



Girls' “Metamorphosis” : Anime and Gender in Japan



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Today's issues

▶ Main Theme

- ▶ Changes in Gender Representation in Japanese Society
- ▶ Girls' Metamorphosis in Manga and Anime
- ▶ Metamorphosis as “Ideal Images”
 - ▶ How have these changed over time?



Japan in the 1950s

Girls fought
actively!



リボンの騎士 1967

あたしの見_(み)る夢_(ゆめ)は秘密_(ひみつ)
なの だれにも言_(い)わない秘密
(ひみつ)なの / 赤(あか)いマント ヒラヒラ
馬_(うま)をとばす王女_(おうじょ) それがあ
たし / リボンの騎士_(きし)は ほんとは
ほんとは あたしなのさあ

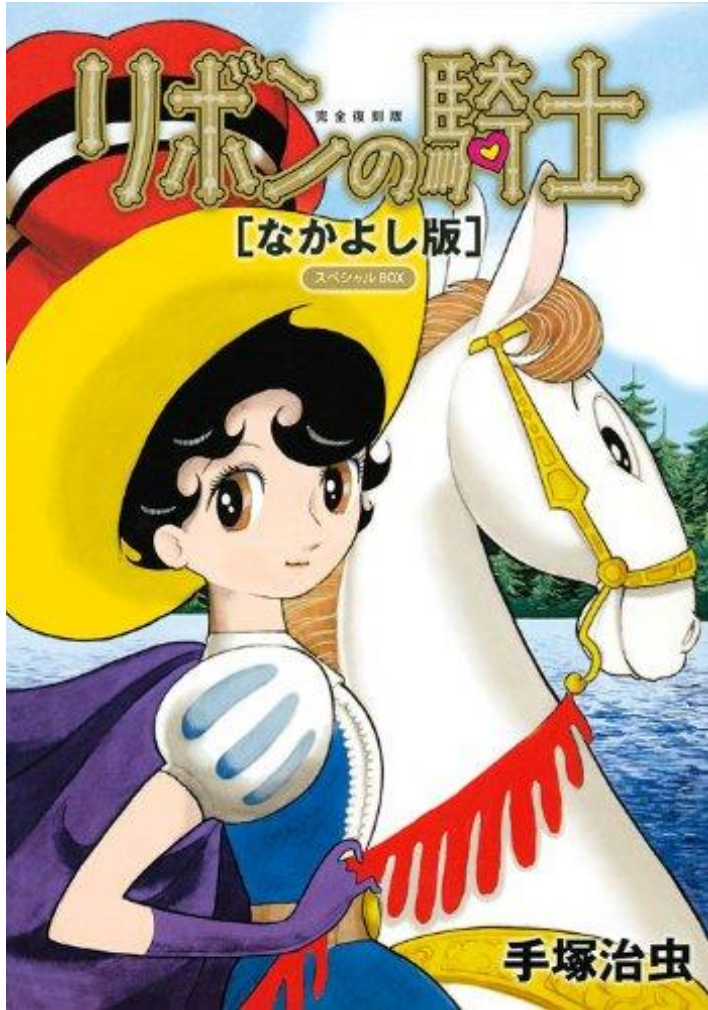
「リボンの騎士」 1967

My dream is a secret that I do not talk about.

A princess riding a horse, wearing a fluttering red cape.

The Ribbon Knight is me in truth!

Ribbon no Kishi or Princess Knight



- ▶ Author : Tezuka, Osamu 1928-1989
 - ▶ “Patron Saint of Japanese Manga”
- ▶ Serial publication
 - ▶ 1953-1956
 - Cf. *Cinderella*. 1950
- ▶ Anime adaptation
 - ▶ 1967-1968



2026.08 on Netflix



Princess Knight 1953

▶ Princess Sapphire

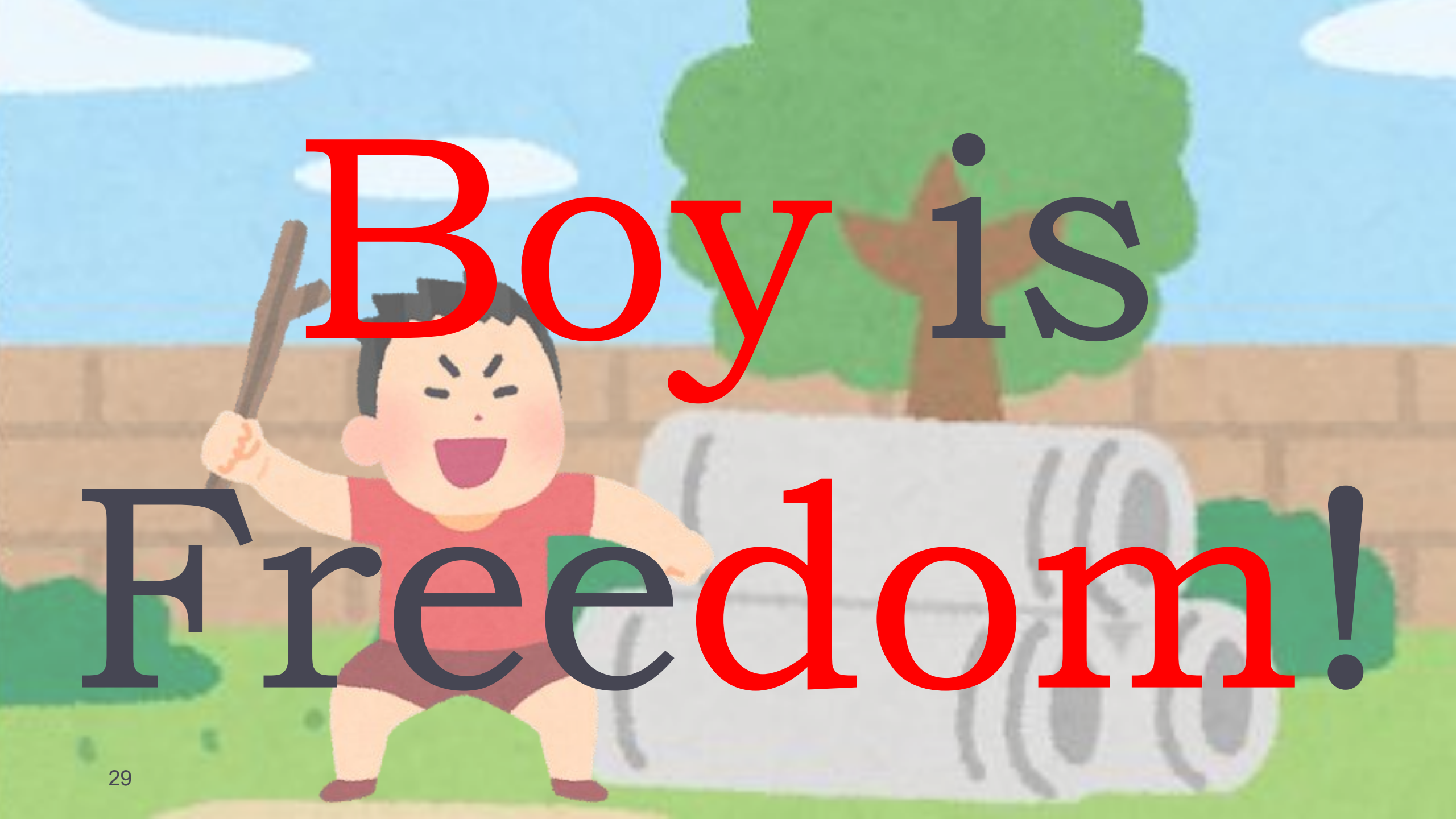
- ▶ Born with both a female and a male soul
- ▶ Metamorphoses into a prince to fight evil

▶ Reflects girls' desire

- ▶ To act like a boy
- ▶ Transcendence of gender boundaries







Boy is

Freedom!

Male attire
= Freedom



However



これで
ふたつの国も
ひとつに
なったのね
バンザイ

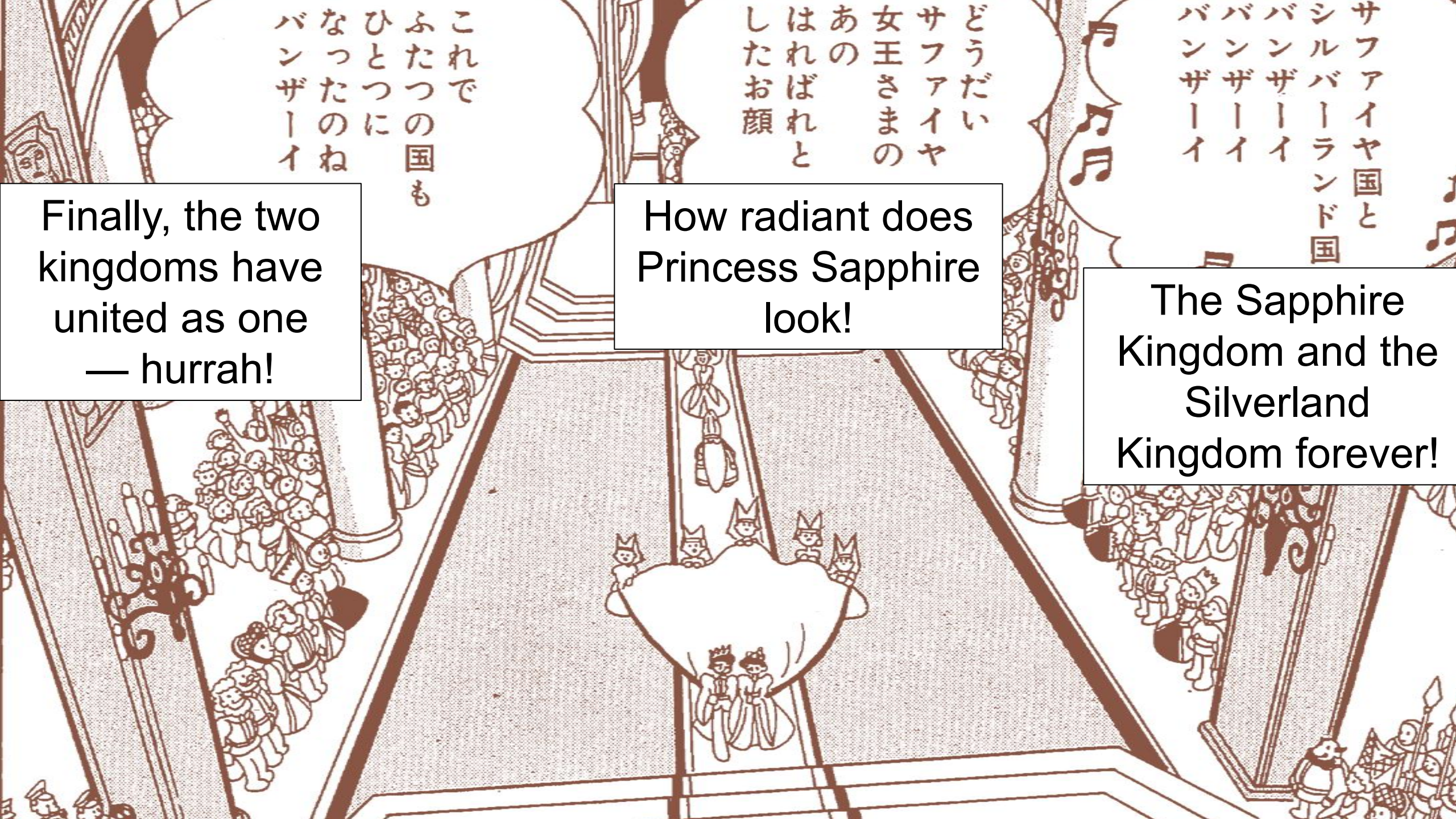
Finally, the two
kingdoms have
united as one
— hurrah!

どうだい
サファイヤ
女王さまの
あの
はればれと
したお顔

How radiant does
Princess Sapphire
look!

サファイヤ国と
シルバランド国
バンザイ
バンザイ
バンザイ

The Sapphire
Kingdom and the
Silverland
Kingdom forever!



In the 1950s, Tezuka's Conclusion

- ▶ Woman's happiness = Marriage
- ▶ 良妻賢母 *Ryōsai kenbo*
- ▶ “Good Wife, Wise Mother”



Japan in the 1960s

ひみつのアッコちゃん 1969

1. そいつの前(まえ)では女(おんな)の子(こ)／つーんとおすまし
それはなに／それは鏡(かがみ) 鏡(かがみ)の中(なか)からツン
ツンツン／シンデレラ姫(ひめ)があらわれたツンツンツン
／それはだあれ それはひみつ／ひみつひみつ ひみつの
アッコちゃん
2. 朝(あさ)から晩(ばん)までまねばかり／ひとまねじょうず それ
はなに／それは鏡(かがみ) 鏡(かがみ)の中(なか)からエッへ
へ／いたずらぼうずがとびだしたエッへへ／それはだあれ
それはひみつ／ひみつひみつ ひみつのアッコちゃん

The Secret of Akko-chan 1969

1. In front of that Guy, a little girl / acts all prim and proper.
What is that? / It's a mirror. From inside the mirror / Tsun-tsun-tsun / Princess Cinderella appeared. Tsun-tsun-tsun / Who is that? It's a secret. Secret, secret. The Secret of Akko-chan!
 2. From morning till night, nothing but imitations / She's so good at imitating / What is that? / It's a mirror / From inside the mirror / He-he-he / A mischievous little boy jumped out / He-he-he / Who is that? / It's a secret. Secret, secret. The Secret of Akko-chan!
-

The Secret of Akko-chan 1969



- ▶ *Himitsu no Akko-chan*
- ▶ Author : Akatsuka, Fujio 1935-2008
 - ▶ “King of Gag Manga”
- ▶ Serial publication
 - ▶ 1962-1965
- ▶ Anime adaptation
 - ▶ 1969-1970



The Secret of Akko-chan 1969

- ▶ **Magical Compact**
 - ▶ Metamorphoses into anyone she wants to be
- ▶ **Reflects girls' wishes**
 - ▶ Desire to become someone other than themselves



The Secret of Akko-chan 1969

1. In front of that Guy, a little girl / acts all prim and proper.
What is that? / It's a mirror. From inside the mirror / Tsun-tsun-tsun / **Princess Cinderella appeared.** Tsun-tsun-tsun /
Who is that? It's a secret. Secret, secret. The Secret of Akko-chan!
 2. From morning till night, nothing but imitations / She's so good at imitating / What is that? / It's a mirror / From inside the mirror / He-he-he / **A mischievous little boy** jumped out / He-he-he / Who is that? / It's a secret. Secret, secret. The Secret of Akko-chan!
-

The Limitations of Akko-chan's Magic

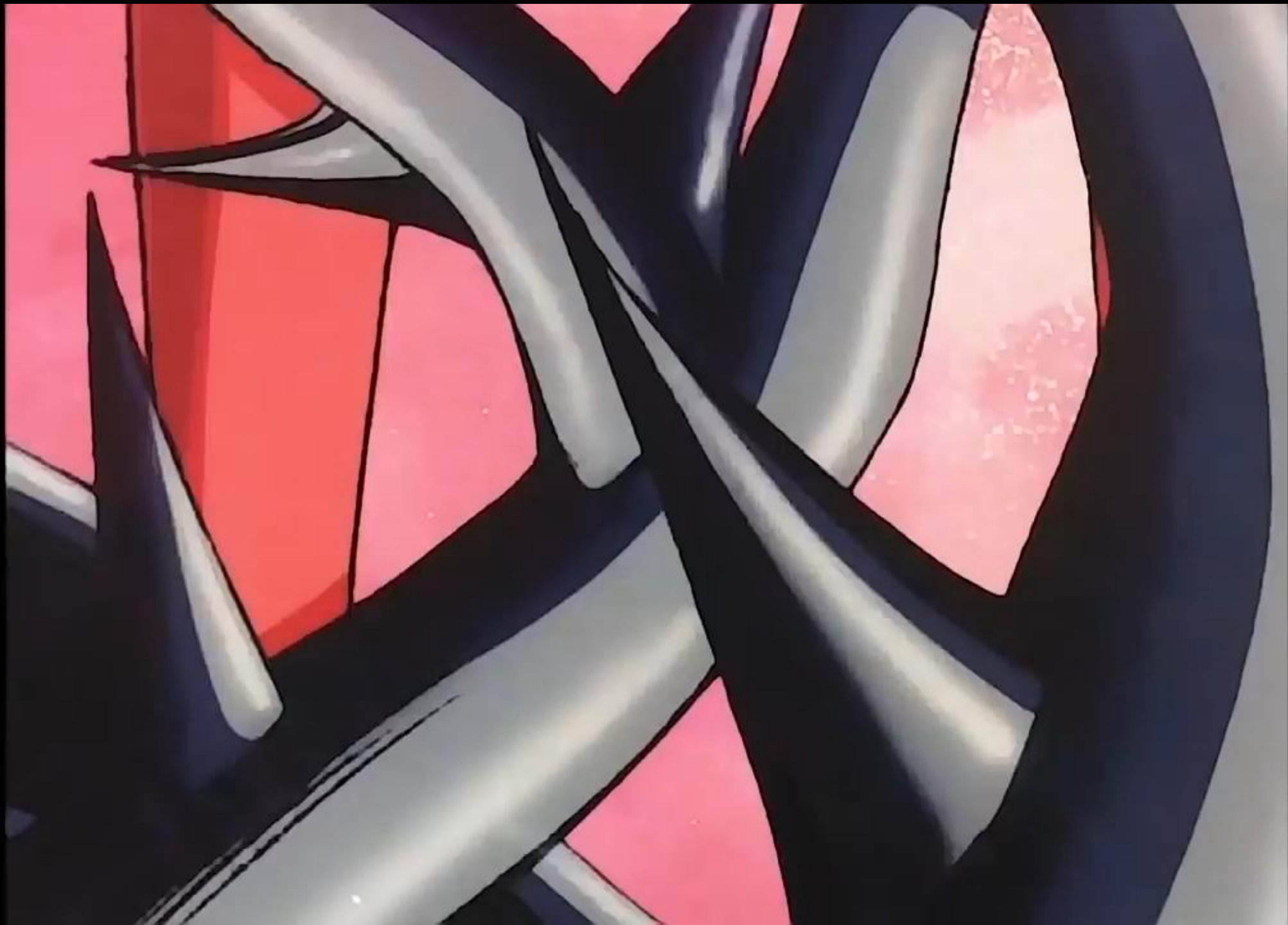
- ▶ Cinderella = **Adult** Woman
- ▶ Mischievous Boy = **Free** Male
- Ideals Beyond Girls' Reach
- ▶ Akko-chan's Metamorphosis = Escapist Desire



Girls Dreamed of Freedom



Japan in the 1970s



「薔薇(ばら)は美(うつく)しく散(ち)る」 1979

草(くさ)むらに名(な)も知(し)れず／咲(さ)いている
花(はな)ならば／ただ風(かぜ)を受(う)けなが
ら／そよいでいれば いいけれど／私(わたし)はバ
ラのさだめに生(う)まれた／華(はな)やかに激(は
げ)しく生(い)きろと生(う)まれた／バラはバラは
気高(けだか)く咲(さ)いて／バラはバラは美(うつく)
しく散(ち)る

A Rose, Falls With Beauty 1979

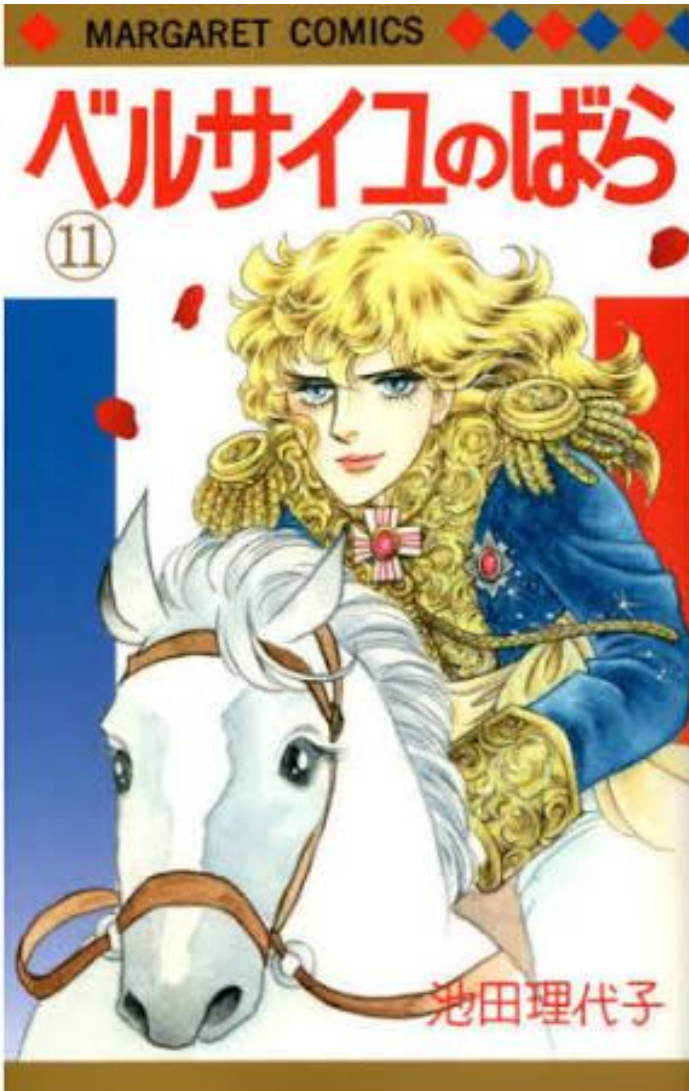
If I were just a nameless flower / blooming in
the grass,

I could simply sway in the breeze, and that
would be enough.

But I was born to be a rose, born to live a life
of splendor and passion.

A rose, a rose, blooms with dignity; a rose, a
rose, falls with beauty.

The Rose of Versailles 1972



- ▶ *Versaille no Bara*
- ▶ Author : Ikeda, Riyoko 1947-
 - ▶ One of the first generation of female manga artists
- ▶ Serial publication
 - ▶ 1972-1973
- ▶ Anime adaptation
 - ▶ 1979-1980



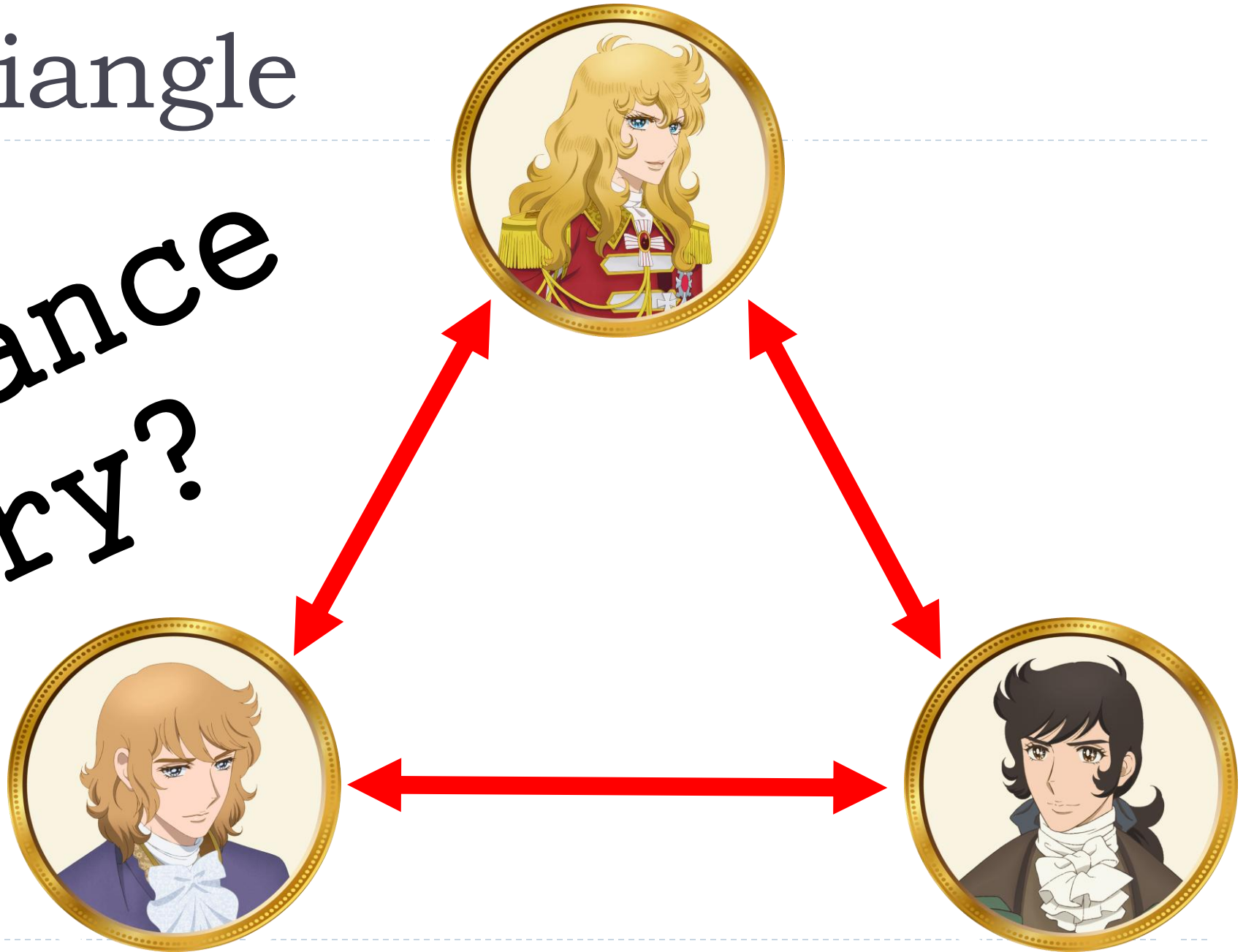


The Rose of Versailles

- ▶ Around the Time of the French Revolution
- ▶ Oscar = woman
 - ▶ dressed in a men's military uniform
 - ▶ Her father, a general, desired a son
 - ▶ Born a daughter, but raised as a boy
 - ▶ Served at the Palace of Versailles
 - ▶ Involved in a love triangle

A Love triangle

A romance story?





Oscar's Final Moments

- ▶ **Joined the Revolutionary Army**
 - ▶ To fight against the royal army
- ▶ **"Vive la France!"**
 - ▶ Died as a soldier for freedom
 - ▶ Rejection of love as a woman's happiness
 - ▶ Symbol of women's participation in society
- ▶ **The 1970s: the age of women's liberation**
 - ▶ 1972: First Mass Meeting for Women's Lib in Japan
 - ▶ 1975: International Women's Year

Male Attire as a Symbol of Women's Liberation



The 1970s: Women's Situation

- ▶ Permitted to participate in society
 - ▶ Forced to choose between two alternatives
: Love or Society (= Home or Work)
- ▶ Required to behave like men
 - ▶ cf. Oscar's male attire
 - ▶ Forced into isolated struggle
 - ▶ Because of little support from other women

Splendid

Isolation



Japan in the 1980s



“Love Love Minky Momo” 1982

{Love Love ミンキーモモ お願(ねが) いきいて}×2
魔法(まほう) のプリンセス / キラキラ光(ひか) る 何
(なに) かが手招(てまね) き きっとしててるわ
時(とき) よまわれ 夢(ゆめ) の冒険(ぼうけん) どんな
私(わたし) になれるのかしら
[大人(おとな) になったら 何(なに) になる]×2
Dreaming 夢(ゆめ) が きっと叶(かな) うわ {*}

“Love Love Minky Momo” 1982

{Love, love, Minky Momo, make my wish come true!} (×2) Magical Princess—something sparkling and shining is waving at me, surely waiting for me.

Time, turn! An adventure in a dream—
I wonder what kind of person I will become
[When I grow up, what will I be?](×2) Dreaming
—my dreams will surely come true. {*}

Magical Princess Minky Momo



- ▶ Anime Studio: Ashi Productions
 - ▶ Anime adaptation: 1982–1983
 - ▶ Princess Momo
 - ▶ From the Magic Kingdom
 - ▶ Solved problems through magical metamorphosis
-

What did Momo
metamorphose
into?




“Love Love Minky Momo” 1982

{Love, love, Minky Momo, make my wish come true!} (×2) Magical Princess—something sparkling and shining is waving at me, surely waiting for me.

Time, turn! An adventure in a dream—

I wonder what kind of person I will become

[When I grow up, what will I be?](×2) Dreaming
—my dreams will surely come true. {*}



大人になったら 何になる



主題歌

「love love ミンキーモモ」

「ミンキー ステッキドリミンパ」

作詞 荒木とよひさ
作曲 佐々木 勉
編曲 高田ひろし
歌 小山 茉美
(ビクターレコード)

大人になったら 何になる

連載

「よいこ」
「幼稚園」
「学習雑誌」

(小学館)

大人になったら 何になる



Dreamlike

~~Figures~~

(e.g., Cinderella)

When I grow up, what will I be?

- ▶ **Metamorphosis into a Professional**
 - ▶ Simply “a Working Woman” ... Δ
 - ▶ “Career Woman” ... ◎
 - ▶ Affirmation of Femininity
= No Need for Male Attire

Changes in Society in the 1980s

- ▶ **Higher education enrollment rate**
 - ▶ Nearly equal for Men and Women
 - ▶ In the high 30s (cf. over 50% today)
- ▶ **Key Developments:**
 - ▶ CEDAW entered into force in 1981
 - ▶ Equal Employment Opportunity Law (1985)

An independent yet isolated woman

- ▶ **Gender Equality in Real Society**

- ▶ Equality only within the legal framework

- ▶ **“Career Woman”**

- ▶ Working like a man

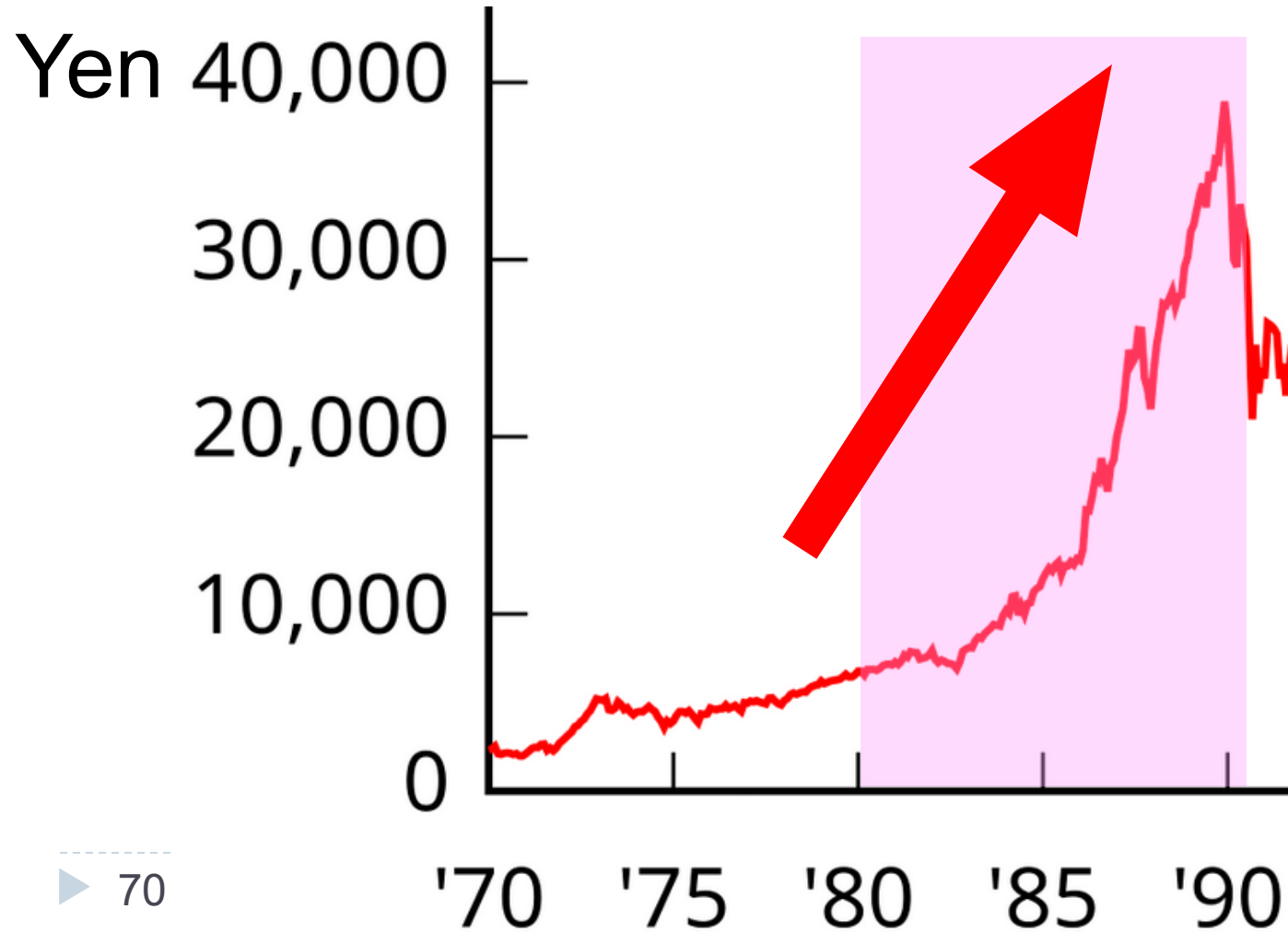
- ▶ Greater ability and effort than the average man

- ▶ **“An Independent Woman”**

- ▶ Engaged in a severe and isolated struggle

“Bubble Economy”

The Nikkei Stock Average



Japan in the 1990s

The Lost

Decades

「ムーンライト伝説」 1992

ゴメンね 素直(すなお) じゃなくて 夢(ゆめ) の中(なか) なら
云(い) える 思考回路(しこうかい) はショート寸前(すんぜん)
今(いま) すぐ会(あ) いたいよ 泣(な) きたくなるような
moonlight 電話(でんわ) も出来(でき) ない midnight だって
純情(じゅんじょう) どうしよう ハートは 万華鏡(まんげきょう)
月(つき) の光(ひかり) に 導(みちび) かれ 何度(なんど) も 巡(めぐ)
り会(あ) う 星座(せいざ) の瞬(まばた) き数(かぞ) え 占(うらな) う
恋(こい) の行方(ゆくえ) 同(おな) じ地球(ちきゅう) に生(う) まれた
の ミラクル・ロマンス 信(しん) じているの ミラクル・ロマンス

“Moonlight Legend” 1992

I'm sorry for not being honest / I could say it if I were in a dream / My mind is on the verge of short-circuiting / I want to see you right now / Moonlight that makes me want to cry / Midnight when I can't even call / Because I'm so innocent, what should I do? / My heart is a kaleidoscope / Guided by the moonlight / We meet again and again / Counting the twinkling stars, I predict the future of our love / We were born on the same Earth—a miracle romance / I believe in it—a miracle romance

Pretty Soldier Sailor Moon 1992



- ▶ **Serial publication**
 - ▶ 1992-1997
- ▶ **Anime adaptation**
 - ▶ 1992-1997
- ▶ **Recent Adaptations**
 - ▶ *Sailor Moon Crystal* (TV, 2014)
 - ▶ *Sailor Moon Cosmos* (Film, 2023)

Pretty Soldier Sailor Moon 1992



- ▶ **Their Metamorphosis**
 - ▶ Not Becoming Adults or Men (Akko-chan, Momo, Sapphire, Oscar)
 - ▶ **A Groundbreaking shift**
 - ▶ Fighting in Cute Sailor Uniforms
 - ▶ Remaining Girls
 - ▶ No Need for Male Attire
-

The 1990s: Changing Ideals of Girls

▶ A Vague Sense of Anxiety about the Future

▶ 1980s “When I grow up, what will I be?”



▶ 1990s “**Even if** I grow up, what will I be?”

▶ Becoming an Adult or Behaving Like Men

→ No Longer an Appealing Goal

A New Form of “Metamorphosis”

▶ Sailor Moon

- ▶ Remaining Fourteen Years Old
- ▶ Fighting Evil in a School Uniform
- ▶ Fighting as Part of a Team



“Moonlight Legend” 1992

I'm sorry for not being honest / I could say it if I were in a dream / My mind is on the verge of short-circuiting / I want to see you right now / Moonlight that makes me want to cry / Midnight when I can't even call / Because I'm so innocent, what should I do? / My heart is a kaleidoscope / Guided by the moonlight / We meet again and again / Counting the twinkling stars, I predict the future of our love / We were born on the same Earth—a miracle romance / I believe in it—a miracle romance

Sailor Moon: A Love Story

- ▶ Sailor Moon and Tuxedo Mask

- ▶ “The Future of Our Love”

- ▶ The Spirit of Girls’ Manga

- ▶ Rejecting:

- ▶ Male Attire

- ▶ Growing Up

- ▶ Embracing: Romantic Love



The End of Male Attire



輪舞 Revolution 1997

潔 (いさぎ) よくカッコ良 (よ) く生 (い) きて行 (ゆ) こう... たとえ
2人 (ふたり) 離 (はな) ればなれになっても... Take my revolution 光 (ひかり)
差 (さ) す校庭 (garden) 手 (て) をとり合 (あ) い誓 (ちか) い合 (あ) ったなくさめ
合 (あ) ったもう恋 (こい) は二度 (にど) としないよって 頬 (ほお) を寄 (よ) せ
あってうつる写真 (しゃしん) の笑顔 (えがお) に少 (すこ) しの淋 (さび) しさつめ
込 (こ) んで夢 (ゆめ) を見 (み) て涙 (なみだ) して傷 (きず) ついても
現実 (げんじつ) はがむしゃらに來 (く) るし自分 (じぶん) の居場所 (いばしょ)
存在価値 (そんざいかち) を見 (み) つけたい 今日 (きょう) までの自分 (じぶん) を
潔 (いさぎ) よく脱 (ぬ) ぎ捨 (す) てる裸 (はだか) になる自由 (じゆう) を舞 (ま) う
薔薇 (ばら) のように たとえ2人 (ふたり) 離 (はな) ればなれになっても
私 (わたし) は世界 (せかい) を変 (か) える

Revolution 1997

Let's live with dignity and style... / Even if we end up
apart... Take my revolution / In the garden bathed in
sunlight / We held hands, made vows, and comforted each
other / Saying, "I'll never fall in love again" / Pressing our
cheeks together / I packed a little loneliness into the
smiles in the photo / Dreaming, crying, getting hurt /
Reality still comes at us relentlessly / I want to find my
place, my reason for being / I'll shed my past self up to
today / Strip it all away, bare myself / Like a rose dancing in
freedom / Even if we're torn apart / I'll change the world

Revolutionary Girl Utena 1997



- ▶ Director: Ikuhara Kunihiro (1964–)
- ▶ Right: Tenjō Utena
 - ▶ Saved by a prince in her childhood
 - ▶ Longs to become a prince herself
- ▶ Left: Himemiya Anthy
 - ▶ The “Rose Bride”
 - ▶ The power “to revolutionize the world”

Revolution 1997

Let's live with dignity and style... / Even if we end up
apart... Take my revolution / In the garden bathed in
sunlight / **We held hands, made vows, and comforted each
other / Saying, "I'll never fall in love again" / Pressing our
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place, my reason for being / I'll shed my past self up to
today / Strip it all away, bare myself / Like a rose dancing in
freedom / **Even if we're torn apart / I'll change the world******

Revolutionary Girl Utena 1997



- ▶ **The Central Relationships**
 - ▶ Not between boys and girls
 - ▶ But between girls
 - Rejecting romantic relationships with boys

Utena's Male Attire



- ▶ **Not Becoming Male**
 - ▶ **The Result of Her Own Choice**
 - ↔ Unlike Sapphire or Oscar
 - Not Imposed by Fate or Necessity
 - ▶ **Incorporates Feminine Design**
 - ▶ The End of the Girl Hero in Male Attire
-

Rejection of Adulthood and Love





Japan in the 2000s





DANZEN! ふたりはプリキュア 2004

プリキュア×4 プリティでキュアキュア ふたりはプリッキュア~! 一難(いちなん) 去(さ)って、また一難(いちなん) ぶっちゃけありえない!! 制服(せいふく) 着(き)ててもふたりはむちゃくちゃタフだしい お互(たが)いピンチを乗(の)り越(こ)えるたび強(つよ)く近(ちか)くなるね☆ your best! my best! 生(い)きてるんだから 失敗(しっぱい)なんてメじゃない! 笑(わら)う門(か)ど)に福(ふく)来(きた)るでしょ! ネガティブだってブツ飛(と)ぶう~! 生命(いのち)の花(はな) 咲(さ)かせて! 思(おも)いっさり~ もっとバリバリ!! プリキュア×4 プリティでキュアキュア ふた93りはプリッキュア~!

Danzen! We Are Pretty Cure 2004

Pretty Cure×4 / Pretty and Cure, Cure—we're Pretty
Cure~! / One crisis after another—seriously, this is
crazy!! / Even in our uniforms, we're super tough, you
know / Every time we overcome a crisis together, we
grow stronger and closer☆ / Your best! My best! / Since
we're alive, failure is nothing! / Good things come to those
who laugh, right? Even negativity gets blown away~! / Let
the flower of life bloom! Go all out~ Even more fiercely!!
/ Pretty Cure ×4, / Pretty and Cure Cure, the two of us
are ⁰⁴Pretty Cure~!

Futari wa Pretty Cure/Pretty Cure 2004

- ▶ Anime adaptation
 - ▶ 2004-2005
- ▶ The first installment in the Pretty Cure metaseries
 - ▶ Girls' Metamorphosis
 - ▶ Into Legendary Warriors to Fight Evil



Difference between *Pretty Cure* and *Sailor Moon*

- ▶ *Sailor Moon*
 - ▶ Magical Attacks
- ▶ *Pretty Cure*
 - ▶ Physical Combat
 - ▶ Being Badly Hit



A Key Concept of *Pretty Cure*

「女の子だって暴れたい!」

(On'nanoko datte abaretai!)

Girls want to fight, too!

Metamorphosed Costumes



- ▶ **Very Pretty Costumes**
 - ▶ Ribbons and Heart Motifs
 - ▶ Not Uniform ↔ Sailor Moon
- ▶ **Emphasis on Individuality**
 - ▶ Able to Wear Attire They Like
 - ▶ Attire That Suits Them Best

Pretty Cure is not Love story

- ▶ *Pretty Cure* ↔ *Sailor Moon*
- ▶ The Central Theme
 - ▶ Friendship Between Girls
 - ▶ “Sisterhood”
 - ▶ Romantic Love X





もっとならびっ!

Toughness

Sisterhood

Non-romantic



Girls Empower Themselves

The Shifts in 2010s

- ▶ **The 1990s–2000s**

- ▶ Emphasis on Sisterhood

- ▶ Rejection of Romantic Love, Men, and Adulthood

- ▶ **The Shifts in 2010s**



Japan in the 2010s



エンディング主題歌
HUGっと！未来☆ドリーマー



HUGっと！未来☆ドリーマー
HUGTTO! PRECURE

HUGっと!未来☆ドリーマー 2018

イエイ! HUGっとGOOD プリキュア! お仕事うんと盛りだくさん! 空を
びゅびゅんとパイロット キャビンアテンダント パン屋さん 本屋さん ま
だまだキュンと恋したい? 誰かと一緒にLIFE! 無・限・大! きっかけは目
の前に いっぱい溢れてええと、どうしよっかな ファイト1.2.3! ピカピカ
光るような ヒント集めてなりたい自分 見つけちゃおう ファッション
リーダー Show time! アイドルONステージ! 音楽に芸術+イラストレー
ター デザイナー ウェイトレス メイクアップ レッツダンス ノリノリでHey
カモン! 世界中トラベラー 超テンション社長 Yes! 色んな道へのトビラ
開いてみたら 夢見る ドリーミーなハート描いて 飛び出そうよ グッとく
る 好きのチカラ信じて いつかぎゅっと 抱きしめたくなるんだ そんな
未来を HUGっと! プリキュア はーい! 先生どうぞ ほかには? エンジ
ニア 研究者 お花屋さん 看護師さん 無・限・大! イェーイ!

HUG! Future★Dreamer 2018

Yay! HUGtto GOOD PreCure! So many jobs to do! Flying through the sky as a pilot Cabin attendant Baker, bookstore owner, much more want to experience a fluttering romance? Life with someone! Limitless! Opportunities abound right before our eyes Hmm, what should I do? Fight 1, 2, 3! Gather sparkling hints Let's find the person we want to be Fashion leader Show time! Idol on stage! Music, art + illustrator, designer Waitress, makeup artist, let's dance Get into the groove, hey, come on! World traveler Super-energy CEO Yes! Open the doors to all sorts of paths Draw a dreamy heart and take off Believe in the power of love that touches your heart Someday, you'll want to hold it tight, that kind of future HUGtto! PreCure Yes! Teacher, please, anything else? Engineers, researchers, florists, nurses... Infinite! Yay!

HUGtto! PreCure (Hug! PreCure)

- ▶ 15th Anniversary, 2018
- ▶ The Central Theme
 - ▶ “Raising children” and “Work”
 - ▶ A Wide Variety of Choices



“So many jobs to do!”

Pilot, Cabin Attendant, Baker, Bookstore Owner,
Much more want to experience a fluttering
romance? Life with someone! Fashion Leader,
Idol, Music, Art, Illustrator, Designer, Waitress,
Makeup Artist, Dance, World Traveler, Super-
energy CEO, Teacher, Engineers, Researchers,
Florists, Nurses

“So many jobs to do!”

Pilot, Cabin Attendant, Baker, Bookstore Owner,
Much more want to experience a fluttering
romance? Life with someone! Fashion Leader,
Idol, Music, Art, Illustrator, Designer, Waitress,
Makeup Artist, Dance, World Traveler, Super-
energy CEO, Teacher, Engineers, Researchers,
Florists, Nurses

“So many jobs to do!”

Pilot, Cabin Attendant, Baker, Bookstore Owner,
Much more want to experience a fluttering
romance? **Life with someone!** Fashion Leader,
Idol, Music, Art, Illustrator, Designer, Waitress,
Makeup Artist, Dance, World Traveler, Super-
energy CEO, Teacher, Engineers, Researchers,
Florists, Nurses

Life with Someone!

- ▶ **The Right: Cure Amour**
 - ▶ Ruru Amour
 - ▶ An Android
- ▶ **The Left: Cure Macherie**
 - ▶ Aizaki Emiru
 - ▶ Primary School Student
 - ▶ Choice to Live with Amour



The Shifts in *HUGtto! PreCure*

- ▶ **No Longer Rejects**
 - ▶ Growing Up and Entering Society
 - ▶ Falling in Love and Getting Married
- ▶ **From a Uniform “Ideal Image of Women”**
 - ▶ To Diverse and Pluralistic Female Identities
- ▶ **Toward a More Realistic Adult Life**

The main character will get married and have children in the future.



Hirogaru Sky! PreCure



- ▶ Soaring Sky! Pretty Cure in 2023
- ▶ 20th Anniversary
- ▶ Unprecedented Settings
 - ▶ Coller of Main PreCure: **Blue**
 - ▶ **Male** PreCure: Orange
 - ▶ **Adult** PreCure :Yellow
- ▶ A Bond That Transcends Gender and Age
 - ▶ The Search for One's True Self
 - ▶ A Continuous Pursuit of Self-Actualization

Conclusion

Metamorphosis in the 1950s–1960s

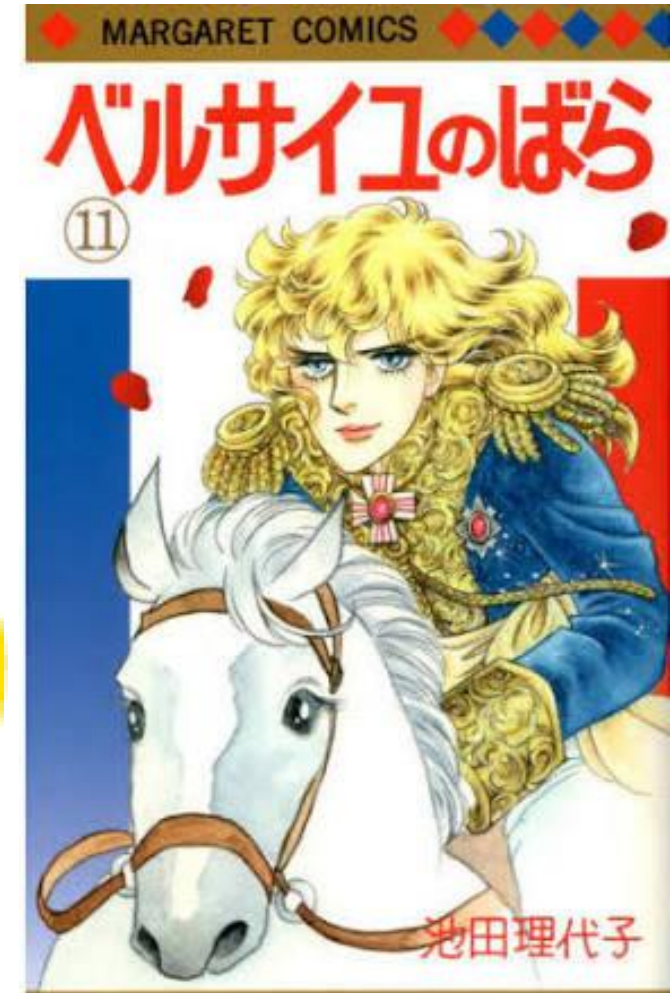
- ▶ **The Dream of Girls**
 - ▶ Sapphire, Akko-chan
 - ▶ Desire to escape reality
 - ▶ Denial of Girls' Own Situation



Metamorphosis in the 1970s–1980s

- ▶ Desire for Participation in Society
 - ▶ Oscar, Momo
 - ▶ Behaving Like Men or As Independent Career Woman
 - ▶ Splendid Isolation

魔法のプリンセス
ミチギーモモ



Metamorphosis in the 1990s

- ▶ Rejection of Adulthood and Men
 - ▶ Sailor Moon, Utena
 - ▶ Remaining in Girlhood
 - ▶ Bonds of Sisterhood
- ▶ After the Collapse of the Bubble Economy



Metamorphosis after the 2000s

- ▶ Especially in The 2010s
 - ▶ Self-Affirmation
 - ▶ Exploration of Diverse Life Choices
 - ▶ No Longer Escaping or Imitating



Girls Now

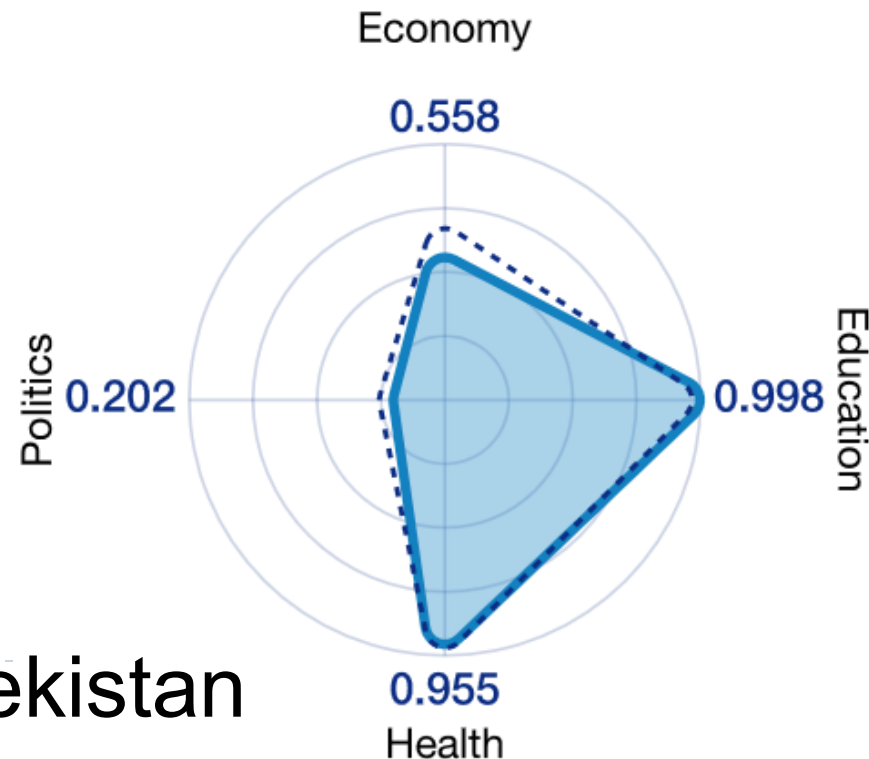
look toward

the Future.

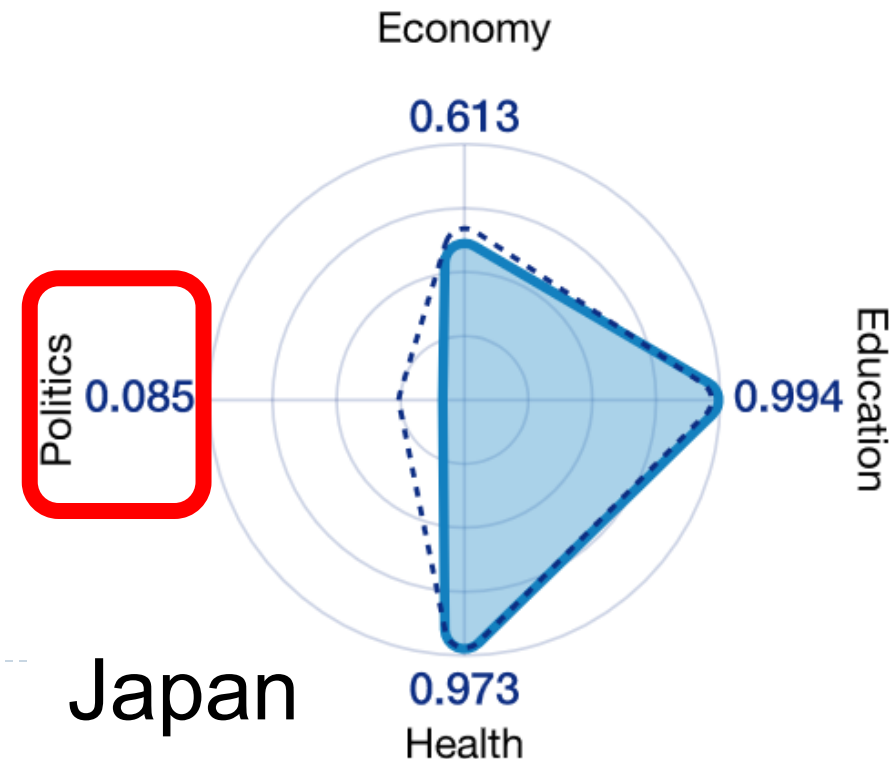


WEF's *Global Gender Gap Report 2025*

- ▶ Gender Equality in Japan: Not Enough
 - ▶ 118th out of 148 countries (cf. Uzbekistan: 110th)
 - ▶ Particularly Low in Politics.



Uzbekistan



Japan

Japanese girls' Metamorphosis

- ▶ **Girls in the 20th Century**
 - ▶ Escaping from Reality
 - ▶ Male Attire / Behaving Like Men or Adults
 - ▶ Remaining in “Sisterhood”
- ▶ **PreCure in the 21st Century**
 - ▶ Empowering themselves to achieve their own goals
 - ▶ Remembering the Future, Living in the Present