Feminism is a fast growing phenomenon in recent years. This paper started with the historical conflict of marriage and feminism, then researched the connection between anime and gender-role. Since Japanese anime was imported to China in 1980s, it has influenced the generation born in 1980s and 1990s in many aspects of their growth. These well-educated people perceived the Japanese culture and values through anime. This study connected gender stereotypes and marriage, and how Chinese well-educated anime fans interpret the gender-role portrayals from anime. Eight well-educated young people born in 1980s and 1990s participated in this study through semi-structured online interviews. This study not only tested their standard of choosing spouses, but also employed a qualitative method with cultivation theory. Furthermore, it introduced a new perspective of comparisons between females' and males' opinions of feminism. The result of this study has shown anime has a strong cultivation for pa ...
Gender roles are slowly changing, particularly for women. It is becoming acceptable for both guys and girls to be single for longer. Girls are able to have careers, and guys are becoming stay-at-home fathers. Women have made strides in the workplace, but they still encounter problems. These changes are reflected in anime and other media.

Gender Role Personality Traits in Japanese Culture. Psychology of Women Quarterly. 24 p 309-318. Sugihara, Yoko and Katsurada, Emiko (2002). Gender Role Development in Japanese Culture: Diminishing Gender Role Differences in Contemporary Society. Sex Roles. 47. p. 443-452. Married Women's Gender-Role Attitudes and Social Stratification. International Journal of Sociology. 30[2] p. 52-89. Since Japanese anime was imported to China in 1980s, it has influenced the generation born in 1980s and 1990s in many aspects of their growth. These well-educated people perceived the Japanese culture and values through anime. This study connected gender stereotypes and marriage, and how Chinese well-educated anime fans interpret the gender-role portrayals from anime. Eight well-educated young people born in 1980s and 1990s participated in this study through semi-structured online interviews. This study not only tested their standard of choosing spouses, but also employed a qualitative method Women in Japanese Animation (Anime) Dragonball Z (and other popular Western animes) Male or Female demographic? The role of women Female lead: Bulma Overall depiction Studio Ghibli Characters seen more through growing pains Female Lead: San Other female lead: Lady Eboshi Overall depiction Kodomo no Omocha Typical Shojo elements The female lead: Sana Other female lead: Sana's mother Overall depiction The BIG Question What do the portrayal of women in Japanese animation as a form of popular culture. reveal about the role of women in Japanese society today?