

The Brief Analysis of Doujin's Creation of Acgn

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Abstract: Doujin's creation of ACGN is the second creation and re-sharing of ACGN's lovers on the basis of the original, which can quote their roles, character relationships or plots, or recreate according to the wishes of ACGN's lovers. With the development of Internet and information technology, the phenomenon of Doujin's creation of ACGN has become increasingly active. There are many factors to promote the Doujin's creation of ACGN, including environmental factors such as technical factors, social and cultural factors and political and economic forces, as well as ACGN cultural factors and Doujin's own factors. It has a wide range of influence. In the production and consumption level of the ACGN cultural products, it not only promotes the material consumption and mental consumption of the members of the ACGN cultural community, but also promotes the ACGN publishing enterprises to better integrate user resources; in the cultural level, it promotes the generalization of the ACGN culture and multicultural integration.

1. Introduction

The word "ACGN" comes from Japan. In Japanese, it originally means "two-dimensional", which refers to both two-dimensional plane in the field of mathematics and two-dimensional space in the field of physics. In Japanese Internet terms, ACGN, being widely used by Japanese otaku groups, is a work drawn in the artistic style of Japanese animation and comics and distinguished from photos and live images. With the continuous development of animation, games and related industries, ACGN not only includes cultural products such as animation, comics, games and light novels and their derivatives (Fang and Guo, 2018), but also various youth consumption cultures related to them (Liu and Zhu, 2020).

With regard to the research in the field of ACGN, at present, the domestic academic circles mainly focus on the impact of the aesthetics of ACGN on the film and television art, the cultural industry of ACGN based on IP and the youth subculture of ACGN (He, 2018). However, as an important branch of the youth subculture of ACGN, the systematic research on the creation and culture of Doujin is relatively lacking.

2. Doujin's Creation of Acgn

Doujin's creation of ACGN is the second creation and re-sharing of ACGN's lovers on the basis of the original, which can quote their roles, character relationships or plots, or recreate according to the wishes of ACGN's lovers. Doujin's creation is not influenced by business, and it is the creation and sharing of the creator for his own hobby and non-profit purpose. At the beginning of the design,

the Japanese virtual singer “Hatsune Miku” was positioned as an idol that can be edited at will. All her fans can become her creators. It is precisely because “Hatsune Miku” can be developed by the creators, including background, hobbies and stories, so it is widely sought after. New works based on “Hatsune Miku” constantly enrich the original single virtual singer image.

The fans of Doujin’s creation of ACGN are typical “producers and consumers”, with the dual identity of consumers and producers. These enthusiasts consume for creative behavior and information publishing, and get pleasure from both receiving information and producing information. For example, the “up owners” who join station B are not only consumers, but also producers, receivers, commentators and disseminators.

Using the language habits and aesthetic orientations represented by the aesthetics of “otaku”, “cuteness” of the culture of ACGN, these fans of Doujin’s creation of ACGN carry out media-mix restructuring and cross-text text production according to the aesthetic cultural logic and thinking mode of the culture group of ACGN, forming a “imaginary” coding system of ACGN (Qi, 2018). They either give priority to words, or voice, or images, or combine words, images and sounds to carry out secondary interpretation and rewriting. Taking Cosplay photography as an example, fans of Doujin’s creation of ACGN will perform and shoot according to the classic appearance, famous scenes and symbolic actions of animation characters, and publish photos or videos to Cosplay related fan gathering areas.

3. The Motivation of Doujin’s Creation of ACGN

There are many motivations to promote the Doujin’s creation of ACGN, including external motivations such as technology, social and cultural factors and political and economic forces, as well as internal motivations such as cultural factors of ACGN and Doujin’s own factors.

3.1 Environmental Factors

With the advent of the 5G era, the Internet and mobile Internet, as important carriers for spreading popular culture, have further promoted the rapid development of the “ACGN culture” originating from Japan. The Internet world is characterized by “decentralization”, which transforms the traditional centralized communication pattern into a many to many network communication pattern, enabling creators to be fully empowered and become dominant. This is also the operation mechanism of the new media industry. As the ACGN culture began to fill the online world, the gathering of ACGN groups became more obvious, and special websites and platforms such as Lofter began to appear for ACGN lovers to exchange and publish their works.

According to the data of consulting firm iResearch, there were nearly 57million pan users and 32million core users of ACGN in China in 2013. By 2017, there were nearly 249million pan users and nearly 91million core users of ACGN in China. There was an increase of 337% and 184% respectively. According to the age distribution of ACGN users in China, the post-90s and post-00s account for 94.3%, of which the post-95s account for 57.6%. The data model shows that the age distribution of core users of ACGN is stable at the age of 16-24 for a long time. As the post-80s generation who have been exposed to ACGN since childhood have become the backbone of the society, the post-90s have also stepped onto the stage and have the economic and cultural capital required to enter the core user circle of ACGN, the phenomenon of Doujin’s creation of ACGN has become increasingly prominent.

New media technology and media integration make modern life full of a large number of images, and the importance of visual media is becoming increasingly prominent. The shift of visual culture and the perceptual revival of consumer society make the public pay attention to visual experience in cultural consumption. ACGN has the characteristics of stability of representation and superiority of

vision, and has the characteristics of “formal intuition” hidden in symbolic representation (Zhang, 2019), which just meets the aesthetic perception habit of direct intrusion of the public.

Political and economic forces, from the government to capital, have vigorously promoted the development of ACGN industries. Since the General Office of the State Council forwarded the opinions on promoting the development of Chinese animation industry jointly formulated by the Ministry of Finance, the Ministry of Education, the Ministry of Science and Technology and other departments in April 2006, the national level has begun to guide the commercialization process of the animation industry. 2015 is regarded as the “first year of ACGN capital”. In this year, Tencent held an animation industry conference on the theme of ACGN. Heyi Group invested 50 million dollars in station A and Tencent invested 200 million yuan in round D of station B. In 2017, the Organizing Committee of ChinaJoy and the outlook think tank of Xinhua News Agency jointly released the “Pan Entertainment” strategy report 2017, which was a milestone in the discourse practice of political and economic cooperation.

3.2 Factors of Acgn Culture

Animation, comics, games, light novels and other ACGN works have distinct fantasy. The content of the ACGN cultural symbol itself presents an intermediate state that is neither completely true nor completely fictitious, with the characteristics of “mixed reality” (Zhang, 2019). For example, compared with the three-dimensional real world, girls of ACGN are usually enlarged in the proportion of eyes, blurred in the nose and simplified in the mouth. This exaggerated and deformed character image of ACGN does not really exist in the three-dimensional real world, but comes from the real world. This reduced dimension aesthetic reflection on the three-dimensional real world is a kind of fantasy reflection on the three-dimensional world. The “mixed reality” feature of the ACGN cultural works makes its subject matter and content unlimited, which provides fertile soil for Doujin’s creation of ACGN.

The ACGN cultural works have a set of “imaginary” code system of text production. Members of the ACGN cultural community use loanwords and local network terms such as “Kawaii”, “Penyou”, facial characters such as “Xi” (* ° ▽ ° *) ヽ and image expressions such as Emoji expressions to form language habits and aesthetic orientations represented by “otaku”, “cuteness” and “rot”. The ACGN cultural products also take “cuteness, abuse and burning” as the aesthetic cultural logic, encode a plot structure of romantic or literary style, and form a narrative with simple character relations and pure emotional entanglements or contradictions. Therefore, the ACGN world is full of favorite elements, such as the type of “cute characters” loved by “Lolicon”, “Shotacon”, “Kyoko” and “Uncle Kong”. These lovable “cute points” inspire the members of the ACGN cultural community to have a strong love for the ACGN culture, which will drive the members of the ACGN cultural community to independently carry out Doujin’s creation with the help of the Internet.

The contemporary ACGN roles are divided into two levels: the visual “human design” and the “role” superimposed with narrative significance. The combination of human design realizes the “grammar” function of the ACGN symbol, and each part of the combination of human design realizes the “semantics” of the ACGN symbol, reflecting the specific connotation behind it. The “human design” and “role” of the ACGN role reflect the “combination” and “aggregation” relationship of the symbol (Zhang, 2019). With the rapid development of the cultural industry, this kind of combination of human design gradually presents a systematic structure, and the symbolic connotation behind the combination of human design also gradually forms an “attribute database”, so that members of the secondary cultural community can generate secondary roles through AI models, and can realize the labeling of aesthetic interests through the conscious use of “cute”

elements, such as imperial sister, Lori, etc. The fragmented and recombined database role consumption makes the members of the ACGN cultural community consume related goods indefinitely once they are captured by a role. If they master the database of roles, they will create again to meet their own needs.

As a huge knowledge system centered on fantasy works such as animation, comics, games, etc., the “post establishment” means are often used in the narration of the ACGN culture. This kind of “post establishment” not only refers to “meta narration”, but also exposes the virtual defects through a way of “leaving blank”. Doujin orientation of ACGN culture is in parallel with the “post establishment” method of thinking triggered by virtual defects in the ACGN text(Zhang,2019). According to their own life experience and understanding style, members of the ACGN culture community “re set” the original composition, so as to enrich the “database” system of the ACGN culture. For example, in Han Han's Chang'an rebellion, the narrative minimalism and “cute” achieve an internal connection, and promote the readers to build their own characters, supplement the plot, form the text meaning and secondary creation.

3.3 Factors of the Creators

The word “Otaku” comes from Japan. Among several explanations in the Japanese dictionary “Guangci Garden”, one explanation refers to “people who only care about specific things in specific fields and have an extremely detailed understanding of these things, but lack social common sense”, and these people also call each other “Otaku” (Wang, 2013). “Otaku” in the broad sense is similar to the in-depth lovers specializing in a certain field, and “Otaku” in the narrow sense refers to ACGN culture lovers. Zhang(2009) believes that otaku is a collection machine of virtual information, an insatiable consumer group and a carrier of cultural values. After the word “otaku” was introduced to China, a more localized word “otaku man/otaku woman” was derived, and the latter was replaced by “people who stayed in the house for a long time” by lovers of ACGN culture. As the term “otaku man/otaku woman” has been stigmatized, Chinese fans of ACGN culture tend to refer “ACGN Er” to themselves and use it as an identity mark. As lovers of the ACGN culture, these “ACGN Er” not only accept and consume the ACGN cultural products, but also the core users of ACGN independently create a large number of ACGN cultural texts relying on the internet.

As mentioned earlier, the age distribution of core users of ACGN has been stable at the age of 16-24 for a long time. With the post-80s generation who have been exposed to ACGN since childhood becoming the backbone of the society, and the post-90s, post-95s and even post-00s have also stepped onto the stage, they have the economic and cultural capital required to enter the core user circle of ACGN, and the phenomenon of the Doujin's creation of ACGN has become increasingly prominent. The users of the ACGN cultural community express their love for these original works or Doujin's creation of those core users and the recognition of the group through bullet screen culture. These core users of ACGN have accumulated cultural capital and realized their self-worth. Doujin's text works not only become the symbol of personal cultural capital, but also become materialized cultural goods, which can be freely traded (Ma, 2016). Core users of ACGN with cultural capital have also gained economic benefits from their contacts and cooperation with animation companies, magazines, game companies and other operating institutions.

The ACGN users in China are mainly the only child, and the only child is lonely in the growth process. They need spiritual comfort, make up for emotional lack and achieve emotional satisfaction. The ACGN culture can produce empathic effects. For example, if you treat your favorite ACGN characters as friends or brothers and sisters, you will have dependency, love feelings and two-sided feelings (Wei,2018). Once this empathy effect is formed, ACGN users will consume a large number of role related products, independently create Dojin's works, and even hold online

and offline Carnival ceremonies such as Doujin's works competition, so as to continue the pillar of their emotional growth.

The ACGN cultural community is the spiritual home of the "ACGN Er". The "ACGN Er" classifies the ACGN works and their elements, and enters different interest tribes according to labels and personal preferences. Because of the same preferences, similar topics, sincere feelings and close contacts among members, interest tribes will form a unique discourse system and distinguish themselves from the outside world. "ACGN Er" creates Doujin's works by using various media tools according to the meaning interpreted in the selected text, and exchanges these texts with "Tonghao" online on various social media such as post bar and microblog. Comiket is a representative offline activity of "ACGN Er". The "ACGN Er" who are not familiar with each other in the three-dimensional real world, through online communication and offline gatherings, will condense into a "fun community" around the same preferences, which will further promote the Doujin's creation of "ACGN Er".

In recent years, with the development of new media, especially we media, young people's "online voice" has been highlighted. At the same time, people's status and communication rules in the three-dimensional real world are jointly determined by economic capital, cultural capital and social capital, while the status in the ACGN cultural world is determined by the cultural capital of the members of the ACGN cultural community, the members of the ACGN cultural community are still restrained by the discourse of the three-dimensional real world in the three-dimensional real world, so the Doujin's creation of ACGN has become a kind of "roast culture" (Zhang, 2017). By interpreting and discussing the work itself and the role of the work, this creative resistance has maintained the power to interpret the work. This kind of creative resistance is also a kind of "escape" culture (Zhang, 2017). Through the Doujin's creation of ACGN, the interpersonal pressure and survival pressure of the three-dimensional real world can be released, which can bring "satisfaction" to the Doujin's creator, make the ACGN world their "paradise", and even generate "two-point-five-dimensional" as the "copy" of reality(Pan,2014).

4. The Influence of Doujin's Creation of Acgn

The influence of Doujin's Creation of ACGN is extensive. At the level of production and consumption, it not only promotes the material consumption and mental consumption of the members of the ACGN cultural community on ACGN cultural works, but also promotes the ACGN publishing enterprises to better integrate user resources; at the cultural level, it promotes the generalization of the ACGN culture and the integration of multi cultures.

The Doujin's creation of ACGN will promote the material consumption of the members of the ACGN cultural community including Doujin's creators. The Doujin's creation of ACGN is a process including consumption, secondary creation and sharing. The Doujin's creator are both a consumer and a producer. If you want to enter the core circle of the ACGN cultural community and become a core user of ACGN, you need to have certain economic capital and cultural capital. Playing with Doujin's creation and Doujin's exhibition requires site facilities and peer support, as well as being very familiar with a certain ACGN work and having cultural capital to endow the value and significance of Doujin's works. Most of Doujin's works are displayed on the Internet, and some of Doujin's works are sold in ACGN exhibitions such as Doujin exhibitions. Doujin industry has gradually become a new type of cultural industry with a large audience, great influence and a leading position in the youth cultural market. In addition, the Doujin's creation inevitably expands the dissemination scope of the original work and improves the possibility of the original work being consumed.

The Doujin's creation of ACGN will promote the mental consumption of the members of the

ACGN cultural community including Doujin's creators. When users consume the ACGN culture, they project emotions on the ACGN characters or works. The idols in the ACGN virtual world will neither respond nor refuse emotionally. Users do not have to worry about being troubled by the idols in the ACGN virtual world, so they are easy to obtain self-satisfaction and pleasure. This will not only promote the Doujin's creation of ACGN, but also promote the mental consumption of members of the ACGN cultural community, including Doujin's creators. For example, COSPLAY role play and the bullet screen culture of the ACGN video website are all manifestations of the mental consumption of the members of the ACGN cultural community.

Doujin's creation of ACGN promotes the ACGN publishing enterprises to better integrate user resources. With the development of the Internet and information technology, the phenomenon of Doujin's creation of ACGN is becoming more and more active. Although the content of Doujin's creation of ACGN is diverse, the quality level is uneven, and there is a lack of platform for promoting and marketing. The ACGN publishing enterprises can sort out and aggregate these Doujin's creation with the help of big data and cloud computing to form a resource library and use these resources to develop new products. In addition, the ideas of Doujin's creation of ACGN are open, relay and shared, which can become the creative source of the "relay" and "infinite extension" of the ACGN publishing enterprises, which can continuously add new ideas to the ACGN products and lay a foundation for the IP of the ACGN products.

The Doujin's creation of ACGN promotes the generalization of ACGN culture and the integration of multi cultures. On the one hand, in addition to continuing to focus on Japanese ACGN culture, Chinese ACGN culture groups also incorporate "Pleasant Goat", "Bear Haunt" or American superheroes into the concept of "ACGN", which makes Chinese ACGN culture show strong localization characteristics. This kind of secondary creation in the name of ACGN has expanded the boundary of ACGN in China and promoted the generalization of ACGN culture. On the other hand, Doujin's creation of ACGN promotes the dissemination of the original text. Once the original text is widely recognized by the ACGN cultural community, it will be easy to attract commercial capital such as Tencent animation to settle in, extend it from the ACGN to the pan entertainment field, and push the ACGN culture to the vision of popular culture through the "dimensional wall breaking" behavior such as the shooting of animation live action film and television, this is a process of multi-cultural interaction.

5. Conclusion

Doujin's creation of ACGN is the second creation and re-sharing of ACGN's lovers on the basis of the original, which can quote their roles, character relationships or plots, or recreate according to the wishes of ACGN's lovers. With the development of Internet and information technology, the phenomenon of Doujin's creation of ACGN has become increasingly active. There are many factors to promote the Doujin's creation of ACGN, including environmental factors such as technical factors, social and cultural factors and political and economic forces, as well as ACGN cultural factors and Doujin's own factors. It has a wide range of influence. In the production and consumption level of the ACGN cultural products, it not only promotes the material consumption and mental consumption of the members of the ACGN cultural community, but also promotes the ACGN publishing enterprises to better integrate user resources; in the cultural level, it promotes the generalization of the ACGN culture and multicultural integration.

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