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Sailor Moon

by Berit Kjos <www.crossroad.to>

For background information about Japanese anime (animation) and manga (cartoons or comic books), click on [Viz Communications](#), then scroll to "Going Global."

Because Sailor Moon has become a role model to girls around the world, it's important to know that this super-girl popularizes numerous kinds of occult practices. The book above (I'll trade the pokemon comic book for a Sailor Moon book later this week), touts Tarot cards, black magic, and many other ways to manipulate the forces of darkness. I will probably not find time to write this article until February.

While waiting for this report, you may want to visit the [Viz Communications](#) website. In its last article under "Going Global" you will find the following quotes:

MARKETING SCHEMES TO TARGET GIRLS. Two televised animation series have already won faithful female followers: Sailor Moon from Japan and Nickelodeon's Powerpuff Girls, which some suspect is an American attempt to imitate the success of Japanese animators. To reach the growing crowd of anime fans with "shojo manga" (comics for females), the Viz publishers suggest:

- *Market to girls:* "Bringing girls into comic stores is not 'embarrassing.' It is necessary."
- *Broaden the topics:* "These authors tackle subjects from marriage and love to homosexuality and the supernatural. Readers respond to the sensitive depictions and renderings, which have no US equivalent."
- *Know what girls want:* "Will they satisfy girl readers? The ones which take the easy road... The ones that defy stereotypes and promote story over superficial titillating images might."
- *Appeal to feminist ideals:* "Rumiko Takahashi is the best selling female comics writer on the planet, and has spawned hundreds of merchandise lines. They become instant role models to girls who had only known American comics where men controlled the depiction of women."
- *Surprise young readers:* "Like the Harry Potter books, anime and manga depict a hyper "reality" where common problems (social acceptance, competition, peer pressure) have fantastic solutions.... [M]anga tackles gender issues without flinching - the price of

celebrity, growing pains, the complexity of love...." (From [Viz Publications](#), click on "Going Global," then on "Getting the Girls.")

Comment from Cyanne Coldsteel, an anime fan: "Rumiko Takahashi is NOT the creator of Sailor Moon, she created Ranma 1/2 and Maison Ikkou. Naoko Takeuchi is the creator of Sailor Moon. I do not see the connection between Rumiko Takahashi and Sailor Moon."