

REPRESENTATION OF MODERN MAN PROBLEMS IN THE ANIME SUBCULTURE

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Subculture is a standalone holistic community in mainstream culture which can be characterized with the specific system of values and life outlook of its representatives. Anime, which emerged as a trend in animation, nowadays exists as a popular youth subculture.

The word “anime” (from “animation”) is a name of modern animation style. This word has another meaning. “Anima” is the Latin for “soul” or “spirit.” In this sense, the anime can be understood as the art of animation of a man endowed with its vivid emotion, sensitivity and receptivity. A specific feature of anime is its addressing to an adult audience. That’s why anime creators are focusing on the social, philosophical and existential problems.

Anime culture has ancient roots. Predecessors of anime are Japanese theater Kabuki and Japanese manga comics known since the 12th century. In these kinds of art images of characters output by the concise set of means, that teaches viewers to “decode” the color, form, gesture and intonation as the symbols of more complex phenomena and relationships.

Anime shows such problems of modern man, as the search of his “Self”, the definition of the sense of life, mutual understanding, loneliness, love and hate, life and death, friendship, self-improvement, solidarity, war and the struggle between good and evil, ecology and ideals of healthy life.

The series of negative events that occur in life of anime-fan make our understanding of this phenomenon complicated. However, the culture of anime offers a number of instruments that can eliminate the negativity from life of contemporary person. They are creativity, tolerance, communication skills. A look at the anime as at a cultural phenomenon, and not as at the surrounding reality, allows us to use its constructive experience in overcoming of social and emotional discomfort.