

Hays, J (2009) researched about Manga industry in Japan. He confirmed that manga sales now account for a third of the book and magazine market in Japan, which translates to about $10 billion in annual sales. About two billion manga are sold every year (40 percent of all books and magazines in Japan). Successfull manga are usually made into animated television shows or films, which are very popular in Japan and have a growing cult audience in the United States and Europe. They also generate video games, games, collection cards, and characters goods. The character goods market alone is worth $3.5 billion.

In 2007, the sale of manga books and magazines stood at around ¥470 billion.Most years about 20 to 30 percent of television dramas are derived from manga.

According to a research of Hiromichi Masuda: "The market recorded 108.0% growth and the highest sales in 2017, finally crossing the 2 trillion yen mark driven by overseas sales".

The Japanese animation market, which hit bottom in 2009 and picked up in 2010, recorded growth for seven consecutive years and reported its highest sales for the fourth consecutive year. The market size finally exceeded two trillion yen, which was 110% on a year-by-year basis. Videogram sales shrunk considerably (84.9%), and TV (98.8%), Merchandising (97.1%), and Pachinko (95.8%) also decreased. Meanwhile, Movie (141.4%), Music (110.5%), Internet Distribution (109.4%), Live Entertainment (129.5%) and Overseas (131.6%) expanded.

Movie enjoyed strong sales thanks to the blockbuster hit movie "Your Name." Among those, Overseas, which recorded the largest sales, especially stood out. The year 2017 was the first year that the Japanese animation market crossed the 2 trillion yen mark (Fig.1).

[Figure 1] The Japanese Animation Market in a Broad Sense (Yen in billions)

Based on questionnaires conducted by the Association Japanese Animations and other publicly available statistics

(From a report about anime industry data in 2018)

The market recorded 2 trillion 152.7 billion yen in sales, growing for 8 consecutive years, with 5 consecutive years of record-breaking high sales. To break it down by genre, TV (100.9%), Internet Distribution (113%) and Live Entertainment (116%) expanded while five genres (i.e. Movie (61.7%), Videogram (97.1%), Merchandising (93.0%), Music (91.6%) and Pachinko (95.8%)) decreased. Overseas (129.6%) showed strong growth, making up for the decline of those five genres. The ebb and flow of respective genres have become clear compared to when this report was first issued 10 years ago.Compared to the survey conducted ten years ago, TV recorded 115.7% growth, reaching its peak in 2015 and remaining steady since then. Movie (193.4%) expanded year by year, Videogram (59.9%) declined unmistakably, and Internet Distribution (551.0%) continued to rise dramatically. Merchandising (87.6%) declined gradually after reaching its peak in 2014, however, it could be assumed that the genre would have grown substantially if the sales arising from businesses not calculated in this survey, such as application games and other digital merchandise, had been covered (note: physical games are already covered in Merchandising). Music (99.2%) reached its peak in 2009 and has remained steady since then. Considering the performance of Videogram, Music, which is a part of packaged products businesses, has been doing miraculously well. Overseas (226.6%) shrunk substantially after reaching its first peak in the mid 2000s. It has surged again since 2015, becoming today's largest genre. Pachinko (175.9%), a new genre

from 9 years ago, reached its peak in 2014 and has declined gradually since then. Live Entertainment (251%), also a new genre from 4 years ago, showed a considerable growth.

1.2.2. The influence of Japanese manga and anime on international market

By 2007, the influence of manga on international comics had grown considerably over the past two decades. "Influence" is used here to refer to effects on the comics markets outside Japan and to aesthetic effects on comics artists internationally.

Traditionally, manga stories flow from top to bottom and from right to left. Some publishers of translated manga keep to this original format. Other publishers mirror the pages horizontally before printing the translation, changing the reading direction to a more "Western" left to right, so as not to confuse foreign readers or traditional comics-consumers. This practice is known as "flipping". For the most part, criticism suggests that flipping goes against the original intentions of the creator (for example, if a person wears a shirt that reads "MAY" on it, and gets flipped, then the word is altered to "YAM"), who may be ignorant of how awkward it is to read comics when the eyes must flow through the pages and text in opposite directions, resulting in an experience that's quite distinct from reading something that flows homogeneously. If the translation is not adapted to the flipped artwork carefully enough it is also possible for the text to go against the picture, such as a person referring to something on their left in the text while pointing to their right in the graphic. Characters shown writing with their right hands, the majority of them, would become left-handed when a series is flipped. Flipping may also cause oddities with familiar asymmetrical objects or layouts, such as a car being depicted with the gas pedal on the left and the brake on the right, or a shirt with the buttons on the wrong side, but these issues are minor when compared to the unnatural reading flow, and some of them could be solved with an adaptation work that goes beyond just translation and blind flipping.

Regarding Europan market, Manga has influenced European cartooning in a way that is somewhat different from in the U.S. Broadcast anime in France and Italy opened the European market to manga during the 1970s. French art has borrowed from Japan since the 19th century (Japonism) and has its own highly developed tradition of bande dessinée cartooning. In France, beginning in the

mid-1990s, manga has proven very popular to a wide readership, accounting for about one-third of comics sales in France since 2004. According to the Japan External Trade Organization, sales of manga reached $212.6 million within France and Germany alone in 2006. France represents about 50% of the European market and is the second worldwide market, behind Japan. Brigid Alverson wrote: "In 2013, there were 41 publishers of manga in France and, together with other Asian comics, manga represented around 40% of new comics releases in the country", surpassing Franco-Belgian comics for the first time. Jennifer Fishbein wrote: "European publishers marketing manga translated into French include Asuka, Casterman, Glénat, Kana, and Pika Édition, among others. European publishers also translate manga into Dutch, German, Italian, and other languages. In 2007, about 70% of all comics sold in Germany were manga". Manga publishers based in the United Kingdom include Gollancz and Titan Books. Manga publishers from the United States have a strong marketing presence in the United Kingdom: for example, the Tanoshimi line from Random House.

In terms of the United States, manga made their way only gradually into U.S. markets, first in association with anime and then independently. Some U.S. fans became aware of manga in the 1970s and early 1980s. However, anime was initially more accessible than manga to U.S. fans, many of whom were college-age young people who found it easier to obtain, subtitle, and exhibit video tapes of anime than translate, reproduce, and distribute tankoubon-style manga books. One of the first manga translated into English and marketed in the U.S. was Keiji Nakazawa's Barefoot Gen, an autobiographical story of the atomic bombing of Hiroshima issued by Leonard Rifas and Educomics (1980–1982). More manga were translated between the mid-1980s and 1990s, including Golgo 13 in 1986, Lone Wolf and Cub from First Comics in 1987, and Kamui, Area 88, and Mai the Psychic Girl, also in 1987 and all from Viz Media-Eclipse Comics. Others soon followed, including Akira from Marvel Comics' Epic Comics imprint, Nausicaä of the Valley of the Wind from Viz Media, and Appleseed from Eclipse Comics in 1988, and later Iczer-1 (Antarctic Press, 1994) and Ippongi Bang's F-111 Bandit (Antarctic Press, 1995).

In the 1980s to the mid-1990s, Japanese animation, like Akira, Dragon Ball, Neon Genesis Evangelion, and Pokémon, made a bigger impact on the fan experience and in the market than manga. Schodt (1996: 318-321): "Matters
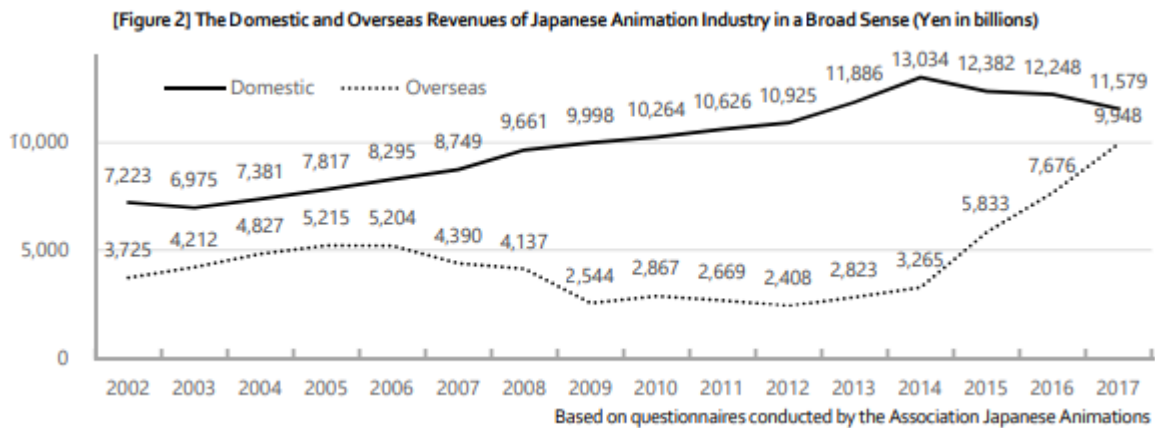
changed when the translator-entrepreneur Toren Smith founded Studio Proteus in 1986. Smith and Studio Proteus acted as an agent and translator of many Japanese manga, including Masamune Shirow's Appleseed and Kōsuke Fujishima's Oh My Goddess!, for Dark Horse and Eros Comix, eliminating the need for these publishers to seek their own contacts in Japan". Simultaneously, the Japanese publisher Shogakukan opened a U.S. market initiative with their U.S. subsidiary Viz, enabling Viz to draw directly on Shogakukan's catalogue and translation skills.

Japanese publishers began pursuing a U.S. market in the mid-1990s due to a stagnation in the domestic market for manga. The U.S. manga market took an upturn with mid-1990s anime and manga versions of Masamune Shirow's Ghost in the Shell (translated by Frederik L. Schodt and Toren Smith) becoming very popular among fans. An extremely successful manga and anime translated and dubbed in English in the mid-1990s was Sailor Moon. By 1995–1998, the Sailor Moon manga had been exported to over 23 countries, including China, Brazil, Mexico, Australia, North America and most of Europe. In 1997, Mixx Entertainment began publishing Sailor Moon, along with CLAMP's Magic Knight Rayearth, Hitoshi Iwaaki's Parasyte and Tsutomu Takahashi's Ice Blade in the monthly manga magazine MixxZine. Two years later, MixxZine was renamed to Tokyopop before discontinuing in 2011. Mixx Entertainment, later renamed Tokyopop, also published manga in trade paperbacks and, like Viz, began aggressive marketing of manga to both young male and young female demographics.

In the following years, manga became increasingly popular, and new publishers entered the field while the established publishers greatly expanded their catalogues. The Pokémon manga Electric Tale of Pikachu issue #1 sold over one million copies in the United States, making it the best-selling single comic book in the United States since 1993. By 2008, the U.S. and Canadian manga market generated $175 million in annual sales. Simultaneously, mainstream U.S. media began to discuss manga, with articles in The New York Times, Time magazine, The Wall Street Journal, and Wired magazine. As of 2017, manga distributor Viz Media is the largest publisher of graphic novels and comic books in the United States, with a 23% share of the market. BookScan sales show that manga is one of the fastest-growing areas of the comic book and narrative fiction markets. From January 2019 to May 2019, the manga market grew 16%,

compared to the overall comic book market's 5% growth. The NPD Group noted that, compared to other comic book readers, manga readers are younger (76% under 30) and more diverse, including a higher female readership (16% higher than other comic books).

Besides, The Japanese animation on international market is undeniable as seen in the figure below.

[Figure 2] The Domestic and Overseas Revenues of Japanese Animation Industry in a Broad Sense (Yen in billions)

Based on questionnaires conducted by the Association Japanese Animations

As seen in the comparison between the domestic market size and overseas market size (Fig.2), the overseas market's sharp rise since 2015 almost overtook the domestic market, while the domestic market, reaching its peak in 2014, has declined for three consecutive years due to the decline seen in major genres, such as Merchandising and Pachinko. If the sales arising from application games and other digital merchandise not covered in this survey (as mentioned in the former paragraph) were added, the domestic market would likely show an increase. But just with the current figures, it is hard to deny that the Japanese market relies on the sales in the overseas market. Substantial growth in the overseas market which covers the decline in the domestic market is fully welcomed. Yet, it is frightening that Japan greatly relies on the overseas market. There are several risks to be concerned over,such as a sudden change of business environment in China due to politics (such as the so-called "China Risk") or the distribution environment occupied by US major platforms. Actually, the animation industry (i.e. animation studios and other related businesses) gains no upliftment despite the record-breaking sales in the market. This may be because animation studios and the like have few chances to obtain the benefits from sales arising from Internet distribution and application games, which are thought to occupy a large part of overseas sales. It is desirable both for the market and the industry that the domestic market, which is now in transition, stabilizes soon.

1.3. Real situation of publishing, consuming Japanese manga and watching anime on the internet in Hai Phong

1.3.1. Real situation of publishing and consuming Japanese manga in HP

Nowadays, Viet Nam connected 4.0 technology so you can look for manga very easily by electronic devices. However, it does not affect much on the printed manga market. Printed manga market is still very eventful. Mrs. Men, the boss of a manga store said "The manga is imported to Hai Phong every Tuesday and Friday. With a large fan base of a young section, her store sells about 350 kinds of story books every week".

1.3.2. Real situation of watching anime on the internet in HP

Currently, the GDP of Hai Phong people has increased, so everyone has their own computer, ipad or mobile phone. Besides, technology development helps us connect the internet everywhere and everytime. We can watch anime whenever we like. Therefore, the number of views has increased rapidly on anime websites, which proves the fact that Japanese anime is popular and has a big appeal to young people in Hai Phong.

Chapter 2: Methodology

2.4. Participants

A total of 200 pupils from Dong Hai primary schools participated in the study including 120 boys and 80 girls. The age of the students was from 8 to 10 years old. This is the age at which has the earliest exposure to manga and anime. Most of them find a lot of fun in reading manga and watching anime in their spare time. Besides, the kids also gain a lot of useful lessons through manga and anime.

2.5. Data Collection Instruments

In order to collect data for the study, survey questionnaire was chosen because it is a simple and familiar instrument of collecting information from the students and is less time-consuming than other instruments.

The questionnaire was aimed at identifying the influence of anime and manga on Hai Phong primary schoolers. The questionnaire consists of two sections: the first section was the questions to gain personal information about the participants and the second section was the questions focusing on the impact of Japanese anime and manga on students in primary schools.

In addition, interviewing with parents, teachers, bosses of some bookstores is used as an effective tool to get futher information for this study.

## 2.6. Data collection and analysis

The questionnaire was administered in the students' English class at their break time and students were given 10 minutes to complete. Before filling out the questionnaire, students were told that their participation was voluntary and their responses would remain confidential; they were also asked to give their opinions as honestly as possible, which was crucial to the success of this investigation. The questionnaire was written biligually both in English and in Vietnamese so that all the informants can understand and complete all the questions. The data was processed by using the descriptive statistics, finding out the percentage of each question.

Chapter 3: Findings and discussion

3.1. Primary schoolers's popularity of reading manga and watching anime

In total of 200 questionnaires, I have obtained the following results:

Figure 3: The popularity of Japanese manga and anime
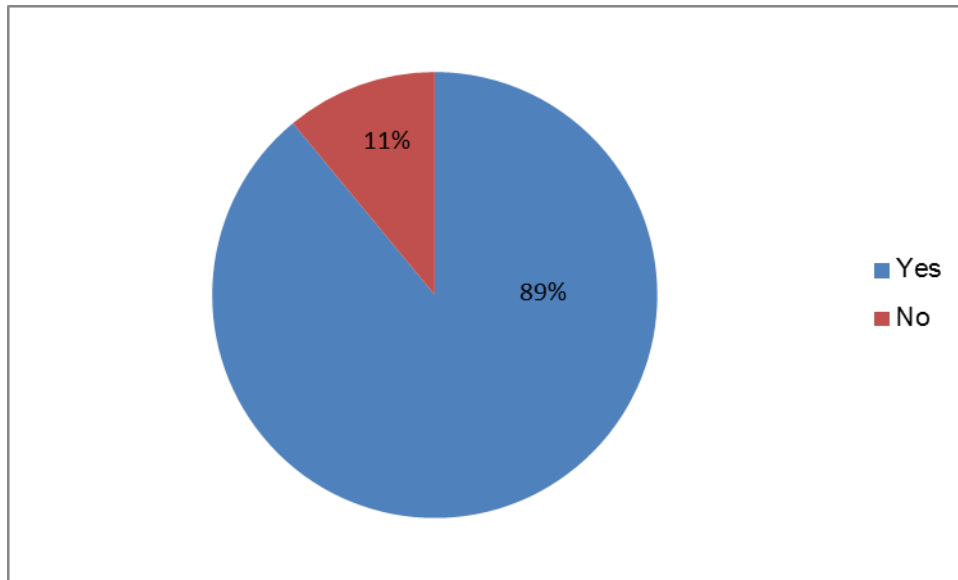
Basing on the result of the data analysis, it can be clearly seen that the number of children who likes manga and anime accounts for 89%. Most of the children show their excitement about these two genres. However, if they access to manga and anime at an early age, they will have a lot of impact later. Furthermore, the degree of influence depends on children themselves.

## 3.2. Primary schoolers's frequency of reading manga and watching anime

Figure 4: The frequency of reading manga and watching anime
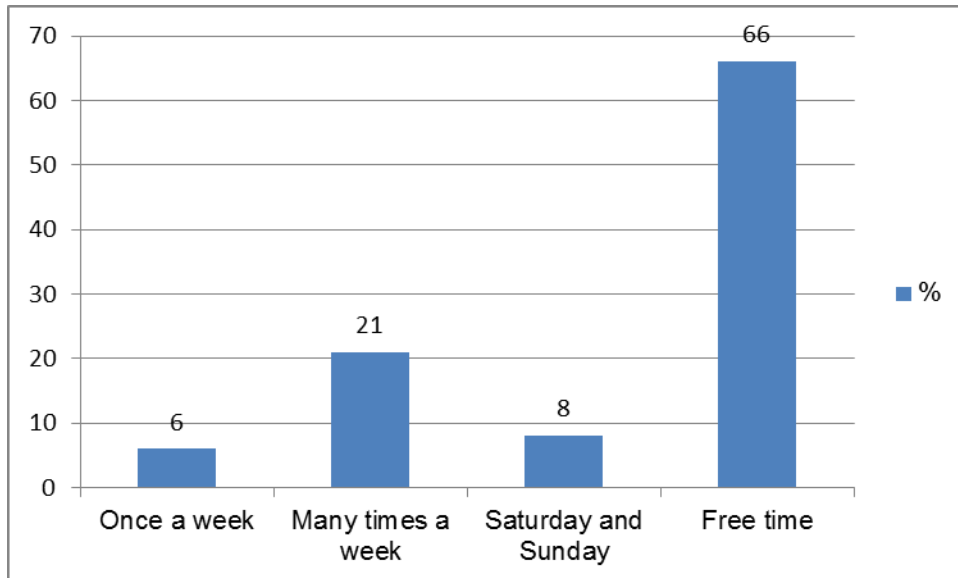
The quantity of children reading manga and watching anime in their free time accounts for 66%, next is Many Times a Week (21%), Saturday and Sunday (8%) and Once a Week (6%). It is noticeable that most children read manga and watch anime in the free time, which makes their parents unable to control them. In addition, reading manga and watching anime too much can make their eyes become tiring and make children inactive.

### 3.3. Types of reading manga and watching anime

Figure 5: Types of manga and anime the children likes
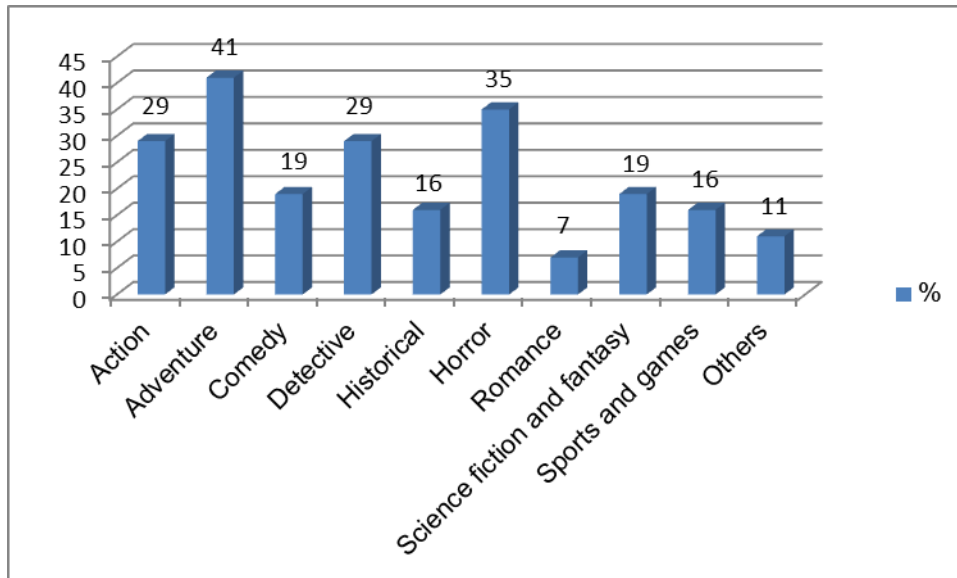
It is important to note that the most prevalant type of manga and anime for children is adventure (41%) followed by horror (35%). The same numbe of children like action and detective with the figure of 29%. Undoubtly, these genres have a strong or stimulating effect on psychology, feeling, personalities and awareness. The contents of these types usually involve scenes of fighting, murder, monsters, ghosts and demons, which will negatively affect a child without parental management. On the contrary, educational-entertaining manga and anime are undesirable with Comedy (19%), Historical (16%), Science fiction and fantasy (19%), Sports and Games (16%). Parents should direct their children to these manga and anime to gain additional knowledge and entertainment after school. Besides, historical manga and anime can help children become interested in history. Moreover, Romance (7%) and Others (11%) are types only for ages 16 and up. Parents should restrict children from watching these types.

### 3.4. Ways of reading manga and watching anime

Figure 6: Ways of reading manga and watching anime
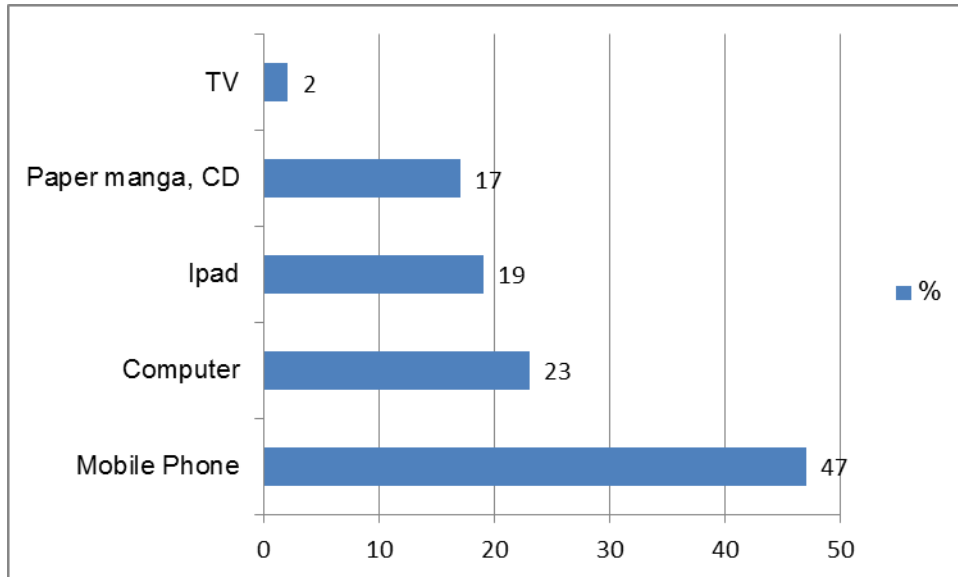
As can be seen from the bar chart, mobile becomes the most common way for children to read manga and watch anime, representing 47%. This result proves that parents are giving children uncontrolled use of mobile phones, which is directly harmful to children. In addtion, the second position is computer (23%) followed by ipad (19%). These figures reflect a fact that children easily access to high-tech gadgets. The least favorite way of reading manga and watching anime is on TV, consituing only 2%. Parents should let children watch on TV and paper for easier management. Furthermore, it also protects children from the influence of manga and anime.

3.5. Locations for reading manga and watching anime

Figure 7: Locations for reading manga and watching anime
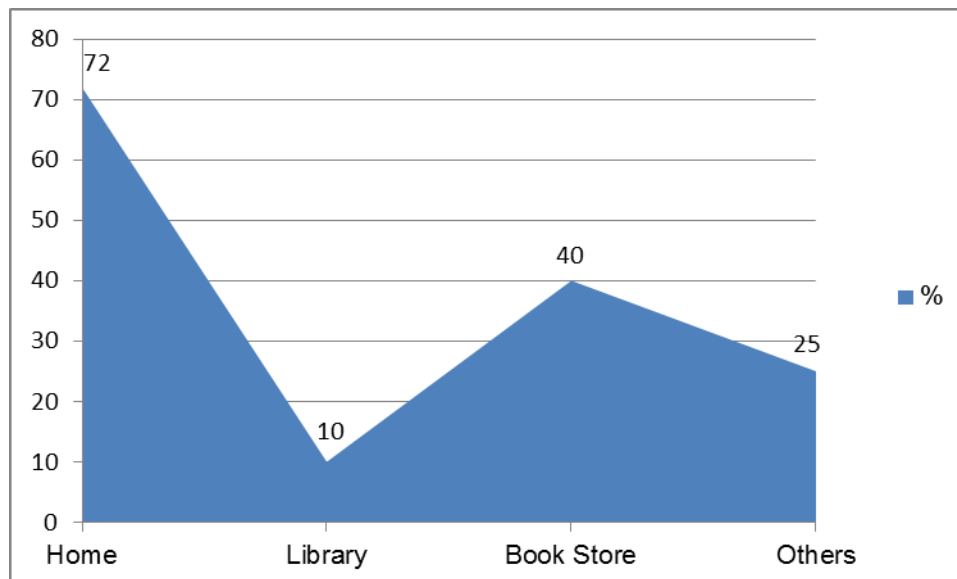
The chart illustrate the ideal places for children to read manga and watch anime. It seems that home is the best place for them giving 72%, next is Book Store (40%), Others (25%) and Library (10%). The development of digital technology has made it possible to access manga and anime at home, which makes libraries become no longer favorite places for children. In addition, book store is the place where you can read new manga so it is popular among children. Otherwise, they also often read manga and watch anime at coffee shop or internet shop.

3.6. Students' feelings about read manga and watch anime

Figure 8: Students's feelings about the influence of manga and anime
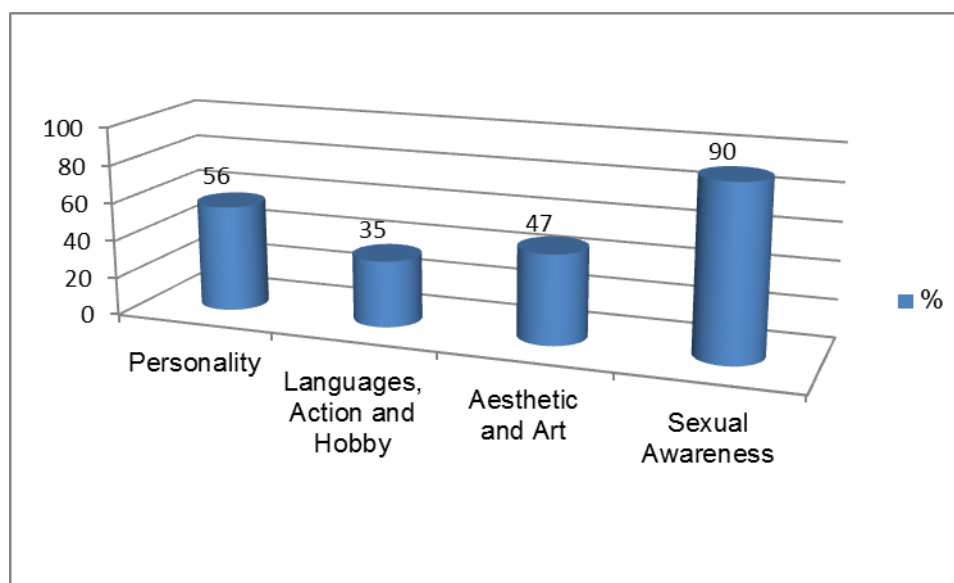
From the chart, it can be clearly seen that the children is affected sexual awareness represent 90%, next is Personality (56%), Aesthetic and Art (47%) and Languages & Action & Hobby (35%). Most children are aware of the difference between boys and girls. Thereby it will detect the bad deeds of strangers to tell their parents. In addition, manga and anime also help children learn about deportment and strong life style but several manga and anime will make children become violent, unruly.

Manga and anime are originally from Japan so it is good for kids who love Japanese. They can practice listening, speaking, or reflecting with Japanese words, thus improving the missing vocabulary. Besides, the lines that Japanese people use are highly educational. It helps children be more polite to everyone and cultivates a cultural, ethical lifestyle.

In addition, Japanese manga and anime have a great impact on the actions of children. The virtues of the Japanese people are very kind and hard-working, so they can learn a lot from them. Through manga and anime the children learn to be aware of their surroundings and daily work. This is very effective for children in cognitive education from a young age.

Manga and anime also affect children's interests. Similar to online games reading manga and watching too much anime will immerse us in the fantasy

world. We will feel that we like things in movies and stories more in real life, so we do not interact with anything else in society. For example, many young Japanese now lock themselves up in their rooms and don't interact with anyone. That led to the economic downturn for the country.

Manga and anime can help children develop artistic skills especially in painting. Most manga and anime lovers have a hobby of painting. If children create favorable conditions, they can develop children's artistic skills from a young age. This is a very useful thing for children that parents need to consider.

Chapter 4: Comments and solutions to the impact of Japanese manga and anime on primary schoolers in HP

4.1. The impacts of Japanese manga and anime on primary schoolers in HP

4.1.1. The positive impact

First of all, it is undeniable that manga has a significant influence on the formation of the personality of children.

According to the available documents and according to sociological survey, it can be said that manga and anime have a great significance in entertainment. In the stressful and overwhelming study situation of children in Hai Phong like today, the comic element in the comics helps children feel refreshed and can forget the tiredness after school , help children get together when they "laugh" about a character in the story. In addition to the meaning of entertainment, there are also positive effects to the following:

They contribute to establish civilized behavior and ethical behavior for children. In the manga and anime, the stories often contain deep, gentle and subtle educational meanings. As in the Doraemon story, a story that most children in big cities are passionate about, the whole story wants to encourage them to appreciate and unite with their friends through the friendship of their friends. Chaien, Nobita, Suneo boys, being polite to grandparents and parents; conscious of environmental protection.

Nguyen Ngoc Minh Chau, a primary schooler, said: "We learn from Doremon, Xuka (Doremon), Conan (the famous Detective Conan), Yugi (Game King), Carol (Egyptian Queen) ... kindness, altruism, a sense of independence and willingness to help friends, honesty, hard work, and energy to rise up in life. We know that, in order to have a friendship and beautiful love, people have to help each other in difficult times, love, trust each other, share the joys and sorrows, live openly and harmoniously ".

Aesthetic education makes a great contribution to develop children's artistic tastes, raise people, form sensual capacity, appreciate and create beauty in life as well as in art. Japanese manga and anime have captured their minds and tastes. Not only long-legged girls, big eyes with soaring lashes, but also beautiful landscapes, majestic nature from remote and far away regions, to famous tourist

destinations in the world like Hawai ; Phu Si mountain; Cherry blossoms with Japanese cultural symbols, and the majestic images of samurai who always do the meaning and overcome difficulties have entered the hearts of children, imprinted in their minds as representing beauty. . Aesthetic education for children - an age through visual perception, then education with comics is the most effective method. As Danh Hai said: ... "from the story" The rich "I found that to become a charming and beautiful girl, you need to know how to choose your outfit, not to follow the trend. special needs their own personality, intelligence and good housewife "....

In addition, sexual education is also mentioned in manga and anime. Early emotions, very young emotions, and the secret things of boys and girls reaching puberty are all mentioned by the manga. Surely the little ones can not forget the desires, calculations, made to get the affection of the beautiful girlfriend, good at studying Xuka of three boys: Nobita, Suneo, Chaien ...

What is more, children can expand their knowledge and improve their creativity. Only through an episode "Doraemon book - maths cube", which is considered as an interesting "pocketbook" of many children because they can help children learn while playing and having fun and at the same time, she has been promoting her creativity through jigsaw puzzles, very ordinary jobs like helping her mother with bricks, making carpentry, directing with Xuka, making toy vane, and Nobita look I ... but also require their ability to think quite high. This helps them discover many good methods from cube math to apply quick and easy calculations to their subjects in class and at school.

When asked, "What do you learn from Japanese manga and anime?", Some answered: "Japanese comics help me to see the beauty of nature and human soul." I learned about the Nile, about Egypt with the temples from "Queen of Egypt", Mount Fuji, the Hawaiian Sea from "Doraemon" ... "

Or as a third-grade kid can clearly explain the type, birth, and destruction of dinosaurs millions of years ago thanks to the episode Dinosaur in the Doraemon Series; or about the stars, about the laws of the universe through Japanese comics. Each story in "Famous Detective Conan" has brought the children into

the mystic, into the logic of relationships, making the thinking of young children always moving ....

Not only has the plot good, the subject is attractive, but the manga with a simple, flexible drawing method, the painting emphasizes a few key points, but can completely describe the plot, the picture seems to have a strange charm virtual for students, they make them want to explore, like imagining what they want to describe. Painting not only guides children to beauty and enjoyment of beauty, but also makes them completely change their thinking about painting. With a simple, uncomplicated pen stroke, like the characters in a manga, they can express what they want to say. Painting is geometry, math, manga helps students scale, balance images more accurately ....

It is worth noting that manga and anime not only affects children's cultural activities, but also the painting style for children in Vietnam, including Hai Phong.

Unlike reading, the influence of Japanese manga on Vietnam's art of drawing comics through two distinct trends: active and non-active reception.

+ The inactive reception manifested by the "amateur painter" is usually the children who are interested in manga, have a little talent in painting, comics drawing in manga style. Currently in Vietnam, there are three biggest comic magazines: Vietnamese prodigy Fanclub; M'heaven; Young comics have a monthly circulation of nearly 50,000 copies; Only published works of the pen generation 8X (1980), 9X (1990). There are many opinions that the comics on these three magazines "... are Japanese style". And one of the most obvious influence is that through the entrance exams to Yet Kieu Fine Arts University - where the largest artists in the country are trained, many professors and lecturers of the school complained that: Children today paint grandparents. father, mother ... the dearest ones are not round, complete, like previous generations of children, but they are all from the prism of the characters in Japanese comics.

+ Active reception is shown in publishers such as Kim Dong Publishing House, Educational Publishing House, comic book bookstores, such as Phan Thi

Bookstore ... due to the awareness of attractiveness. , the attraction of comics was drawn in the style of manga, so every year, Kim Dong Publishing House launched campaigns to create comic books for children, which attracted many professional painters from all over the country. projected. Since the 1999 competition, the publisher has clearly defined the genre of children's comics: "... comics must be a genre with strange layout and beautiful emotions about visual language, how the authors to exploit the depth and create a strong visual impression ... ". Through competitions, there are works of famous painters who are close to manga comics - comic books, which are comic books in which each child can gather a great deal of information. great. The events and character actions on each page are repressive and engaging, in line with the imagination of contemporary children, the element of humor and imagination has been exploited, remaining meager, like "Ti and Teo adventure ky" by artist Dao Hai. Behind the ghostly mischief of the two main characters, Ti and Teo, the reader re-finds the lovely features of the student age. It is the intelligence associated with the humorous humor. By creating attractive images that are easy to laugh. Softly educational content with unexpected discoveries, the series has attracted a young readership.

And the most obvious influence of the method of drawing manga comics is to mention the series "Vietnamese prodigy", by Young Publishing House and Phan Thi company coordinated implementation. It can be said that this is the first series in Vietnam to be drawn according to the tactics of comics (the method of drawing Japanese comics). The characters in the story such as Ty, Ox, Tiger, Tips ... have lived in the hearts of readers, and these characters have come out of the comic pages from life, continue to live with the age of students through the covers, the tops of T-shirts ... (or rather, it has penetrated into other businesses like manga celebrities such as Kitty, Doraemon ...). The vitality of these characters has helped the authors go into the field of historical comics in the true sense of this noun, not separating stories from comics, not counting and illustrating history but redrawing history, drawing with animated pen helps readers feel like watching a movie about history. Affordable, comic books must be a preeminent cultural publication of people living in the age of civilization audiovisual?

Following the Vietnamese prodigy, Phan Thi and his team collaborated with Kim Dong Publishing House to complete a 14-volume historical comic series remaking the Hung Vuong era through the myths of Son Tinh and Thuy Tinh, even though previously Many comics are written about this legend.

Faced with the passion of young people, many universities have opened a new major: Animation - Manga- Digital for young people who are passionate about creating comics.

As such, manga style has had a great influence, not only on the art of painting in Chinese and Korean comics, but also in Vietnam.

Besides, primary schoolers in Hai Phong also received numerous benefits from Japanese manga and anime as well as historical manga of Viet Nam.

4.1.2. The negative impact

In addition to the positive effects above, Japanese comics have had many negative effects on teenagers and children. According to a survey of parents and teachers, many people complain that they are more or less affected in the manga language. They often use short words, or imitate the language and speech of martial artists, detectives ... use the word "I" to replace the word "children, grandchildren, I ..." when addressing with adults, friends. For example: I will go now. I will do it. I will help you ... The communication language in the war affects the writing language, as well as your literary thinking. According to the parents, comics in general and manga in particular have partly ruined their children's literary minds.

There is also a significant part of the manga work explaining the topic of detective, the action figures, the figures, the limbs of the characters of the dance, the chief, the words, a series of onomatopoeia, mostly from the expression of kicking, such as "boom; bup; crawling; hum; flap; rubbish ... ”. As a result, tables and chairs are filled with similar fighting patterns. There was a case of a student who, when she was at fault for being scolded by a teacher, drew a picture of a dagger girl piercing through her heart like in a comic book, with hateful words ...

Or as in books for young children but the words in the stories are often sentimental, wet, and often refer to love, to marriage. As the opening in the story "By the green window" is the sentence: "... if one day a guy came to ask you to marry you, then what do you think? ..." The characters in the story are often Parents criticize that they are revealing clothes, not suitable for students' age.

The influence of sex comics. In recent years, many Japanese comics have appeared on the cover of the small print "For ages 18+", with heavy sexual content, but in fact readers are not only 18 or older. but also the students at the age of 12, 13. Like, "Hot Gimmick", by Aihara Miki, published by Young Publishing House. With cluttered writing, with quite new concepts for teenagers in Vietnam, such as: "love practice", "practice wife" ..., or in the book "Love students", " The Angel of Tokyo "by Yoshiki Nakamura, re-published by Thanh Hoa Publishing House, is full of scams, killings, tricks ..., which many parents classify as R + (super violent) books ...

What's even more dangerous is that there have been a lot of websites recently offering free downloads of paintings, comics, cartoons and porn games (all drawn in the style of Japanese manga and anime). Comic books are presented in .pdf format for viewing on a computer, or printed as a book. Famous as the Hentai series. Their content revolves around sex relations, obscene images, sex movies not inferior to sex films of "real people" ...

4.2. Solutions to the impact of Japanese manga and anime on primary schoolers in HP

4.2.1. Solutions to management agencies

Local authorities should use age verification when accessing manga and anime sites that are not age appropriate for children. In addition, propaganda with shops should not sell manga and anime with violence, pornography for children. At the same time, reviewing and preventing products with inappropriate content including gun items, plastic swords should be strictly superivised.

4.2.2. Solutions to publishers and manufacturers

Publishers and manufacturers should have warnings to customers outside the manga covers or CD covers for parents to identify. In addition, it also helps distributors and retailers can easily classify the audience and age of purchase. This leads to tighter management of black cultural products in the market.

4.2.3. Solutions to family

Parents should equip themselves with the basics of manga and anime to guide their children to age-appropriate films or comics. They can choose films that are good for their children. In addition, they also need to manage time and content before showing it to their children.

4.2.4. Solutions to primary schoolers

Elementary students should not view cultural products that contain violence, pornography and horror. If you are unable to identify which films are not good, please consult your parents before watching. It is a good way for you to protect yourself.

PART 3
CONCLUSION

1. Summary

Based on the findings and interpretations in the data analysis, the following conclusion could be drawn.

Manga and anime have a profound influence on children in general and on primary schoolers in Haiphong in particular. They affect children's various aspects such as personality, language, action and hobby, aesthetic and art as well as sexual awareness. Reading manga and watching anime have both sides, positive and negative. Therefore, in order to reduce their negative impacts and make use of their positive impacts, the following methods are suggested.

First, primary schoolers need to be well equipped with manga and anime as well as learn its advantages and disadvantages.

Second, parents need to understand the benefits and harms of manga and anime for children. Since then the direction of young children developed in a positive direction. In addition, it is necessary to control and teach children to avoid cultural products that are not suitable for their age.

Third, the city government should promote strict control of access to dangerous websites in order to create a healthy environment for children to learn and interact.

Finally, we need to work together to build a healthy, safe and suitable community for manga and anime lovers for children.

2. Limitations

Although this research was carefully prepared, I am still aware of its limitations and shortcomings.

First of all, I haven't analyzed in depth the influence of manga and anime on each category individually.

Besides, I also haven't taken many measures to minimize the negative influence of manga and anime.

3. Recommendations for further study

From the limitations of this study, the researcher would like to give some suggestions for further study. First, there exists a limitation concerning the data collection for the study. Due to the time and financial constraints, the designed exercises were only administered to a small population of primary schoolers (200), which had a great influence on the reliability and accuracy of the collected data to some extent. Therefore, other studies may focus on students in secondary, high schools or universities. Second, within the scope of minor thesis, the subject of the study mainly aims at understanding the influence of manga and anime and then offering solutions. Hence, the forthcoming researches may be explore and provide solutions to subjects of other ages.

In spite of above-mentioned shortcomings, it is hoped that the study will be of great help in reducing the disadvantages of manga and anime on primary schoolers in Hai Phong.

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Questionnaire about the influence of Japanese manga and anime

Bảng câu hỏi về ảnh hưởng của manga và anime Nhật

This questionnaire was designed to investigate the influence of Japanese manga and anime of Dong Hai primary school pupils. I hope you take some time to answer the questions below in a most honest way. All information provided by you is kept completely confidential and only used for research purposes. Your help will help me complete my graduation. I sincerely thank you.

(Bảng câu hỏi này được thiết kế nhằm điều tra ảnh hưởng của truyện tranh và phim hoạt hình Nhật Bản của học sinh tiểu học Đông Hải. Tôi rất mong các em dành chút thời gian trả lời các câu hỏi dưới đây một cách trung thực nhất. Mọi thông tin các em đưa ra đều được giữ bí mật hoàn toàn và chỉ được dùng cho mục đích nghiên cứu. Sự giúp đỡ của các em sẽ giúp tôi hoàn thành khóa luận tốt nghiệp của mình. Tôi xin chân thành cảm ơn các em.)

Gender (Giới tính):   ☐ Male (Nam)   ☐ Female (Nữ)

Class (Lớp):   ☐ Lớp 3   ☐ Lớp 4   ☐ Lớp 5

Your age (Tuổi của em):

The following is some prepared questions. Please choose by folding your answers. (Sau đây là một số câu hỏi được chuẩn bị sẵn. Các em hãy lựa chọn bằng cách khoanh vào các đáp án)

1. Do you like reading Japanese manga and anime? (Các em có thích đọc truyện tranh và xem phim hoạt hình Nhật Bản không?)

A. Yes (Có)

B. No (Không)

2. How often do you read manga and watch Japanese anime? (Các em có thường xuyên đọc truyện, xem phim hoạt hình Nhật Bản không?)

A. Once of week (1 lần 1 tuần)

B. Many times of week (Nhiều lần 1 tuần)

C. Saturday and Sunday (Thứ 7 và chủ nhật)

D. Free time (Lúc rảnh rỗi)

3. What kind of Japanese manga and anime do you like? You can choose multiple answers. (Các em thích thể loại truyện và phim nào? Các em có thể chọn nhiều phương án)

A. Action (Hành động)

B. Adventure (Phiêu lưu)

C. Comedy (Hài kịch)

D. Detective (Trinh thám)

E. Historical (Lịch sử)

F. Horror (Kinh dị)

G. Romance (Lãng mạn)

H. Science fiction and fantasy (Khoa học viễn tưởng và giả tưởng)

I. Sports and games (Thể thao và trò chơi)

J. Others (Khác)

4. In what ways do you read manga and watch anime? (Các em đọc truyện và xem phim bằng cái gì?

A. Phone (Điện thoại di động)

B. Computer (Máy tính)

C. Ipad (Máy tính bảng)

D. Paper manga, CD (Truyện giấy, đĩa)

5. Where do you often read manga and watch anime? (Các em thường đọc truyện và xem phim ở đâu?)

A. At home (Ở nhà)

B. In the library (Ở thư viện)

C. In the book store (Ở hiệu sách)

D. Others (Khác)

6. What do you think about the influence of manga and anime on yourself? (Các em nghĩ gì về ảnh hưởng của manga và anime đối với bản thân mình?)

A. On your personality (Đối với tính cách)

B. On your language, action and hobby (Đối với ngôn ngữ, hành động và sở thích)

C. On your aesthetic and art (Đối với thẩm mỹ và hội họa)

D. On your sexual awareness (Đối với nhận thức giới tính)

Thank you for your cooperation!

(Cảm ơn về sự hợp tác của các em)