The influence of Japanese anime on the values of adolescent

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Abstract. The Japanese animation industry is very mature, and it has a certain impact on the values of Chinese youth after entering the Chinese market. The courage to pursue dreams in Japanese anime and the determination to challenge difficulties and team awareness have a positive effect on the formation of correct values for adolescents, and the violence and pornography also have a certain negative impact on the formation of adolescent values. In-depth analysis of the reasons for Japanese anime in Chinese youth, objectively discusses the advantages and disadvantages of Japanese animation affecting the growth of Chinese youth, and has a positive effect on the physical and mental growth of contemporary Chinese youth.

1. Introduction

After the birth of anime art, generations of artists have continued to develop their own life thinking, artistic ideals and Utopia fantasy, making it a unique modern art. As a popular culture, Japanese anime has not only satisfied people's growing cultural and entertainment needs, but also enhanced the “soft power” of Japanese countries. Japanese anime has influenced China with its unique charm. According to some surveys, among the most popular animation works of young people in China, Japanese animation accounts for 60%, and European and American animation accounts for 29%. The proportion of original animation in China, including Hong Kong and Taiwan, is only 11%. This shows that Japanese anime works for Chinese teenagers. Great influence. To this end, many domestic experts and scholars have analyzed and explored the value impact, cultural influence, psychological influence and occupational influence of Japanese anime on Chinese youth, in order to explore the advantages and disadvantages of Japanese anime on the growth of Chinese youth. This article analyzes Japanese anime. The content, composition, characteristics, and the reasons for the Japanese anime in Chinese youth in the context of China's national conditions, objectively analyze the impact of Japanese anime on Chinese youth from both advantages and disadvantages, and propose to prevent the negative impact of Japanese animation from the perspectives of society, schools and families. Specific response strategies.

2. Reasons for Japanese anime in Chinese youth

2.1 Japanese anime has Chinese cultural elements

Historically, Japanese culture has long been influenced by Chinese culture. The Japanese people's habits and expressions have the introverted and delicate traditions of the Orientals. The animation works can resonate with Chinese readers and audiences in the narrative and emotional expression of the story. In terms of production techniques, Chinese traditional culture provides inspiration for Japanese anime. The inclusion of Chinese cultural elements in Japanese anime is highly likely to trigger the interest and cultural identity of Chinese youth. This is also the internal cause of Japanese anime sweeping the Chinese youth generation.

2.2 Japanese anime has a unique external charm

In the design of characters and the setting of characters, the Japanese anime characters are given specific "Cute attributes" components, which are in line with the aesthetic values of contemporary Chinese youth. Specifically, such as body proportions, double horsetail, cat ears, maid costumes and
other clothing elements, as well as cute, proud, belly black and other personality elements. Compared with most monotonous Chinese anime characters in the character image, the rich variety of elements in Japanese anime can be said to be truly good.

In terms of subject matter, Japanese anime is rich in variety and selectivity. There are sports, competitive adventures and other categories of blood and positive energy, as well as surreal subjects such as magic, super power and future world. At the same time, because of the age classification system, the theme of Chinese animation, such as violent bloody and homosexuality, is not avoided. Its wide range of activities has further enhanced its appeal to young people.

2.3 **Japanese anime caters to the psychological needs of Chinese youth.**

Young people have broad thinking, active thinking, full of curiosity and fantasy about the unknown, happy to play their own characteristics and values, and have a psychological tendency to explore self-positioning. Japanese anime captures the psychological characteristics of young people and strives to cater to their psychological needs in plot design. The two categories of juvenile anime and girl anime that are always popular are the best proof of their success in catering to the psychological needs of young people.

2.4 **China lacks quality animation**

There are still many phenomena in Chinese animation to make light stories. They are impatient to discuss the rationality of the story, neglect the character portrayal and the expansion of the breadth and depth of the theme. The content lacks creativity and has a strong sense of preaching. In addition, due to the long-term neglect of the main animation audience of teenagers and the lack of film age grading system, the theme and audience of Chinese animation are narrow, the role image and the content of the work are becoming younger, which is not in line with the taste of young people. Can not accurately explore the market. The gap between Chinese animation and Japanese anime in these areas is difficult to surpass in a short period of time, and it is rare for young people to appreciate it.

2.5 **The application of new media and new technologies has accelerated the speed of Japanese animation**

With the widespread use of high-tech products such as TV, Internet, and smart phones, public websites such as animation websites, animation forums, and subtitle groups have gradually entered the field of vision, opening up channels for Chinese teenagers to access Japanese anime works, thus accelerating Japanese anime. The speed of China's spread. These constitute the external conditions for Japanese anime to sweep the Chinese youth generation.

3. **the impact of Japanese anime on Chinese youth**

Japan's animation can be said to be in the forefront of the world, no matter whether it is development time or development speed, China can not compare with it. Japan's animation is not only a world-renowned work, but all industries related to animation have developed very well. There are a large number of audiences in the world, and so is China. The rapid development of Japanese anime in China is also given to China. Adolescents bring varying degrees of influence.

3.1 **Positive influence of Japanese anime on teenagers**

First, Japanese anime has the effect of relieving psychological pressure on young people. As the pace of society continues to accelerate, many young people in modern society are facing increasing pressure and growing. In the case that it is difficult to solve the real pressure, many people only have some way to relieve and release the pressure, including the animation works. Because of its surreal situation, the psychological pressure is relieved, and the audience's mind can be pinned. Second, Japanese anime can cultivate the strong will of young people who are not afraid of setbacks. There are a lot of heroes in Japan's sports anime who have tenacious struggles and never give up their will. The stories told are the success stories of the masters. This has cultivated their strong fear of frustration for teenagers. Third, the Japanese animation enhancement The team awareness of
young people has prompted them to attach importance to cooperation and communication. In many Japanese anime, there is no lack of teamwork between the protagonists. Through the understanding of these works, young people have learned how to deal with social relations and cooperate with others, which has a very positive impact on the cultivation of youth team awareness. Fourth, Japanese anime has expanded the scope of learning for young people's extracurricular knowledge and cultivated the thinking ability of young people. Through the understanding and viewing of Japanese anime, young people have a deeper understanding and understanding of Japanese culture and related knowledge, and their knowledge has been expanded.

3.2 The negative impact of Japanese anime on teenagers
First, Japanese anime has caused some teenagers to indulge in this and it is difficult to extricate themselves. Japanese anime with rich subject matter, well-made stories and close to the psychological needs of young people has great appeal to young people. Some teenagers have indulged in this and spent a lot of time watching animation. Second, there are many bad behaviors in the anime characters in Japanese anime. Some teenagers lack judgment and cognitive ability, blindly recognize or even imitate them. In addition, the development of the Japanese animation derivative industry has also had an impact on the lives of young people. Some teenagers love cartoon characters and blindly consume. Third, there are many scenes of violence, blood and pornography in Japanese anime, which have a negative impact on the physical and mental development of young people. Many anime stories have negative themes, including hatred, pain, jealousy, resentment, sadness, some pictures and even sexual abuse and nudity. These works have appeared in many animation works, and even occupy the mainstream position. Fourth, the subculture content in Japanese anime confuses the values of young people. There is no shortage of individual heroism in Japanese anime, which easily leads to the formation of extreme individualism among adolescents. Compared with individual heroism in American anime, Japanese anime is more prominent. This kind of individual heroism is actually a subculture. Young people are affected by this subculture and neglect teamwork when considering and solving problems. Emphasizing personal ability, can not have a comprehensive and objective understanding and consideration of the problem. Fifth, there are many anti-cultural contents in Japanese anime, which have adversely affected the formation of adolescents. Militarism, radical nationalism, and even New-Nazism have all appeared in Japanese anime works, which is not conducive to the establishment of patriotism, world peace, and even violent tendencies among young people. In addition, the theme of Japanese anime works is mainly horror and spirituality, which is not conducive to the correct understanding of the world by young people, and has a very negative impact on the healthy growth of young people.

References