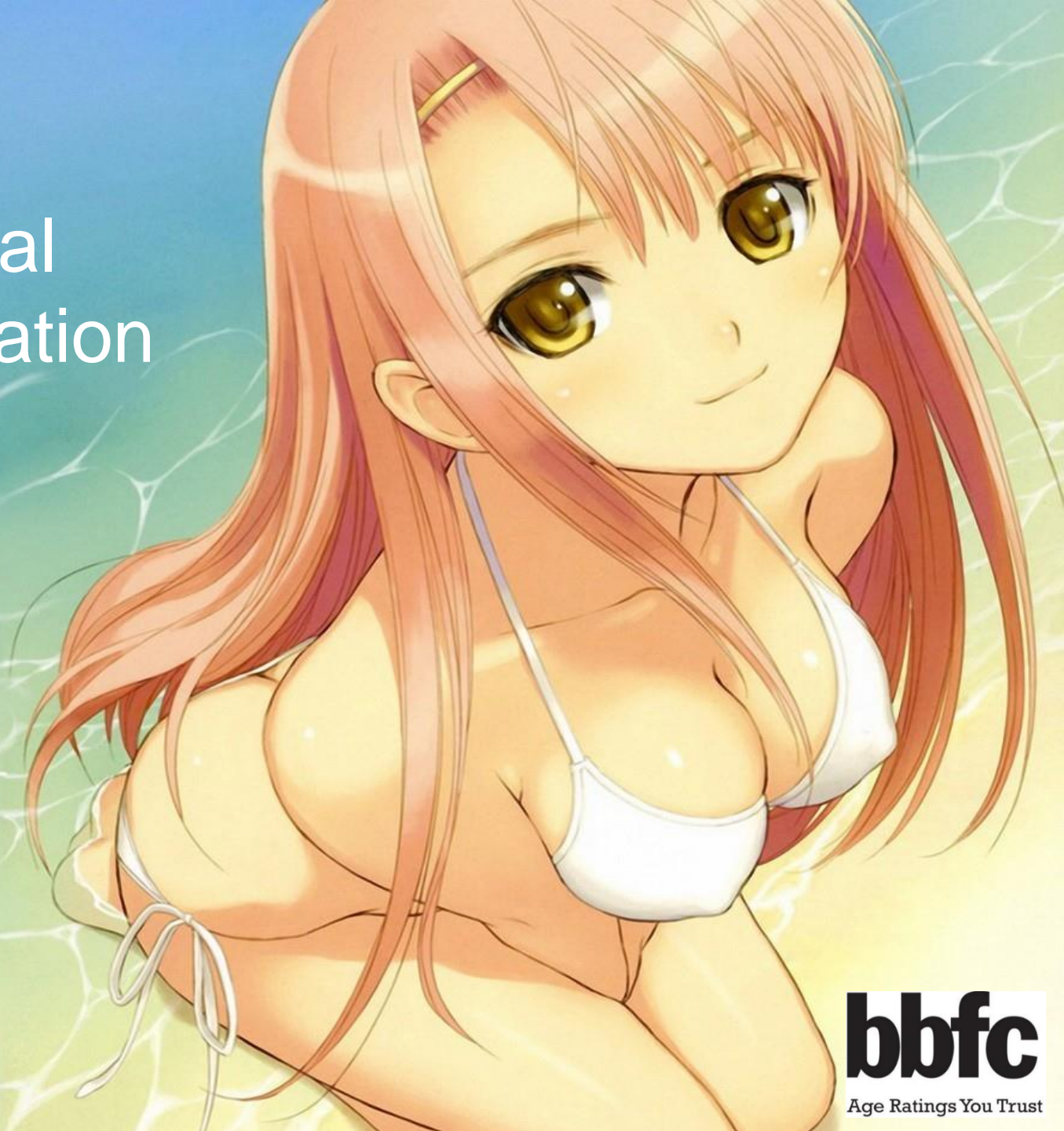


# Classifying Anime: Sexual Objectification and Fetishisation

By Sarah Peacock



# Objectives



- To highlight some of the classification issues relating to sexual and sexualised content in Japanese anime
- To identify what pieces of policy and legislation inform BBFC classifications of anime content
- To analyse a range of anime content classified 12 and 15
- To learn more about how other regulators approach this content

# What are the Challenges?



- Negotiating the cultural idiosyncrasies of the genre
  - ➔ Hyper-sexualisation of predominantly young female characters
- Matching the stylistic tropes of the genre with BBFC Guidelines, which are informed by British cultural sensibilities
- Public Expectation

# Stylistic Tropes and Issues

- Hyper-sexualisation aesthetic
  - ➔ “Fan Service”
- Objectification of female characters
  - ➔ The “harem” genre
  - ➔ The “Bishojo” look
- Nudity
- Fetish themes and fetishisation



# What Informs our Decision Making?

- BBFC Guidelines
- BBFC policy documents
  - ➔ Anime Classification Guidance
  - ➔ Sex, Nudity and Sex References on the border of 12/15
- Legislation
  - ➔ Video Recordings Act 1984
  - ➔ Coroners and Justice Act 2009



# Classifying Sexualised Anime at 12

## BBFC Guidelines

Sexual activity may be briefly and discreetly portrayed. Moderate sex references are permitted, but frequent crude references are unlikely to be acceptable.



| Mitigators  | Aggravators  |
|---|--|
| Adolescent sexual content (ie 'girlie' mags, juvenile sex jokes). | More deliberate titillatory focus on characters' physical attributes.  |
|   | Focus on 'upskirt' shots, skimpy clothing and 'sexy' posing.   |
|   | Sexualisation of young or young-looking characters (not how old they are but how old they appear to be: this portrayal may not necessarily be consistent within a work). |
|   | More recognisably adult sexual scenarios.  |

# Anime Works Classified 12



# Anime Works Classified 15



# Summary



- Anime is genre that presents specific socio-cultural idiosyncrasies that are difficult to align with British cultural sensibilities
- Content is rated based on BBFC Guidelines which reflect public opinion
- Guidelines review 2018
- Continue to gather expert knowledge

Questions?

