

Explaining Fukushima to Children: A Cross-Cultural
Study of Bodily Functions as Metaphor in Japanese

by

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ABSTRACT

This research proposes that a cross-cultural disconnect exists between Japanese and American English in the realm of bodily functions used as metaphor. Perhaps nowhere is this notion illustrated more clearly than by a cartoon that was inspired by recent tragic events in Japan.

In the afternoon of Friday, March 11, 2011, the northeast coast of Japan was struck by a massive earthquake and tsunami that caused immeasurable loss of life and property and catastrophic damage to the nuclear power plant in Fukushima Prefecture. In the immediate wake of these events, Japanese artist Hachiya Kazuhiko, determined to make the situation comprehensible to children, created a cartoon in which he anthropomorphized the damaged Fukushima Daiichi reactor and likened the dangers associated with it to illness and bodily functions. This cartoon garnered considerable notoriety, both in Japan and abroad. The reactions of English speakers appeared to differ from those of Japanese speakers, suggesting the existence of a possible cross-cultural disconnect.

This research into the reactions to the cartoon and other relevant literature (both in English and Japanese), viewed against federal regulations regarding the broadcast of "obscenity" in the United States, commentary on American society, and how the use of similar language in American cartoons is seen, clearly indicates that negative attitudes toward the use of bodily functions as metaphor exist in the United States, while the same usage is seen differently in Japan.

DEDICATION

To the victims of the Great East Japan Earthquake.

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Chapter 1

INTRODUCTION

The Great East Japan Earthquake

On Friday, March 11, 2011 at 14:46 JST (05:46 UTC), a magnitude 9.0 earthquake struck off the east coast of Northern Japan¹ (see Appendix A, Figure 1 for specific details). This massive seismic event produced an enormous tsunami that killed tens of thousands, destroyed cities, and caused catastrophic damage to the Tōkyō Electric Power Company (TEPCO) *Fukushima Daiichi* Nuclear Reactor located in *Ōkuma Machi, Futaba District*, Fukushima Prefecture on *Honshū*, the main island of Japan.

While the earthquake and related disasters have been called by many names in both the Japanese and Western media, the newspaper *Yomiuri Shimbun* reported on April 1st that the Japanese Prime Minister's office would henceforth be referring to the disaster as “Great East Japan Earthquake”². In this paper, I will refer to the earthquake using the Prime Minister's terminology, to the accident and location as “Fukushima” and, when necessary for purposes of distinction, to the power plant itself as “Fukushima Daiichi.”

¹ <http://earthquake.usgs.gov/earthquakes/eqinthenews/2011/usc0001xgp/>

² <http://www.kantei.go.jp/foreign/incident/index.html>

The Cartoon

Within two days of the disaster, Japanese media artist *Hachiya Kazuhiko* started brainstorming aloud on Twitter with the following tweet sent at 13:29:31 JST on 03/15/2011: “I’m thinking of trying to explain the situation with the nuclear reactor using poop and farts.”³ He then further elaborated: “I’m trying to explain the situation with the nuclear reactor using poop and farts. If I make any mistakes, please let me know. First off, there was an explosion a bit ago. That wasn’t the reactor exploding. If its stomach had started hurting, maybe that’s like it had relieved the pressure by farting. (con’d)”⁴ He followed up with: “But, when viewed from the outside, a fart could be mistaken for poop. So, by measuring the amount of smell, they’d realize ‘oh, that’s just a fart.’ But everyone was really surprised because it was such a big fart, right? But nothing came out, so it was OK.”⁵

As a result of this online monologue, Hachiya eventually designed and produced a cartoon intended to explain the Fukushima disaster to children using language and metaphors that he thought they were likely to understand. The cartoon, titled “Using Poop and Farts to Explain the Nuclear Reactor Situation: ‘Reactor Boy Has a Tummy Ache,’” was then published on YouTube account under the username “onaradaijobu”⁶ (“farts are fine”) on Mar 15, 2011.

³ <http://twitter.com/#!/hachiya/status/47514740599173120>

⁴ <http://twitter.com/#!/hachiya/status/47515566411485184>

⁵ <http://twitter.com/#!/hachiya/status/47515953155678208>

⁶ <http://www.youtube.com/watch?v=ZUzBvxdnCFM>

The Disconnect

When I was first made aware of this cartoon, I found it to be clever and somewhat typically Japanese. What first sparked my curiosity and drew my attention to a possible disconnect was hearing confused and even amused reactions from some English-speakers, including comedians and Patrick Cox, the host of Public Radio International's language-related show "The World in Words." To my surprise, the cartoon and its language even became comedic fodder on the late night talk show circuit. This lead me to wonder: why does the metaphor used in this cartoon seem perfectly normal and appropriate to me, having lived in Japan for 10 years, but not to other Americans, with whom I presumably share a common culture? Why do they see the use of bodily functions as metaphor as a novelty, or even offensive or insensitive to the victims? It is precisely this linguistically- and metaphorically-driven cross-cultural disconnect that is of interest to me.

Research Questions

The intent of this paper is not to discuss the specifics of the earthquake, tsunami, or unfathomable loss of life and destruction of property; these aspects of this great tragedy have already been covered in great detail by the world's media. Instead, I want to look at a specific event with implications for linguistics, particularly discourse analysis, and cross-cultural understanding.

1. Do English-speaking audiences perceive the use of bodily functions as metaphor, as used in this context, differently than the Japanese?

2. How do these perceptions differ, and what might explain this difference?

Methodology

In order to investigate this event, I first took a look at the transcript from the first English translation of the cartoon of which I was made aware. This video had received 253 comments (0.13%) from a total of 191,643 views. In addition to examining the translated transcript, I performed my own transcription and translation of the original Japanese (Appendix B) in case mitigation of translation errors or differences of opinion was required; in the end, however, I did not find this to be necessary.

Next, in order to take the general temperature of the viewers toward both versions of the cartoon, I compared total user “likes” vs. “dislikes” to calculate a like-to-dislike ratio. Following this line, I also looked at the nature of the comments that had garnered the most “likes” to both the original Japanese-language version of the video and to the English translation.

To ascertain specific viewer opinions on the cartoon, I then examined the first 100 (39.53%) chronologically-occurring comments (out of 253 total) to the English translation of the video. In order to determine potential cross-cultural differences, I omitted comments that were either written in Japanese (in case the comment came from a Japanese person). I also attempted to mitigate inclusion of comments that appeared to be part of a flame war. (Note: With the English-language comments, I noticed that at around comment #70, comments appeared more and more to break down into a flame war replete with colorful responses

fired back and forth between respondents.) The reason I deleted these “flame war” comments was that they appeared to me to be purely ad hominem attacks against other people with no apparent relevance to the subject at hand (e.g. “I hope you are not serious mofo” said in response to “Translation? Is there an English version of this?” I did, however, make every effort to include comments on other comments where sentiment toward the situation, language, cartoon, etc., was expressed. I rated comments as positive/neutral if they expressed an obvious affirmative or nonaligned stance, negative if they were obviously against the object of the comment, and ambiguous/possible if I was unable to determine a solid positive/negative angle.

A number of comments in English gave the appearance of having been written by non-native speakers (NNS) of English. However, because of the anonymous nature of YouTube usernames, it is impossible to accurately discern the true native languages of those leaving comments. I did not want to completely discount these responses, but am uncertain as to what weight they should carry. As such, I have coded them ?NNS (possible non-native speaker).

For the sake of cross-cultural comparison, I also took a look at the first 100 (5.81%) chronologically-occurring comments in Japanese. The reasons I chose a smaller percentage of Japanese-language comments was that my scope of interest was primarily with the reactions of English (rather than Japanese) speakers and that translating 1,722 individual comments from Japanese to English would have proven overwhelming.

My reasoning for age-weighting the comments is two-fold. Firstly, I wanted to try to mitigate the influence of earlier comments as much as possible. Secondly, I saw the earlier comments as having a “strike while the iron is hot” nature because they were made while the disaster and possibility of imminent danger was still fresh in the minds of those commenting. My hope in doing this was to capture the comments of those whose emotions were still potentially fresher, rather than include comments posted as much as a year after the event.

In order to answer my research questions, I also branched out into other areas of Japanese and American culture, looking for examples of like metaphor in children’s literature. I managed to find two books that use similar bodily-function metaphor—both originally written in Japanese, and then translated into English—which have gained considerable popularity in both countries. As both books are available on the online bookstore Amazon, I was then able to compare reader comments in both Japanese and English.

Finally, I drew from American popular culture, research into metaphor, humor and obscenity, and looked at government regulations regarding what is deemed “appropriate” for public broadcast.

Literature Review

There appears to be a dearth of research specifically addressing the use of bodily functions as metaphor, especially in this cross-cultural context. Nor is there an abundance of cross-cultural rhetorical studies that specifically compare Japanese and English. I found myself looking around the periphery, trying to

identify what isn't there by what is there, much in the way science writer and podcaster Fraser Cain (2003) explains how astronomers detect black holes: namely, they look for "the gravitation effect it has on nearby objects." As such, I found myself looking around the edges, leaning heavily on George Lakoff's work in metaphor, specifically personification, as well as child discourse.

In their writing on metaphor, Lakoff and Johnson (1980a) found the human conceptual system to be "fundamentally metaphorical in character." They state that metaphorical concepts "are those which are understood and structured not merely on their own terms, but rather in terms of other concepts. This involves conceptualizing one kind of object or experience in terms of a different kind of object or experience." Lakoff and Johnson (1980b) also said that the most "obvious ontological metaphors are those where the physical object is further specified as being a person" (p. 33). This, the authors claim, is to allow the perceiver to "comprehend a wide variety of experiences with nonhuman entities in terms of human motivations, characteristics, and activities" which allows us to see "something nonhuman as human" (p. 33). I believe that this personification is precisely what Hachiya was going for in the anthropomorphizing of the Fukushima Daiichi reactor into a sick little boy in diapers. Not only does doing so allow humans to relate to his "pain" in more human terms, it also brings "him" closer to the level of his intended audience (young children) who might be able to empathize more with "someone" their own age and size.

Lakoff and Johnson further assert that metaphor can allude to multiple levels of meaning. In Hachiya's work, not only does the nuclear reactor become a

human being (a little boy, specifically), it becomes a human being who is experiencing a distressing gastrointestinal illness. This, as Lakoff and Johnson state, “not only gives us a very specific way of thinking about” the situation at hand, “but also a way of acting toward it” (p. 34). In other words, Hachiya’s choice of metaphor allows us to both empathize with the little boy—and also to experience his sickness and unease as to whether he will soil his diaper—through the lens of our own experience, either as young children or as parents of young children. This not only brings Hachiya’s intended audience closer to the nuclear reactor itself, but also gives them a clear path to the specific feelings to which they should be relating.

Lakoff and Johnson describe personification as “a general category that covers a wide range of metaphors, each picking out different aspects of a person or ways of looking at a person” (p. 34). They further elucidate that what all uses of personification have in common is that they are “extensions of ontological metaphors and that they allow us to make sense of phenomena in the world in human terms—terms that we can understand on the basis of our own motivations, goals, actions, and characteristics” (p. 34). Hachiya’s use of personification directs his audience to empathize with an inanimate object as though it were a human. It would stand, then, that how each recipient relates would hinge on their own specific life experiences as well as the reality of possible effects that nuclear meltdown could have on human and animal life in the area.

According to Alford and O’Donnell (1983), some symbols evoke a reaction “scarcely distinguishable” (p. 155) from the referent of the symbol. In

their example, merely yelling “Fire!” in an auditorium could be expected to elicit a response commensurate to that of an actual fire. In some cases, they state, the potency of a symbol (e.g. military rank, emergency vehicles, religious symbols, etc.) is vital to its purpose. However, some symbols are used specifically to “restrict discussion of their referents” (p. 158). Many explicit words associated with bodily functions fall into this category. In order to show how even the most sensitive of subjects can be discussed by using the appropriate symbols, the authors juxtaposed a number of expletives (which I have chosen not to reproduce here, as doing so would be excessively sensational, while having insufficient impact on the topic of this paper) that are generally considered socially unacceptable for public use in American society with their counterparts of “relatively low representational capacity (e.g. “excrement,” “urine,” “penis”, “vagina,” “sexual intercourse,” etc.)” (p. 158).

In order to reach the level of profanity, a “restricted, high-potency term” must be used to “defy social restriction and to declare one’s unwillingness to be restrained by the conventions of propriety communication” (p. 160). Used thusly, it is a social statement. “But,” they continue, “cussing is also a way of producing pronounced or dramatic reactions in one’s listeners” (p. 161). According to the authors, terms related to excretion—similar to those with which this paper is concerned—“are often used as curses” (p. 160).

Alford and O’Donnell’s work gives great insight into how profanity works in English. Because there is a stigma against talking about bodily functions in “polite” conversation in English, it seems logical to infer that those English

speakers who reacted somewhat negatively to his cartoon may be inappropriately projecting their own sociocultural norms onto what is a product of the Japanese language and culture. In this sense, Alford and O'Donnel's work would apply in that it supports the notion that expressions related to bodily functions can have an active cussing and profanity usage in English.

However, I do not believe that this is necessarily applicable to Hachiya's work as, in my opinion, his language comes nowhere near reaching the level of what might be considered cussing or profanity *in Japanese*. In fact, in my own personal experience, bodily functions tend to be more freely discussed in Japan (in comparison with the United States) with little or no shame attached. I believe that my findings will indicate that culture plays a major role, not only in what metaphor is deemed acceptable, but also in how that metaphor is interpreted and used.

In their work, Cook-Gumperz and Kyratzis (2003) wrote that the themes that most characterize the field of child discourse “involve looking at the child within a more complicated social context, one which leaves some space for her or him to have a role in its construction” (p. 592). This interfacing between “child” and environment seems evident in Hachiya's cartoon. In this work, Reactor Boy—for all practical intents and purposes, the hero of the story—must fight to control his bodily functions or risk hurting and displacing countless thousands of his neighbors; his courage and actions alone are the only things standing between the people of Fukushima and unfathomable disaster.

In the sense that Reactor Boy is a “child” and Hachiya’s intended audience comprises children, much of this work can also be viewed in light of “peer talk,” or what Cook-Gumperz & Kyratzis (2003) referred to as “child-child discourse,” specifically in the area of “creating discourse cohesion and coherence” (p. 598). They urge that this area is important in the field of child discourse because it “shifts the focus away from how children reproduce culture as it is transmitted to them from adults to how they produce culture for themselves” (pp. 598-599). That said, I find myself wondering whether creating such a child-child cultural exchange was among Hachiya’s purposes.

Chapter 2

THE TEXT

Following is the full text from the original English-language subtitled translation of the video⁷ from which I have collected responses. While I found no discrepancies when compared to my own transcription and translation of the original Japanese text, my version is included in Appendix B as it comprised part of my research process.

- a) The recent large earthquake has given Nuclear Reactor Boy a tummy ache over in Fukushima prefecture.
- b) “Ahh, my stomach hurts! I can’t hold it in!”
- c) Nuclear Reactor Boy’s poop is very stinky. If it comes out, everyone will be in trouble.
- d) Nuclear Reactor Boy is trying his best; however, everyone is worried when they hear a loud noise coming from him.
- e) “Did Nuclear Reactor Boy just poop?!” But a quick measure of the stench levels around Nuclear Reactor Boy reveals that it wasn’t that stinky, so it wasn’t pooh, but a fart.
- f) But Nuclear Reactor Boy’s stomach still hurts. Now, trying to do something to help, a doctor comes over to Nuclear Reactor Boy and gives him medicine.

⁷ <http://www.youtube.com/watch?v=O1aH2-MhEko>

- g) Nuclear Reactor Boy's medicine is seawater and Boron; unlike with humans, what's important is to cool him down.
- h) At times the medicine ran out and things got dangerous, but to stop him from pooping, the doctor still kept giving it his all.
- i) Still, Nuclear Reactor Boy farted many times, and the smell spread out a little bit. However, the smell immediately goes away, and people far away can't even notice it.
- j) There may be concerns that the smell will always remain, but the smell of a fart goes away in about a week, so it's okay.
- k) Incidentally, once a place in America called Three Mile Island also let out a big fart, but he still managed not to poop.
- l) An [sic] there's Little Chernobyl, whom you hear about sometimes. That was really a serious incident!
- m) He pooped all over - and it was diarrhea! - and he was running around when it happened!
- n) But I do not think Japan will experience a serious incident like with Little Chernobyl.
- o) For one, Nuclear Reactor Boy is wearing diapers, so even if he poops it shouldn't get all over the place.
- p) You might think, "If he takes a poop we'll be in trouble!", but truly dangerous poop is extremely heavy, so it rarely affects far-away places.
- q) The truly admirable people are the doctors giving Nuclear Reactor Boy his medicine.

- r) They risk their lives spending the whole day close to Nuclear Reactor Boy even though he's on the verge of taking a poop.
- s) That's why they're giving him medicine in shifts. This way isn't very efficient, but to protect the doctors' health there's no alternative.
- t) Are you thinking "Since he's got diapers on, it oughta be fine if he just poops a bit"?
- u) But in reality, we've never had to clean up a soiled diaper. The scent from a soiled diaper is very dangerous and cleaning it up is very expensive.
- v) At any rate, the most important thing right now is cooling down Nuclear Reactor Boy. Everyone is working hard to ensure he doesn't poop.
- w) If you hear on the news that "the flow of water has resumed" that means, "They're mixing the medicine and cooling him down."
- x) Then, take the time to thank the doctors who are giving Nuclear Reactor Boy his medicine.
- y) I will also explain the worst-case scenario, in which Nuclear Reactor Boy poops and it seeps out of his diaper.
- z) Still, things won't turn out like Little Chernobyl and the poop won't spread far, though people from this region may be unable to live there, and it could affect fish and vegetables.
- aa) In that case, things will become very difficult for the people of Fukushima, who have to give it their best shot.
- bb) Yet let us not forget that the doctors are trying relentlessly. We will probably know what happens in around 2 days.

cc) I pray that we get through this and a peaceful life returns to the people of Fukushima.

dd) This is something we can all do, having received so much electricity up until now.

ee) Don't worry, give things time and Nuclear Reactor Boy's tummy ache will definitely get better.

Chapter 3

ANALYZING THE TEXT

The Metaphors

In the process of expressing his message to the intended audience, Hachiya leaned heavily upon metaphor. Following is an examination of how he metaphorically explained the more technical target domains as mapped onto the more metaphorical, child-friendly source domains.

The metaphor that sets the scene is NUCLEAR REACTOR BOY IS FUKUSHIMA DAIICHI NUCLEAR REACTOR. From this, we are introduced to what/whom the author is referring to and the place where “he” lives. This connects Hachiya’s message directly to the real life events surrounding the Fukushima Daiichi Nuclear Reactor disaster while establishing the tone and audience for the rest of the cartoon.

Through the TUMMY ACHE IS NUCLEAR MELTDOWN metaphor, we learn of our main character’s “illness.” By establishing that STOMACH IS REACTOR CORE, Hachiya points out that where, exactly, in the reactor the problem lies while simultaneously creating a connection with the audience to a physical organ in the human body and an illness that even very young people can relate to. Because of this illness, the fear is that Reactor Boy might “poop,” which we see in POOP IS RELEASE OF RADIOACTIVE WASTE OR FALLOUT. Even his “farts” can be very dangerous, as is evident in STINKY/STENCH LEVELS/SMELL IS RADIOACTIVITY LEVEL and FART IS RELEASE OF RADIOACTIVE GASSES. This release of gas is also

hinted at in LOUD NOISE IS EXPLOSION. As used in the metaphor SMELL IS RADIOACTIVE GAS, Hachiya uses the idea of odor to represent the actual release of radioactive gas itself. We also learn that a “fart” isn’t necessarily an apocalyptic event because the “smell” will dissipate in time through the metaphor SMELL OF A FART GOES AWAY IS RADIOACTIVE HALF LIFE.

The author also warns of potential “trouble” in the sense that TROUBLE IS RADIOLOGICAL CATASTROPE. To mitigate this trouble, “doctors” have been sent in to help Nuclear Reactor Boy get well. The metaphor DOCTORS ARE SCIENTISTS, RESCUE WORKERS, AND THE SELF-DEFENSE FORCES PERSONNEL roughly explains the mission of these workers without getting overly technical into the specific nature of their work. The “doctors” are there to help Nuclear Reactor Boy heal, giving him medicine (MEDICINE IS SEAWATER AND BORON), so all the personnel at the reactor are there to help stop a disaster. However, should Reactor Boy lose control, he might have an accident in his diapers. At this point, Hachiya mentions that the really dangerous poop is very heavy and can’t travel great distances (DANGEROUS POOP IS RADIOACTIVE FALLOUT). As we see in DIARRHEA IS RELEASE OF RADIOACTIVE CONTAMINATION, diarrhea is what Chernobyl experienced.

The author breaks down the complex technical nature of a nuclear containment structure with DIAPER IS MARK I CONTAINMENT STRUCTURE⁸. He further elucidates through the metaphor SOILED DIAPER IS RADIOACTIVE MATERIAL LEAKED INTO THE CONTAINMENT STRUCTURE that, should Nuclear Reactor Boy lose control, he will poop in his diapers.

⁸ <http://www.cnn.com/2012/02/17/us/us-nuclear-reactor-concerns/index.html>

Speaking to Children

From his own commentary leading up to the creation of the cartoon, Hachiya intimates that he created this cartoon to make this sophisticated subject more accessible to children; despite some of the reactions, I don't think he intended to joke about the subject. I believe that Hachiya chose his language deliberately in order to make his message comprehensible to younger children who might have a hard time understanding the more technical language being used by the media to describe the disaster happening around them. In this section, I wish to outline some of these words that I think best exemplified this. This notion was also expressed by Patrick Cox, host of Public Radio International's language-themed program "The World in Words." In both his program and in a blog post⁹ about the cartoon, he referred to bodily emissions as a "universal kid language."

One comment to the post written by Cox read, in part: "i cant imagine what it would be like for a child in japan in a time such as this. when there is so much going on and no one is telling you exactly whats happening... the author who created the anime show to explain to kids what is going on with the reactors is brilliant, he created a show that is probably funny to kids, but at the same time it is getting the important information across." [sic]

⁹ <http://patrickcox.wordpress.com/2011/03/22/explaining-japans-disaster-to-kids-and-russian-beer-to-americans/>

Another reader of Cox's blog responded, "anime is a excellent way of capturing the attention of the children" [sic], while yet another described the cartoon as "adorable." Overall, all comments made to Mr. Cox's blog post were positive, but this cannot be taken as an indication of universal acceptance in the English-speaking world, as it is fairly reasonable to assume that his show and blog tend to attract those with a predilection and toward studying foreign languages and an openness to other cultures. In the relevant episode of the "The World in Words" podcast, Cox mentioned that the cartoon was, at that time, a few days old and that the situation at Fukushima had since deteriorated. Finally, he closed the segment by opining that, had Hachiya waited a few days, he might not have chosen to depict the situation as he did.

Anthropomorphizing Fukushima Daiichi

In the text, Hachiya turned the reactor into a little boy (a, y, ee) with a tummy ache (b, ee), the protective walls of the reactor into diapers (t, u, y), the rescue workers into doctors (f, q, s, x, bb), and radioactive gas release and radioactive discharge into bodily functions (c, e, h, i, j, k, m, o, p, r, t, v, y). Other references are made to Nuclear Reactor Boy's medicine (g, q, s), and to similar nuclear disasters at Three Mile Island (k) and Chernobyl (l, z), both of which were also anthropomorphized. In one instance (g), Hachiya breaks the metaphor when he tells the viewer that Nuclear Reactor Boy is "unlike" humans and therefore requires a different sort of medicine (Boron) than we might.

Hachiya finally attempts to reassure children by telling them that Fukushima won't be as bad as Chernobyl (n, z), explaining that he is wearing diapers (o) that should contain the mess. He also makes mention of more technical language (g, w) that children might be likely to hear on television, and explains to them what it means in simpler terms. He finishes by explaining that everything will be fine, and that they should not worry (ee), but also expresses possible harm to plants, fish, and the rendering uninhabitable of the surrounding area (z).

Bodily Functions in Japanese

Just as in English, there are many words in Japanese to describe feces, including adult-oriented words like *daiben*, *unko*, and *kuso*. Unlike their vulgar equivalent in English, in my experience, it would not be unusual to hear any of these words used on broadcast television in Japan.

The particular word Hachiya chose to use in his animation, however, is *unchi*, a word typically used by children or by adults when speaking to children, much like “poopy” or “doo-doo” might be used by speakers of American English. Hachiya's use of *unchi* instead of any of the other possible words appears to be born of a deliberate attempt to appeal to his intended young audience.

Much like *unchi*, the Japanese word for “fart” appears in various forms, from *he* to even the English loanword *gasu*. By far, though, the most common word that I have run across is *onara*. While not being strictly a child-only word,

it is one used and understood by children, and is the one that Hachiya chose to use to explain the radioactive gasses released from Fukushima Daiichi.

Genpatsu-kun

The suffix *-kun* is affixed to a person's name, both in written and spoken Japanese, and is generally used when addressing a young boy or familiar male of equal or lower social rank. Another similar suffix that can be used to denote both familiarity and femininity is *-chan*, which Hachiya uses when referring to Chernobyl. While Hachiya himself does not explain in his tweets why he chose to use *-kun* for Fukushima, but *-chan* for Chernobyl, my best guess is that it may have been purely for alliterative purposes (i.e. *Chernobyl-chan*).

In the context of this cartoon, I am of the opinion that Hachiya named his character *Genpatsu-kun*—"Nuclear Reactor Boy"—and put him in diapers not only to create the image of a young child who doesn't yet have control over his bodily functions, but also to establish a degree of kinship between his intended audience and the main character in the story. I have, however, seen instances where others have referred to *Genpatsu-kun* in English with the title "Mr.,"¹⁰ which I believe violates not only the metaphor of the reactor as a little boy wearing diapers, but also audience solidarity. In my own translation, I chose to refer to *Genpatsu-kun* as "Reactor Boy." The original English translation uses "Nuclear Reactor Boy," however, I find this expression a little verbose. While I

¹⁰ <http://globalvoicesonline.org/2011/03/17/japan-anime-explains-current-nuclear-crisis/>

don't necessarily have an issue with this translation, I do think my two-word version more closely resembles a name one might hypothetically see in an English-language children's cartoon featuring a "hero" of this sort.

Figure 3.1 Genpatsu-kun in a screen capture from the YouTube video



Doctors

Rather than inundate children with technical terminology, Hachiya chose instead to use the concept of “doctors,” or *isha*, to refer to the emergency response professionals, who ranged from firemen, to nuclear technicians, to members of the Japan Self Defense Forces. In maintaining continuity with this metaphor of “physical upset” or “illness,” Hachiya talked about the various complex and dangerous preventative measures taken by these technicians by simply referring to the doctors as giving Nuclear Reactor Boy his tummy ache “medicine.” Because children can surely relate to needing (and, possibly, not

liking) to take medicine for some illness, this choice of words again maintains the metaphor and connection to the audience, and eliminates a series of more complex actors.

Despite the use of child-friendly words and concepts, Hachiya also opted to include more technical words as well, such as “Boron” and “the flow of water has resumed.” I am assuming he did this because he wanted children to be able to understand the meaning of some of the more complex phrases that they might happen to hear on the news or in the speech of adults around them.

Chapter 4

RESPONSES TO THE VIDEO

Following is a sampling of the first 100 comments, both to the English-subtitled and Japanese-language versions of the cartoon, as discussed in the Methodology section. I have chosen to include emoticons that were used in responses in both languages, as they may shed light on the mood the original authors intended to convey. (Note: all responses in English were copied exactly as they occurred; all spelling and grammatical errors are those of the original commenter.)

I have coded each comment based on how I perceived it vis-à-vis the respondent's feeling(s) toward the cartoon, language, situation, etc. The following figure is a key to the codes used to analyze the responses. There is typically more than one code per response. If not marked as specifically negative or ambiguous/possible, the response is assumed to be either positive or neutral.

Key:

-	Negative
?	Ambiguous/Possible
A	Anger
Cn	Confusion
Cr	Crying
F	Fear
Gr	Gratitude
H	Humor
R	Ridicule
Re	Relief
S	Suspicion
SJ	Support for Japan

B	Bodily Function
C	The Cartoon
Ch	Children
Cl	Culture
Co	(Other) Comments
Cu	Cuteness
D	The Disaster
G	Government
E	Environment
He	Health
L	Language/Metaphor
M	Media
N	Nuclear
NNS	Non-Native Speaker
OD	Other Disasters
P	Prayer
T	Translation
TEP	Tokyo Electric Power Company
U	Understandable/Informative
W	Workers

I deemed responses were to be positive or negative when they appeared to obviously support or denigrate the cartoon, language, situation, etc. When I was unable to determine whether the person making the comment had clearly expressed such a feeling, I coded it as neutral to record the comment while not skewing the results toward the negative

Where appropriate, I have marked comments using internet slang such as “LOL” (laugh out loud), “ROFL” (Rolling On the Floor Laughing), or emoticons that express smiling or laughing (e.g. 8D, XD, :D, etc.) as “humorous” in addition to any other sentiment they may also carry.

Responses to the English-Subtitled Version

Response	Code(s)
your translation rock!	T ?H ?NNS
Love this. Thanks for your work. m>O<m	C T Gr
Radioactive farts and Meltdown Poop.... SHIT! the people of this region maybe unable to live there and the fish and vegetables could possibly be contaminated with radiation.	B D
...im ok with this... 8D	C
You. Are. Blessed :D	?
you sure he's not going to keel over and die once his tummy ache's gone? you did pump a lot of seawater in there after all...	?H L
I pray for the doctors (technician and workers) who risk their life saving others. That's a real heart of gold you've got.	P W Gr
Thanks for this!	Gr
That had been more informative than all the news media put together for the last 5 days LOL >_<	U -M
Omg this is the cutest thing ever! Thanks for the translation!	Cu Gr T
I was ready to be outraged, but that was well done.	A C
that was an interesting way of putting it. nice analogies though	L
Thanks for this, I think everyone should see it, it'll help calm so many outrageous fears.	Gr F
These are retarded metaphors, bad smells != radioactivity. this is one thing and what's actually happening at the fukushima nuclear reactor is something entirely different. It is cute though..	-L D Cu
WTF JAPAN	?H Cl Cn
Only Japan can make a nuclear fallout look this adorable.	Cl N Cu
This is good way to explain, we no need to terrify people, especially children.	L F Ch

Great translation and great video!!	T C
thanks for video so lovely	Gr C ?NNS
They forget the part where they dismantle Nuclear Reactor Boy... :<	L
it's clear. ^ _ ^	U
Just watching this make's my mind clearer =)) thanks!!	U Gr
thanks perfect explanation!	Gr U
Let's just hope little 'Reactor Boy' doesn't take a massive, messy shit. Goodluck and Godspeed to Japan.	L B SJ
They feed the Boy so much and then don't let him take a shit, it's not fair.	L B
Just remember kids... Everybody poops! \m/ >_< \m/	B H
Oh god, Japanese people are just so precious. ;w;	H Cl
Thanks for uploading this. The translation seems pretty clear and correct.	Gr T U
Awesome, hilarious and informative. Thanks for the translation! You can do it Nuclear Reactor Boy! Squeeze those cheeks!	H Gr T L
Perhaps Damage Control is in effect atm?	-G S
thank you so much for this :)	Gr
My worry is that the Drs have not one, not two, but three babies to take care at once. And they are dealing with rotten diapers that dad forgot to throw away safely.	F L
this is one of those things where you learn something but walk away from saying ...what the fuck did i just watch?	C Cn
Well, we can't breathe a sigh of relief just yet (in horror movies, thats when the monster does his most gruesome kill) But, things are moving ahead. A constant approach to this problem may help the tummyache. At least, thats what I got from watching this.	Re L

Great job. Thank you for this	?C Gr
considering they got hit with worst earthquake in recorded history AND a tsunami that would do a disaster movie proud. that this is the worst thing to come of it is fairly impressive.	D
This is probably the only news relating to the nuclear reactors that I've sat through and everybody should see it.	C
HAHAHAHAHAHAHA! I LOVE THIS!	H C
Good luck japan. Everyone at the Hanford Reach feels for you.	SJ
Your translation was really well done, don't be so hard on yourself.	T
I like it. Thanx GOD there is a good information...	C Gr ?NNS
This is amazing :D rofl	C H
I just faved a vid about nuclear poop... Wow xD	C N B
This is the most disturbing yet informative thing I have ever seen. XD	C
Everything can and should be explained with poop and farts.	B ?H
Even I know how dangerous it is to shit in publicity. I totally understand you Nuclear reactor boy. ;_;	B ?H ?NNS
Thank you very much for translating this. It's a great analogy that can help everyone understand the basic ideas. I like that it helps allay the overreactions and fears of uncertainty. At least it didn't sugar-coat the fact that there can indeed still be bad effects. I'm glad it acknowledged that soberly. Here's hoping for the best. To the workers bravely trying so hard, ganbatte!	Gr T L U F W SJ
As others have noted--the scary thing is, this is probably the most informative video we've seen yet re the nuke issues in Japan :D And ganbatte! to the workers, definitely. :D	Co -M N SJ W
I've lost all faith in mankind (for the 23rd time today) after seeing 9 people disliked this video.	Co
Some of the comments on the Japanese version of this video are from parents who say they regret showing it to their children	Co Ch F B

because now the kids don't want to poop.	
Salute the workers!	W
Explaining things with poo... How very Japanese. :) Nuclear Reactor Boy, get well soon.	B Cl L
Pretty much demonstrates why Japan is awesome.	Cl
CHERNOBYL HAS DIARRHEA!!!	OD B
They'd better closely monitor the number 2 reactor.	D
even with such a disaster, let's still keep our cool and calm. Those doomsayers, so called experts, are just scare-mongers. I really feel sorry for those Americans who bought large quantity of radiation pills and those Chinese who stockpiled large quantity of salt and, yest, even seaweeds. There is a unlimited supply of human stupidity.	D F S
This is obscenely funny and depressing, both at the same time.	H
Shit man I'm POOPED! LOL! ;)	B H
"Chernobyl pooped all over and it was diarrhea and he weas running when it happened" - I loled.	OD H B
I pinched a loaf so I could watch this whole thing.	H B
This shows that the japanese people are not in panic about the nuclear incident compared to how foreign media is making it out to be.	F N D -M
SOMEONE GIVE HIM A LAXATIVE FOR FUCK SAKES	B H
This is brilliantly done. It's good to see people are in decent enough spirits to think positive.	C
I hear the sequel is going to be 'Reactor Boy vs Meltdown Man', brought to us by the Japanese Government and Tokyo Power. Hopefully they'll pull the funding before it's completed.	-G -TEP ?H
Just to make things clear, are they using the "poop" as nuclear waste and the "diarrhea" as a nuclear meltdown?	B L

Radiation is like a fart, only this fart is a silent and deadly one... Way to downplay this serious situation...	B -L D
Japan. Producing 78% of the worlds weird shit. Since 1952.	Cl B H
How terrible to put out such simplistic junk: it minimizes the true threat to everyone and gives them a false sense of security.... Shame on whoever made this. There is a REASON why burying the reactor is now being considered.	-L -C
Nice metaphor. Japanese got shit all over them with this accident.	L B
god save Japan : U have a great idea even in bad situation U r the best i am respect u.	SJ ?NNS
May this can soothe the fear among people about the nuclear radiation, coz government of Japan with the help from other countries are indeed struggling hard to prevent the nuclear radiation get worse.	F ?NNS N
Well done. Excellent Translation!	T
I hope all you idiots taking potassium iodide all die from it. Idiots. Nothing is gonna happen.	R
Pretty funny, but I don't know if that's really the best analogy. I mean, real poop just *has* to come out at some point...	H -L B
I know the video may be silly at times, but I seriously almost broke down in tears when I remembered that this is for children and they have to understand this accident. I feel so bad for the Japanese people.	H Cr Ch SJ
I want to see the video where they cover nuclear reactor boy in sand and concrete for the next 100,000 years because he pooped.	S L B
As bad as patronizing US propoganda cartoons used in the 50s. Comparin' the question of, "how bad is radiation for you", with "how high is up?" Radioactive material is not cute. Poison dug up from the earth, shoulda left it alone. Humans are a near-sighted bunch, never think of tomorrow. We bury poisonous radioactive materials in the land and at sea in concrete. Outta sight outta mind. Don't care 'bout the planet we're on, Who cleans up when we go? WE WILL NOT LIVE FOREVER	S -C -N

Remember that Japan has HIROSHIMA and NAGASAKI. All Japanese well know about nuclear power and radiation rather than people in other countries. But at this time, most of them cannot do anything except for watching and waiting. Of course, they are worrying a lot and concerning for the others even outside of Japan. I think they are just trying to keep smiling without crying. Pray for JAPAN!!	-N F Cr P SJ
the part about chernobyl was just pure gold XD	OD ?H
why is it that this is the most sense ANY japanese cartoon has ever made to me?	U Cl C
it's so funny hoho	H
but its still dangerous D:	D
I wrote, The Chernobyl Papers, and I can tell you that this is 10 times worse than Chernobyl, times four reactors. The Russians saved your ass from radiation. 15,000 men died picking up radioactive debris. 650,000 died to build the containment. 400 helicopter pilots to put out the fire. Seriously, if you want to downplay this, and think that plutonium is "as safe as aspirin" then please go there, and start shoveling, mutherfucker! Then die, because we dont need your genes here.	OD -N R - Co
After listening to most of you I'm convinced that most americans are dumb assholes, I'm american and I'm saying this. I live in Japan about two hundred miles south of Fukushima and Im not worried, why because there is nothing to worry about, they are not drinking vodka and running away so don't compare it to chernobyl. Listen to the experts all you want on CNN then just go punch yourself in the face dumbass.	R F OD -Co
if this is to help people learn i think we all became a bit more dumb by watching it.	-C R
I'm an american in the military for more than twenty years now, to think I've been going to war protecting assholes like you since the early nineties.	-Co R
It's hard to explain nuclear reactors to most adults, why do you think it would be easier for kids?	-U Ch
Wouldnt it just be easier to explain whats actually happening? Our education is so fucked!!!	-U -C

this video makes me never want to poop again	B
It's time to get rid of those stinky boys!	?
This is awesome.	C
oh. now I get it.	?U
So that's what they mean by "deep doodoo."	B
poor Nuclear Reactor Boy. pooping is fun!	B L
So... will donating toilet paper solve the problem?	H
Little? Chernobyle wasnt little.	OD
At least Japan does have some hemp farmers and laws that will allow them to get started on hemp phytoremediation as soon as possible. If an American nuclear reactor melted down we'd have to go through all the politics and argument and legislation necessary to repeal a federal prohibition of industrial hemp as a Schedule I drug before we could plant the first non-drug hemp plants to begin saving the land.	Cl -G
salute to the 50 Fukushima heroes...	Gr W
excellent explanation! hope all finishes well...	U SJ
this is very strange....but to help Japan....I gave to the American Red Cross who are there and the Kansai Animal Refuge.	SJ

Responses to the Original Japanese Version

Response	Code(s)
It was really easy to understand	U
It reminded me of "Ugo Ugo Ruga" (a cartoon from the mid 1990s)	Cl
It's much easier to understand as a cartoon	U
Yeah, really easy to understand	U

Fast work!	C
I'm going to show it to my child, who is scared because of the news of the aftershocks and blackouts, right away. If he/she understands even a little bit, I'll be relieved. Thank you very much.	Ch F U Re Gr
This explanation is muuuuuuch better than the specialized terminology and random numbers they're dishing out on TV to explain it. It's conscientious and accurate. At least, more so than Fuji TV.	U L -M
Thank you. This is really easy to understand. I'm going to spread it around immediately.	Gr U
Bang it out, Reactor Boy!	?H L
This is fantastic!	C
This was really easy to understand. I hope Reactor Boy gets well soon and doesn't poop his pants! Thanks to the doctors!	U L B Gr W
It's so understandable, even children will get it!! Fight on, Reactor Boy's doctors!	U Ch W
I cried a little. Thanks to all of the workers.	Cr Gr W
With this sort of explanation, it should be easy to get them to understand. What a great lesson.	U Ch
The easy-to-understand cartoon is finally animated form! Everyone's family should watch this together. I tried showing it to my mother and wife, but they were eating (laugh).	U ?H
I cried	Cr
I think I'm going to cry. Don't give up, workers! Also, people of the media, please take a look at this and broadcast it!!	Cr W -M
There are a lot of points that differ from the truth. Because it's so easy to understand at first glance, it makes it all the more malicious.	-C U S
The stuff about Chernobyl is cruel	OD

Nice. I wish everyone safety and success.	C SJ
Now, the used poop outside the diaper is on fire, but it's ok, right?	B L
It's great!	C
Fight on, doctors! We can't do anything but support the people who are working so hard. I ask this!	W Gr SJ
Mr. Hachiya, onaradaijyoubu, thank you very much! I watched it with my 4 year old daughter and thought it was not only very easy to understand, but also easy to imagine in prayers. More than anything, I am feeling more positive. Now, more than anything, the important thing is for us to have feeling of looking forward and gratitude.	Gr Ch U P Re
Because it's made for even little children to understand easily, I'm thinking of watching it with the neighborhood children. Thank you very much to those working so hard!	Ch U Gr W
I want those in the media to present such a delightful thing to the people of this country. I pray for the arrival of such an age. Fight on, TEPCO (Tokyo Electric Power Company)! Don't lose! I'm supporting you!	-M P TEP
I could cry! This is a great work!	Cr C
This is great! It's super easy to understand, and we need to express our thanks to the doctors (workers). Awesome!	C U Gr W
Thank you very much. I'm going to use this.	Gr C
This is the kind of thing we need broadcast on TV. If they have the time to keep showing the same disaster footage and Ad Council commercials over and over and over in a loop.	C -M
I watched it with my child. It's cute.	Ch Cu
This really moved me! It's wonderful! I'm going to show it to my kids right away!	C Ch
This is great! Please add a part talking about the lid being open on the already-full potty.	C

This is easy to understand! If they were to show something like this on TV, it would definitely make the citizenry feel at ease. I really thank those who are putting their life on the line. This is too great!	U -M Re Gr W C
This is so good, I'd like to see it sold to the Ad Council and broadcast!	C -M
This is easy to understand	C U
It's so easy, even children will understand it. Wonderful.	U Ch C
Without a doubt, I felt a bit uncomfortable there (laugh).	? H
I think it'd be better to just go ahead and poop. If he holds out, he'll get constipated. If he gets constipated, it'll do damage to his body.	B L
This is great! While it might be easy enough for even children to comprehend, even a drunk adult like my husband was able to understand it. Thank you very much.	C U Ch ?H Gr
Holding in poop is bad for one's body, so one shouldn't hold it in. Let that poop go	B L
It's not only easy to understand, but I think it's a work that gives relief in a number of ways.	U Re
There isn't much you can do about a fart, right?	B
I, too, have diarrhea now. This is easy to understand.	B ?H U
I think this makes it easier to understand. Thank you!	U Gr
I really bow my head to Genpatsu-kun's doctors. Genpatsu-kun, doctors, don't give up!	Gr W L
I'm going to show this to my family, which has been frightened by news of aftershocks and power outages, right away. Thank you very much!	?Ch F Gr
Poor thing, making him hold in his poop like that...	B
Someone, please make an English version of this to show to foreigners (laugh)	T H

I live in Fukushima Prefecture. Thank you! I'm fine! Let's have faith in the doctors who are risking their lives to fight this. Let's thank them!	W Gr
Even my 70 year old parent was able to understand this. It's great. Thank you.	U C Gr
I was thinking of nothing but criticism and resentment toward TEPCO, but nothing can be done but rely on the doctors who are currently working so hard at the scene. Thanks for the wonderful video!	-TEP W Gr C
Radiation = smell, Radioactive material = fart, Nuclear fuel = poop, Right?	L B
How is it possible for someone who isn't a specialist to explain? I'm so afraid, the chills won't stop.	S F
I even showed this to my 4 year old. He seems to have understood. They really need to show this on TV.	Ch U -M
This is 100 times easier to understand than (TV news reporter) Ikegami Akira! They should use this in school!	U -M
The case of having no northern territories (possibly a reference to a video game)	?
Genpatsu-kun, hold in your poop! Doctors, please keep fighting!	L B W
This is so good, I want someone to take over the airwaves and replace the Ad Council's commercials with this.	C -M
Someone definitely needs to put out an English translation of this.	T
While I think it's good that this is easy to understand, because the doctors can only take up to a limit of 1000 millisieverts, we have to keep changing them out. Those doctors are getting a full year's exposure to radioactivity at once; this is very damaging to their health. Most of the doctors being dragged into this are ignorant people without specialized knowledge. Did we learn nothing from Russia's Chernobyl?	U W He OD
I cried...	Cr

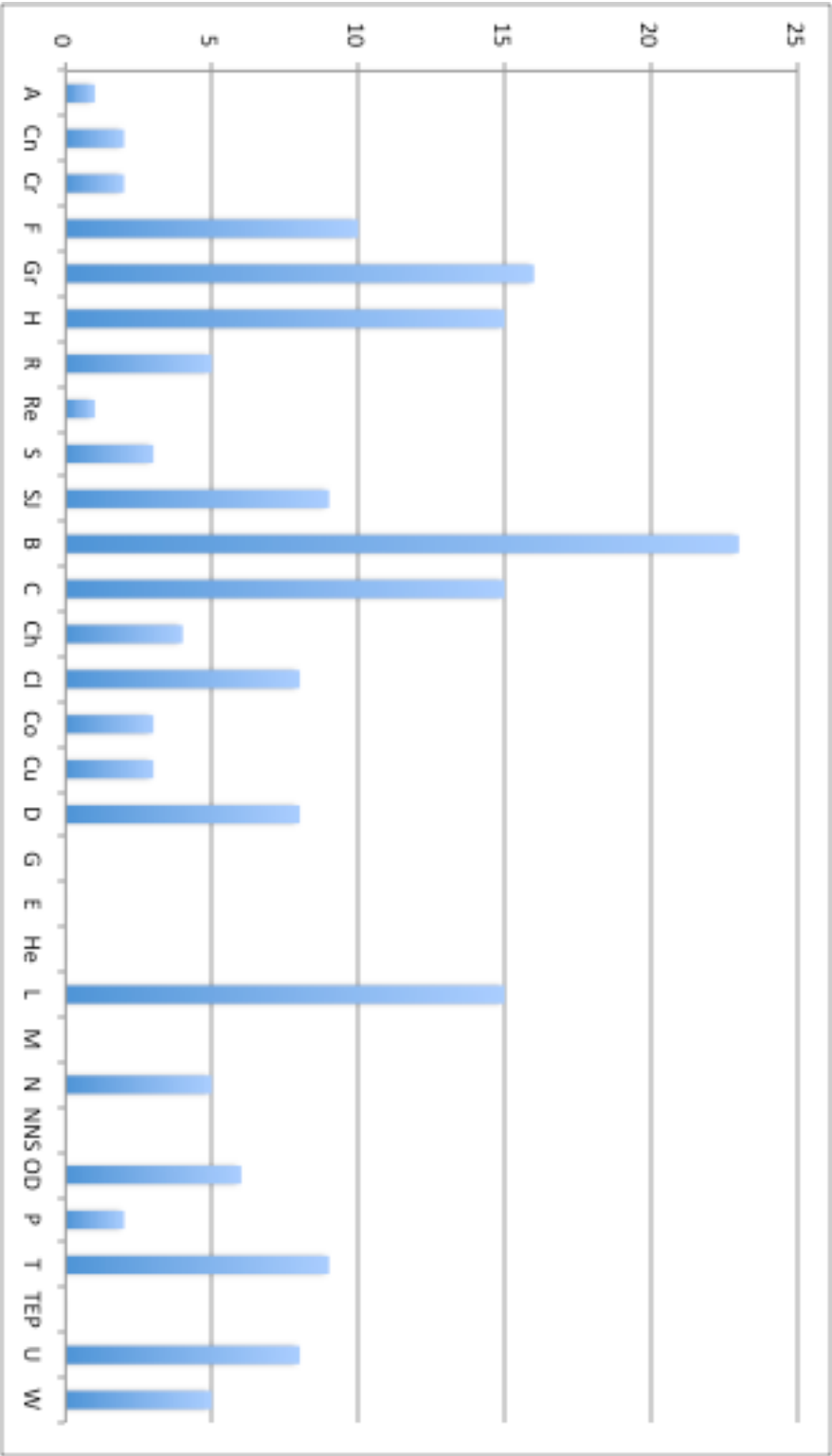
Dangerous. I really cried.	Cr
This is excellent! This needs to be shown on TV for all the panicking people.	C -M
Genuine, indeed. Easy to understand, great. I'd like young children who don't yet understand difficult words to watch this.	U C Ch
Excessively easy to understand!	U
Totally easy to comprehend! If they were to show something like this on TV, children and people without detailed knowledge would be relieved.	U -M
I don't think this "explains" anything. This is at the level where, if you were watching the news, you'd understand. Details were eliminated, and it's rough. Even though it doesn't compare to the real danger, the analogy is forced. Such is the power and appeal of Anime to easily appease the desire to feel safe. I think the information given to us using Ikegami Akira's difficult words and detailed explanations is 100 times better. While I think it's perfectly fine to show this to children, I find it dangerous that adults needed this to understand the situation. In the description, it says "Hachiya is neither a video producer nor a specialist. For accurate information, please check with an official source like TEPCO." This sounds like an excuse, and should've been in the title.	-C S -L +M +TEP
I think this is the role for media visuals. I think that the people in the media involved with this should go this way. Obviously, it's conveying facts, and it's doing so impartially. But before that, it's good that they made it easy to understand for anyone. This video does exactly that. I definitely want many people to see this.	C -M U
God!!!! (Possibly referring to the creator of the cartoon as a "god," but unclear.)	?P
Easy to understand.	U
Easy to understand (laugh/smile) Fight on, Genpatsu-kun Fight on, doctors	U L W
This should be run instead of those Ad Council commercials (laugh/smile)	-M

I want to show this video to the media. It's really great.	-M C
The victory of ideas	C
Well done! However, I thought there should've been a reference to the effect of poop and farts on the ecosystem, the need to continue to take medicine for decades, and incurable diseases. Despite that, it's very easy to understand.	B E He U
I had curry for dinner tonight, so please forgive me. Fight on, doctors!	B W
Fundraising, materials, and conservation of electricity are all vital, but I also think this sort of thing is also important. It's easy to understand and doesn't fuel anxiety, but it's great because it explains even the worst situation without excess or deficiency. Thank you to all involved in making this video. I pray that smiling faces will return one day soon.	C Re U Gr P
We can only pray and live frugally. Thank you to the doctors/nuclear power plant workers and members of the Self-Defense Forces personnel. I pray for your safety.	P Gr W
Nice. Really. We must work hardest when things are at their worst.	C
Really easy to understand!!! I was deeply touched and am relieved. Fight on, doctors!	U Re W
Even though humans are not perfect, I really believe this easy-to-understand, strong impression. People will sometimes turn their heads away from things that are plain and hard to understand, despite them being true. People in the media understand this well, I think. Please make it so that everyone who watches this video can see the description ("The author is not an expert. For accurate information, please check with appropriate agencies."). This is a request from someone involved in art education.	U M
Huh? Is this any different from the stuff that is already broadcast for kids?	-C Ch M
I live in Fukushima Prefecture, 50km from the reactor. Regardless of details, this was very easy to understand and left me with a feeling of relief. I want both TEPCO and the government to explain things more understandably	U Re -TEP -G

Nominated for this year's Academy Video Award - Nuclear Power Category!	C
This must be spread around	C
I'm relieved. What's important now is to trust the doctors. Thank you for making this.	Re W Gr
I'm a little more calmed down. But, I get more and more nervous when thinking about future life.	Re F
The child who let it out was a girl?! Chernobyl-chan!	Ch OD
This was really easy to understand. Thank you to all the TEPCO technicians who continue to fight on.	U TEP W
I wonder if, from now on, the nickname "Genpatsu-kun" will be applied to anyone who poops in school.	L B
It was great! Easy to understand. I'm going to post it to Facebook and Twitter right now!	C U
The account name (laugh) [reference to onaradaijobu – "farts are fine"]	H B
Easy to understand. The last bit should be etched into all our hearts.	U
Is this for elementary school students?	Ch
I want to make something like this... I need the skills, though.	?
It's 100 times easier to understand and accurate than the stupid government and newscasters. But the essential doctors (aka government) keep screwing up. Don't cover up that the irrigation vehicle has broken down, and don't neglect periodic inspections in the first place!! Is it impossible? Otherwise, it's right on target.	U -G -M W S C
The person who made this is great!	C
I run a portal site, and shared this with my users	C
This was easier to understand than any expert's explanation! Even kids will understand this. I want this to be broadcast on TV and spread to everyone.	U Ch -M

Fig. 4.1 English Positive/Neutral Responses

Results



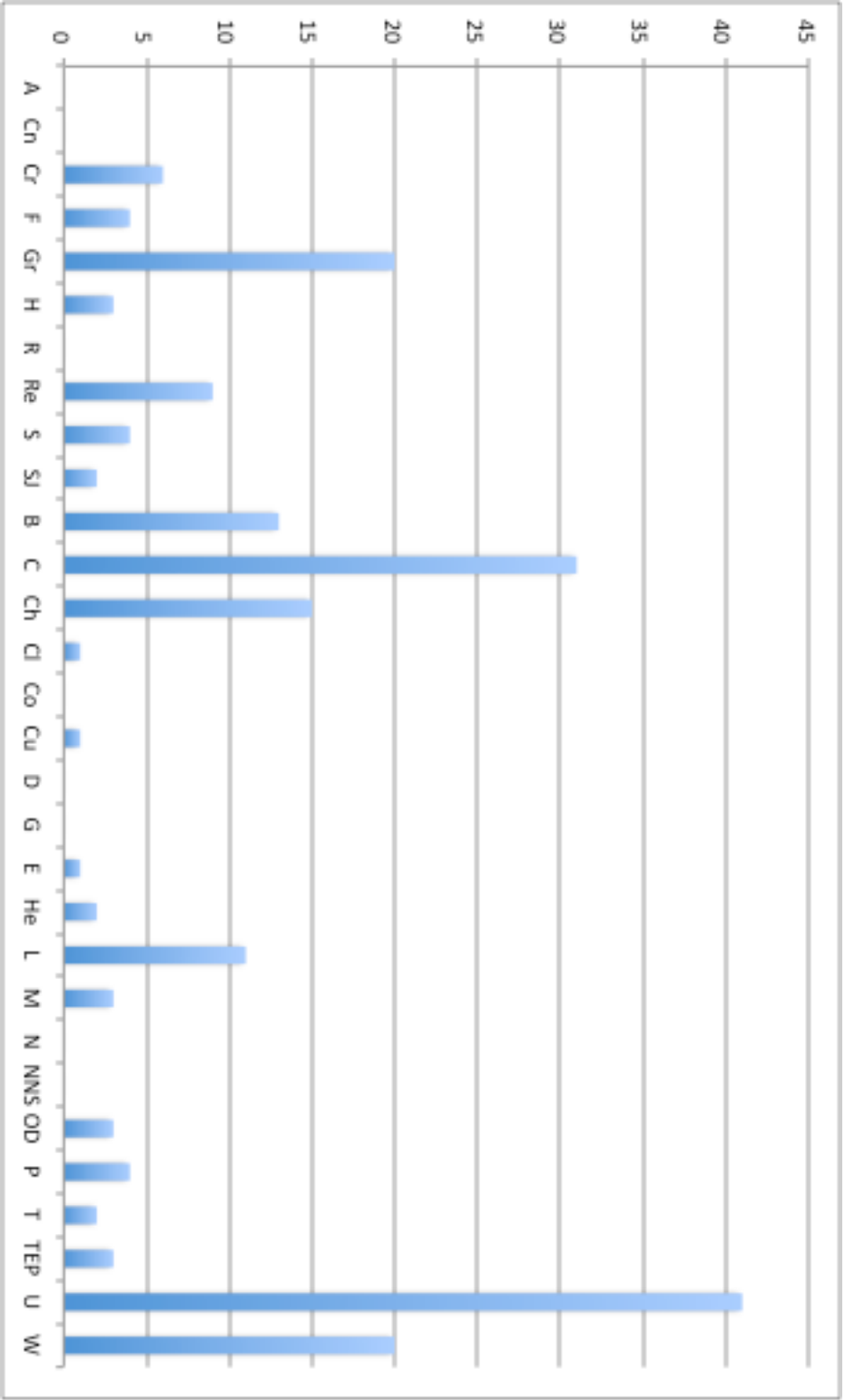


Fig. 4.2 Japanese Positive/Neutral Responses

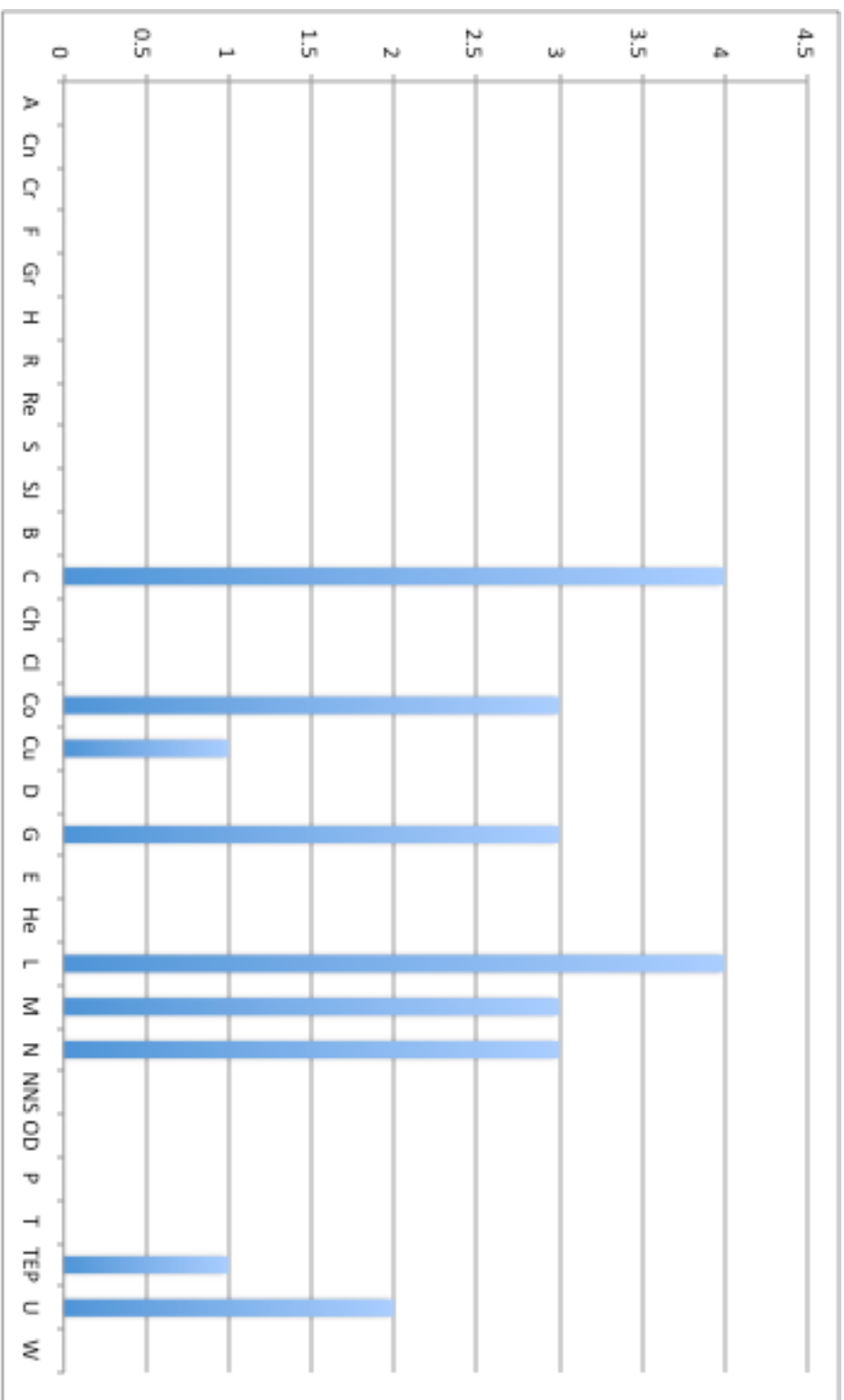


Fig. 4.3 English Negative Responses

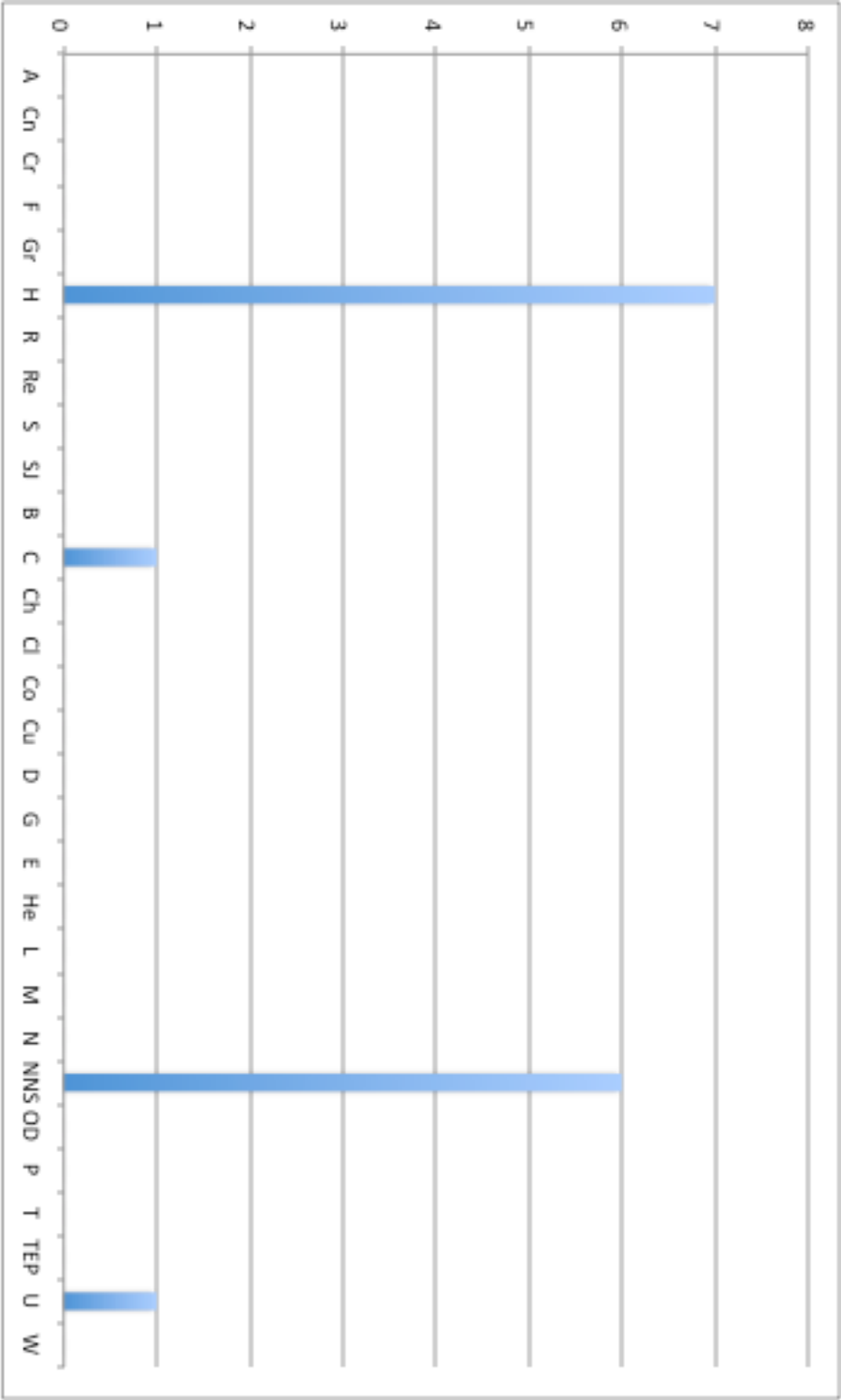


Fig 4. High frequency NNS and TEP responses

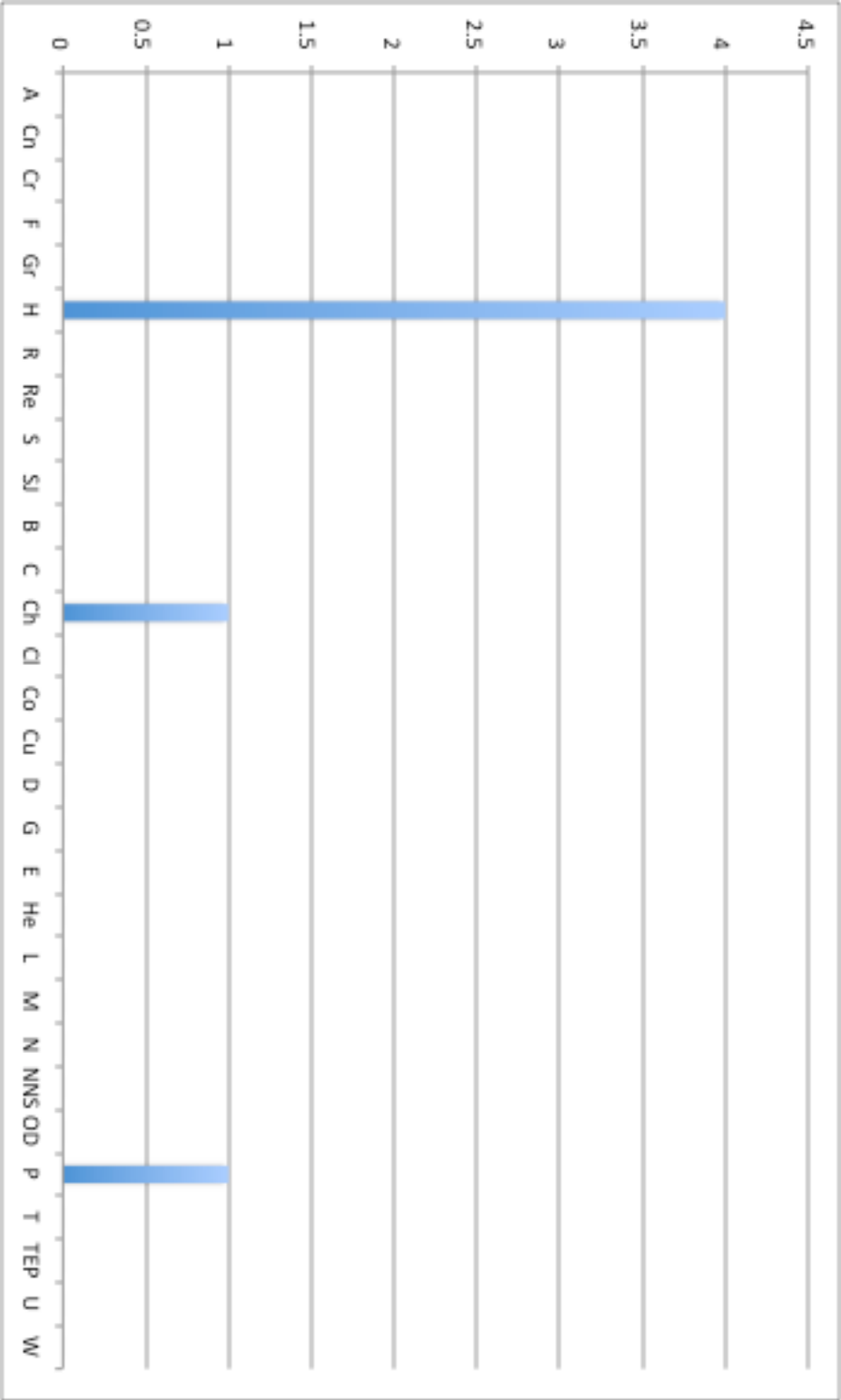


Fig 4.6 Japanese Ambiguous Responses

Analysis

I tried to make my coding system as comprehensive as possible, taking into account the wide range of sentiments expressed by respondents including anti-government, anti-media, anti-nuclear, environmental, and various others. While those paint an interesting and possibly more complete picture of the perceptions of those commenting, because the focus of my research was specifically on the scatological language and differences in responses between English- and Japanese-speaking viewers, I must limit my analysis to those specific areas.

The data shows as high as 22% of English respondents expressing humor in some form, but only 7% in the case of the original Japanese version. This could be indicative of several different things: 1) the language and imagery used in the cartoon may have been perceived as amusing by more non-Japanese than Japanese, potentially indicating cultural differences, 2) Japanese audiences may have simply been less inclined to make humorous or flippant remarks, especially given the seriousness of the event, or 3) a combination of the above.

Perhaps related to a less-than-serious perception of the cartoon and language used within was the “cute” factor: 3% of English-speaking viewers commented that the cartoon was cute with one person adamant that it was nothing but propaganda and that “radioactive material is not cute.” Conversely, only one Japanese viewer described the cartoon as “cute.”

About 15% of those who commented in English specifically on the cartoon itself saw it in a favorable light, with only 4% reacting negatively.

Conversely, twice the number (31%) of respondents to the Japanese version saw the cartoon positively. This seems to reflect something I noticed in the Amazon Japan comments (see Chapter 5): perhaps the Japanese are simply less predisposed to make negative comments in general.

A look at references to the actual scatological metaphors used in the cartoon, however, indicated surprisingly little difference: the English version showed 15% positive and only 4% negative, while the Japanese version showed 11% positive and only 1% negative. While 23% of English-language respondents made use of one or more of bodily function terms or situations, often in humorous ways, only 13% of Japanese made reference to the specific scatological words used in the cartoon. While I didn't find as large a disparity as I had expected, the higher percentage of references seems to indicate that the topic was more strongly noted by English speakers.

Comments were also made regarding the translation. In English, 9% of feedback given on the translation was positive (no negative). Interestingly, 2% of Japanese respondents made reference to translation, but in their case, they were suggesting that an English-language translation be produced so that foreigners would be able to understand the cartoon.

In English, 8% found the cartoon to be easily comprehensible, with 2% remarking that the cartoon was actually not understandable at all. In Japanese, however, 41% of all respondents found the cartoon easy to understand with all using nearly the same wording to express this. While there were no negative comments on the understandability of the cartoon in Japanese, I found one

comment particularly amusing: “While it might be easy enough for even children to comprehend, even a drunk adult like my husband was able to understand it.”

Fig 4.7 Side-By-Side Comparison of Coding Results

English Responses				Japanese Responses			
		-	?		+	-	?
A	1	0	0	A	0	0	0
Cn	2	0	0	Cn	0	0	0
Cr	2	0	0	Cr	6	0	0
F	10	0	0	F	4	0	0
Gr	16	0	0	Gr	20	0	0
H	15	0	7	H	3	0	4
R	5	0	0	R	0	0	0
Re	1	0	0	Re	9	0	0
S	3	0	0	S	4	0	0
SJ	9	0	0	SJ	2	0	0
B	23	0	0	B	13	0	0
C	15	4	1	C	31	3	0
Ch	4	0	0	Ch	15	0	1
Cl	8	0	0	Cl	1	0	0
Co	3	3	0	Co	0	0	0
Cu	3	1	0	Cu	1	0	0
D	8	0	0	D	0	0	0
G	0	3	0	G	0	2	0
E	0	0	0	E	1	0	0
He	0	0	0	He	2	0	0
L	15	4	0	L	11	1	0
M	0	3	0	M	3	16	0
N	5	3	0	N	0	0	0
NNS	0	0	6	NNS	0	0	0
OD	6	0	0	OD	3	0	0
P	2	0	0	P	4	0	1
T	9	0	0	T	2	0	0
TEP	0	1	0	TEP	3	2	0
U	8	2	1	U	41	0	0
W	5	0	0	W	20	0	0

Popularity of the YouTube Video Comments by “Likes”

This portion of my analysis looks at the popularity of comments as determined by those leaving the comments. This popularity was determined by looking at the approval of readers, marked by “likes” in YouTube parlance. I also looked at the most popular comments to determine what issues readers were focusing on.

The most popular comment—with 41 votes—on the original Japanese-language video¹¹ says, “This really is a brainwashing video. Too cruel.” The author of the comment, while clearly expressing dislike for the video, neither explains what is meant by “brainwashing” nor how that conclusion was reached. The second most popular comment—with 36 votes—says, “Genpatsu-kun is dead. That is the smell of death coming from him...” While neither person explicitly explains what is meant by these comments, I think it can be inferred that they likely meant to address the seriousness of the event and that the cartoon might be avoiding or obfuscating reality. Owing to the fact that these were popular comments, I think it is also safe to presume that it wasn’t the issue of bodily metaphors that bothered them, but rather the seriousness of the event.

In spite of these Japanese-language comments, made by presumably native Japanese speakers, on the seriousness of the event being the most popular ones, the fact remains that the video is seen at least somewhat approvingly by a ratio of approximately 5.53:1. This would seem to suggest that the majority of the Japanese-speaking viewers see it at least somewhat positively. However,

¹¹ 1,690,812 views, 1,722 comments, 5,295 likes, 957 dislikes

significant problems arise when attempting to ascertain whether some of the “likes” were from people who merely found it amusing, let alone whether those doing the “liking” were even able to understand Japanese well enough to have an informed opinion. Because it is easy to click on a link to express approval, for whatever reason, of a YouTube comment without actually understanding the language used in the comments, comprehension of the language by those doing the “liking” cannot necessarily be easily inferred.

The Japanese responses tended to be on the positive side, making mention of ease of understanding and expressing emotions that in one case include (#2), nostalgia. At several points (#7, #17), comments suggested that this cartoon surpassed what was being reported in the news and that this cartoon should be broadcast. Only at one point (#18, #19) did someone claim that the content of the cartoon was completely divorced from reality or cruel, going so far as to call it “malicious.” One thing that I did not note in my sampling was any direct objection to the scatological nature of the metaphor, itself. This lack of negative sentiment toward scatological language in Japanese supports my perception that such usages are not out of the ordinary in any remarkable way.

In contrast, the response to the English-language version¹² produced a like-to-dislike ratio of approximately 29.66:1¹³. This like-to-dislike ratio of English speakers to the English subtitled version was much stronger than that of

¹² <http://www.youtube.com/watch?v=O1aH2-MhEko>

¹³ 193,615 views, 253 comments, 1,305 likes, 44 dislikes

the Japanese speakers to the Japanese version. However, as mentioned earlier, it is impossible to infer that those doing the “liking” were necessarily English speakers; without knowing the identity or background of those leaving the comments or “likes,” it is not possible to know for certain what languages they might understand or to what degree. The top-liked comment—with 16 votes (6.32% of the total 253 comments)—to the English version was: “After listening to most of you I’m convinced that most americans are dumb assholes, I’m american and I’m saying this. I live in Japan about two hundred miles south of Fukushima and Im not worried, why because there is nothing to worry about, they are not drinking vodka and running away so don’t compare it to chernobyl. Listen to the experts all you want on CNN then just go punch yourself in the face dumbass.” The second most liked comment—with 8 votes—was: “this is very strange....but to help Japan....I gave to the American Red Cross who are there and the Kansai Animal Refuge.” The first part of this comment appears to suggest at least a mild culturolinguistic disconnect, perhaps even some degree of confusion as to the intended purpose or execution of the cartoon on the part of the commenter.

The English responses seemed to be more all over the place. Some of them expressed praise, but other comments (#3) drew attention to the reality of displaced people, contaminated food, and uninhabitable land. There were more flippant, even jocular, comments in English than in Japanese. In one case (#11), the commenter appears to have predetermined that he/she would be “outraged,” but thought that the video was “well done.” Yet another (#14) disparaged

equivocating “bad smells” with radioactivity, further suggesting that what was depicted in the cartoon was very different from the reality of what was happening at Fukushima. Still others (#10, #12, #15, #16) seemed to take the depiction less than seriously.

Chapter 5

THE ROLE OF BODILY FUNCTIONS AS METAPHOR IN JAPANESE CHILDREN'S LITERATURE

Bodily functions taking on a prominent role in literature and art is not a new phenomenon in Japanese culture. Specifically in the realm of children's literature, two well-known books have been written, both of which have been translated into English have gained considerable notoriety in the United States. Both books speak of both humans and animals performing various bodily functions without shame.

"Everybody Poops"

In 1977, Gomi Tarō published the book *"Minna Unchi"*¹⁴, which was later translated into English by Amanda Mayer Stinchecum under the titles "Everyone Poops"¹⁵ in the United States and "Everybody Poos" in Britain. The book became somewhat of a novelty, and attracted a bit of a cult following in America. But not everyone approved of the book or its content. An editorial review from Publishers Weekly¹⁶ said the following about "Everyone Poops": "Okay, so everyone does it--does everyone have to talk about it? True, kids at a certain stage of development may find the subject riveting--but their parents may well not want to read to them about it. Here we learn that birds do it, bees do it, kids with

¹⁴ ISBN: 978-4834008487

¹⁵ ISBN: 978-0916291457

¹⁶ <http://www.publishersweekly.com/978-0-916291-45-7>

bended knees do it. We are told about big poop and little poop, animals that poop while moving and animals that poop from a stationary position, why and where people poop--in short, we get the scoop on poop. The pictures, far from Gomi's best work, leave nothing to the imagination either. In case the message hasn't sunk in, the final spread presents a chorus line of creatures, backsides forward, each producing poop. Call it what you will, by euphemism or by expletive, poop by any name seems an unsuitable picture book subject--a view not helped by this artless presentation."

Yet another editorial review on Amazon.com¹⁷ quotes the School Library Journal's response, saying "Well yes, they do, but does anyone really need an entire book on the subject?" Still, of the 277 customer reviews, 5-star reviews outnumber 1-star reviews by a ratio of 2.1:1. A combined total of the 4- and 5-star reviews outnumbered the rest of the reviews by a ratio of 4.54:1. We will see below, however, that this is a much smaller ratio than those on Amazon's Japanese site.

Among the 5-star ratings was the following comment, which received highly favorable feedback from 148 of 152 respondents (97.4% positive): "Very Funny Book to Aid Toilet Training (or Just For Laughs): A hilarious book showing many kinds of animals, their poop, and describing where and how they poop (e.g. while walking). Also reviewed are the ways a baby poops in a diaper, small child in a potty, and older children and adults on a toilet. Hysterical

¹⁷ http://www.amazon.com/Everyone-Poops-My-Body-Science/dp/product-description/0916291456/ref=dp_proddesc_0?ie=UTF8&n=283155&s=books

graphics such as rear view of child sitting on toilet with the poop in midair, which we see between the gap in his buttock cheeks. Other scenes demonstrate how the toilet is flushed and the poop is washed down the pipes.” A response to this review read, “A friend said that she used some of this book for her stand-up comic routine. It sounded so funny I knew i had to get it.” Comments such as these appear to show that even among the most positive responses, the book was perceived as a joke.

Another 5-star rating (approved of by 113 of 126 reviewers), however, speaks to the “explicit” nature of the illustrations: “I imagine that some prudish parents will be put off by Gomi's explicit (but charming) pictures of animals and humans taking "poops" of all shapes, sizes, and colors.” The commenter, however, goes on to opine that Gomi’s basic message is sound that that this topic is one that shouldn’t be embarrassing, even going so far as to suggest that if the book makes someone feel less “squeamish about discussing colorectal health concerns at a later time” that the author “may have also helped save a life.”

A look at the nature of the 1-star reviews and responses to them, however, paints a much more hostile, negative picture. Following is a small sample from among the 25 most negative comments:

- Review: One of the worst children's books I have ever read. “This book is completely ridiculous. It will not teach your child anything useful about potty training. The only point that makes is that since people and animals eat, they then poop. What a waste of ink and paper! My two year old daughter understood this point before

coming across this book. I would never have purchased this book on my own-- it was unfortunately given to us as a gift. The pictures are downright creepy. My daughter became visibly uncomfortable when looking at the picture of the baby pooping in his diapers. It is not clear whether the baby is crying, happy or in distress. The people and animals in this book are portrayed in a manner which suggests that they are utterly lacking in dignity. If I were a small child learning to use the potty I would feel discouraged and embarrassed after looking at this book.”

- Review: Not Very Good. “This book is kind of gross not exactly what I expected and not really good for potty training which is what I had bought it for.”
- Review: This is sick. “Ecpilict [sic] pictures, foul language, yeah this book is a real winner. You should know that by all the joke reviews it got and all the teenage+ children reading it.”
- Review: Oh, grow up! “I think this was written for adults - (chronologically speaking)who were not allowed to laugh as children and are just finding bodily functions funny.”
- Review: A Kid's Review. “This book is a silly presentation of a subject that should NOT BE BROUGHT UP IN PUBLIC!!!! I am disgusted by the fact that many of the people reviewing it actually think it's GOOD. Let me sum this up. You are saying that a book that glamorizes poop with illustrations of people and animals pooping,

and says obvious things that everyone knows("Elephants make big poop, mice make little poop") and other stuff. This is stupid! I am also offended by the fact that many people with a KID'S review had KIDS THEMSELVES!! WHAT IS THIS???! Okay okay, I'm not going to bite your head off. But honestly..."

From the nature of the most negative of the reviews, it is clear that many readers found the book objectionable. Some took offense at the language, some at the illustrations. Still others said that the very subject itself is not fodder for polite public conversation.

On Amazon's Japanese website, however, reviews were much different. In fact, 4- and 5- star reviews outnumbered all other reviews by a ratio of 25:0. To be more specific, there were 24 5-star reviews, 1 4-star review, and no lower reviews at all. This would appear to indicate that Japanese audiences don't concur with the above negative assessments.

"The Gas We Pass"

Like *unchi*, the word *onara*, appeared in the title of another book that is also considered a "novelty" in the United States. *Onara*¹⁸, written by Chō Shinta, was released in 1983 in the West as "The Gas We Pass: The Story of Farts"¹⁹ (also translated by Amanda Mayer Stinchecum). Overall, the 106 reviews for "The Gas We Pass" were positive. The 5-star ratings (69) outnumber all other

¹⁸ ISBN: 978-4834009439

¹⁹ ISBN: 978-0916291525

ratings at a ratio of 1.87:1 and the combined number of 4- and 5-star ratings 3.1:1. There were only 3 2-star ratings and 16 1-star ratings.

The top-rated comment, with 65 out of 70 people expressing support, read: “Smells like a classic to me! "When an elephant farts, the farts are really big." How can you resist a book with an opening line like that? "The Gas We Pass: The Story of Farts" reveals this and many more facts about a basic bodily function. Written by Shinta Cho and translated into English by Amanda Mayer Stinchecum, this is one of those great children's books that doubles as a work of delightful humor for adults. This book is not only humorous, but also educational. A diagram of the digestive system and other visual aids help to drive home the science of farts. The book is written in a matter-of-fact, totally nonjudgmental tone. The text is supplemented by drawings that have a quirky charm to them. I suppose that some self-appointed watchdogs of "cultural purity" will whine and pout about a book that celebrates the fart as a joyous, and even noble, part of life. But for the rest of us, "The Gas We Pass" is a treasure.” As can be seen, the commenter not only judged the book to be humorous, but also foresaw that “cultural watchdogs” might have problems with the text and illustrations used by Chō.

A look at the nature of some of the worst (1-star) reviews and responses to those reviews (indented underneath) shows the pervasive sentiment was that the book was sophomoric, even vulgar.

- Review #1: Not as expected and not recommended: “Imagine, telling children to go ahead, let that fart out. Not that I think a child can't fart, but, what about some common courtesy to those around that may have to smell that fart.”
 - Response: “Something that many 1 and 2 star reviewers miss is that this book was written in Japanese FOR JAPANESE kids. Their culture doesn't have the taboo mentality of Americans concerning their bodies. To them it's just biology and if something like farting, belching, etc. happen in public it is basically ignored. Everybody does it so it's no big deal. What a refreshing idea.”
- Review #2: Nice Gag gift, but...: “This is a funny gag gift, really its so boring.”
- Review #3: pass on this one: “The last thing my 6-year-old needs is someone to tell him it's ok to let it rip. No manners taught in this book.”
 - Response: “Manners are not the point of this book. It is humor.”
- Review #4: The Gas We Pass: “The only use any child could get out of this book is to learn the word fa__ and it is used 21 times in this book...” [Note: the underscores are from the original comment, not added.]

- Response: “FART! Fart fart fart fart....okay I'm being a bit childish, but when did fart become a "bad" word? Is "tooted" also to be labeled "bad"? How about "passing gas" as these are all slang terms for flatulence. The point of the book, which I think you missed, was to take something that people erroneously feel is taboo and help kids know that farting isn't evil or bad - it's natural.”
- Review #5: A Kid's Review: “Nasty! A big stinker! Plus why would an author write such a lame story about farts! In my opinion, this book was practically funny because it was cheesy! Don't read this book because farts are so inappropriate to write about!”
- Review #6: Worst Book Ever Printed: “The one part of the book that disturbed me so bad was an adult man and a little boy in what looks like a tub and the illustrator actually put a small penis on the little boy- it is talking about how farts make bubbles in this scene. The idea of this book had the potential of being funny and informative, as it is written now with it's crude drawings and less than fantastic story line, I do not recommend this book to anyone and it is the only book (children/adult or otherwise) that I have read that should be completely destroyed so no one else has to be subjected to its idiocies.”
 - Response: “You could see the boy's penis, get over it. You use the word "actually" , like it's a sin or something. So you didn't

like the book, who cares, but don't make a big deal about a boy having a penis. They've all got 'em! Get used to it.”

- Response: “I wanted to let the person who wrote the comment about the little boy and the man in the tub together. This is a Japanese series of books and in Japan it is not uncommon for families to bath together. Nudity isn't always sexual. The point of this series of books is to make our bodies and its functions a non taboo. It speaks frankly about the body and creates a perfect environment to speak openly with children. I know with my kids, I want them to know they can talk with me about ANYTHING, even farts.”
- Response: “It's a Japanese book and people in Japan don't think their bodies are evil. It's biology. R macegan is correct. A Japanese bath is very different than those in America - it's more like a hot tub. They also have public baths in which large groups of co-ed naked people enjoy swimming/relaxing in hot springs. So why don't you just take this opportunity to educate you kids about A) farts B) anatomy C) another culture. I know that's tough, but it can be done!”
- Response: “I agree. I'm trying to find a book that will help a child understand their body, and I can't find a decent review because of the negative feedback from people who are ashamed of their bodily functions! If you want to teach your

children about their body, you need to be direct, and not shame them for something natural.”

These reviews certainly seem to suggest a degree of distaste and discomfort with the mere mention of subject of bodily functions. Many responders to the negative reviews, however, pointed out that Japan is culturally different from the United States, and that the Japanese don’t necessarily see the body or bodily functions in the same way that some Americans appear to. Some also argued that Americans should learn from the Japanese.

A look at the reviews of this book on Amazon.jp yielded similar results to those of the aforementioned “Everyone Poops.” The 4- and 5-star reviews outnumbered all other reviews by a ratio of 4:0. No negative reviews existed. One thing I found interesting was the discrepancy between the number of reviews on the English vs. the Japanese versions of both books. On Amazon.com, English-language reviews were in the hundreds, while there were only a handful (of all positive) Japanese-language reviews on Amazon.jp. While I can’t speak with certainty as to the reason for this, my instinct is that Japanese respondents may simply have been culturally less inclined to respond negatively in a public setting.

Chapter 6

SCATALOGICAL METAPHOR IN AMERICAN POPULAR CULTURE

American popular culture appears to view bodily functions as metaphor in a very different light from which they are generally perceived in Japanese society. As seen in the English-language YouTube comments and Amazon.com reviews, many people perceived such metaphor along a wide-ranging spectrum, as seen in the previous chapter.

George Carlin

As further support for the assertion that the mere mention of these particular bodily functions is deemed, at least to some degree, culturally unacceptable in the United States, the late comedian George Carlin chose to add both “fart” and “turd” (another euphemism for feces) to his iconic list of “Seven Dirty Words” that he originally performed in his “Seven Words You Can Never Say on Television.” As Carlin explained in 1978, “not only is ‘fart’ a word you can’t *use* on television, but they never even *refer* to them. That’s how bad farts are...”

In 1962, some 16 years before Carlin’s famous monologue, comedian Lenny Bruce was arrested for his similarly colorful use of “inappropriate” language in public. However, only a couple of decades later, Meryl Streep won an academy award for using the very same language in the movie “Sophie’s Choice” (Nilsen & Nilsen, 2000). This just goes to show that community standards, which I will touch upon in the next section, are ever-evolving.

Scatological Language in American Cartoons

Kozinski (2009) sampled 2.8 million words from various adult-oriented cartoons (The Simpsons, King of the Hill, Family Guy, and South Park). Against this, she contrasted a sample from more so-called “family-oriented” cartoons designed for children. Her results indicated that the word “fart” might be thought of as “a marker for comedy.” In other words, the word is used to elicit laughter. This being the case, it seems reasonable that contemporary American audiences might be predisposed to see Hachiya’s use of flatulence as metaphor as being meant to amuse or entertain, rather than to inform or for the purpose of establishment of rapport with younger addressees.

Community Standards

According to the Federal Communications Commission (FCC) website’s guide to Obscenity, Indecency, and Profanity²⁰: “Obscene material is not protected by the First Amendment to the Constitution and cannot be broadcast at any time. The Supreme Court has established that, to be obscene, material must meet a three-pronged test:

- An average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest;
- The material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and

²⁰ <http://www.fcc.gov/guides/obscenity-indecency-and-profanity>

- The material, taken as a whole, must lack serious literary, artistic, political or scientific value.

One problem with this description is that it would seem to be as difficult to identify specifically what an “average” person as to precisely define what “contemporary community standards” are. Additionally, what might be considered a “standard” in one community can differ greatly from other communities with different backgrounds, ages, etc. Nonetheless, the FCC defines indecency as “language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory organs or activities.” Furthermore, the FCC states that indecent programming “contains patently offensive sexual or excretory material that does not rise to the level of obscenity.”

The phrase “excretory organs or activities” would seem to cover the metaphors in question pretty specifically. If this is, as the FCC claims, indicative of American “community standards,” it would certainly lend explanation to the apparent negative reaction by some parts of the American audiences to the language used both in the cartoon and other Japanese-language works.

Chapter 7

CONCLUSION

I think that it is clear from Hachiya's own running commentary on Twitter, as aggregated by the site Togetter²¹ that lead up to the creation of his cartoon that his intent was to create an educational tool that would appeal to children in Japan. Nowhere in his brainstorming did I see anything to suggest that his goal was to be flippant or humorous in any way.

The Japanese-language comments on his video were largely positive. Many referenced how understandable Hachiya's cartoon had made the subject and some even expressed the sentiment that he had done a better job of intelligibly reporting on the situation than the Japanese media had. One viewer even said that the animation had made him nostalgic. Several comments were made that mentioned the bodily functions used in the cartoon, but none gave me the impression that they were necessarily offended by said language or intended to elicit laughter. The most popular comments, though, were negative in nature and concerned with the seriousness of the event itself.

Comments in English to the translated version, however, were more of a mixed bag. Some expressed support for Japan, the workers, the understandability of the cartoon, etc., and one expressed a predetermined desire to dislike the cartoon which diminished after watching it. Some went so far as to express suspicion as to the accuracy of the information in the cartoon or even suggest that

²¹ <http://togetter.com/li/111871>

the true nature of the danger was being obfuscated. Others saw it as a novelty, and a few even called it “cute.”

Delving into other publications that brought the same scatological metaphor from Japan to the United States, I found that English-language reviews, specifically regarding the bodily functions, were largely positive in the West. However, the most negative of the comments seemed to be focused specifically on a disdain for referencing the human body or bodily functions in a public setting.

American comedians such as George Carlin—and Lenny Bruce before him—have shown through their humorous observations that American culture simply does not approve of talking about bodily functions in “polite” company. Bruce was even arrested for doing so. While Johnny Carson was still hosting *The Tonight Show*, I recall one of his guests uttering the word “fart” and remember how Johnny became visibly upset over the matter. More recently, humorous cartoons such as *South Park* and *The Simpsons* have been shown to use scatological references as a marker for humor, as well. This would seem to solidify the cultural position of such references as sophomoric and base.

Finally, the United States government even has regulations in place that forbid the broadcast of “obscene” material. While the FCC’s own website includes an admission that “excretory material” does not rise to the level of “obscenity,” they, nonetheless, consider it indecent and ban its broadcast over the public airwaves. All of this taken into consideration, it seems reasonable to suppose that the responses to Hachiya’s choice of metaphor are, at least in some

part, the result of the culture to which respondents were exposed. The Japanese tended to view the scatological metaphor in a less negative light than did English speakers, as evidenced by a relative lack of conversation about it.

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APPENDIX A
CONVENTIONS

Romanization

There is no single universally-recognized official system for the romanization of Japanese. That said, the Hepburn romanization system, named for James Curtis Hepburn, is generally considered the international de-facto standard²². While the Japanese government has attempted to enact laws to enforce the use of *Kunrei-shiki*²³ (Cabinet-ordered style) and *Nihon-shiki* (Japan style), according to noted Japanese language scholar Wolfgang Hadamitzky²⁴, “Even Japanese government agencies use Hepburn romanization within Japan and abroad.” In my own experience with nearly 25 years of studying the Japanese language, including 10 years spent living in Japan, I have anecdotally found the Hepburn system to be far more ubiquitous than either Kunrei or Nihon style. The International Organization for Standardization (ISO) standard ISO 3602:1989 - “Romanization of Japanese (kana script)”²⁵ has also attempted to set an international standard based on Kunrei style.

In this paper, I have chose to use a modified Hepburn Romanization system for rendering Japanese words and names into English. While the Kunrei and Nihon systems seem to be more closely modeled after the Japanese so-called “50 sound” syllable system, and thus more appropriate to the native Japanese speaker, the Hepburn system, in my experience, more accurately represents

²² http://www.hadamitzky.de/english/lp_romanization_sys.htm#07

²³ Originally mandated by *Japanese Cabinet Order No. 3 (September 21, 1937)*. Later repealed, then re-mandated by *Japanese Cabinet Order No. 1 (December 29, 1954)*.

²⁴ http://www.hadamitzky.de/english/lp_romanization_sys.htm#04

²⁵ http://www.hadamitzky.de/english/lp_romanization_sys.htm#04

Japanese phonology to English speakers than do either the Kunrei-shiki or Nihon-shiki. As I presume that most of my readers will be English speakers, Hepburn seems to be the logical choice.

I have generally chosen to use a macron to indicate the elongated O (“oo” or “ou”) sound, normally expressed by : in IPA. Thus, I would render the capital city Tokyo (Toukyou) as “Tōkyō.” My reasoning for doing so is purely personal and aesthetic, in that “Tōkyō” looks more pleasing to my eyes, and will hopefully be more easily-recognizable to the English-speaking reader than might “Toukyou.” While there are occasions that using “ou” might be more appropriate, this gets into matters of grammar that are outside the scope of this paper.

There also exists some disparity in how certain phonemes are rendered between the various romanization systems. For comparison purposes, here are some of them in Japanese *hiragana* (one of two Japanese syllabaries), IPA, Hepburn, and Kunrei:

Hiragana	し	じ	ち	ちゅ	つ	ふ
IPA	ʃi	dʒi	tʃi	tʃu	tsu	ɸu
Hepburn	shi	ji	chi	chu	tsu	fu
Kunrei	si	zi	ti	tyu	tu	hu

As the above chart shows, the Kurei-rendered phonemes can be confusing to some native English speakers. For example, *si* (/ʃi/) might easily be confused for /si/ and *ti* (/tʃi/) for /ti/. The same would not likely be the case for a native Japanese speaker.

Italicization

Where appropriate, I have used italics to draw attention to the initial use of each Japanese name and word to make them stand out and identify them as foreign words, names, or place names.

Personal Names

To avoid potential ambiguity or confusion, I have chosen to follow the Japanese convention of placing surnames before given names.

APPENDIX B

ORIGINAL JAPANESE-LANGUAGE CONTENT

Japanese-Language Equivalents

Tokyo Electric Power Company (TEPCO)	東京電力
Fukushima Daiichi Nuclear Reactor	福島第一原子力発電所
Ōkuma Machi	大熊町
Futaba District	双葉郡
Fukushima Prefecture	福島県
Great East Japan Earthquake	東日本大震災
Hachiya Kazuhiko	八谷和彦
“Using Poop and Farts to Explain the Nuclear Reactor Situation: ‘Reactor Boy Has a Tummy Ache’”	うんち・おならで例える原発解説 ～「おなかがいたくなった原発く ん」
daiben	大便
unko	うんこ
kuso	糞
unchi	うんち
he	屁
gasu	ガス
onara	おなら
-kun	君/くん
-chan	ちゃん
Genpatsu-kun	原発くん
isha	医者
“Minna Unchi”	みんな うんち
Chō Shinta	長新太
Hegassen Emaki	屁合戦絵巻
50 sound (syllable system)	五十音

My Transcription and Translation

おなかがいたくなつた原発くん

Reactor Boy's Tummy Ache

この間の大きな地震で、福島県の
原発くんのお腹が痛くなりました。
た。

Fukushima Prefecture's Reactor Boy
started to get a tummy ache because of
the recent big earthquake. "Ugh! Ugh!
My tummy hurts! I think I have to
poop!"

「う～ん！う～ん！お腹痛いよ！
ウンチが出ちゃいそう！」

原発くんのウンチはとても臭く
て、もし漏れちゃったら、皆が困
ってしまいます。

Reactor Boy's poop is so stinky that if
it were to leak out, everyone would be
in trouble.

一所懸命我慢していた原発くん。
でも、[ドーン] 大きな音が原発く
んから聞こえて来て、皆びっく
り。

Reactor Boy was really trying to hold
out. But a loud sound came out of him,
shocking everyone.

「原発くんのウンチが漏れちゃっ
たのかも知れない！」

"Did Reactor Boy's poop leak out?!"

慌てて原発くんの周りの臭いの量
を測ってみたら、「そんなに臭く
なかったから、ウンチじゃなく
て、おならだ」って分かったん
だ。

Quickly, the amount of smell around
Reactor Boy was measured. "Since it
doesn't smell that badly, it wasn't poop,
but only a fart."

でも、原発くんはまだお腹が痛
い。「今はそれは何とかしよう」

But still, Reactor Boy's tummy really
hurts. "We have to do something," said

とお医者さんが原発くんのところ
に行って、お薬を上げています。
原発くんのお薬は海水やホウ素。
人間と違って、冷して上げるのが
大事なんだ。

お薬が足りなくなつて、危ない時
もあったけど、とにかくウンチが
出ないようにお医者さんはず〜っ
と頑張ってくれています。

それでも何回かおならは出ちゃっ
たから、臭いはチョット広がちゃ
った。でも、この臭いはすぐ消え
るし、遠くにいる人達は全然気づ
かないぐらい。

「ずっと臭いが残るんじゃない
か」って心配かも知れないけど、
おならの臭いは一週間ぐらいで消
えるから大丈夫。

ちなみに昔、アメリカのスリーマ
イル島ってことでも大きなおなら
が出ちゃったことがあったけど、
その時もウンチは出てないんだ。

後、時々名前が出て来るチェルノ
ブイリちゃん、「あれは本当に大

the doctors who went to Reactor Boy to
start giving him medicine. Reactor
Boy's medicine is ocean water and
boron. He's different from people, so
it's really important to cool him down.

There have been dangerous times when
there wasn't enough medicine, but the
doctors are working very hard to make
sure that no poop comes out.

In spite of that, Reactor Boy let out
several farts and the smell spread out a
little bit. But the smell disappears right
away and people who live far away
don't even notice it at all.

You might be worried that the smell
will last a long time. But the fart smell
will disappear after about a week, so
it's OK.

By the way, a long time ago, a place in
America called "Three Mile Island" let
out a really big fart, too. But no poop
came out then, either.

Sometimes, we hear about Little
Chernobyl. That was a really big

事故だったら、それこそ教室でウンチ漏らしちゃった! しかも、下痢! しかも、そのまま走り回っちゃった」、ぐらいのね。

でも日本では、チェルノブイリちゃんほどの大事件は起こらないと思うんだ。

それに日本の原発くんにはおむつも当ててあるから、ウンチは出ちゃうことになっても、それが遠くまで飛び散るみたいなことは起こらないんじゃないかな。

「ウンチがビューンって飛んで来たら困るよ」って思うかも知れないけど、本当にやばいウンチはずっしり重いから、遠くまで飛んで行く事はまずないんだ。

僕が本当に偉いと思うのは、今原発くんにお薬を上げているお医者さんたち。ウンチが出そうな原発くんの近くで、丸一日近くにいると命が危なくなっちゃうぐらい。

だから、交替でお薬を上げてるんだ。交替でやると、本当は効率が

accident, and poop leaked out into the classroom! He was running around with diarrhea!

But a big accident like Chernobyl Boy had probably won't happen in Japan.

Even if Japan's Reactor Boy has to go poop, it can't fly very far because he's wearing a diaper.

If you're worried that we'll be in trouble if poop comes squirting out, the really dangerous poop is very heavy, so it can't go flying.

The people I really admire are the doctors who are giving Reactor Boy his medicine. Being near Reactor Boy all day when he is so close to needing to poop is dangerous to their lives.

Because of this, they're taking turns giving him his medicine. Doing it in

が悪いけど、お医者さんの健康の
為には、しょうがないよね。

「おむつがあるなら、ちょっとぐ
らいウンチが漏れちゃってもいい
んじゃない？」って思うかい？で
も実は、ウンチが漏れたおむつを
片付けた事はないんだ。片付ける
にはものすごい臭いの危険と沢山
お金がかかっちゃうから、ね。

とにかく、今は原発くんを冷して
あげることが一番大事。ウンチを
出さずに済まそうと皆努力してい
るんだ。

もし君がニュースで「注水が再
開」とか聞こえたら、「あ〜、お
薬を混ぜて冷しているんだな」っ
て思おう。そして、それをやって
くれている原発のお医者さんに感
謝しよう。

最悪の事態も説明しておきます。
それは、ウンチが出て、しかもお
むつからも漏れちゃうってこと。
それでもチェルノブイリちゃんみ

shifts lowers the efficiency of the
medicine, but nothing can be done
about that because it's for the health of
the doctors.

If you think that it doesn't matter if a
little poop leaks out because he's
wearing a diaper, the truth is that no one
has ever cleaned up a poopy diaper.
Cleaning up a poopy diaper is very
stinky and dangerous, and costs a lot of
money.

Anyway, cooling Reactor Boy down is
the most important thing right now.
Everyone is cooperating to keep him
from pooping.

If you hear something like “irrigation
has resumed” on the news, it's safe to
assume that they're mixing in his
medicine and cooling Reactor Boy
down. Let's give thanks to the doctors
who are working on this.

I also want to explain the worst-case
scenario. That is that Reactor Boy
poops and it leaks out of his diaper.
Something like what happened to

たいにはならないし、遠くまでウンチが飛ぶことはないけど、この辺の人が住めなくなったり、お魚や野菜やの影響も出るかも知れない。そうなったら、これから頑張っていくかなければならない。福島の人達が本当に大変なことになります。

お医者さん達が必死で頑張ってるのはそれもあるのだと思います。多分それは、この二日ぐらいが勝負です。そこを乗り越って、福島の人達の平和な暮らしが戻って来ることを祈ります。それが今までここから沢山の電気をもらった僕らの、そして皆の出来る事だと思うのです。

大丈夫。時間と共に、原発くんのお腹が痛いのはきっと治るよ。

Chernobyl Boy won't happen here. Even though poop will not go flying long distances, people in this area won't be able to live here and there may be a bad affect on fish and vegetables. If that happens, we're going to have to be very strong. The people in Fukushima would be in a very bad situation.

Reactor Boy's doctors are working very hard. Maybe they'll be victorious in a couple of days. Once they get over this, I pray that the peaceful lives of the people of Fukushima will return. And for everyone.

Everything is going to be OK. In time, Reactor Boy's tummy ache will be cured.

Japanese-Language YouTube Comments

ホントにわかりやすい	It was really easy to understand
ウゴウゴルーガ思い出したぞ	It reminded me of “Ugo Ugo Ruga” (a cartoon from the mid 1990s)
アニメになったら更に分かりやすい	It’s much easier to understand as a cartoon
うん。すごくわかりやすい。	Yeah, really easy to understand
仕事速い！	Fast work!
さっそく余震と停電のニュースにおびえている我が子に見せてあげよう。	I’m going to show it to my child, who is scared because of the news of the aftershocks and blackouts, right away.
多少なりとも理解してくれば安心すると思う。どうもありがとう。	If he/she understands even a little bit, I’ll be relieved. Thank you very much.
やたらと数字並べたり専門用語並べる TV の説明よりずうっといい	This explanation is muuuuuuch better than the specialized terminology and random numbers they’re dishing out on TV to explain it.
良心的で正確だ。少なくともフジテレビよりは。	It’s conscientious and accurate. At least, more so than Fuji TV.
ありがとうございます。本当にわ	Thank you. This is really easy to

かりやすいです。すぐ広めます。

understand. I'm going to spread it around immediately.

がんがん、げんぱつクン！

Bang it out, Reactor Boy!

これはすばらしい！

This is fantastic!

すごくよくわかりました。

This was really easy to understand.

げんぱつ君が早く元気になって、
うんちがもれませんように！

I hope Reactor Boy gets well soon and
doesn't poop his pants!

Thanks to the doctors!

お医者さんありがとう！！

子供にも理解できるくらい分かり
やすい！！

It's so understandable, even children
will get it!!

原発君のお医者さん達、がんばれ
！！！！

Fight on, Reactor Boy's doctors!

ちょっと涙でた。作業員の皆様お
願いします。

I cried a little. Thanks to all of the
workers.

こういう説明をすれば分かっても
らえるんだなあって、ものすご
い勉強になりました。

With this sort of explanation, it should
be easy to get them to understand.
What a great lesson.

わかりやすくまとめたマンガが
ついに動画に！これは家族みんな
で見るべきです。

The easy-to-understand cartoon is
finally animated form! Everyone's
family should watch this together.
I tried showing it to my mother and
wife, but they were eating (laugh).

早速母と家内に見せましたが、食事中でした(笑)

泣いた。

I cried

泣きそう…。作業員さん頑張って(>_<)そしてマスコミの方、ご覧になってたら放送してください!!

I think I'm going to cry. Don't give up, workers! Also, people of the media, please take a look at this and broadcast it!!

事実と異なる点が多い

There are a lot of points that differ from the truth. Because it's so easy to understand at first glance, it makes it all the more malicious.

一見理解しやすいだけにそれは悪質

チェルノブイリちゃんの言われようが酷い

The stuff about Chernobyl is cruel

素敵です。みなさんの無事と成功をお祈りします。

Nice. I wish everyone safety and success.

今、オムツの外にある使用済みのうんちに火が着いちゃってるけど大丈夫だよね

Now, the used poop outside the diaper is on fire, but it's ok, right?

ステキよ!

It's great!

お医者さん、がんばれ!
がんばってる人を応援することしか出来ない!頼みます!

Fight on, doctors! We can't do anything but support the people who are working so hard. I ask this!

八谷和彦さん、onaradaijyoubu さん、ありがとうございます！！
4才の娘と見ていてとてもわかりやすかったし、お祈りにすることもイメージしやすくなったと思います。
なによりも、わたしがもっとポジティブな気持ちになれました。
わたしたち一人一人の前向きな気持ちと感謝の気持ちが今何よりも大切だと感じています。

Mr. Hachiya, onaradaijyoubu, thank you very much! I watched it with my 4 year old daughter and thought it was not only very easy to understand, but also easy to imagine in prayers. More than anything, I am feeling more positive. Now, more than anything, the important thing is for us to have feeling of looking forward and gratitude.

小さな子でも分かりやすいように作られているので近所の子供たちと一緒にみようと思います。
作業されている方々本当にありがとうございます！

Because it's made for even little children to understand easily, I'm thinking of watching it with the neighborhood children. Thank you very much to those working so hard!

マスコミの方々は、こういう素敵な物を国民に提供して欲しい。そういう時代が来ることを祈ります。東電頑張って!!負けないで!応援してるから!!

I want those in the media to present such a delightful thing to the people of this country. I pray for the arrival of such an age. Fight on, TEPCO! Don't lose! I'm supporting you!

泣ける（><）これ素晴らしい作品です！！

I could cry! This is a great work!

これは、すごい。
すごくわかりやすいし、お医者さん（作業員）の人に感謝しなきゃいけないことも伝わる！
すごい！！

This is great! It's super easy to understand, and we need to express our thanks to the doctors (workers).
Awesome!

ありがとうございます。使わせていただきます。

Thank you very much. I'm going to use this.

こういうものこそテレビで放送すべき。何度も何度も何度も同じ被災映像や AC 広告をループ再生する時間が有るのなら。

This is the kind of thing we need broadcast on TV. If they have the time to keep showing the same disaster footage and Ad Council commercials over and over and over in a loop.

子どもと見ました。かわゆいす。

I watched it with my child. It's cute.

息子に見せました。納得していました。不安も少し解消されたようです。お医者さんの70人の方。どうかご無事で、原発君のお腹がなおりますように。

I showed it to my son. He's convinced. His unease is relieved a bit. To the 70 doctors, I hope that Genpatsu-kun's tummy will somehow safely get better.

感動しました！すばらしい！さっそくウチの子供たちにみせます！

This really moved me! It's wonderful! I'm going to show it to my kids right away!

すばらしい！前にしたうんちが入ったおまるのフタがあいちゃつてる話も追加してください！

This is great! Please add a part talking about the lid being open on the already-full potty.

これは分かりやすい！こういったものをテレビで流して、国民を安心させるべき！命がけで対応している方々に本当に感謝！素敵すぎます

This is easy to understand! If they were to show something like this on TV, it would definitely make the citizenry feel at ease. I really thank those who are putting their life on the line. This is too great!

これは公共広告機構に売り込んで、放送して良いレベル！

This is so good, I'd like to see it sold to the Ad Council and broadcast!

これはわかりやすい

This is easy to understand

子供にも分かるくらい分かりやすく素晴らしいです。

It's so easy, even children will understand it. Wonderful.

確かにw そこにはちょっと違和感を感じたw w

Without a doubt, I felt a bit uncomfortable there (laugh).

うんちは出したほうがいいと思いますよ
我慢すれば便秘になっちゃいますからね
便秘になると身体を害しますよ

I think it'd be better to just go ahead and poop.
If he holds out, he'll get constipated
If he gets constipated, it'll do damage to his body

素晴らしいです。子供にもわかりやすいかもしれませんが、うちの旦那みたいな呑んだくれの大人にもわかりやすいです。どうもありがとうございます。

This is great! While it might be easy enough for even children to comprehend, even a drunk adult like my husband was able to understand it. Thank you very much.

うんちを出すのを我慢するのは体
によくありませんので、我慢し
てはいけません
しっかりとうんちを出しましょう

Holding in poop is bad for one's body,
so one shouldn't hold it in.
Let that poop go

すごくわかりやすいし、色んな意
味でホッとできる良い作品だと
思います。

It's not only easy to understand, but I
think it's a work that gives relief in a
number of ways.

おならくらいは仕方ないな

There isn't much you can do about a
fart, right?

俺も今下痢だよ
これはわかりやすいなあ

I, too, have diarrhea now.
This is easy to understand.

よりわかりやすくなっていると思
います。ありがとうございます！

I think this makes it easier to
understand. Thank you!

原発くんのお医者さん、本当に頭
が下がります。原発くんもお医
者さんも頑張って！

I really bow my head to Genpatsu-
kun's doctors. Genpatsu-kun, doctors,
don't give up!

さっそく余震と停電のニュースに
おびえている家族に見せます。
友達へ紹介します。どうもありが
とうございました。

I'm going to show this to my family,
which has been frightened by news of
aftershocks and power outages, right
away. Thank you very much!

うんち我慢させるのかわいそうだ

Poor thing, making him hold in his

な・・・

poop like that...

誰か英訳版を作って外人にも教えてやれよw

Someone, please make an English version of this to show to foreigners (laugh)

福島県民です。

I live in Fukushima Prefecture.

ありがとう！元気でたよ！

Thank you! I'm fine!

今は危険をおかしてがんばってくれる、お医者さんたちを信じよう！感謝しよう！

Let's have faith in the doctors who are risking their lives to fight this. Let's thank them!

うちの70になる親にも理解できました。

Even my 70 year old parent was able to understand this.

すばらしいです。

It's great.

ありがとうございます

Thank you.

東電の批判・恨みばかり考えていたけれど、今は現場で頑張っているお医者さんに頼るしかない！素晴らしい動画をありがとうございます！

I was thinking of nothing but criticism and resentment toward TEPCO, but nothing can be done but rely on the doctors who are currently working so hard at the scene. Thanks for the wonderful video!

放射線＝におい

Radiation = smell

放射性物質＝おなら

Radioactive material = fart

核燃料＝うんち

Nuclear fuel = poop

ですね！

Right?

専門家でない方が何故解説できる
のですか。怖くて寒気が止まり
ません。

How is it possible for someone who
isn't a specialist to explain? I'm so
afraid, the chills won't stop.

小4の息子にも見せました。
理解できたようです。
テレビでも放送すればいいのに！

I even showed this to my 4 year old.
He seems to have understood.
They really need to show this on TV.

池上彰の100倍わかりやすい！
学校の授業でも使って欲しい！

This is 100 times easier to understand
than (TV news reporter) Ikegami
Akira! They should use this in school!

北方領土がない件

The case of having no northern
territories (possibly a reference to a
PlayStation game)

原発くん、うんち我慢してくれ～
！
お医者さんも頑張ってください～
！

Genpatsu-kun, hold in your poop!
Doctors, please keep fighting!

誰か電波ジ○ックしてこれA Cの
広告の代わりに流してほしいレ
ベル

This is so good, I want someone to take
over the airwaves and replace the Ad
Council's commercials with this.

ぜひとも英訳したものを流してほ
しいと思いました。

Someone definitely needs to put out an
English translation of this.

分かりやすくとても良いと思いま

While I think it's good that this is easy
to understand, because the doctors can

す、しかしお医者さんは1000
0ミリと言う限界が有るから代わ
る代わるお医者さんが必要ですね
、そのお医者さんは一年間分の放
射能を一瞬に浴びる事によって健
康被害が有り、殆どのお医者さん
は専門知識の無い無知の人々が駆
り出させる、ロシアのチェルノブ
イリで分かっている事では有りま
せんか？

泣けた。。。

やばい。ガチ泣き。

これは秀逸！
パニックになってる人たちの為に
TVで放送するべき！

さすが本格的。且つわかりやすい
、素晴らしい。是非難しい言葉
がわからない幼い子たちに見てい
ただきたい。

滅茶苦茶分かりやすい！！

すごい解りやすい！！！！

only take up to a limit of 1000
millisieverts, we have to keep changing
them out. Those doctors are getting a
full year's exposure to radioactivity at
once; this is very damaging to their
health. Most of the doctors being
dragged into this are ignorant people
without specialized knowledge. Did we
learn nothing from Russia's Chernobyl?

I cried...

Dangerous. I really cried.

This is excellent!
This needs to be shown on TV for all
the panicking people.

Genuine, indeed. Easy to understand,
great. I'd like young children who
don't yet understand difficult words to
watch this.

Excessively easy to understand!

Totally easy to comprehend!
If they were to show something like

TV でもこういうのを流したら、子供や詳しい知識の無い人も安心できるのにね。

「解説」はしていないと思う。ニュース見てればわかるレベル。細かいところを省いて、おおまかにして、危険性なんて比にならないものに無理に例えてオブラートに包んでいるだけ。安心したい気持ちを簡単に満たす魔力のあるアニメ。池上彰さんの難しい言葉や細かい部分を丁寧に噛み砕いて伝える情報の方が 100 倍マシだと思う。子どもたちに見せるのはとても良いと思うけど、大人がこれで分かった気になったら危ないと思う。説明を表示すると「八谷さんも動画制作者も専門家ではありません。正確な情報につきましては東京電力等の公式情報をご確認下さい。」と言いつつのような文章が出てくるが、これはタイトルに書くべきだと思う。

this on TV, children and people without detailed knowledge would be relieved.

I don't think this "explains" anything. This is at the level where, if you were watching the news, you'd understand. Details were eliminated and it's rough. Even though it doesn't compare to the real danger, the analogy is forced. Such is the power and appeal of Anime to easily appease the desire to feel safe. I think the information given to us using Ikegami Akira's difficult words and detailed explanations is 100 times better. While I think it's perfectly fine to show this to children, I find it dangerous that adults needed this to understand the situation.

In the description, it says "Hachiya is neither a video producer nor a specialist. For accurate information, please check with an official source like TEPCO." This sounds like an excuse, and should've been in the title.

メディア・映像の役割はこういうところにあると思う。こういう形でメディアの人は関わっていくべきだと思う。事実を伝えるのももちろんだし、平等に伝えるのもあたりまえ。それ以前に誰にもわかりやすくするのがいい。この映像はまさに、それである。ぜったいに多くの人にみてもらいたい。

神！！！！

わかりやすい。

わかりやすいw w w w
がんばれ原発くん
がんばれお医者さん

AC の CM の代わりにこれを ww

この動画をメディアに見せてやりたい。素晴らしい。

発想の勝利

よくできている！だけど、ウンチやオナラが生態系に与える影響、そして、何十年もずっとお薬をあげ続け寝ればならない、いわば

I think this is the role for media visuals.
I think that the people in the media involved with this should go this way. Obviously, it's conveying facts, and it's doing so impartially. But before that, it's good that they made it easy to understand for anyone. This video does exactly that. I definitely want many people to see this.

God!!!! (Possibly referring to the creator of the cartoon as a "god," but unclear.)

Easy to understand.

Easy to understand (laugh) Fight on, Genpatsu-kun Fight on, doctors

This should be run instead of those Ad Council commercials (laugh)

I want to show this video to the media. It's really great.

The victory of ideas

Well done! However, I thought there should've been a reference to the effect of poop and farts on the ecosystem, the

、不治の病であることに言及すべきだと思った。それにしてもわかりやすい！

need to continue to take medicine for decades, and incurable diseases.

Despite that, it's very easy to understand.

今日の夕飯がカレーだったけど、許す！！
がんばれお医者さん！！

I had curry for dinner tonight, so please forgive me. Fight on, doctors!

募金・物資・節電も大事だけどこう言ったことも大切な事だと思う。

Fundraising, materials, and conservation of electricity are all vital, but I also think this sort of thing is also important. It's easy to understand and doesn't fuel anxiety, but it's great because it explains even the worst situation without excess or deficiency.

わかりやすいし、不安も煽らない、でも最悪の状況も過不足なく説明できててすばらしいと思います。

Thank you to all involved in making this video. I pray that smiling faces will return one day soon.

この動画にかかわったすべての方にありがとう。

私も一日でも早く多くの方に笑顔が戻る事を祈ってます

我々には祈る事と儉約生活くらいしか出来ません。
お医者さん＝原発作業員・自衛隊員の皆様に感謝し、ご無事をお祈り致します。

We can only pray and live frugally.

Thank you to the doctors/nuclear power plant workers and members of the Self-Defense Forces personnel. I pray for your safety.

素敵。本当に。
最悪の事態になったら頑張って頑張るわ。

Nice. Really. We must work hardest when things are at their worst.

すごくわかりやすい！！！！
なんか感動したし、安心しました！

Really easy to understand!!! I was deeply touched and am relieved. Fight

お医者さん、頑張れ＞＜！

on, doctors!

人は正確じゃなくても、分かりやすくして見た目の印象の強いものを信じ、分かりにくくて地味なものには、例えば正しい情報でも見向きもしないところがあります。メディアに関わる方々なら良く分かっただらっしゃると思います。説明の文章(制作者は専門家でなく、正確な情報は適切な情報機関を参照すること)を、この動画を見た人が皆読めるような表示にしてください。美術教育に関わる者からのお願いです。

Even though humans are not perfect, I really believe this easy-to-understand, strong impression. People will sometimes turn their heads away from things that are plain and hard to understand, despite them being true. People in the media understand this well, I think. Please make it so that everyone who watches this video can see the description (“The author is not an expert. For accurate information, please check with appropriate agencies.”). This is a request from someone involved in art education.

あれ、これ子供向けに流した公共放送と違うのか・・・？

Huh? Is this any different from the stuff that is already broadcast for kids?

福島原発 50km 県内に住んでいます、細かい事はさておき、とてもわかりやすいしホッとします。東電も政府もわかりやすく解説してほしい。

I live in Fukushima Prefecture, 50km from the reactor. Regardless of details, this was very easy to understand and left me with a feeling of relief. I want both TEPCO and the government to explain things more understandably.

今年のアカデミービデオ大賞_ - 原子力部門ノミネート決定！

Nominated for this year's Academy Video Award - Nuclear Power Category!

これは広めなければ

This must be spread around

ほっこりしました。今は、お医者
さんを信じるのが大事ですね。
作ってくださってありがとうございます。
いました。

I'm relieved. What's important now is
to trust the doctors. Thank you for
making this.

少しだけ落ち着きました。ですが
、この先の生活を考えると不安
が増すばかりです。

I'm a little more calmed down. But, I
get more and more nervous when
thinking about future life.

漏らす子は女の子か！チェルノブ
イリちゃん！

The child who let it out was a girl?!
Chernobyl-chan!

凄く分かりやすかったです。
今も頑張り続けてる東電の技術さ
ん、本当に有り難う。

This was really easy to understand.
Thank you to all the TEPCO
technicians who continue to fight on.

これからは学校でうんこしたら原
発くんってあだ名付けられるよ
うになるのかな

I wonder if, from now on, the nickname
“Genpatsu-kun” will be applied to
anyone who poops in school.

めっちゃ良かったです。分かりや
すくて、今から FB とツイッター
で紹介します！

It was great! Easy to understand. I'm
going to post it to Facebook and
Twitter right now!

アカウント名w

The account name (laugh)

わかりやすい。そして最後のくだ
りは僕たち全員心に刻まないと
ね。

Easy to understand. The last bit should
be etched into all our hearts.

小学生向けか？

Is this for elementary school students?

こういう作品を作ってみたい。。
。知識が必要だけど。

I want to make something like this... I
need the skills, though.

馬鹿な政府とアナウンサーより
100 倍分かりやすいし的確だが、
肝心なそのお医者さん(または政
府)はミスを連発している、注水-
車壊しすぎ、情報隠蔽するな、そ
もそも定期検査を怠るな！！
あと、この動画にはウンチの欠片
を食べてしまったときの説明が
ない(内部被曝)。無理か…
あとはだいたい合ってる。

これを作った人エライ！

ポータルサイト運営しているので
、ユーザーに紹介しました！_

どんな専門家の説明よりも分かり
やすかった！
これなら子供でも理解できるし、
テレビで放送してみんなに広げ
てほしい。

It's 100 times easier to understand and
accurate than the stupid government
and newscasters. But the essential
doctors (aka government) keeps
screwing up. Don't cover up that the
irrigation vehicle has broken down, and
don't neglect periodic inspections in the
first place!! Is it impossible?
Otherwise, it's right on target.

The person who made this is great!

I run a portal site, and shared this with
my users

This was easier to understand than any
expert's explanation! Even kids will
understand this. I want this to be
broadcast on TV and spread to
everyone.

APPENDIX C
OTHER INFORMATION

United States Geological Survey Data

Magnitude	9.0
Date-Time	Friday, March 11, 2011 at 05:46:24 UTC Friday, March 11, 2011 at 02:46:24 PM at epicenter
Location	38.297°N, 142.372°E
Depth	30 km (18.6 miles)
Region	NEAR THE EAST COAST OF HONSHU, JAPAN
Distances	129 km (80 miles) E of Sendai, Honshu, Japan 177 km (109 miles) E of Yamagata, Honshu, Japan 177 km (109 miles) ENE of Fukushima, Honshu, Japan 373 km (231 miles) NE of TOKYO, Japan