

“Gotta catch’em all!”: A study of the evolution of the Pokémon series to a revolution

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Abstract

What began as a juvenile hobby of collecting small insects and reptiles, turned out to become the inspiration behind developing one of the largest gaming franchise in the world, existing for over two decades. Pokemon, a game, a television show, an anime, and now a cultural icon and a brand, is a testament to the evolution and resultant revolution that can emerge from a unique hobby. This research paper aims to assess evolution of the series to the point that it developed into a revolution. It will also assess the rise and the fall of the Pokémon brand, from the show to its most recent venture in the field of augmented reality: Pokémon GO.

Keywords: research on pokemon, pokemon go, impact of pokemon

Introduction

Originally a hobby of catching insects and tadpoles near his home in Suburban Tokyo, Satoshi Tajiri thought to put his idea of catching creatures into an actual working idea. This thought gave birth to the franchise that most 90s kids clamor and support with every shred of their childhood: Pokémon. The franchise has existed for the past 20 years and the roots of the franchise are even older. This research paper aims to assess evolution of the series to the point that it developed into a revolution. It will also assess the rise and the fall of the Pokémon brand, from the show to its most recent venture: Pokémon GO.

With the help of Ken Sugimori, Tajiri formed Game Freak, and much later the studio known as “Creatures”. During this time, Nintendo’s flagship product, the “Gameboy” was launched with the “Game Boy Link Cable” (this allowed two Gameboys to be connected together and people could play together). The cable gave Tajiri the image of creatures and insects travelling along the wire. Tajiri was also quite fond of the Ultraman fantasy TV show, “Ultra Seven” (aired in the year 1967 on Japanese Television), in which the protagonist used giant monsters locked away in small capsules to fight. The ideas of the creatures envisioned by him and the capsules locking away the monsters in Ultra Seven gave him the idea of a new game by the name of “Capsule Monsters”. After multiple yet vain attempts of pitching this idea to Nintendo, Tajiri’s new friend, Shigeru Miyamoto pitched the idea to Nintendo and Nintendo started to fund the project. The game had a development period of six years to become a worldwide sensation. But due to copyright conditions, they had to change the name from “Capsule Monsters” to “Pokémon Monsters”.

The original artwork of the game was drawn by Tajiri’s friend, Ken Sugimori and the soundtrack of the game was composed by Junichi Masuda.

After the game was debugged, Shigeki Morimoto programmed Mew (a very rare Pokémon) into the game. Game Freak felt that they should hide the 151st Pokémon from the public unless it was needed for a post-launch event. This project drove Game Freak

into near bankruptcy. Due to this, five employees from Game Freak resigned and Tajiri was forced to work for many unpaid hours.

Generation I

On February 27 1996, the first Pokémon Games, Pokémon Red and Pokémon Green were released on the Nintendo Gameboy systems. This heralded the fulfillment of Tajiri’s dream of allowing people of all ages to catch, train and trade 151 creatures and eventually become a Pokémon Master.

The game initially had mediocre sales which was seen as a failure because of the huge funding from Nintendo’s side and the time spent by Tajiri and his team to make a worldwide sensation. After players discovered Mew in the games the magazine CoroCoro announced an offer to distribute Mews to the first twenty entrants. The offer received nearly 78,000 entrants and this caused the sales of the games to increase by a huge scale. It was because of this, that another game was launched with the name “Pokémon Blue”, which had updated sounds and graphics from its predecessors.

After the games were released, a Pokémon trading card game was developed by Media Factory with its own set of rules independent from the games. The first set of cards was launched on 20th October, 1996. The first set consisted 102 cards and became insanely popular.

Due to its huge success, the franchise became open to manga interpretations. The first one was called “Pokémon Pocket Monsters” by Kosaku Anakubo, which was first collected by Shogakukan (Japanese Publisher) in November 1996. This was actually a parody with crude humour and slapstick comedy following the tales of a Pokémon trainer called Red and his rude Pokémon Clefairy.

Once again, due to the success of the franchise, it gave rise to the development of an anime television series based on the games. The anime follows the story of Ash Ketchum (Satoshi, named after Satoshi Tajiri for the Japanese version) and his quest

to become the best Pokémon trainer. The show was launched on the 1 April, 1997 in Japan.

Due to the huge success, a manga series was launched by the name of "The Electric Tale of Pikachu" which was written by Toshihiro Ono. The first volume of the series was launched on October 28, 1997. However, the manga which was the most popular in the western world was "Pokémon Adventures" which was published in Japan on August 8, 1997. This title sold over 150,000 copies worldwide. It also became the longest running Pokémon manga in Pokémon history from the date of release.

Worldwide recognition

Because the show was a huge winner in Japan, the show was then released overseas and the show received even bigger praise from the overseas public. Before the games were launched in the western countries, the local team thought it would be wise to change the designs of the Pokémon as they were too "cute" and wouldn't appeal to the western gamers. But their idea was declined and on September 1998, North America received both games that is the Red and Blue versions, more specifically, the show was received on September 7th and the games were received on 30th. After September 30th, everybody was playing Pokémon on their Gameboys under the famous slogan of the franchise "Gotta Catch 'Em All!"

On January 9th, 1999 the trading card game was launched and the first manga to be translated to "The Electric Tale of Pikachu" when VIZ Media started publishing it on September 28, 1999.

A new spin-off game by the name of "Pokémon Stadium" was launched in Japan in the year 1998 on the Nintendo 64 consoles. But the game only had 42 of the total 151 Pokémon. Due to this, the game proved to be unsuccessful in terms of sales and critics. Its sequel, which was originally planned on the Nintendo 64DD, was sold internationally.

In the movie universe, the franchise did well once again. On July 18, 1998 "Mewtwo Strikes Back" debuted in theatres in Japan which featured the extremely rare Pokémon Mew and Mewtwo. It was released in November 10, 1999 in the United States and it even held the record for the highest-grossing opening animated movie till that date.

Plans then soon developed for another game to be launched under the name "Pokémon Yellow" in Japan (September 12, 1998), Europe and North America (October 25, 1999). The game allowed trainers to take on the role of Ash and travel through Anto with a Pikachu at his side and collect Pokémon.

The Multiple Spin-Offs

Because Pikachu was such a famous Pokémon in both the anime and the games, Pikachu became the mascot of the franchise and this caused a spin-off game called "Hey you, Pikachu!" was launched on 12th December 1998 in Japan and on November 6th, 2000 in North America. This game utilized the Nintendo 64s Voice Recognition Unit to issue verbal commands to Pikachu. A Pokémon pinball game was launched in the year 1999.

Generation II

It was very evident from the beginning of the series that the 151 Pokémon would not be the last. Ho-Oh was seen as early in the first episode of the anime. Many Pokémon were owned by the main characters and were also shown in the movies such as Togepi, Marill and so on.

November 21, 1999 saw Nintendo Japan release their next versions of their games. These were called the "Gold" and

"Silver" versions and the game added more than 100 Pokémon for the trainers to catch and battle on the island of Johto. The new games enhanced the way trainers played the games. One such feature was the Pokémon having genders; this in turn allowed them to breed. It also introduced a day-night scale which changed the way how the Pokémon reacted in the day and the night. One feature that greatly improved the quality of life of the games was the introduction of the friendship system. The trainers could also return to Kanto and face the Gym Leaders from the previous games. Pokémon Gold and Silver was launched in North America on 11th October, 2000.

The anime continued the story of Ash and his friends. One episode showed Ash and his friends arriving at the island of Johto. The episode aired in Japan on 14th October 1999 and in the United States on 14th October, 2000.

"Spell of the Unown: Entei" was then released to theatres on July 8, 2000 in Japan and on April 6, 2001 in the United States. The movie featured the rare legendary Pokémon, Entei.

The new trading card set called "Neo Genesis" was launched in the year 1999 in Japan and they year 2000 in the United States. The set consisted of the first set of the second generation of Pokémon. A sequel for the "Pokémon Puzzle League" was released on the 21st of September, 2000 under the name of "Pokémon Puzzle Challenge" in Japan. The game was released on December 4, 2000 in North America.

Like Pokémon Yellow, a third version of the game was made and this was called "Pokémon Crystal", which was released in Japan on 14th December, 2000 and in North America on July 21, 2001. The game had night and day differences from the gold and silver versions. For the first time in a very long time, Pikachu was not the mascot of the game. Instead, another Pokémon by the name of Suicune was the mascot and was the plot of the games. Crystal was also the first portable game where each Pokémon had animations different from each other. Also for the first time in the franchise, in a way to show female in the gaming industry, the game allowed the trainers to choose their gender.

On December 30, 2000, the first special feature length special of the anime was released in Japan as a sequel to the film "Mewtwo Strikes Back" titled "Mewtwo Returns". The DVD was released in the United States on December 5, 2001.

In June 2000, a manga series written by Muneo Saito by the name of "Pokémon: Gold and Silver: The Golden Boys" was published in Japan. This anime followed the plot of the second generation of Pokémon. But this series was halted abruptly after three volumes with very little reason of closure. Another series of manga was written. This time by Takashi Teshiroji and this was based on the anime's new seasons called "Ash and Pikachu". This series was published on February 26, 2001.

"Celebi: Voice of the Forest" was another movie that was debuted in theatres in Japan on July 7, 2001 and on October 25, 2002 in North America. The movie featured the two legendary Pokémon from the "Pokémon: Crystal" game; namely Suicune and Celebi.

It was only on August 8, 2001 that the "Pokémon Adventures" manga caught up with the second generation of Pokémon, with volume 8 being published in Japan, starting a new chapter. This was a much longer chapter than the previous chapters of the series, lasting no less than seven full volumes. This is also the only volume to share its release date with future volumes in Japanese, being that the next two installments were released on the same day.

One special that did not feature Ash and his friends was the special feature episode called "The Legend of Thunder!" on December 30, 2001. The special feature introduced the last of the legendary beasts that wasn't featured in its own anime film. This Pokémon's name was "Raikou". The new characters were based on the player characters of the second generation. On July 13, 2002, the fifth and final movie of the second generation of Pokémon and of the original series, "Pokémon Heroes: Latios and Latias" was released in Japanese theatres. The movie was only shown in selected American Theatres on May 16, 2003.

Generation III

In July 2001, an episode of the anime aired in Japan featured a Pokémon never seen before- Kecleon. Soon, Kecleon and many other Pokémon were shown in theatres in two Pikachu shorts while Wailmer, Latias and Latios were shown in the fifth Pokémon movie. During the "Silver Conference", Ash battled Harrison, who was a trainer from Littleroot Town in Hoenn. Along with Professor Birch, who along with other Pokémon made a cameo experience in the movie "Johto Photo Finish". This movie marked the end of the previous generation of the Pokémon.

When the third generation rolled around, a plethora of changes took place with the games. This was due to the release of the then new Game-Boy Advance on November 21, 2002 when the new games in the franchise "Ruby" and "Sapphire" were released. The trainers found themselves in the southern land called Hoenn where 135 Pokémon were ready to be discovered by the trainers. The games reached North America on March 18, 2003. Some of the major changes made to the original formula of the games was the introduction of "Pokémon Contests", "Double Battles", Pokémon "Abilities and Natures" for each Pokémon, along with a change in the effort values and individual values. Also introduced in the games were more different types of weathers and two new antagonist teams: Team Magma and Team Aqua. But due to the multiple changes made to the formula and the multiple gameplay changes, the "Ruby" and "Sapphire" versions were not made available to the earlier generations of the Game-Boy.

With a change in the generation of the franchise, the anime also witnessed a change in the series. A new main character "May" was introduced in the show. May was introduced because she was present in the games as well. During the characters' time in Hoenn, two movies were being made. These movies were "Jirachi: Wish Maker" which was released on July 19, 2003 and on June 1, 2004 and DVD in North America and "Destiny Deoxys", which was released on July 17, 2004 in Japan on January 22, 2005 on North American Television.

Around the same time of the Advanced Generation Series, a show called Weekly Pokémon Broadcasting Station began to air weekly in Japan. This show did not focus on Ash but it focused on the characters of the anime such as Misty, Brock, Tracey, Gary, Ritchie, Casey and Sakura. The English Dubbed version called "Pokémon Chronicles" first aired in the United Kingdom in the month of May, 2005, finally dubbed "The Legend of Thunder!" into English, three and a half years later after its original Japanese airing.

(Skipped multiple spin offs as I felt it wasn't important to the content of this paper.)

Ten Years of Pokémon

2006 was officially marked as the 10-year mark for the Pokémon Franchise. It was observed in many ways. One way was the "Journey across America" which was an event that spanned across the different states of America which had a tournament which had a national level final in New York City. Among other things, a Pokémon Soundtrack CD titled "X-10 Years of Pokémon" was launched. The CD contained all the music in the anime and the games.

On April 29, 2006, a special episode of the anime called "The Mastermind of Mirage Pokémon" was broadcasted in the United States. This was the first Pokémon episode that used the Pokémon Company International's new voice actors. This move sparked a large controversy among the Pokémon Fan Base who grew up listening to the old voice actors. Only two of the original voice actors stayed. The special was broadcasted in Japan as a streaming video from the TV Tokyo Anitele web site from October 13 to October 31, 2006.

In fall 2006, another section of the Pokémon franchise was created in the form of "Pokémon Trading Figure Game" which was made available in Europe, Australia and Southeast Asia. The trading card game was made available in North America and Japan in 2007.

Generation IV

Just as how Generation III was made known by the introduction of Kecleon, the public learned of generation IV with the introduction of a new Pokémon: Munchlax in May 2004. Munchlax was featured in Pokémon Dash and was also featured in the seventh movie (Destiny Deoxys) of the Pokémon franchise and was later shown in the anime.

Other Pokémon such as Lucario, Bonsly and Weavile made their appearance in the eighth movie (Lucario and the Mystery of Mew) and Mantyke, Buizel and other Pokémon made their way into the ninth movie which introduced another legendary Pokémon called Manaphy which was made obtainable in Pokémon Ranger.

The Diamond and Pearl versions of the games was later released on 28 September, 2006 and in North America on 22 April, 2007. Along with the new 107 Pokémon that could be obtained in the land of Sinnoh, the game featured old and loved mechanics such as the difficulty of the Pokémon during different times of the day and visible differences in the gender of the Pokémon., clear differences between physical and special attacks and a new villainous team to be battled.

The anime Diamond and Pearl series started in synchronization with the release of the games and introduced a new female character to the anime called Dawn, based on her game counterpart.

The movies that came out in this series was a trilogy. The first movie "The Rise of Darkrai" was released on 14 July, 2007 in Japanese theatres and 28 February, 2008 on American Television. The second party of the trilogy "Giratina and the Sky Warrior" was released on Japanese theatres on 19 July, 2008 and on American Television on 13 February, 2009, The third and final movie of the movies released in this series "Arceus and the Jewel of Life" was released in Japanese theatres on 18 July, 2009 and on American Television on 20 November, 2009.

Fresh Sequels

On 14 December 2006 when Nintendo's then newest console the Wii was launched, the fourth generation of the Pokémon series

turned into a 3D format and no longer had the drab 2D environment and texture.

There were several manga series that were written in this generation. The first volume of manga in this generation was called "Pocket Monsters DP", the latest sequel to "Pokémon Pocket Monsters" and "Pokémon Ruby-Sapphire" was published in Japan on 26 January, 2006. A month later, Shigekatsu Ihara's "Pokémon Diamond and Pearl Adventure!" was published for the first time.

The twin sequels for "Pokémon Mystery Dungeon" for the DS were released in Japan on 13 September 2007 and in North America on 20 April 2008. Just like in the previous generation, an anime adaptation was produced and also a manga series was published.

"Pokémon Rangers" also brought in another sequel named "Pokémon Ranger: Shadows of Almia" set in the new lands of Almia. It was released in Japan on 20 March 2008 and in North America on 10 November 2008. An anime special was produced and aired on the same day of the release of the series in Japan. A short manga was published on the internet as a webcomic on the Japanese Pokémon website. On 10 March 2010, a new game titled "Pokémon Ranger: Guardian Signs" was released in Japan. The game was set in the region of Oblivia which was followed by several anime specials.

The third version of Generation IV, Platinum Version, was released on September 13, 2008 in Japan and on March 22, 2009 in North America, bringing new Pokémon forms into the ring for Giratina, Shaymin, and Rotom, as well as updates similar to those found in Pokémon Emerald.

Pokémon Mystery Dungeon: Explorers of Time and Explorers of Darkness was followed by a third version, Explorers of Sky, which was released in Japan on April 18, 2009. Just like the third versions of the core series, Explorers of Sky had additional content. Another anime adaptation was produced as well. Another set of games of the Pokémon Mystery Dungeon series was also produced for WiiWare, released in Japan on August 4, 2009.

Generation V

On 7 February 2010, Pokémon Sunday revealed a new Pokémon called Zoroark. This gave the fans and media alike that the fourth generation of the Pokémon franchise was coming to an end and that a fifth generation of the franchise had begun. It also showed that although the games would be still released on the DS platform, it made it quite clear that the games would be undergoing a changeover of sorts: from gameplay mechanics to other features.

Nintendo revealed that old Pokémon was going to be revealed until the main storyline was completed, promptly giving old trainers and new trainers in Unova a completely fresh experience. Unova was made keeping the landscape of New York City in mind unlike in previous locations which were based on a Japanese landscape. On 28 September 2010, the game was launched with 156 new Pokémon, making this generation the largest one yet.

In additions to the changes made in Generation IV such as the day-night cycle and behaviours of the Pokémon associated with them, the fifth generation introduced the season's cycle. Triple battle was introduced in this generation and this replaced the double battle system. This feature created a sense of team cohesiveness.

Unlike previous paired games, which generally differed only in Pokémon distribution, and ultimately, the availability of the Pokémon on the box art at the conclusion of the main storyline, Black and White feature greater differences between the worlds of the opposite versions on level with those between paired and third version of earlier generations - Opelucid City in Black is highly technological, while in White it is laid-back and traditional, whereas two version-exclusive locations, Black City and White Forest, appear in the same location in their same-name version.

The anime was quick to follow with a new series, *Best Wishes*. Unlike previous generations, no Pokémon from Generation V were shown in the closing episodes of the *Diamond & Pearl* series, although the thirteenth movie, *Zoroark Master of Illusions*, featured Zorua and Zoroark as major characters, the only Generation V Pokémon featured prior to *Best Wishes*.

Similar to the original series, Ash's companions this time around are two Gym Leaders: Cilan and Iris. Like the games, the new series was also given a facelift. Longtime anime characters, including the protagonist Ash Ketchum receive an upgraded appearance, most notably in regards to their eyes.

Black and White were expected to get a third version. But this time, it was in the form of a sequel with a complete different plot.

Sequels to Black and White, Pokémon Black and White Versions 2, were released to Japan in June 2012 and came to North America, Europe and Australia in October 2012. The games feature two new forms of Kyurem, called Black Kyurem and White Kyurem, as well as new forms of the Forces of Nature and Keldeo. The games take place two years after Black and White, and many things have changed in the Unova region.

Some manga series followed the release of the second paired versions, most notably a new chapter of Pokémon Adventures which began its serialization in July 2013.

Generation VI

On 8 January 2013, Nintendo announced to the world that a new collection of Pokémon was to be released and this marked the beginning of the sixth generation of the Pokémon franchise and this release would be facilitated by the release of a Nintendo special called "Pokémon Direct". The next games to be launched in the franchise was "Pokémon X and Y" and this was released on 12 October 2013. These two games facilitated the beginning of the sixth generation of the Pokémon franchise in the gaming industry. The games brought a trove a changes to the system and these games propelled the franchise further into the 3D world of Nintendo 3DS. The games took place in Kalos, which was based on the real world landscape of France.

Quite soon, the anime series also picked on the movement of the series from the fifth to the sixth. The series continued the tales of Ash and Pikachu. His former companions Iris and Cilan had left the series. Ash began his journey in Lumiose City and three new companions Clemont, Bonnie and Serena accompanied him.

Generation VII

On 27 February 2016, the twenty-year anniversary of Pokémon was marked and it was a highlight of the year 2016. The games that were launched in this generation were "Pokémon Sun and Moon" which was released on 18 November 2016.

The anime was quick to follow with a new series, "Sun & Moon". As with the previous four series, the Sun & Moon series

began with Ash Ketchum, headed off to the new region with his Pikachu. His previous companions, Clemont, Bonnie and Serena, have left the series. Ash Ketchum heads off to a new region, Alola, with his partner Pikachu. Lillie, Kiawe, Mallow, Lana and Sophocles having joined him in the series as his classmates.

It was in this generation, that the game “Pokémon GO” was launched and propelled the franchise to new leap and bounds. The game provided the players an opportunity to become the heir very own Ash Ketchum and become the very best. The game put Nintendo back on top of the stock exchange market the moment the game was revealed in the year 2015. The share prices of the company skyrocketed the moment the game was released. The release of the game was responsible for adding nearly \$10 billion to Nintendo’s net worth. The game became the most installed application across iOS and Android history and had clocked in more usage time than Facebook, Snapchat, Instagram and Twitter combined.

The game was a monstrous success as it was something entirely different than what was usually published by Nintendo. The game was marketed to be the tool for gamers who used to sit in their basements playing games to get out in the open and socialize with the outside society. While initially, the game suffered some backlashes from gamers as they didn’t like the way how gamers were stereotyped to be people who would sit in their basements eating chips and drinking soda, they grew to embrace the game and the game did what was initially marketed as. Statistics showed that people were out of their houses more often and walked more than they usually used to. It was also marketed to be a tool for people to socialize with others and find people with similar interests. The game had a huge influx of people within the 20 to 30-year demographic age as this was the thing they dreamed of: to stop imagining themselves to be Ash Ketchum but rather their own main characters in their very own anime.

But it was quite certain that the game would not be the break Nintendo they had hoped for as the game began to show some glaring deficiencies. For starters, the game literally ate the battery of the mobile devices. Due to this, the demand for power banks during this time reached an all-time high because to play this game, a power bank was deemed to be necessary. Like any other game, it is quite natural for the game to have a few bugs and glitches now and there. But, a bug where the location of the player was inaccurate and the game to delete your account even though you didn’t delete it gave some users more than enough reason to delete the game. The game had a massive bug whereby players could own Pokémon gyms and put very difficult, borderline impossible Pokémon to beat. Apart from this bug, there were other issues that caused the game to be unbalanced. Although the game was eventually multiple patches and fixes to iron out the issues of the game, the damage was already done as the game had registered a 79% drop in the player base. The players felt that the game was too demanding of their phones and more importantly their time. This, in turn caused a spiraling effect for Nintendo as their share prices plummeted week after week. The shares of Nintendo went down by 17% after the company downplayed the role of Pokémon GO in the company earnings. As we can see the graph below, the value of Nintendo’s shares began to increase fairly prior to the release the game, rather the price increased from the time the game was revealed to the public. The share prices spiked upwards the moment the game was released and slowly and steadily the game began to

lose its value throughout the life of the game. Nintendo tried to stop this decline by making an update which would stop the declining popularity of the game. It worked momentarily, but the decline still continued. The reason that contributed to this was because of the problems already mentioned above and the company wasn’t communicating enough with the users so they lost trust from the users. The company also removed features that were popular among the users such as the removal of the “Pokémon tracking” feature which allowed to track the Pokémon’s real time location. Due to the silence of the company with the glaring issues of the game, critics claimed that the silence was killing the game very slowly but surely. The most glaring issue however was that the company had not made any plans for the expansion of the game. So the company were confused from the beginning as they had no idea about the success of the game and they weren’t quite ready to cope with the demand if the people.

Controversies faced by Pokémon

Pokémon has face many controversies in the past. Some logical while some bizarre and some just wrong. Here are some of the controversies that were faced by the franchise.

The most bizarre of the controversies was the controversy of the franchise being supporters of Nazism and Fascism. A particular picture released in Japan, shows all the people raising one hand as a Nazi salute. The picture was later altered for American viewing where the people were seen raising both hands. One of the episodes aired in Japan in December 1997, induced photosensitive epileptic attacks in a large number of viewers. Many people required medical assistance. The episode was not broadcasted overseas. 700 people were affected.

One of the Pokémon, Jynx She has three main inspirations. The first is Brunhilda the Valkyrie in opera (better known as the singing fat lady) explaining her colorful dress and penchant for song and dance. The second is the *yuki-onna* “snow woman”, a creature from Japanese mythology known for attacking travelers in blizzards, which explains her typing (Ice/Psychic, the latter usually being associated with occult-inspired Pokémon.) The third is *ganguro* fashion, a mid-nineties fashion trend in Japan where women bleached their hair, tanned their skin, and dressed provocatively in a rebellion against conservative social norms (which is why Jynx has blond hair and dark skin herself.)

Pikachu was considered to be the agent of the Beelzebub (Devil). Pokémon is a story where you go around forcing monsters to do your bidding— it even has magical talismans in the gym badges you need to collect. A lot of Pokémon are based off monsters in various mythologies, which is an endorsement of paganism if you take like seven logical leaps. Pokémon also “evolve” to become stronger, which is naturally a tacit endorsement of Darwinian evolution and a condemnation of intelligent design. One of the most common controversies was the animal cruelty defense by PETA. PETA protested that the show displayed animal cruelty as it involved people making animals do their bidding.

Conclusion

To conclude, the research paper successfully traced the evolution of Pokémon game franchise, its growth over the years and final culmination, into a revolution. We saw the meteoric rise of the brand from the early 1990s and the fall of the franchise later through the years. The series have been witnessed to take up new ventures, succeed and fail. Yet, right from 1996, it still

continues to remain as one of the most widely recognized franchise ever known, attracting the huge masses of potential gamers and television watchers even today.

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