

TABLE OF CONTENTS

DECLARATION PAGE	1
CERTIFICATION PAGE	2
ACKNOWLEDGEMENT	4
ABSTRACT	5
ABSTRAK	6
TABLE OF CONTENTS	7
CHAPTER 1 INTRODUCTION	9
1.1. Background	9
1.2. Research Question	10
1.3. Literature Review	10
1.4. Theoretical Framework	11
1.5. Main Argument	14
1.6. Research Method	14
1.7. Research Structure	15
CHAPTER 2	
EVIDENCES OF LABOUR PRECARITY IN THE ANIME INDUSTRY	16
2.1 Labour Precarity in the Production of Japanese Anime	16
2.1.1. Japanese Work Culture and Policies: Impact on the Anime Industry	16
a. The General Japanese Working Culture and Regulations	16
b. The Role of Anime in Japanese Cultural Diplomacy	17
2.1.2. The Role of the Workforce in a Precarious Japanese Anime Industry	18
a. Evolving Japanese Labor Trends: Casualisation, Flexibility, and Preferences	19
b. Artistic Passion and Exploitation: The Work and Struggles of Japanese Animators	20
c. MAPPA's Global Success: A Veil of Exploitative Workplace	21
2.2 The Neoliberal Japanese Anime Market: A Catalyst for Exploitation	23
2.2.1. Global Market and Business Models Impact in Shaping the Anime Industry	23
a. Japanese Anime Business Model	23
b. Companies Collaborations and Digital Spread	24
c. MAPPA's Global Success and Business Strategies	25
2.2.2. Global Audiences in Shaping the Anime Industry	25

CHAPTER 3

THE PROCESS TO EXPLOITATION IN THE PRAGMATIC ANIME INDUSTRY FROM THE ALIGNMENT OF CONVENIENCES

	27
3.1. The Divide Between Japanese Standard Employment and Anime Industry Schemes	27
3.2. Industrial Pragmatism as a Cause of Labour Exploitation in the Anime Industry	28
3.3. Alignment of Convenience between Actors in Shaping the Exploitative Anime Industry	29
3.3.1. State–Company: Cultural Capitalism and Government Influence in Shaping Anime Industry Labour Schemes	30
3.3.2. State–Market: Institutional Complementarity and Friendly Rivalry	30
3.3.3. State–Workers: Between The Neoliberal Shift and Prevalent Work Culture	31
3.3.4. State–Consumers: Cultural Capitalism, Soft Power, and Consumer Culture	32
3.3.5. Company–Market: The Double-Edged Sword of Production Committees	33
3.3.6. Company–Workers: Benefiting Passion for Neoliberal Working Environment	34
3.3.7. Company–Consumers: Juggling Profit, Demand, and Ethical Work	34
3.3.8. Market–Consumers: The Friction Between Satisfaction and Exploitation	35
3.3.9. Market–Workers: Workers as Immaterial Labour for Global Demand	36
3.3.10. Consumer–Workers: Friends or Foes in Facing Exploitation?	37
3.4. Labour Exploitation, Industrial Pragmatism, and Alignment of Convenience	38
3.5. Labour Exploitation in Cultural Industry: An International Relations Reflection	40
CHAPTER 4 CONCLUSION	43
REFERENCES	46