Peeling Back the Candy-colored Wrapper: An Examination of Feminization, Queer Relationships, and Localization in Puella Magi Madoka Magica, Cardcaptor Sakura, and Sailor Moon

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Abstract
This project examines three examples of Japanese magical girl (or ��mahou shoujo��) fiction: Puella Magi Madoka Magica, Cardcaptor Sakura, and Sailor Moon, with the intent of exploring their relationships with feminization and queer and non-binary representation, and how those relationships intersect with the process of localization between cultural audiences. Sources examined include primary source material (magical girl anime and manga, both in Japanese and in localized English) as well as broader explorations of the history and mechanics of manga and anime, the history of shoujo as a genre, examinations of the genre’s relationship to female empowerment, etc. through academic journals, dissertations, articles, etc. Though this project initially began as an exploration of feminist themes within the magical girl genre, feminist analyses have been a staple of countless other critical discussions of magical girl fiction, and so I have attempted to move beyond those questions into a new area of debate. These three examples of magical girl fiction have an immensely complex relationship with these topics—often, simultaneously projecting both progressive and regressive themes—but all have proven themselves to be thoroughly worthy of critical study.

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Candy Straps. Strap versions of several Soul Gems and Grief Seeds were released for cell phones in Japan. A promo picture can be found at http://www.superhappycashcow.com/pic/2009%20New%20Figure/Puella%20Magi%20Madoka%20Magica/Soul%20Gem%20Strap%202/01.jpg. The above Soul Gems (from left to right) are tied to the Magical Girls underneath them. The Grief Seeds are Oktavia's, Charlotte's, Elly's and Elsa Maria's. The corrupted Soul Gems are Madoka's and Homura's, as evidenced by their placement, shape and the gem colours. Mahou Shoujo Madoka Magica, or just Madoka Magica, is one of the most memorable – if somewhat controversial – anime to come out in recent years. Billed as a deconstruction of the mahou shoujo ("magical girl") genre, this anime has a deceptively stereotypical premise: A cute middle-school girl named Madoka Kaname lives an ordinary, charmed life, until she meets a strange, cat-rabbit creature named Kyuubey. Kyuubey offers to grant her a wish, in exchange for becoming a Magical Girl, whose job is to battle evil creatures called Witches. Like Madoka Magica, Bokurano starts off light and sweet, before descending into much darker territory. It's a story about 15 children – 8 boys and 7 girls – who meet an eccentric programmer named Kokopelli during summer camp. Puella Magi Madoka Magica Madoka Magica pmmm sayaka miki kyoko sakura homura akemi kyubey shitpost original. 55 notes. Loading...Show more notes. Reblog. 3. Art by: . ques-adillagirl09. Sakura & Kyubey part of my magical girls collection I finally have time now to finish them now! I hope you like this one! I still have commissions open! If you are interested send me a mail to miche896@hotmail.com Love you guys! . lumpalindaillustrations. Follow. Unfollow.