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Manga World Arts : Mediaculture, Sub, Counter or Geek Culture ?

France is one of the two countries (with Italy) where mangas are historically tremendously appreciated by the youth (except Japan of course). But what kind of culture have they promoted eventually? For sure, they are belonging to mediacultures, roughly defined by the link between mass mediation and cultural forms: the dynamics of diffusion of "mangas" and television cartoons, video games, comics, video and dvd, the internet... But which audiences and which media were at the center of the movement and why? Because they do support the creation of group habits, they have contributed to the formation of subcultures. Because they provided new weapons in a struggle between generations, at a time when media such as comics and television were, on the whole, losing their unifying power, they developed a counter or anti-establishment feeling for young people. But they are now integrated in a new cultural trend – the geek culture – that seems to change the definition of these cultural concepts. The research is based on interviews.