



The Anime Machine: A Media Theory of Animation

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Despite the longevity of animation and its significance within the history of cinema, film theorists have focused on live-action motion pictures and largely ignored hand-drawn and computer-generated movies. Thomas Lamarre contends that the history, techniques, and complex visual language of animation, particularly Japanese animation, demands serious and sustained engagement, and in *The Anime Machine* he lays the foundation for a new critical theory for reading Japanese animation, showing how anime fundamentally differs from other visual media.

The Anime Machine defines the visual characteristics of anime and the meanings generated by those specifically "animetic" effects—the multiplanar image, the distributive field of vision, exploded projection, modulation, and other techniques of character animation—through close analysis of major films and television series, studios, animators, and directors, as well as Japanese theories of animation. Lamarre first addresses the technology of anime: the cells on which the images are drawn, the animation stand at which the animator works, the layers of drawings in a frame, the techniques of drawing and blurring lines, how characters are made to move. He then examines foundational works of anime, including the films and television series of Miyazaki Hayao and Anno Hideaki, the multimedia art of Murakami Takashi, and CLAMP's manga and anime adaptations, to illuminate the profound connections between animators, characters, spectators, and technology.

Working at the intersection of the philosophy of technology and the history of thought, Lamarre explores how anime and its related media entail material orientations and demonstrates concretely how the "animetic machine" encourages a specific approach to thinking about technology and opens new ways for understanding our place in the technologized world around us.

The Anime Machine: A Media Theory of Animation Details

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From Reader Review The Anime Machine: A Media Theory of Animation for online ebook

Petra says

I got a lot of useful stuff out of it, but I think the third installment re: gynoids was a bit rushed and not as strong as the parts before

Anne says

Very looking forward to this...

Cassandra Phoenix says

I really don't think this is the book that will help me decode anime tropes and conventions.

Max Gallimard says

One does not simply understand this book without having read Heidegger, Deleuze and Lacan... or watching Miyazaki or Hideaki Anno. I love the way Lamarre deals with poststructuralism and art theory. A must-read book for those engaged in film studies. (Still, it may be a little heady for casual anime fans).

Kelly says

The early parts were somewhat dry, but this book presents some interesting theory. It's easy to get confused without some familiarity with psychology and philosophy, however.

Michael Ledezma says

What more can a fanboy of Heidegger and Miyazaki ask for, than for them to be joined as binary star/tag team of criticism of technological rationality? This book is just gravy!
