

THE IMAGE OF BUTLER IN MANGA AND ANIMATION: MANGA “BLACK BUTLER AS AN EXAMPLE”



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outline

- Overview of my study
- Chapter 1: The history of butler culture and their daily work
- Chapter 2: The influence of the adaptation and translation of stories and changes
- Chapter 3: The development of the butler image in Japan
- Conclusion

Overview of the study

- Background: when we read manga, we are interested in not only foreign cultures, but also Japanese culture and we can learn them naturally
- Subject: how butler culture is portrayed in the manga “Kuroshitsuji”
- Aim: how the modification of the story influences cultural understanding
- Methods: a comparative study of manga, anime, and film

Chapter 1: The history of butler culture and their daily work

- Butler derives from the Anglo-Norman word 'buteler' meaning 'bottle'.
- Traditional British butler → role of a male servant who manages and serves bottles of wine.

Modern butler → meaning of employing a butler as a symbol of wealth and success

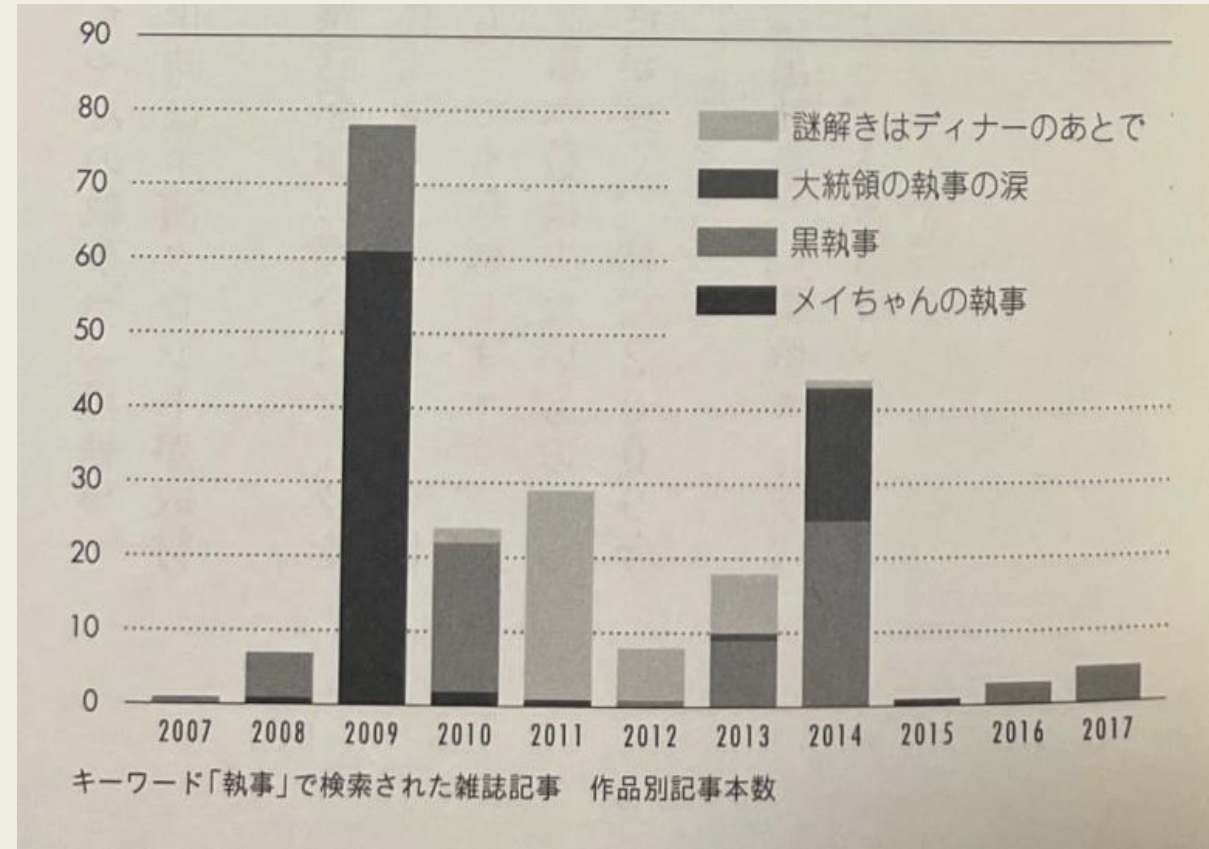
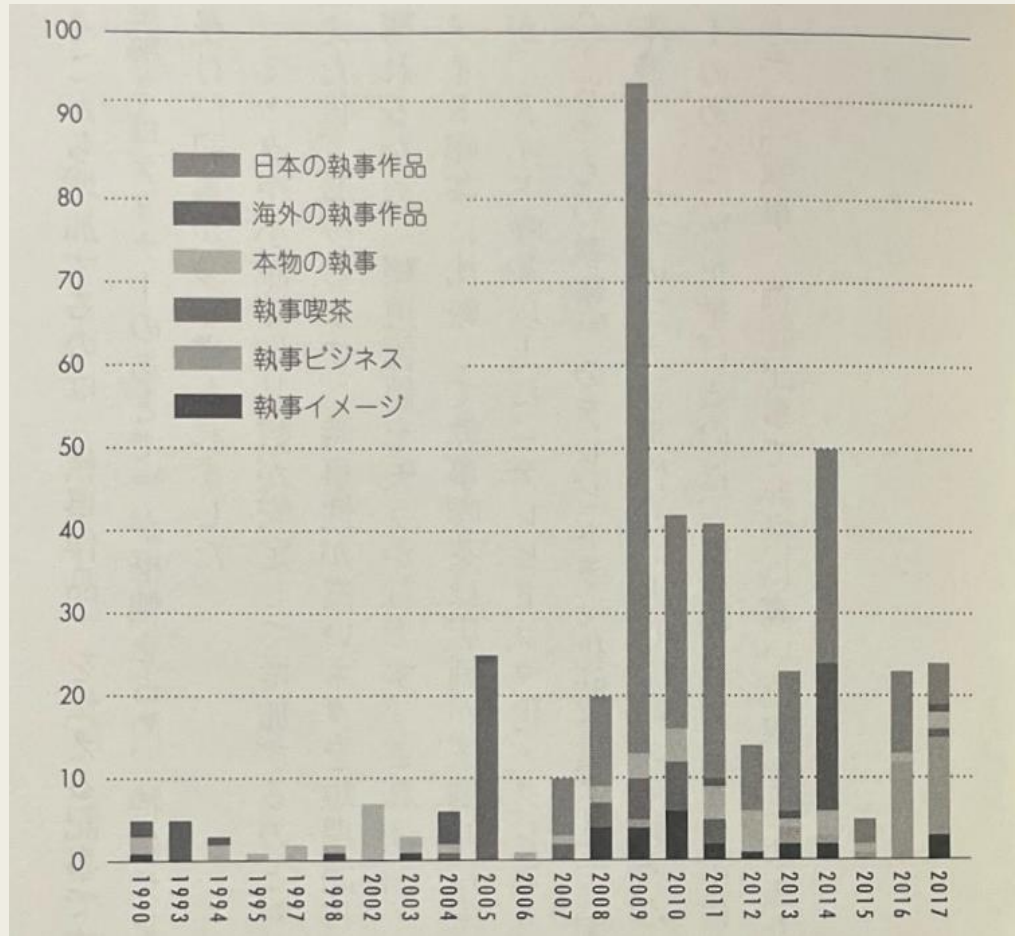
- Butler in Japan → runs the client's home, manages assets and responds to the client's requests

Chapter 1

Kuga lists the three works as 'Japan's three greatest butler works', due to the bestselling nature of the original works and their high ratio of articles in magazine as a result of the many dramas and animated films that have been produced.

- “nazotoki wa dinā no ato de”
- “meichan'noshitsuji”
- “Kuroshitsuji”

The number of articles which are related to Butler



Chapter 1

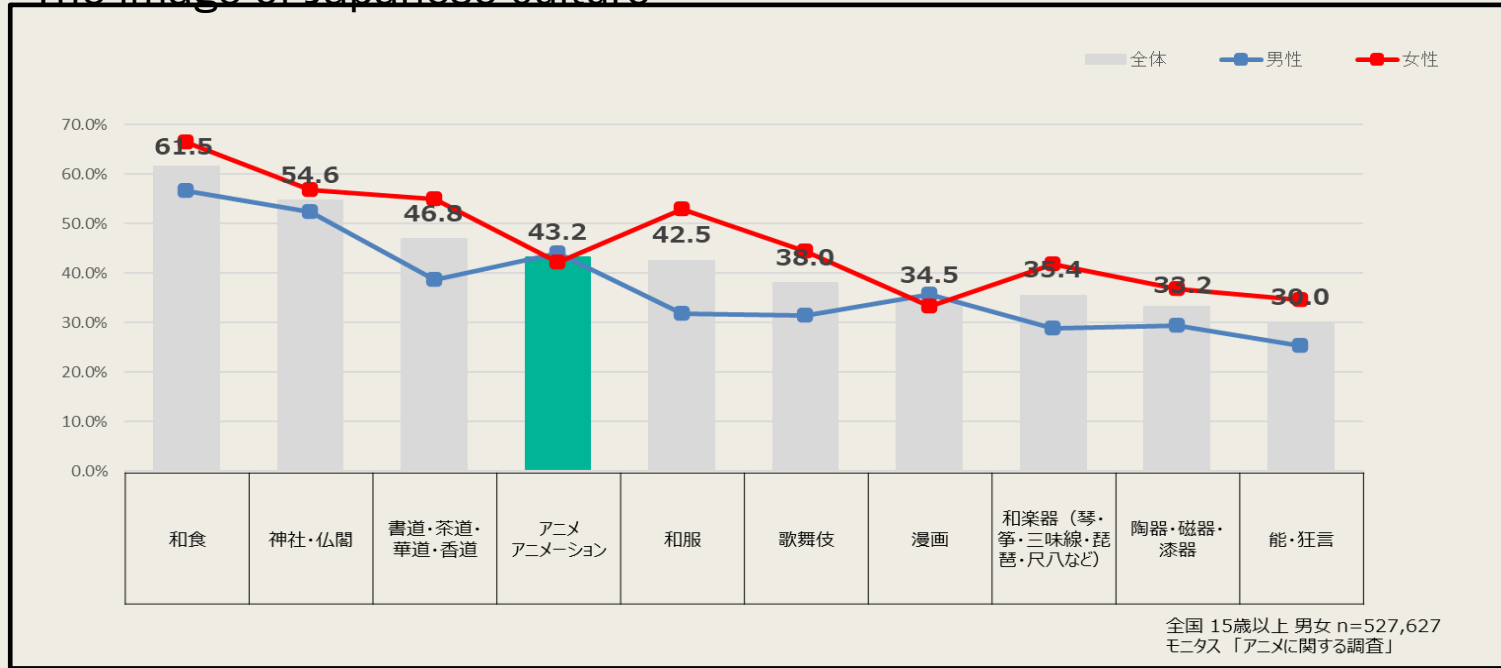


- Butler, house steward, housemaid, gardener, cook, footman.
→The occupational distinctions of the English house servants are used as a source of reference.
- Character personalities and competencies are prioritised.

Chapter 2: The influence of the adaptation and translation of stories and changes

- In response to a question on Japanese culture of which they were proud, the most common answer was "Japanese food" (61.5%), while the fourth most common answer was "anime/animation" (43.2%).
- The anime Black Butler showed high flexibility in the creation of its characters and storyline, as well as its title.
- The film omitted some lines about the work of the servants.

The image of Japanese culture



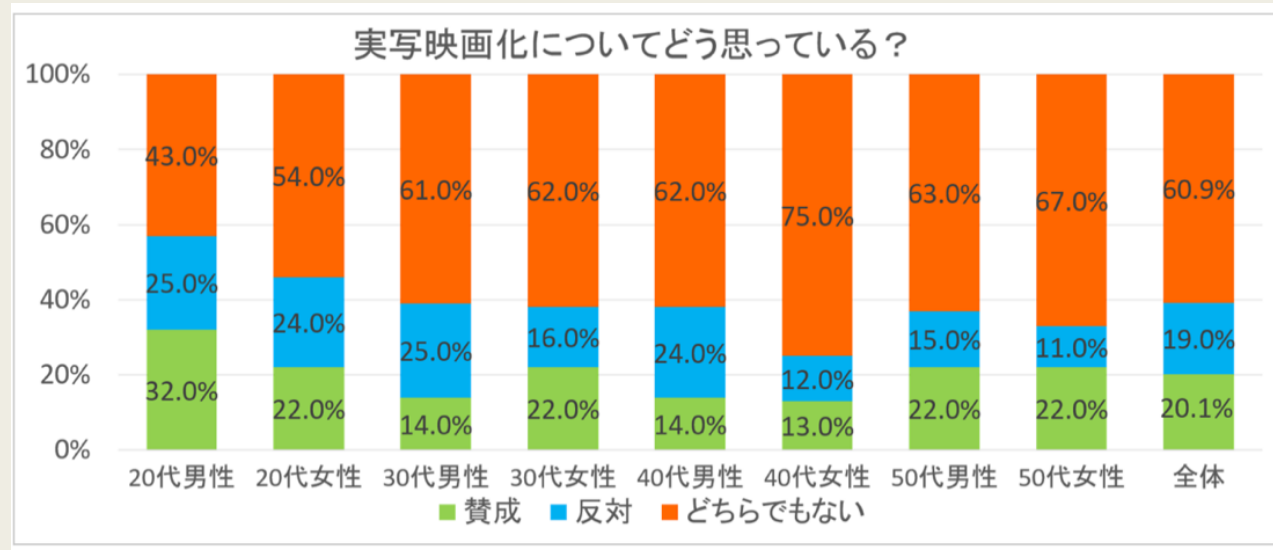
The titles of manga and anime

話数	漫画『黒執事』第1巻 (2006)	アニメ『黒執事』 (2008)	アニメ『黒執事II』 (2010)
第1話	「その執事、有能」	「その執事、有能」	「クロ執事」
第2話	「その執事、万能」	「その執事、最強」	「単 (ソロ) 執事」
第3話	「その執事、最強」	「その執事、万能」	「女郎 (めろ) 執事」
第4話	「その執事、最凶」	「その執事、酔狂」	「テロ執事」

Chapter 2

- Elements such as the scenario and reproduction of the worldview as in the original story were considerably revised in the "Black Butler" live-action film → Viewer satisfaction may have decreased.
- A total of 30.6% of respondents did not want the live-action film to be made → It can be inferred that viewers did not want a live-action film due to concerns about the actors performing the content of the manga and the impossibility of reproducing the world-view.

What do you think about a live-action movie?
 And the elements that people are expecting in
 a live-action film.



	合計 (800 人)
原作とは違うシナリオ	8.6
原作通りのシナリオ	27.6
キャラクターの再現度	32.3
アクションシーンの再現度	15.6
世界観の再現度	27.0
原作のイメージに合ったキャストिंग	27.5
映画オリジナルキャラクターの登場	4.3
その他	1.6
実写化してほしくない	30.6

Chapter 2

- Annotations (Translation notes) are included at the end of the English version.
- The Japanese word "Chiratto" is followed by "Glance" in English and "Nikkori" by "Smile" to make it easier for English readers to understand the Japanese pronunciation and characters.
- “I am merely a butler.” vs “I am a devil of a butler.”



Chapter 3: The development of the butler image in Japan

- In the manga Black Butler, tea is adopted as part of the butler Sebastian's job description because the main character is a boy who is too young to drink alcohol.
- The image of learning about the culture required to be a gentleman or lady through a butler was created, and manners lessons and butlers came to be associated with each other.



Conclusion

- The manga Black Butler has been translated and adapted, changing the language and content of the story.
 - The manga has influenced the understanding of the British culture of butlers and the development of a uniquely Japanese image of the butler.