

《思考：为何日本动漫《你的名字》能够在中国“大卖”？》

导读:由新海诚一手操刀的《你的名字》在中国一上映就引起了一阵轰动，这部动漫影片也因此成为了在中国最吸金的日本电影。



Japanese anime film *Your Name* has already been a huge success in its own country. And now it has become the country's most successful film yet at the Chinese box office.

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Despite the lack of big-name Hollywood stars or expensive stunts, it has taken nearly \$78m since its debut in early December.

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So why is it doing so well? The BBC's Ashleigh Nghiem takes a look.

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It's appealing to Chinese looking for escapism

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Written and directed by 43-year-old Makoto Shinkai, Your Name is a love story about two teenagers who swap bodies.

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The dreamy drama involving young star-crossed lovers has captured the imagination of Chinese audiences.

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For evidence, look no further than the reviews on the Chinese film rating site, maoyan.com - where reviews have averaged 9.3 out of 10.

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"The film was beautiful beyond words and every shot was like a painting," one cinema goer Taylor wrote.

"????????????????????????"????Taylor????

But it is perhaps the element of fantasy that appeals to young Chinese looking for a little escapism.

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"Watching this film made me miss the springtime of my youth and that really touched me," said one fan.

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Timing is everything

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Film experts believe Your Name has struck a chord with young Chinese at just the right time.

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"It's a love story targeted at the demographic with the most amount of disposable income, the so-called 'Post 90s' generation which has been driving the box office boom," said Jonathan Papish, film industry analyst for China Film

Insider.

“????????????????????????????????90”????????????????????????????????Jonathan Papish???

"It also fits well with the ACGN (Anime, Comic, Game, Novel) youth subculture that is growing in popularity in China," Mr Papish added.

“??”Papish??????

With 200 million young consumers, the youth entertainment market is expanding fast. According to the Chinese investment bank CITIC securities, the market is set to double to 500bn yuan within a few years.

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