JAPAN'S MEDIA AT PRESENT

Takesato Watanabe

Preface

According to the latest survey on the time-usage of the Japanese (Kokumin Seikatsu-Jikan Chosa) done in October 1995 by NHK (Japan Governmental Broadcasting Corporation), the average Japanese watches television for three hours and twenty-eight minutes a day. This nation-wide survey has been conducted every five years, and the time spent watching TV in 1995 was longer than that of 1990 by more than thirty minutes in both weekdays and the weekend. And also it was the longest since TV broadcasting began in Japan in 1953.

The same survey reports that the average Japanese reads a newspaper for twenty-one minutes a day, which is so short compared to the time spent watching TV. In addition the time spent reading newspapers has not changed so much for the past twenty five years (19 min. 1970, 20 min. 1975, 21 min. 1980, 20 min. 1985, 20 min. 1990). Another survey reports that already in 1962 more than a half of the Japanese got news information mainly not from newspaper but from television, and this trend is by far more evident than ever at present.

Thus the role of the TV in the Japanese everyday life is so big, but as we will see later we cannot always say that the social position of it is high in the social information environment of Japan. And this is also the case of other developed countries like the UK, about seventy percent of whose people got news information not from newspapers but from television in 1993.

I intend to focus here on the media of Japan at present and the media-life of Japanese, in which the TV is so influential and also on the characteristics of it to-
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gether with some serious problems concerning the Japanese media as a whole. When
we refer to the media at present, it includes not only TV and newspapers but also
magazines and movies, and furthermore now we can not ignore so called multimedia
supported by the electronic networks of personal computers which guarantee people
the instantaneous interactive communication on a global scale and the information on
demand.

But here it is necessary to know that more than eighty percent of those who pur-
chased computers in Japan are still “naive users” who do not know how to use them
effectively as a tool of communication via The Internet”.

The medium (“media” is its plural form) in itself is not the information but is only
the channel of the information flow. However it is important to know that the me-
dia themselves play an important part in the process of communication and that they
even regulate the information contents and the extent to which the message is spread
by their characteristics such as the necessity of visual images for TV. This is not
only true in the sense of “Media is Message” by Canadian media scholar, Marshall
McLuhan, in 1960s, but more important still is that the media with their characteris-
tics is utilized by the power elite to manipulate the information given to the audience
or the reader. Therefore when we talk, for instance, on the age of “tele–politics”, we
have to grasp the big influence of TV media keeping these media characteristics in
mind and then analyze how the audience is affected by the media.

Every society whose range of communication is bigger than that of the face–to–
face communication needs mass media, and it is vital to maintain our present society
on the global scale. In this sense the modern society in which we live cannot exist
or cannot be well managed without the mass media, as the information we get
through our personal experience is so limited. We make socio–economic judgments
everyday mostly on the basis of the information through the media, which varies
from the trivial matters of everyday living to the matters of international politics. The media are the frame of reference of our views on society and they play so big a role in our way of living and thinking.

This is true not only in the developed countries like the UK, the USA and Japan etc. but it is also becoming a fact in the rest of the world.

I Japanese Life and the Media

From the view point of the media–receivers we can summarize the characteristics of the media of our contemporary society and the information given by them as follows:

① Real–time Communication on the Global Scale

The mass media appeared first as the newspaper with the invention of metal printing technology supported by the social needs of 15th century Europe, and after we entered the 20th century the movie with motion pictures and radio gained popularity among the people and then the TV joined the circle as the new media of the West in the 1930s. Hitler used them as a means of controlling the nation while in the United States they were used mainly for political campaigns and entertainment.

After the end of the World War II the so-called active media age began and TV seems to have taken the place of the newspaper, the movie and the radio which had been dominant for a long time throughout the world.

This situation has continued for the past forty years or so. And now the TV and the multimedia networks supported by the satellite communication and personal computers are competing with each other in their influence on people and are often work together, which is especially true in Japan.

This TV and computer network communication is called “Telecommunication” which was made possible by the development of electronic technology, through
which we can enjoy world-wide real time and interactive communication. Marshall McLuhan predicted in the beginning of 1960s that this stage of society mainly moved by such electronic communication would make the world one which he called "The Global Village".

But this information dissemination on the global scale is not always ideal if we consider: (a) whether it is being hindered by social and political conflicts or something else, and (b) whether it is producing "information-have-not" or "information poor" people caused by economic or other physical reasons.

② Internationalization of Information

The globalization of the media naturally brings the internationalization of information, which means that the audience get nearly the same information throughout the world, and naturally (a) the contents of the information become global to meet the requests of the world-wide audience and become simple and easy to attract a large audience and (b) the audience receive a similar influence globally and the similar social phenomena appear on the global scale. Thus the audience is able to access the standard globalized information while keeping their own usual daily lives at home. This situation has been realized crossing national borders easily, which became possible through messages, sounds and images not only of news reporting but also of dramas, movies and music etc., which are being promoted by oral translation, super-impositions, computers, etc.

③ Individualization of Information Understanding

The internationalization of information is strengthened by the audience which is getting bigger and bigger, and is crossing national borders through the telecommunications network with higher technological innovation.

Through this process people come to know that they are directly accessing global matters not through their central governments but with their own hands. And in
time the audience and the readers will have a more international or transnational way of thinking than ever before. This means that it is getting more and more difficult for any nation–state or government to control media information which is easily crossing national borders. This makes people understand that their information acquisition is not mediated by their governments.

This media characteristic recently appeared so clearly in the case of the Great Hanshin Earthquake through the voluntary offers of help from all over the world⁹. And it will be getting clearer still through the introduction of the multimedia, especially that of The Internet.

II Characteristics of The Japanese Media at Present

The media play so important role in our society today as was shown above, but at the same time the media and journalism perhaps often deviate from their key–function: they should provide the readers and the audience with the fundamental data by which people can make appropriate judgments on important social matters.

We will have a look at the Japanese media and check how they are set up and what they are doing for Japanese.

A) The Media Life of The Japanese

Japanese media life centers around TV which they watch for three hours and a half a day on average (Re: radio–20 min., newspaper–21 min., books–10 min. by the NHK survey). And now seventy-five percent of Japanese think that TV is indispensable in their daily lives. But at the same time we must take a note that they watch TV mainly because they can get up–to–date information such as news and weather forecasting, and that in most cases they access TV for entertainment rather than reliable social information, according to the survey done by the Yomiuri Shimbun Newspaper in May 1996. Of course it is needless to say that the patterns of
their media access vary according to their life styles, age groups, occupations, social strata, etc.

We can understand the characteristics of Japanese media life as follows:

① The younger generation prefer TV and other media with video–images rather than printed materials like newspapers or books. In case of the printed matter, the articles must be short and they must include many colourful photos. For this reason they like to read comic magazines (Manga) like “Shonen–Jump” which, surprisingly enough, sells more than 5 million a week, and other weekly magazines for entertainment⁵. Their favourite TV programmes are love–dramas, sports, news–shows (not news), movies at midnight, and matters of much human interest including TV and movie star scandals.

This media access pattern makes young people have a feeling of respect for those who appear on TV screen. The results of the latest survey done for girls aged from 7 to 18 by Dial Service Co. on what they want to become in the future, were as follows: the top five were a TV star, an actress, a model, a singer and a cartoonist, and then follow a nurse, a teacher of kindergarten, a vocal actress, a school teacher and a novelist or a writer⁶. Es-

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Table I  What do you want to become?  
(answered by 705 girls)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV star</td>
<td>120</td>
</tr>
<tr>
<td>Actress</td>
<td>100</td>
</tr>
<tr>
<td>Model</td>
<td>80</td>
</tr>
<tr>
<td>Singer</td>
<td>70</td>
</tr>
<tr>
<td>Cartoonist</td>
<td>60</td>
</tr>
<tr>
<td>Nurse</td>
<td>50</td>
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<tr>
<td>Teacher of kindergarten</td>
<td>40</td>
</tr>
<tr>
<td>Vocal Actress</td>
<td>30</td>
</tr>
<tr>
<td>School Teacher</td>
<td>20</td>
</tr>
<tr>
<td>Novelist or Writer</td>
<td>10</td>
</tr>
</tbody>
</table>
especially popular is Namie Amuro who is a TV star, actress, model, and singer at the same time, which is called "Namie Amuro Phenomena".

② Japanese housewives usually do the cleaning and the laundry after their husbands and children leave for their companies and schools. After one or two hours on housework, many of them often watch so called TV wide-shows full of information of human interest and scandals from nine or ten o’clock to three or four o’clock even with light lunch in front of the TV set (house-wives’ TV watching time on average: four hours and twenty five minutes a day according to the NHK survey). And it should be noted that those wide-shows never discuss the political matters or serious social problems.

③ Weekly magazines of Japan are grouped into four in contents. The first group is for men such as “Play Boy” (Shueisha Press) which is especially for younger generation, and “Shukan Gendai” (Kodansha Press) and “Shukan Post” (Shogakukan Press) which are mostly for company workers, and all of these three have several pages of coloured photos of naked women facing the reader with sexy smiles. This first group is now the target of criticism from the feminism movements as the latter two especially are even now kept as a part of the in-flight magazines of Japan Airlines as of August 1996.

Shukan Shincho (Shinchosha Press) and Shukan Bunshun (Bungei Shunjuisha Press) belong to the second group, which do not have photos of naked women. They talk on social and political matters, but their way of talking on those topics is absolutely of the one of the central government of Japan and in addition they very often mislead readers politically, which is done on purpose to give advantage to the existing power structure of Japan.

I can also say that the current attacks done by “Shukan Shincho” and “Shukan Bunshun” against the lay Buddhist organization Soka Gakkai through Nobuhira Case
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(1996), are motivated more by the sales potential of Gakkai-related articles, than any real journalistic impulse for the truth or the betterment of our society. Tabloid stories—in Japan we have the expression “weekly magazine story” in the same sense—that claim to expose the organization and its leaders usually amount to nothing more than collections of innuendos and half-truths from disgruntled former members, with virtually no independent corroboration of the alleged “facts” involved.

Weekly magazines for women such as “Josei Seven” (Shogakukan Press) and “Shukan Josei” (Shufu-to-Seikatsusha Press) which belong to the third group, are just like TV wide-shows full of human interest and their major topics are star scandals and the information on Japanese Royal Family or how to get slim body.

“Friday” (Kodansha Press), “Focus” (Shinchosha Press) and “Flash” (Kobunsha Press) the fourth group and they are called “Three Fs” weekly magazines composed mostly of sensational photos with stories violating privacies and human rights.

But all those weekly magazines except comics (Manga) do not sell by the order of millions. According to Japan Audit Bureau of Circulations as of 1996 they sell between 0.4 and 0.9 million, which is by far smaller that that of the “Manga”.

These four types of Japanese weekly magazines have one thing in common, which is very different from the first class weekly magazines of the UK or the USA: All of them in Japan neglect the fundamental human rights and most of their stories are composed of the privacies full of human interest. And even in case of the court report which should be carefully dealt no to be biased or partial, they tend to write on one side without their own investigation and of course without any reliable evidence.

Those weekly magazines are divided into two in the type of publishers. The ones above mentioned are published by the ordinary publishing company but the other one such as “Shukan Asahi” (Asahi Shimbun Newspaper), “Shukan Yomiuri” (Yomiuri Shimbun Newspaper) or “Sunday Mainichi” (Mainichi Shimbun Newspaper) are published by newspaper companies and their topics are mostly the ones that they find difficult to write on their newspapers as they sometimes include the priva-
cies violating human rights.

And in general the Japanese weekly magazines are not news magazines in the sense of the West.

4 The leading figures of economic, political, and social circles do not usually watch TV for two reasons: one is that they are too busy and come home late and the other is that they do not find any necessity to watch such entertainment oriented programmes which do not give any information for their businesses.

Ordinary company workers watch TV at home but they like mostly entertainment programmes such as baseball games and movies.

5 Nearly everyday mass media especially newspapers refer to the coming of the multimedia age and its rosy future, and as a result of this personal computers sell so well among company workers and the young generation in particular, with sales reaching 5.7 million in 1995 and in 1996 it is estimated at thirty percent more than the previous year. However, as I said before, less than eighty percent of them are used as tools of communication. And furthermore since the Windows 95 of Microsoft Co. appeared, some ridiculously buy only the soft-ware so as to catch up with the conversations in their working places even though they do not have computers at home.

B) Problems the Japanese Media Face at Present

[Problems the Media Have in Common]

All the newspapers and the commercial broadcasting corporations which are news reporting organs exist as ordinary business enterprises in Japan’s contemporary capitalist society and this system is causing several serious problems.

It means that the TV and newspaper business in Japan has to depend upon the sales and the income of advertisements, and so media enterprises are managed to
meet business logics as other businesses. This commercialism makes the Japanese media cover news items from the viewpoints and angles of sponsors, and not from the eyes of the readers and audience. And because of this there is no really instructive analysis or talks or discussions on really important issues to help people make correct judgments.

① Sensationalism

Commercialism in its worse case causes sensationalism in the news reporting of the media, which can be easily seen in the O.J. Shimpson case of the USA, the Aum Shinrikyo Cult and its sarin-gas case of Japan and the divorce case of Prince Charles and Princess Diana of the UK, which were reported in nearly all the media in a very similar form. These media phenomena cause the neglect of more important social matters which should be reported in the programmes instead of such cases.

② Rating and Sales Competition

There is very severe competition to try to get higher ratings behind the media hoaxes on one of the NHK documentary series “Mustang, Tibet” in 1992, the speech neglecting the role of the media as a fair news organ by the Chief of the News Section of the TV Asahi Co. in 1993, and the latest TBS’s video problem in 1996. But

<table>
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<tbody>
<tr>
<td>Advertising Total</td>
<td>5,726.1</td>
<td>5,461.1</td>
<td>5,127.3</td>
<td>5,168.2</td>
<td></td>
</tr>
<tr>
<td>Following 4 Mass Media Total</td>
<td>3,651.0</td>
<td>3,474.0</td>
<td>3,250.8</td>
<td>3,314.8</td>
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<tr>
<td>Newspaper</td>
<td>1,344.5</td>
<td>1,217.2</td>
<td>1,108.7</td>
<td>1,121.1</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td>386.6</td>
<td>369.2</td>
<td>341.7</td>
<td>347.3</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>240.6</td>
<td>235.0</td>
<td>211.3</td>
<td>202.0</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>1,679.3</td>
<td>1,652.6</td>
<td>1,589.1</td>
<td>1,643.5</td>
<td></td>
</tr>
</tbody>
</table>
the fundamental problem behind those media hoaxes is the rating competition to attract more audience to satisfy more advertisers. This is accelerated by the fact that broadcaster can sell the time for commercials at a higher price if the related programmes have higher ratings.

The same thing can be said about newspaper. The newspaper with a bigger circulation number can sell the space for advertisements at a higher price.

It is a matter for regret that this type of competition is seen not only in commercial media enterprises but also in the governmental organ NHK, which is supported by the subscription of receivers and the budget appropriated by both parliamentary Houses. In order to be popular NHK is forced to pursue the same kind of activities as the commercial broadcasters. This is one of the major reasons for the deviation of the Japanese media from the key guideline of "public interest" which means, as I understand it, that the media should provide people with the fundamental data to make their decent lives possible.

Table II, quoted from Dentsu Advertising Annual 1995/96, shows how much is spent for advertising on mass media in the businesses. This table also proves that the age of Japanese bubble economy ended in 1991.

[Problems of Each Medium]

"Broadcasting"

1 Government Control

The Japanese laws of broadcasting and the media (Dempa-Ho and Hoso-Ho, both enacted in 1950) say that only the corporation which can get a license from the Minister for Posts and Telecommunications can make broadcasts and this license must be renewed by the Minister every five years). The government says that this system is necessary as the resources of the radio waves are limited and that it is necessary so as to make broadcasting companies contribute themselves to the public interest.
But we should not simply agree with this argument because this system makes it easy for the government to control the broadcasters, especially the contents of news information. In addition this system can lead to questionable relations between the Ministry and the broadcasting corporations, some of whose bureaucrats take parts in the companies there after their retirement (Amakudari) and become the mediators between the two.

This means that commercial broadcasting as well as NHK affiliated to the Ministry of Posts and Telecommunications, is subject to the control of political power and the power elite.

Further this license system brings the indirect control of the central government of Japan upon the newspaper companies, because almost all the broadcasting companies both TV and radio in Japan are invested in by the newspaper companies and even depend upon them in news gathering, and so if newspaper writes against the government, it can use the system as an indirect means of controlling.

In addition all the nationwide commercial TV networks are connected to newspaper companies as follows:

Nippon TV—Yomiuri Shimbun Newspaper
TV Asahi—Asahi Shimbun Newspaper
TBS—Mainichi Shimbun Newspaper
Fuji TV—Sankei Shimbun Newspaper
TV Tokyo—Nippon Keizai Shimbun Newspaper (Nikkei)

② Self-Control by the Broadcasters

Japanese broadcasting corporations both NHK and commercial stations make programmes according to the broadcasting standards (Bangumi Kijun) set out in the Broadcasting Law. One of the sentences of the Standards of Commercial Broadcast-
ing based on the Law says that broadcasting should respect the prestige of the govern-
ment and government organizations. This means that it is difficult for broadcasters to make programmes which might criticize government decisions.

3 Too Much Entertainment Oriented

As the result of the two points mentioned above, Japanese media are liable to avoid referring to political or social issues or matters which might receive complaints from the government. The easiest way for them is to compose programmes full of entertainment and topics with much human interest. The 1995 Year Book compiled by The National Association of Commercial Broadcasters in Japan (Mimporen) reports that forty—two percent of all the commercial TV programmes in Japan are classified as “entertainment”, though the Broadcasting Law has four categories of programmes which should be well—balanced, (a) education, (b) culture, (c) news, and (d) entertainment. Worse still, when my seminar students checked the programmes of the first week of June 1995, they found that more than sixty percent of them should be classified “entertainment”.

Table III—VIII show Japan’s TV/Radio programmes of August 9, 1996 (Friday), which were listed in an English language newspaper, The Japan Times. If this is on Saturday or Sunday there are more entertainment programmes.

On the tables Kanto means the Tokyo area and Kansai means the Osaka area. UHF (Ultra High Frequency) means local TV. Both Wowow as satellite television, and cable television are pay views. Viewers have to subscribe NHK, which is ruled by national law.

4 Almighty Business Logic

Japanese commercial broadcasters have to manage their business only depending upon the sponsors. There are two types of sponsors: one who pays all the expenses to make the programme and buys the time to put it on air, and the other who asks
### NHK TELEVISION NETWORKS

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING</strong></td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>Morning 5</td>
</tr>
<tr>
<td>6:00</td>
<td>Good Morning Nippon</td>
</tr>
<tr>
<td>8:15</td>
<td>Drama: Himawari, 30 News, 35 (S) High School Baseball Tournament (If cancelled, Living Info, 9:30 (S) With Mothers, 10:00 News, Weather, 05 Cooking, 30 (S) Dress-up Factory, 11:00 News, 05 (S) Discovering Asia, 30 Calisthenics, 45 (S) Creatures)</td>
</tr>
<tr>
<td>11:45</td>
<td>Weather</td>
</tr>
<tr>
<td><strong>AFTERNOON</strong></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>News, 20 Lunchtime Nippon, 45 Drama</td>
</tr>
<tr>
<td>1:00</td>
<td>News, 05 (S) High School Baseball Tournament (If cancelled, Studio Park, 2:00 News, 05 (S) Info Variety, 35 Health, 50 Calisthenics, 3:00 News, Weather, 10 Drama, 4:00 News, 05 (S) Big Show, 55 (S) Songs, 05:00 News, 05 Commentary, 15 (S) Animal Travelogue)</td>
</tr>
<tr>
<td><strong>EVENING</strong></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>News, 07 NHK Network News, 30 Evening Network, 53 Weather</td>
</tr>
<tr>
<td>7:00</td>
<td>(B) News 7, 40 (S) Cooking Variety: King of the Table</td>
</tr>
<tr>
<td>8:00</td>
<td>(S) Samurai Drama: Yumegoyomi Nagasaki Bugyo, 45 Turning Point</td>
</tr>
<tr>
<td>9:00</td>
<td>(B) News 9, 30 (S) Documentary: Mentally Handicapped Children’s Piano Class</td>
</tr>
<tr>
<td>10:15</td>
<td>Asian Economy Front Line, 55 News, Weather</td>
</tr>
<tr>
<td>11:00</td>
<td>News 11, 25 Commentary, 37 (S) Comedy Hour</td>
</tr>
<tr>
<td>12:13</td>
<td>Beverly Hills, 90210 Special (Subtitled in Japanese), 35 (B) TV Series: Beverly Hills, 90210</td>
</tr>
<tr>
<td>1:25</td>
<td>News, Weather, 30 (S) “Hi-Vision” Selection</td>
</tr>
<tr>
<td>2:01</td>
<td>(S) Theater Play: Ukimugo</td>
</tr>
<tr>
<td>4:14</td>
<td>(S) Video Poem: Hachimantai National Park (4:59)</td>
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<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Sr. High Correspondence Course, 30 Calisthenics, 40 Italian Conversation</td>
</tr>
<tr>
<td>7:00</td>
<td>Spanish Conversation, 20 Russian Conversation, 40 Chide Conversation</td>
</tr>
<tr>
<td>8:00</td>
<td>(S) Nursery Programs, 30 (S) Children’s English Lesson, 45 Cartoons</td>
</tr>
<tr>
<td>9:00</td>
<td>Primary &amp; Nursery Programs</td>
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<tr>
<td>10:45</td>
<td>Jr. &amp; Sr. High Programs</td>
</tr>
<tr>
<td>11:55</td>
<td>(S) High School Baseball Tournament (If cancelled, Animals, 12:00 Overseas Documentary, 45 Art)</td>
</tr>
<tr>
<td><strong>AFTERNOON</strong></td>
<td></td>
</tr>
<tr>
<td>1:05</td>
<td>Weekly Volunteer, 35 News, 40 Child Care</td>
</tr>
<tr>
<td>2:20</td>
<td>(S) Berlin Museum, 30 Care for the Elderly</td>
</tr>
<tr>
<td>3:00</td>
<td>Instant Japanese, 30 Hobby Lecture</td>
</tr>
<tr>
<td>4:00</td>
<td>(S) Songs, 05 (S) Nursery Program, 20 (S) Cartoon, 25 Nursery Programs, 50 Animals</td>
</tr>
<tr>
<td>5:00</td>
<td>(S) With Mothers, 25 (S) Cartoon, 35 (S) Children’s English Lesson, 50 (S) Cartoon</td>
</tr>
<tr>
<td><strong>EVENING</strong></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>(S) Genius TV, 25 (B) TV Series: Mysterious Island, 50 (S) Hobby Encyclopedia: Mountain Bike</td>
</tr>
<tr>
<td>7:20</td>
<td>Weekly Volunteer, 50 News</td>
</tr>
<tr>
<td>8:00</td>
<td>Overseas Documentary: My Gestapo Father, 45 Health</td>
</tr>
<tr>
<td>9:00</td>
<td>Cooking, 25 NHK Haiku World</td>
</tr>
<tr>
<td>10:00</td>
<td>(B) Noh Appreciation, 30 Commentary, 40 Friday Forum</td>
</tr>
<tr>
<td>11:50</td>
<td>Citizens’ Seminar (12:20)</td>
</tr>
</tbody>
</table>
## Japan's Media at Present

### Kanto TV Programs

**Multiplex Broadcasts**: (B) for bilingual, (S) for stereophonic, (OP) for open caption, (NS) for WOWOW non-scramble. All foreign TV and feature movies are dubbed in Japanese unless stated otherwise. All television and radio programs listed on this page are subject to change without notice.

<table>
<thead>
<tr>
<th>Channel (4) NTV</th>
<th><strong>Morning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>04:55</td>
<td>Guide</td>
</tr>
<tr>
<td>05:00</td>
<td>Weather, : 59 Morning Wide Show</td>
</tr>
<tr>
<td>07:00</td>
<td>Zoom-In</td>
</tr>
<tr>
<td>08:30</td>
<td>Look-Look Konnichiwa</td>
</tr>
<tr>
<td>10:55</td>
<td>Child Care</td>
</tr>
<tr>
<td>11:00</td>
<td>Medical Counseling, : 25 Info, : 30 News, : 50 Cooking</td>
</tr>
</tbody>
</table>

**Afternoon**

| 12:00          | Variety : Omoikkiri TV |
| 01:55          | Info Variety : The Wide |
| 03:50          | News          |
| 04:00          | Cartoon : Ginga Testudo 999, : 30 Drama : Abunai Deka |
| 05:25          | Guide, : 30 Cartoon : Yawara |

**Evening**

| 06:00          | News : Plus One |
| 07:00          | (S) Pro Baseball : Giants vs. Dragons (may continue until 9:24) |
| 08:54          | News, Weather |
| 09:03          | (B) U. S. Movie : Stand by Me |
| 10:54          | (S) Atlanta Olympics Info |
| 11:00          | (S) Talk & Music : FAN, : 30 Today's Events, : 55 (S) Sports & Info Variety : Win |
| 01:15          | (S) Music Stage, : 30 News, : 40 (S) Groovy, : 45 (S) Info Variety : The Next Generation |
| 02:15          | Tsurube & Kamioka's Comedy |
| 03:10          | (B) TV Series : Earth 2 (4 : 10) |

<table>
<thead>
<tr>
<th>Channel (3) Fuji</th>
<th><strong>Morning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>05:00</td>
<td>(B) BBC World News, : : 30 (S) Weather, : 55 Morning TV</td>
</tr>
<tr>
<td>08:00</td>
<td>(S) Nursery Program, : 30 Ohayo Nice day</td>
</tr>
<tr>
<td>09:55</td>
<td>Variety : What's Going On!</td>
</tr>
<tr>
<td>11:25</td>
<td>(S) Pet, : 30 FNN News Speak</td>
</tr>
</tbody>
</table>

**Afternoon**

| 12:00          | Variety : Waratte Iitomo |
| 01:00          | Talk Show : Gokigenyo, : 30 (S) Drama : Manatsu no Bara |
| 02:00          | Wide Show : Big Today |
| 03:55          | News          |
| 04:00          | Cooking, : 25 Topics, : 30 (S) New Movie Info : "Tomoko no Baai", "That's Kanningu!" |
| 05:25          | Guide, : 30 Cartoon : Ijiwaru Baasan |

**Evening**

| 06:00          | News : Super Time |
| 07:00          | (S) Variety : Husband-and-Wife Fight, : 29 Ken Shimura's Comedy, : 58 (S) Drama : Shota no Sushi |

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JAPAN'S MEDIA AT PRESENT

8:54 News, Weather
9:00 (S) Suspense Drama: Model House
10:52 Guide
11:00 Gourmet Academy, :45 News Japan

1:05 (S) Drama: Tokyo 23-ku no Onna, :35 (S) Asian Info, :45 Samna's Talk Variety
2:15 All-Star Mahjong Championship, :45 Radar, :50 (S) Beat UK
3:50 (S) Weather, :55 Off the Air
5:10 (Sat. morn.) (S) Bed & Breakfast in the U. K., :15 U. S. Pro Golf Championship (6:15)

TV ASAHI

MORNING
4:55 (S) Historical Roads
5:00 (B) CNN News & Weather, :55 Yajiuma 6
6:30 News, :45 Yajiuma Wide Show
8:00 Super Morning
9:55 Ryuta Mine's Morning Talk
10:25 Shopping, :30 (S) Drama: Tokyo Daigaku monogatari
11:30 News, Weather

AFTERNOON
12:00 Wide Show: Scramble
1:55 Tesutoo's Interview
4:50 Tokyo Now, :55 Cooking
5:00 (S) Cartoon: Gundam X, :30 (S) Drama: Car Ranger, :55 Kids, :58 News: Station Eye

EVENING
7:00 Cartoon: Doraemon, :30 Cartoon: Crayon Shin-chan
8:00 (S) Music Station, :54 (S) Kyoto
9:00 Info Variety: Rediscovering the 20th Century, :54 (S) See the World by Train
10:00 (S) News Station
11:20 High School Baseball Highlights, :50 (S) The Hotel, :55 (S) Variety: Lover's Concerto
12:25 (S) Beach Break, :30 Tamori Club

1:00 (S) World Showbiz Info, :30 Weekend Live TV
2:55 (S) Pro Wrestling
3:50 (S) Internet Info Variety: Web
4:20 TV Bon Marche (4:46)

TV TOKYO

MORNING
5:30 TV Shopping
6:00 Weather, :15 Market Live, :30 News: Morning Jam
7:25 People, :30 Cartoons
8:05 Documentary: Human Theater
9:00 Tokyo Report, :15 Yangtze Travelsogue, :30 Info, :40 Stocks
10:00 Cooking & Info Variety, :54 (S) Shopping
11:00 News Wide 11

AFTERNOON
12:00 Japan Gourmet trip, :55 Guide
1:00 (B) U. S. Movie: Secret Admirer
3:00 Weekly TV Variety, 30 News, :37 Stocks, :55 Kitchen Note
4:00 Ladies' 4, :55 Tokyo Note
5:00 Weather Info Variety, :30 Evening News, :55 Weather

EVENING
6:00 (S) Cartoon: Kodomo no Omocha, :30 (S) Cartoon: Slayers Next
7:00 Variety: Pet Land, :54 (S) Fathers
8:00 Cultural Quiz Variety, :54 Living Info
9:00 Quiz: Battle for One Million yen, :54 (S) Trip
10:00 (S) Bingo Game: Mail & Win, :54 Friday Dream
11:00 World Business Satellite, :50 (S) Info, :55 Sports Today
12:35 Girls' Variety, :45 (S) Touch the Wind
1:00 Fishing Mates, :30 (B) TV Series: Secret Service
2:25 TV Shopping, :55 Info
3:05 (S) U. S. Movie: Summer Lovers (Subtitle in Japanese)
5:00 TV Shopping (5:55)
### Table IV
**KANSAI TELEVISION PROGRAMS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:55</td>
<td>Cooking</td>
</tr>
<tr>
<td>2:00</td>
<td>News, :05 (S) High School Baseball Tournament (If cancelled, 1:55 Tetsuko’s Interview, 2:50 News, Cooking, 3:00 Drama, :55 Cartoons)</td>
</tr>
<tr>
<td>5:55</td>
<td>Kids</td>
</tr>
<tr>
<td>6:00</td>
<td>News: Station Eye, :30 ABC News, 54: (S) See the World by Train</td>
</tr>
<tr>
<td>7:00</td>
<td>Cartoon: Doraemon, :30 Cartoon: Crayon Shin-chan</td>
</tr>
<tr>
<td>8:00</td>
<td>(S) Music Station, :54 News</td>
</tr>
<tr>
<td>9:00</td>
<td>Info Variety: Rediscovering the 20th Century, :54 (S) Historical Roads</td>
</tr>
<tr>
<td>10:00</td>
<td>(S) News Station</td>
</tr>
<tr>
<td>11:20</td>
<td>High School Baseball Highlights, :50 Night Q, :57 Variety: Knight Scoop</td>
</tr>
<tr>
<td>12:52</td>
<td>(S) Topics, :57 Weather</td>
</tr>
<tr>
<td>1:02</td>
<td>(S) Music &amp; Talk Show, :57 Guide</td>
</tr>
<tr>
<td>2:03</td>
<td>Free Channel: Rakugo</td>
</tr>
<tr>
<td>4:03</td>
<td>Weather, Info, :08 TV Shopping (5:02)</td>
</tr>
<tr>
<td>5:27</td>
<td>(S) Weather, :49 (S) Pet, :55 Morning TV</td>
</tr>
<tr>
<td>8:00</td>
<td>(S) Nursery Program, :30 Ohayo Nice Day</td>
</tr>
<tr>
<td>9:55</td>
<td>Morning Show: Tsukai Everyday</td>
</tr>
<tr>
<td>11:10</td>
<td>Shopping, :25 (S) Guide, :30 News</td>
</tr>
<tr>
<td>12:00</td>
<td>Variety: Waratte Jitomo</td>
</tr>
<tr>
<td>1:00</td>
<td>Talk Show: Gokigenyo, :30 (S) Drama: Manatsu no Bara</td>
</tr>
<tr>
<td>2:00</td>
<td>Wide Show: Big Today</td>
</tr>
<tr>
<td>3:55</td>
<td>News</td>
</tr>
<tr>
<td>4:00</td>
<td>Friday Afternoon News &amp; Info Variety</td>
</tr>
<tr>
<td>6:00</td>
<td>News: Attack–600, :56 (S) Guide</td>
</tr>
<tr>
<td>7:00</td>
<td>(S) Variety: Husband-and–Wife Fight, :29 Ken Shimura’s Com-</td>
</tr>
</tbody>
</table>

### KTV

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30</td>
<td>(S) Outdoor Life, :45 Morning Show: Wake-up Call</td>
</tr>
<tr>
<td>7:00</td>
<td>Morning Asahi</td>
</tr>
<tr>
<td>8:30</td>
<td>Super Morning</td>
</tr>
<tr>
<td>9:30</td>
<td>(S) High School Baseball Tournament (If cancelled, Cartoon Theater)</td>
</tr>
<tr>
<td>11:45</td>
<td>News</td>
</tr>
</tbody>
</table>

### ABC

<table>
<thead>
<tr>
<th>Time</th>
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<td>8:30</td>
<td>Super Morning</td>
</tr>
<tr>
<td>9:30</td>
<td>(S) High School Baseball Tournament (If cancelled, Cartoon Theater)</td>
</tr>
<tr>
<td>11:45</td>
<td>News</td>
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### NBS

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30</td>
<td>Morning Show: No.</td>
</tr>
<tr>
<td>6:00</td>
<td>Morning News &amp; Wide Show</td>
</tr>
<tr>
<td>8:30</td>
<td>Morning Eye</td>
</tr>
<tr>
<td>10:20</td>
<td>Useful Info, :30 World Weddings, :45 Cultural Topics</td>
</tr>
<tr>
<td>11:00</td>
<td>World Funny Games, :15 Stocks, :30 News</td>
</tr>
</tbody>
</table>

### AFTERNOON

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>Women’s Variety: Let Me Be Happy!, :55 Weather</td>
</tr>
<tr>
<td>1:00</td>
<td>(S) Drama: Love no Okurimono, :30 (S) Drama: Inochi Tsunaide</td>
</tr>
<tr>
<td>2:00</td>
<td>Guide, :05 Drama: Itsuka Mita Aoi Sora</td>
</tr>
<tr>
<td>3:55</td>
<td>News</td>
</tr>
<tr>
<td>4:00</td>
<td>(S) Drama: Dare–nimo lenai, :54 Guide</td>
</tr>
<tr>
<td>5:00</td>
<td>Evening News Variety</td>
</tr>
</tbody>
</table>

### EVENING

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>(B) News Forest, :30 MBS Now</td>
</tr>
<tr>
<td>7:00</td>
<td>Star of Friday TV</td>
</tr>
<tr>
<td>8:54</td>
<td>News</td>
</tr>
<tr>
<td>9:00</td>
<td>(S) Drama: Hitonatsu no Propose, :54 J. League Info</td>
</tr>
<tr>
<td>10:00</td>
<td>(S) Drama: Garasu no Kakeratachi, :54 News</td>
</tr>
<tr>
<td>11:00</td>
<td>(S) Un–Nan’s Talk Variety, :30 News 23</td>
</tr>
<tr>
<td>12:20</td>
<td>Midnight Variety</td>
</tr>
<tr>
<td>1:20</td>
<td>(S) All–Japan High School Girls’ Soccer Championship</td>
</tr>
</tbody>
</table>

### ABC

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>5:27</td>
<td>(S) Weather, :49 (S) Pet, :55 Morning TV</td>
</tr>
<tr>
<td>8:00</td>
<td>(S) Nursery Program, :30 Ohayo Nice Day</td>
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<tr>
<td>9:55</td>
<td>Morning Show: Tsukai Everyday</td>
</tr>
<tr>
<td>11:10</td>
<td>Shopping, :25 (S) Guide, :30 News</td>
</tr>
</tbody>
</table>

### AFTERNOON

<table>
<thead>
<tr>
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<td>Talk Show: Gokigenyo, :30 (S) Drama: Manatsu no Bara</td>
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<td>Wide Show: Big Today</td>
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<tr>
<td>3:55</td>
<td>News</td>
</tr>
<tr>
<td>4:00</td>
<td>Friday Afternoon News &amp; Info Variety</td>
</tr>
</tbody>
</table>

### EVENING

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
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<tbody>
<tr>
<td>6:00</td>
<td>News: Attack–600, :56 (S) Guide</td>
</tr>
<tr>
<td>7:00</td>
<td>(S) Variety: Husband–and–Wife Fight, :29 Ken Shimura’s Com-</td>
</tr>
</tbody>
</table>
JAPAN'S MEDIA AT PRESENT

edv., 58(S) Drama: Shota no Sushi
8:54 News
9:00 (S) Suspense Drama: Model House
10:52 (S) Topics: 57 Weather
11:00 Gourmet Academy: 45 News Japan
1:05 (S) Yoshimoto Variety Hour
2:00 (S) Drama: Taikyo no Ten: 30 (S) TV Shopping
3:30 Night Clip

YTV
MORNING
5:30 Japan's Handicraftsmen: 59 Morning Wide Show
7:00 Zoom-In
8:30 Look-Look Konnichiwa
11:00 Medical Counseling: 25 Info: 30 News, 50 Cooking

AFTERNOON
12:00 Variety: Omoikiri TV
1:55 Info Variety: The Wide
3:50 Cooking
4:00 News, 10 Suspense Drama: Torishirabe-shitsu
5:56 News

EVENING
6:00 News: Plus One: 29 News Scramble
7:00 (S) Pro Baseball: Giants vs. Dragons (may continue until 9:24)
8:54 News
9:03 (B) U. S. Movie: Stand by Me
10:54 (S) Music
11:00 (S) Talk & Music: FAN, 30 Today's Events, 55 (S) Sports & Info Variety: Win

1:15 (S) Drama: Ogon no Hosoku, 25 Weather, 30 News, 40 Tsurube & Kamioka's Comedy
2:35 (S) Movie Digest
3:05 (S) Outdoor Experts: 10 (S) Event Guide, 14 (S) Hit Songs

TV OSAKA
MORNING
6:00 Islands, 15 Market Live, 30 News: Morning Jam
7:25 People, 30 Cartoons
9:25 Topics, 30 (S) Music, 40 Stocks
10:00 Star Bowling, 30 (S) Mysterious Dream
11:00 News Wide 11

AFTERNOON
12:00 Japan Gourmet Trip: 55 Topics
1:00 (B) U. S. Movie: Secret Admirer
3:00 (S) Popular Music Selection: 30 News, 37 Stocks
4:00 Ladies' 4: 45 Health
5:00 News: Hot Line, 30 Evening news

EVENING
6:00 (S) Cartoons
7:00 Variety: Pet Land: 54 (S) Fathers
8:00 Cultural Quiz Variety, 54 News
9:00 Quiz: Battle for One Million Yen, 54 Weather
10:00 (S) Bingo Game: Mail & Win, 54 Friday Dream
11:00 World Business Satellite, 55 Sports Today
12:15 Japanese Movie: Fukashigi Monogatari
2:30 Weather, 35 (S) Touch the Wind, 50 Guide, 55 (S) Music

NAGOYA TV PROGRAMS

CBC
MORNING
5:00 (S) Weather, 13 Event Info, 15 Museum Travelogue, 45 Local News Variety
6:00 Morning News & Wide Show
8:30 Morning Eye
10:20 Nagoya Weekly, 35 Imperial

Family Album, 50 Housing Info
11:05 Info, 13 Weather, 15 Cooking, 25 (S) Guide, 30 News 1130

AFTERNOON
12:00 Women's Variety: Let Me Be Happy!, 55 Weather
1:00 (S) Drama: Love no Okurimono, 30 (S) Drama: Inochi Tsunaide
### JAPAN’S MEDIA AT PRESENT

2:00 News; 05 Drama: Itsuka Mita
Aoi Sora
3:55 News, Weather
4:00 Samurai Drama: Mito Komon
5:00 Evening News Variety

**EVENING**
6:00 (B) News Forest; :30 (S) News Wide
7:00 Star of Friday TV
8:54 News
9:00 (S) Drama: Hitonatsu no Propose, :54 Weather
10:00 (S) Drama: Garasu no Kakeratachi, :54 Weather
11:00 (S) Un-Nan’s Talk Variety, :30 News 23
12:35 Samma’s Night Variety
1:35 Weather; 40 Animated Movie: Tobira wo Akete
3:10 (S) Japanese Movie: Gindama Inochi, Ginjirou
4:35 (S) Hit Songs

**THK**

**MORNING**
5:18 (S) Info, :25 TV Museum, :55 Morning TV
8:00 (S) Nursery Program, :30 Ohayo Nice Day
9:55 (S) Cooking Club
10:25 Cartoon: Gyakuten Ippatsu Man, :55 (S) Shopping Info
11:00 Living Info, :10 Weather, :15 Nagoya New Angle, :30 FNN News Speak, :55 Weather

**AFTERNOON**
12:00 Variety: Waratte Itomo
1:00 Talk Show: Gokigenyo, :30 (S) Drama: Manatsu no Bara
2:00 Wide Show: Big Today
3:55 News
4:00 Cartoon: Gegege no Kitaro, :30 Cartoon: Devil Man
5:00 (S) New Movie Info: “Tomoko no baai”, “That’s Kanningu!”

**EVENING**
6:00 News: Super Time
7:00 (S) Variety: Husband-and-Wife Fight, :29 Ken Shimura’s Comedy, :58 (S) Drama: Shota no Sushi
8:54 News, Dragons Info
9:00 (S) Suspense Drama: Model House
10:52 Guide, :54 Weather
11:00 Gourmet Academy, :45 News Japan
1:05 Weather, :10(S) Living Info, :25 (S) Night Variety, :55 (S) Martial Arts Info: Ring Side
2:25 (S) Video Splash, :40 Drama Nonomura Byont Monogatari
3:35 Trans-world Sports
4:30 (S) Classical Music (5:26)

### Table V

**UHF TELEVISION**

<table>
<thead>
<tr>
<th><strong>MXTV</strong></th>
<th><strong>Tokyo News</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING</strong></td>
<td><strong>EVENING</strong></td>
</tr>
<tr>
<td>6:00 (S) Tokyo News</td>
<td>7:10 (S) Horse Racing</td>
</tr>
<tr>
<td>10:00 Aerobics, :30 (S) Health Info</td>
<td>8:25 Tokyo News</td>
</tr>
<tr>
<td>11:00 (S) Tokyo News</td>
<td>9:25 (S) Hose Racing Digest</td>
</tr>
<tr>
<td><strong>AFTERNOON</strong></td>
<td>10:00 (S) Tokyo News</td>
</tr>
<tr>
<td>1:00 World of Creation, :30 (S) World Music Travelogue</td>
<td><strong>AFTER MIDNIGHT</strong></td>
</tr>
<tr>
<td>2:00 Trip in Europe, :30 Swiss-French Movie: La Femme de Rose Hill ’Subtitled in Japanese)</td>
<td><strong>(S) Weather, :15 (B) Cartoon: The Simpsons</strong></td>
</tr>
<tr>
<td>4:15 (S) Sports Info: X-tream, :50 (S) Topics, :55 (S) Weather</td>
<td>1:10 (S) Music Island</td>
</tr>
<tr>
<td>5:00 (S) Hometown Hot Line, :30 (S)</td>
<td>2:00 Tokyo News</td>
</tr>
<tr>
<td></td>
<td>3:00 (S) Tokyo with Mozart Flavor</td>
</tr>
<tr>
<td></td>
<td>4:00 (S) Wake-up News (6:00)</td>
</tr>
</tbody>
</table>
JAPAN'S MEDIA AT PRESENT

TVK
MORNING
7:30 (S) Cycle Radar, : 45 Topics, : 50 (S) Pops, : 55 Weather
8:00 Flower Diary, : 30 Japan's Handicraftsmen
9:00 Samurai Drama: Yabure-gasa Toshu, : 55 Weather
10:00 Primary Programs, : 30 Family, : 50 Culture Info
11:00 Izu Travelogue, : 30 Municipal Report, : 45 Weather, : 50 (S) Pops, : 55 Yokohama Info

AFTERNOON
12:00 (S) Music: Siesta, : 30 Yokohama Wide Show
3:40 Family, : 55 Teachers' Hour
4:15 World Trip, : 30 (S) Music tomato Japan
5:00 (S) Yokohama 16ers TV, : 50 News, Weather

EVENING
6:15 Pro Baseball: BayStars vs. Tigers (If cancelled, (B) U. S. Movie, 7:45 (S) Pops, : 50 (B) U. S. Movie, 9:22 (S) Pops, : 35 Gourmet)
9:35 Fishing, : 50 News & Weather
10:00 Fashionable Talk, : 30 Marinos, : 50 (S) CD News, : 55 Kanagawa Info
11:00 Golf Lesson, : 30 (S) SONY Music Disc

AFTER MIDNIGHT
12:25 (S) Pops, : 30 (S) Concert Ticket Reservation Program
1:00 (S) Pops, : 10 (B) BBC World News (1:40)

Hanshin SUN 56 Himeji
MORNING
7:00 (B) BBC World News, : 32 Cartoon
8:00 Cinema Info, : 15 (S) Pops, : 20 (S) High School Baseball Tournament (If cancelled, World Trip, : 40 Documentary)
9:35 Gateball
10:05 Housing Info, : 20 Banshu, : 35 Karaoke Companions, : 50 Home Cooking
11:20 (S) Pops, : 30 Banshu, : 35 Weather, : 38 (S) High School Baseball Tournament (If cancelled, Documentary)

AFTERNOON
12:35 Japanese Movie, 2 : 00 The Earth
2 : 15 News, : 20 Weather, : 25 (S) Pops, : 30 Fresh Friday
3 : 55 News
4 : 00 World Trip, : 15 (S) Pops, : 24 (S) Awajishima, : 30 Yoshimoto Comedy
5 : 30 News

EVENING
6 : 00 Special Training School Info, : 15 Pro Baseball: BayStars vs. Tigers (If cancelled, Gourmet, : 30 (B) TV Series, 7 : 30 Japanese Movie)
9 : 25 News, : 30 (S) Port Town Stories, : 55 Weather
10 : 00 Fishing, : 15 Economic Journal, : 30 (S) Tribute to Yujiro Ishihara
11 : 00 Golf Companions, : 30 (S) Enka Songs

AFTER MIDNIGHT
12 : 00 Horse Racing Preview, : 20 (S) Race Hour, : 30 (S) Music Roots
1 : 00 (S) Fishing (1 : 15)

Table VI
SATELLITE TELEVISION

BS 7 NHKS-1
MORNING
5 : 00 BBC News, : 30 F 2 News, : 55 (S) Weather
6 : 00 (B) CNN News, : 25 (S) Weather, :
7 : 00 (B) CNN/ZDF/F 2 News, : 50 News
8 : 00 (B) BBC/Russian/TVE News, : 50 News

30 Top News from Around the World
JAPAN'S MEDIA AT PRESENT

NEWS
9:00 (B) News from Asian Countries, : 30 (B) ABC News, : 50 News
10:00 New Yorkers, : 20 (B) World Reports, : 50 News
11:00 (B) ZDF/F 2 News, : 25 (S) Tokyo Market Info, : 50 News

AFTERNOON
1:00 (B) News Hour, : 50 News
2:00 (B) Water Sports World, : 25 (B) Dog Encyclopedia, : 50 News
3:00 (B) CNN News, : 15 (S) Weather, : 25 Tokyo Market Info, : 50 News
4:00 Hometown Report, : 50 News
5:00 (B) ABC News Night Line, : 25 Inside Edition, : 45 (S) Weather, : 50 News

EVENING
6:00 (B) CNN News, : 20 (S) Weather, : 25 (B) ABC World News Now, : 50 News
7:00 Indy Car World Series
8:00 News
9:00 (B) Sports News, : 15 Sports A la Carte, : 30 (B) Business Line, : 50 (S) Weather
10:00 Prime Time News, : 50 (S) Extinction of Species This Century
11:00 (B) Overseas Documentary : Nazi Jazz Band, : 50 English Lesson

AFTER MIDNIGHT
12:00 (B) News Japan Update, : 30 (B) News from Asian Countries
1:30 (B) NBA Basketball Finals : Bulls vs. SuperSonics
3:25 (S) Weather, : 30 (B) News Hour
4:20 (S) Extinction of Species This Century, : 30 ZDF/CNN News, : 55 (S) Weather

BS 11 NHKS-2
MORNING
5:00 Morning 5
6:00 Good Morning Nippon, : 10 (S) Wild Birds, : 25 (S) Visits to Old Temples, : 55 (S) Nature
7:00 Good Morning Nippon, : 30 Drama : Himawari, : 45 Drama :

8:00 Cartoon, : 25 (S) Nursery Programs
9:10 (S) Entertainment News, : 30 (S) German Music Travelogue
10:00 (S) Puppet Play, : 40 (S) European Music Travelogue, : 50 (S) Wild Birds
11:00 (S) Journey to Fathers, : 55 Weather

AFTERNOON
12:00 News, : 15 (S) Wonderful World Trip
1:45 (S) Season in Japan
2:00 Kabuki : Sugawara Denju Tanarai Kagami, Terako-ya
3:50 (S) European Music Travelogue
4:00 (B) Chinese Drama : Empress Tse-t’ien, : 50 (S) Art
5:00 Health, : 15 (S) Nursery Programs

EVENING
6:00 Cartoon Theater
7:00 (B) News 7, : 40 (S) Cooking Variety : King of the Table
8:00 (S) Weekend Special : All About Tokyo National Museum
11:00 (B) Overseas Drama : Captain James Cook

AFTER MIDNIGHT
12:30 (S) Entertainment News, : 45 (S) Interactive Game
2:00 U. S. Movie : On the Waterfront (Subtitled in Japanese)
3:50 (S) Music Boxes
4:00 (S) Animal Travelogue, : 45 (S) Classical Music (5:00)

BS 5 WOWOW
MORNING
6:40 (S) World Railways
7:00 Cartoon : Jungle Taitei, : 30 (B) Disney Cartoon
8:00 (S) U. S. Movie : Even Cowgirls Get the Blues (Subtitled in Japanese)
9:50 (S) U. S. Movie : Mrs. Doubtfire (Subtitled in Japanese)

AFTERNOON
12:00 (B) TV Series : Santa Barbara (NS), : 50 (S) TV Shopping
1:00 (S) Fumina Hisamatsu Concert
2:00 U. S. Movie : The Seven Year Itch (Subtitled in Japanese)
JAPAN'S MEDIA AT PRESENT

5:00 (B) TV Series: Friends, :50 (S) TV Shopping

**EVENING**
6:00 (B) Disney Cartoon, :30 Cartoon: Jungle Taitei
7:00 Osamu Tezuka's Cartoon Theater
8:35 (S) SFX Special: Movie Magic
9:00 (S) U. S. Movie: The Mambo

Kings (Subtitled in Japanese)
11:00 Cartoon: Ashita no Joe

**AFTER MIDNIGHT**
1:00 (S) Japanese Movie: Wangan Bad Boy Blue
2:40 (S) British-Indian Movie: Gandhi (Subtitled in Japanese–6:00)

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### Table VII

**CABLE TELEVISION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BBC World</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MORNING</strong></td>
<td>6:00 World Business Today, :30 World Sports</td>
</tr>
<tr>
<td>5:00</td>
<td>World News, :30 (B) Tomorrow's World</td>
</tr>
<tr>
<td>6:00</td>
<td>BBC World Report</td>
</tr>
<tr>
<td>7:00</td>
<td>BBC World Report</td>
</tr>
<tr>
<td>8:00</td>
<td>World News, :10 Newsnight</td>
</tr>
<tr>
<td>9:00</td>
<td>BBC Newsroom</td>
</tr>
<tr>
<td><strong>AFTERNOON</strong></td>
<td>12:00 World News, :30 World Report</td>
</tr>
<tr>
<td>12:00</td>
<td>Headlines, :05 Under the Sun</td>
</tr>
<tr>
<td>1:00</td>
<td>BBC Newsday</td>
</tr>
<tr>
<td>4:00</td>
<td>Headlines, :05 Under the Sun</td>
</tr>
<tr>
<td>5:00</td>
<td>World News, :30 (B) Raymond's Blanc Mange</td>
</tr>
<tr>
<td><strong>EVENING</strong></td>
<td>6:00 World news, :30 (B) Earth Report</td>
</tr>
<tr>
<td>6:00</td>
<td>BBC Newsdesk</td>
</tr>
<tr>
<td>7:00</td>
<td>(B) BBC Newsdesk</td>
</tr>
<tr>
<td>8:00</td>
<td>(B) Headlines, :05 (B) Under the Sun</td>
</tr>
</tbody>
</table>
| 9:00  | (B) World News, :15 (B) World Business Report, :30 (B) BBC News
| 10:00 | World News, :30 (B) BBC Newshour Asia Pacific |
| 11:30 | (B) Tomorrow's World                          |
| **AFTER MIDNIGHT**                                | 12:00 Headlines, :05 Under the Sun           |
| 1:00  | World News, :30 (B) Summer Holiday           |
| 2:00  | The World Today                               |
| 4:00  | Headlines, :05 Under the Sun                 |
| **BBC World**                                     | **MORNING**                                    |
| **MORNING**                                       | 6:00 World Business Today, :30 World Sports  |
| 7:00  | (OP) World View                              |
| 8:00  | World News, :30 (OP) Money Line              |
| 9:00  | World News, :30 (OP) Cross Fire              |
| 10:00 | (OP) Larry King Live                          |
| 11:00 | World News, :30 Showbiz Today                |
| **AFTERNOON**                                     | 12:00 World News, :30 World Report           |
| 1:00  | World News, :30 (OP) Inside Politics         |
| 2:30  | (OP) Money Line                               |
| 3:00  | World News, :30 (B) Showbiz Today            |
| 5:00  | World News, :30 (OP) CNN Newsroom            |
| **EVENING**                                       | 6:00 World News, :30 CNN World Report        |
| 7:00  | Business Day                                  |
| 8:00  | (B) Tokyo Prime                               |
| 9:00  | World News Asia, :30 Business Asia            |
| 10:00 | (B) Larry King Live                           |
| 11:00 | World News Asia, :30 World Sports             |
| **AFTER MIDNIGHT**                                | 12:00 (B) Showbiz Today, :30 Business Asia    |
| 1:00  | World News, :30 Q & A                         |
| 3:00  | World Business Today, :30 World News          |
| 4:30  | World Report                                  |
| 5:00  | World News                                   |

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**CNN International**

CNN International can be seen in any household in Japan either via cable or satellite.
JAPAN’S MEDIA AT PRESENT

JCTV, ACTV
JCTV and ACTV run 24 hours CNN International. They can be seen at major hotels and apartment buildings in Tokyo (channel 2), Osaka (1), Kobe (1) and Kyoto (5).

Table VIII
RADIO PROGRAMS

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:15</td>
<td>Japanese Pops</td>
</tr>
<tr>
<td>2:00</td>
<td>Classics Salon Special</td>
</tr>
<tr>
<td>4:00</td>
<td>Pop Artists Special: Monkees</td>
</tr>
<tr>
<td>6:00</td>
<td>Local Program</td>
</tr>
<tr>
<td>7:20</td>
<td>Best of Classics: Piano Concerto No. 2 (Beethoven), Pires (pf), Symphony No. 1 (Bruckner), Ab-bano &amp; Vienna Phil; Sonata for Unaccompanied Flute (Bach), Racine (fl)</td>
</tr>
<tr>
<td>9:00</td>
<td>Music Square</td>
</tr>
<tr>
<td>11:10</td>
<td>Music Pilot</td>
</tr>
<tr>
<td>12:00</td>
<td>Rock</td>
</tr>
</tbody>
</table>

TOKYO–FM 80.0 MHz.

MORNING
6:00  Morning Freeway
9:00  FM Sofia
11:00 Dear Friends

AFTERNOON
12:00 Afternoon Breeze
4:00  Friday Special A to Z
5:00  Jaywalk on the Corner, : 30 Only Good Times
6:00  Amusement Kingdom : 30 Friday’s King
7:00  Friday Club, : 30 Rockin’ Street : Katsunori Takahashi
8:00  Get Friday, : 30 Yuki 100 Percent
9:00  Tokyo “F” Night
10:00 Super Friday All–Japan Best 20

AFTER MIDNIGHT
12:00 Jet Stream
1:00  Drill King Hour: Denki Groove
2:00  Miracle Gamer Kids
3:00  Morning Live

FM–JAPAN 81.3 MHz.

MORNING
5:00  J’s Prelude : 1st mvt. from Oboe
JAPAN'S MEDIA AT PRESENT

Concerto in C maj. (Mozart), Michel Piguet (ob), Christopher Hogwood & the Academy of Ancient Music Orch
6 : 00 Singin' Clock, : 20 Natural Mornin'
7 : 00 TOKIO Today
9 : 00 Antemeridian
11 : 00 Good Times Lucy!

**AFTERNOON**
1 : 00 Postmeridian
3 : 00 Urban Colors
6 : 00 J's Calling
8 : 00 Neo Hits Jam—TOKIO Sonic Wave, : 40 AZ Wave
9 : 00 Future Tracks, : 40 AZ Wave
10 : 00 Top Picks: Carpenters, : 30 AZ Wave
11 : 00 Pazz & Jopps, : 40 AZ Wave

**AFTER MIDNIGHT**
12 : 00 Midnight Faces, : 40 AZ Wave
1 : 00 Across the View
3 : 00 Still Life: Donell Jones, Tori Amos

**INTERFM 76.1 MHz. MORNING**
6 : 00 Morning Drive Time
9 : 00 Good Day Today

**AFTERNOON**
12 : 00 Asian News and Topics: PSA (in Spanish)
1 : 00 Afternoon Time: Speak Your Mind
4 : 00 Twilight Drive Time: Editorial Eyes, PSA (in Spanish)
7 : 00 Home Prime Time: Heart Line, PSA (in Spanish)
11 : 00 Midnite Groove: Quickglance at the Japan Times

**AFTER MIDNIGHT**
2 : 00 Telephone Jukebox: All-request Time (6 : 00)

**FM YOKOHAMA 84.7 MHz. MORNING**
6 : 00 Friday Splash
9 : 00 The Breeze

**AFTERNOON**
1 : 00 The Voice
5 : 30 Good Evening Yokohama
7 : 00 Radio Pop Sketch: Eri Hiramatsu, : 30 Yokohama Radio Night—Friday Special: Mods

**AFTER MIDNIGHT**
1 : 00 Rock’in Groove
3 : 00 Soundscape: Trampolines

**FM—OSAKA 85.1 MHz. MORNING**
5 : 00 Asa—Ren 5 : L—R
7 : 00 World Headline, : 30 Breakfast Club
11 : 00 Dear Friends, : 30 Sound Walk

**AFTERNOON**
12 : 00 Countdown Kansai: Shonen Knife
4 : 00 Only Good Times
5 : 00 Cruising Kansai
8 : 00 Get Friday, : 30 Evergreen Weekend
9 : 00 Precious Moonlight: Koji Kikkawa, : 30 Tokiko Kato’s Club
10 : 00 Super Friday All—Japan Best 20

**AFTER MIDNIGHT**
12 : 00 Jet Stream
1 : 00 Shine in Naked, : 30 Back to the Midnight
2 : 00 Rock Dimension, : 30 Rock City Osaka: Glay

**FM—COCOLO 76.5 MHz. MORNING**
6 : 00 Music Wave
7 : 00 The Country Hour: Vietnam, Pakistan, : 30 Meet the World (in Korean)
8 : 00 The Country Hour: New Zealand, Australia, : 30 Language with Coco-lo (in Chinese)
9 : 00 The Country Hour: Brazil, Mexico, : 30 Sightseeing Map (in English)
10 : 00 The Country Hour: Chile, Peru, : 30 Report: Collon Bacillus O—157
11 : 00 The Country Hour: Indonesia, Philippines, : 30 Report: Collon Bacillus O—157

**AFTERNOON**
12 : 15 Hyogo Info, : 30 Overseas Hour: Nonstop Music Show 1 : 00
The Country Hour: India, Sri Lanka, : 30 Report: Collon Bacil—
<table>
<thead>
<tr>
<th>Time</th>
<th>Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00</td>
<td>The Country Hour: Thailand, Malaysia, 30 Report: Collon Bacillus O-157</td>
</tr>
<tr>
<td>3:00</td>
<td>The Country Hour: Vietnam, Pakistan, 30 Report: Collon Bacillus O-157</td>
</tr>
<tr>
<td>4:00</td>
<td>The Country Hour: New Zealand, Australia, 30 Language with Cocolo (in Chinese)</td>
</tr>
<tr>
<td>5:00</td>
<td>The Country Hour: Brazil, Mexico, 30 Welcome to Kansai for newcomers (in English)</td>
</tr>
<tr>
<td>6:00</td>
<td>The Country Hour: Chile, Peru, 30 News &amp; Weather</td>
</tr>
<tr>
<td>7:00</td>
<td>The Country Hour: Indonesia, Philippines, 30 Meet the World (in Korean)</td>
</tr>
<tr>
<td>8:00</td>
<td>The Country Hour: India, Sri Lanka, 30 Music Variety: Cocolo Time (in Korean)</td>
</tr>
<tr>
<td>9:00</td>
<td>The Country Hour: Thailand, Malaysia, 30 Beyond the Border (12:00)</td>
</tr>
</tbody>
</table>

the media to put only their commercials on air.

When a sponsor wants to make a one hour drama during prime time for instance, it has to pay at least one hundred million Japanese yen (roughly 600,000 British pounds), and one commercial of fifteen seconds put on air during a prime time programme with a rating of twenty percent, costs at least two million Japanese yen (roughly 12,500 British pounds), which means that small and medium sized enterprises cannot become TV sponsors. That is to say, the message in both TV programmes and the commercials in Japan are of huge enterprises based on the almighty business logic and naturally they tend to neglect the voice of the citizens. It is worth noting that the Japanese media usually do not report the name of big businesses when they are involved in anti-social behaviour, whereas they easily name individuals in similar cases and violate their human rights.

The fact that only big businesses can become sponsors makes it difficult for the media to refer to their products such as synthetic detergents, cars, alcohol, cosmetics, etc. from negative points of view.

The following are the twenty corporations which spend the most sponsoring the media in Japan as listed in the Dentsu Advertising Annual 1995/96.

1. Kao
2. Matsushita (Panasonic)
3. Toyota Car
4. Suntory
5. Shiseido
6. Honda

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JAPAN'S MEDIA AT PRESENT

7. Asahi Beer
9. NEC
11. NTT
13. Hitachi
15. Daiei
19. Tokyo Electric
8. Sapporo Beer
10. Mitsubishi Car
12. Nissan Car
14. Kirin Beer
16. Lion
20. Toshiba

In addition, many other businesses including newspaper companies invest in television networks. According to Japan Commercial Broadcasters Annual 1995 (Minporen Nenkan '95), in case of TBS top five investors are Sakura Bank, Nippon Life Insurance, Sumitomo Trust Bank, Chuo Trust Bank and Mitsui Trust Bank, and their occupancy is about twenty percent in total. And in case of Nippon TV top five investors are Yomiuri Newspaper, Mr. Yosaji Kobayashi, Yomiuri TV, Nomura Shoken Stock and Teikyo Univerisity, and their occupancy in total is about thirty percent.

5. Does the TV Screen Tell the Truth?

TV has its own media characteristics. One of them is that it is fundamentally difficult to make programmes without visual pictures, which means that any story without them cannot be put on air and that the audience takes any story with vivid pictures as being true. Therefore if the audience do not watch television critically, they are liable to understand everything appearing on the TV screen as a fact and this illusion makes people forget that our society is not so small as to be explained on the scale of TV screen.

Of course the skills of shooting and editing can cover those problems to a certain degree, but in so many cases this kind of restriction of TV making brings media hoaxes "Yarase" together with severe rating competition.
JAPAN’S MEDIA AT PRESENT

"Newspapers"

① Favouring Big Businesses

Newspaper companies depend for more than a half of their income upon the advertisements and they also find it difficult to criticize big business enterprises as we have seen in case of television. And as the result of this we often see unfairness in reporting, such as newspapers publishing the name and even the photo of a suspect working for a rather small company right after or sometimes even before the police makes him or her public. But in case that the suspect is working for a big company it usually does not name neither the suspect nor the company, reporting instead, “a man or woman working for a big construction company”.

② Press Club

Every ministry of the central government and the major local governments of Japan have a “press club” (Kisha Club) which was originally organized as a friendly gathering of reporters from newspaper and TV companies who wished to join, but now it is actually functioning as the only window for the media side to get information, and it sets up even the press meetings for briefings which are closed to non members. Because of this system it is no problem for the government side not to provide information or data to the media organs which they cannot control.

This causes unfairness and the imbalance of information dissemination. And naturally the club members write only favourable items for the government side and furthermore it becomes fairly difficult for the non-members to get information or data to criticize the government or governmental organizations even when they discover wrongdoings.

③ The Influential Media Make No Critical Analysis

The circulation numbers of the Japanese daily newspapers are so big. According to Japan Audit Bureau of Circulations as of February 1996, the morning edition of
the Yomiuri Shimbun Newspapers sells 10.11 million (evening edition 4.4 million) and the morning edition of the Asahi Shimbun Newspaper sells 8.38 million (evening edition 4.4 million).

There are three more nation-wide circulated newspapers in Japan: the Mainichi Shimbun Newspaper (morning edition 3.99 million, evening edition 1.9 million), the Nippon Keizai Shimbun Newspaper=Nikkei (morning edition 2.91 million, evening edition 1.63 million) and the Sankei Shimbun Newspaper (morning edition 1.93 million, evening edition 0.96 million)\textsuperscript{6}.

Of course it is a good thing that the newspapers are read by so many people. But these big circulation numbers of the newspapers are also the cause of several problems.

For instance when news items are selected, the consideration not to offend or interfere with any group of readers is taken first, which means that the media do choose topics not to talk about serious social problems and they do not discuss concrete matters in critical ways, being afraid that some readers might take offense. From this comes a part of the reason why the Japanese media, especially the nation-wide newspapers, have not reported the truth about the Minamata Disease caused by the mercury emitted by a factory, or the HIV infection problem of the blood disease patients. Another example is that the media campaign to help the children who lost their parents through the traffic accidents and they often refer to the people's complaints about traffic jams, but they never criticize the marketing policies of the car industries helped by the Ministry of Transport and Tourism and the Ministry of International Trade and Industry to sell more cars to people.

The HIV problem, which was mainly caused by the corrupt relations between high ranking officials of the Ministry of Welfare and medical industries mediated by some doctors who get financial aid from them, and the retired bureaucrats who took on posts in the related companies, appeared in the major media only after the citizens' protests succeeded in the courts and the accusers got favorable sentences. This
is also true in the reports on environmental issues, which campaign for recycling, but never refer to the responsibility of the industries who are producing the items and industrial wastes not friendly to nature. And instead the Japanese media sometimes put topics such as Sumo wrestling or baseball or tennis as the headline news of the front page.

4 Power Oriented Local Newspapers

Then how about the local newspapers? In each local area of Japan at least one local newspaper has larger sales in the particular area than any nation-wide newspaper, which means the local newspaper has the same problems regarding to the local government or the big businesses of the area as the nation-wide newspapers do throughout the country. For instance in case of Kyoto, the Kyoto Shimbun Newspaper has strong relations with the governments of Kyoto City and Kyoto Prefecture, and it usually does not criticize the decisions made by those two governments or rather campaigns for them. And the President of Kyocera Corporation whose head office is located in Kyoto, is the President of Kyoto Chamber of Commerce and one of the biggest investors for the Kyoto Broadcasting Station Co., which means that the major local media in Kyoto do not critically refer to the matters like the big power of Kyocera, about which some citizens’ movements complain.

[The Lack of Citizens’ Access and the Improvement of the Legal System]

Japanese broadcasting, both radio and television, are under the direct control of the central government of Japan. NHK is the special legal body affiliated to the Ministry of Posts and Telecommunications, and commercial broadcasting business must be licensed by the Ministry according to the Radio Wave Law (Dempa-ho, 1950) and the contents of the programmes are also restricted by the Broadcasting Law (Hoso-Ho, 1950).
JAPAN’S MEDIA AT PRESENT

All the key broadcasting corporations in Tokyo have relations in terms of both finance and personnel with nation-wide newspaper companies and the local broadcasting corporations have relations with the major newspaper company of that area or they are invested in by the big businesses of the area, so that all the newspaper companies are indirectly controlled by the central government and by big business circle through the licensing system of broadcasting (See P.13 “Almighty Business Logic”).

Therefore we can see from these facts that the readers or audience find it difficult to have the right and effective channels to the media through which they can participate in the policy-making of the media system and its information in Japan. The media under such strong governmental controls do not usually cover the news items which are not favorable to the government or big businesses and therefore the first principle of media management becomes to maximize profits.

In general the Japanese media do not work as the eyes and ears of the people and do not collect the data which might help people make correct judgments. Instead they are managed on the principle of sensationalism and entertainment to get higher ratings, neglecting fundamental human rights including privacy.

It is clear from the experience of the past fascism of Japan, Germany or Italy and from the analysis of the media of the former socialist countries of Eastern Europe or of China or North Korea at present that a media owned or exclusively controlled by the national government is unsatisfactory. And it is also clear from the facts of sensational reporting, thus neglecting human rights and the issues which are central to what is going on in our society, that broadcasting corporations run only by the commercial principle are not always ideal ones. Both of the two media types do not respect or even pay attention to the basic principle of democracy: the sovereignty exists in the hands of the citizens.

In order to solve those problems or in order to improve the situation we need to make better laws and regulations as well as standards of ethics and to establish a sound system of media education, both of which show the necessity for the citizens
of Japan to participate in the policy-making of information dissemination and data supplies as a whole including multimedia.

My proposal on this subject is that we need to organize a “Japan Mass Media Commission” set up by the Diet, and whose members are representatives of the citizens and scholars, and whose observers are managers of the media businesses and officers of the government who can speak but do not have a right to vote. And under this commission we need to establish a “Japan Video Center” where all the TV programmes, all the movies, CD and other forms of information made in Japan or imported to Japan for sale or for public use are collected. People can go there and check them whenever they find it necessary.

At least these two organizations are necessary to make the Japanese media system more accountable to the people and if we have these two organizations financed by the central government, the Japanese media, especially TV, will have to stop putting out lousy, useless, meaningless and sometimes even harmful information based on non-reliable sources and data as they are doing now.

[Poor Media Studies]

Both journalism and news reporting organs should always be open to studies and discussion from outside, particularly by citizens, so as to keep themselves abreast of public opinion and also to be independent of any social power, and they should fulfill their function to convey the right and correct information to the people.

To keep this ideal condition, well-balanced cooperation between the media side and the people must be built up. One of the key elements for this is that we need to have frank media analyses and studies but many of them in Japan are so called quantitative studies which are often done with the financial assistance of the government and the media themselves, and sometimes even with the support of business corporations, or they are studies of the multimedia society from only the viewpoint
of its rosy future which is financed by the industry or is at least welcomed by the industry. Further still, the studies of the social functions of media or of journalism are getting weaker and weaker.

This trend of media studies implies that the policy of the close cooperation between the university and the industry is being widely respected by those of both sides as an ideal and practical way, and it also means that the media studies of Japan are liable to accept the media and society as they are rather than considering how they should be changed for the better.

III Social Functions of the Media

We can roughly classify the social functions of the media into seven: 1) the correct reporting of the right information, 2) comments and explanation on the difficult issues so as to be easily understood by the people, 3) providing the citizens with a forum of discussion on the important social issues and exchanging ideas on them, 4) social education and campaigns, 5) giving healthy entertainment to people, 6) advertisements to secure good products through the society, and 7) social welfare function.

Among these seven functions the most important one is 1) the correct reporting of the right information: that is to disseminate “fair and impartial” information in the society, which sometimes needs the comments from people on the important social issues by providing people with a forum of discussion on them so that they can make the right judgment on socially important news items. But the Japanese media very often sacrifice these essential aspects of their social functions on purpose and pay more attention to the role of advertising and giving entertainment only or non-political information to the people from very emotional and sensational angles, which of course comes from the socio–economic reasons mentioned before.

Japanese society puts very high value on the spirit of togetherness or conformity
(Wa) as a social management principle and so as to keep this spirit in every corner of society the media, too, do not want to cover controversial social issues. This attitude is strengthened by their fear of being attacked for being "biased" or "partial" from the government side as we have seen before. This structure of the information environment together with commercialism are often seen in the Japanese media especially in the major media of both newspapers and broadcasting, which works effectively to maintain the existing power structure of Japan.

**Conclusion: Ethics of Society and the Logics of the Media**

The media of Japan and those of the UK and the USA have so many common problems and difficulties. In order to overcome and recover from the present pathological situation I am now proposing to take a "Positive Principle of Fairness and Impartiality" as the way of covering the dissemination of information by the media.

One of the most difficult things for the discussion of the media in general is that people who watch TV and read newspaper a lot, but who are not familiar with what is going on inside the media, are likely to believe that the efforts by journalists or workers in the media business can correct most of these problems. Actually the conflict between the principle of commercialism and the that of journalism, together with the intention of the government or the power elite to control the media to their own advantage is the main cause of the media problems in Japan. The naive majority are given through the media so many examples of media hoaxes and their corruptions, and are liable to consider it natural for the Ministry of Posts and Telecommunications to control the media for the "public interest" of the whole society.

Bureaucrats prepare logical reasoning for the members of both Houses to call the media people to the Diet, and question and tease them on their misdemeanors in broadcasting, using the clauses of the House Testimony Law (Giin-Shogen-Ho).
Thus the public opinion critical of the media gets stronger and stronger as media hoaxes are very often reported in other media. And worse, the people think that they themselves are qualified media critics who can improve the situation.

I fear the rapid increase of governmental control over the media and am afraid that the voice of the people saying that it is dangerous, is not being heard. This is a menace to the democratic management of our society, which can be maintained and supported only by the existence of a healthy media and journalism independent of the state and other powers against citizens.

"The Positive Principle of Fairness and Impartiality" I am proposing to radically improve the media, requests the media and media related people to stand strongly against social evils and to cover any topic, even if it might not be favoured by the power elite, devoting themselves as news reporting organs for the betterment of our society. Here the media try to make our society better respecting the principle of equality of each individual and his or her human rights. This principle would never permit reports such as, "There Were No Gas Chambers at Auschwitz" which has really appeared in a major Japanese magazine Marco Polo, in the February 1995 issue. Of course it was criticised by many people throughout the world, especially by the Jewish organizations of the USA, and finally the publisher Bungei-Shunju decided to discontinue the magazine. But the important matter to be remembered here is that the publisher first contended that to say "There Were No Gas Chambers at Auschwitz" is the freedom of speech and that if the argument was not accepted they would give the space in the magazine to those who disagreed.

Journalism and the media both have to understand that if the facts of who made the gas, who carried the gas to Auschwitz, who opened the cans of the gas and who were killed by them are historically clear and academically proved, it is not the freedom of speech to say that there were no gas chambers at Auschwitz. But it is important for us to note that this way of behaving is still seen in the many media at present, which is being managed by business logic, for political reasons, and by the
apathy or the ignorance of the workers in the media who are usually but mistakenly called “journalists”.

“**Fairness**, in my understanding, is “the social system and the attitude of the people and for the people who compose the society, which enable the people to help each other and to prepare the social conditions where anybody can fully develop the talent and ability of his or her own on the basis of the equality of individual human rights.”

Media’s “**impartiality**” could be realized by working on the basis of the principle of “fairness” above mentioned. This is not only the approach of conventional media analysis referring to the right to know of the citizens, or the duty of the media to let the public know what is going on in the society, but also it is supported by the conviction that the media should function to make our society better.

Without the positive discussion of what type of society we want to live in, “The Positive Principle of Fairness and Impartiality” cannot be realized, nor can the notion of it be understood. But at the same time it is an easy and simple concept for anybody to understand if he or she wants to belong to citizens’ side.

And such “positively fair and impartial” media logic and social ethics necessary to establish a civic society with the citizens’ sovereignty, will not change at least for the time being and possibly in the fairly long future to come, even if the distinction between broadcasting and communication gets vague and even if the multimedia networks of telecommunication supported by the computers prevail throughout the world.

**Notes**

1) This paper was originally prepared for MA in Japanese Studies (by Distance Learning) organized by School of East Asian Studies, The University of Sheffield, the UK. This MA course as a whole is named “Perspectives on Contemporary Japanese Society” and my paper entitled “Japan’s Media at Present” is the introduction to the controversial
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analysis of the Japanese media.

When I visited the University of Sheffield to give a lecture on the Japanese Media and Society by the arrangement of British Council in March 1996, I was asked to write this paper for the course. Then I thought that it would not be so difficult to prepare for it because I know what is happening in this field of academic studies, but when I actually began to prepare for it, I found that there were very few writings in English on this subject so far, which gives a general ideas on the media of Japan at present. Now I can say that my paper might be called one of the first papers which generally introduces about what is going on in the Japanese media and about the problems they face as news reporting organs.

2) There does not exist a reliable survey on how many computers are used for communication, but it was estimated at between 1.7 million and 2 million by computer magazines in the beginning of 1996. According to Nikkei Newspaper (Morning Edition, August 23, 1996), about two million use The Internet and 3.5 million are members of computer communication service companies in Japan.

Of course this computer communication like The Internet has benefits such as for the handicapped people. According to the international satellite edition of The Nikkei, August 24th, 1996, six out of 533 surveyed handicapped people use the Internet for the reason that they can get necessary information even without going out.

3) McLuhan's idea was later published in his last publication “Global Village” in 1976 with his co-author Bruce R. Powers. Now it is available as an Oxford University Press paperback edition.

I myself agree with his idea of the global village on a basic level but I do not agree with him on the point that he puts the power of media and their characteristics before the socio-economic power strategy.


5) According to the morning edition of The Yomiuri Shimbun Newspaper, August 14th, 1996, the weekly comic magazine Shonen Jump sells 5.8 million and Shonen Magazine sells 4 million. And forty percent of the publications of Japan is of those comic magazines and books. The readers of those Manga are not only boys and girls but company workers in their 40s and the young generation in their 20s including university students.

In this sense there already exists so called Manga culture in Japan which is symbolized by the opening of Manga museums like Hasegawa Museum of “Sazae-san” (1985)
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and “Tezuka Osamu Memorial Museum” (1994). And also more than ten local governments of Japan like Ueda City of Nagano Prefecture and Omiya City of Saitama Prefecture plan to establish Manga related museums as the new industry to attract the young generation and promote tourism.


7 ) This was first by every three years, but it is by every five years now. According to Nippon Minkan Hoso Renmei (The National Association of Commercial Broadcasters in Japan) there are 88 TV stations, 62 radio stations and 36 TV/radio stations in Japan and the Association has 186 members in total in 1996.

8 ) According to Nihon Shinbun Kyokai (The Japan Newspaper Publishers and Editors Association) there are 112 newspaper companies in Japan and the Association has 164 members including some TV companies and publishers of periodicals (as of June 1996).

References

#The following four are written in Japanese, which I myself wrote or edited.
Watanabe, Takesato, 1987: The Paradigm for the Civic Society, Shimin-Bunkasha Press. (Shimin-Shakai no Paradigm)
Watanabe, Takesato, 1995: TV and Its Media Hoaxes, Sanseido Press. (TV-Yarase to Joho-Sosa)
☆There are not many reliable books referring to mass media of Japan in general, and in addition those who are registered in this MA class of The University of Sheffied, understand Japanese fairly well, and so I took only my books for the references here.

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1996年3月、私はブリティッシュカウンシルの要請により、イギリス各地の六つの大学でメディアに関する講演をした。そのなかのひとつであったシェフィールド大学にて「メディアと社会」という話をしたおり、同大学の東アジア研究学部の組織する「1996年度在外者日本研究修士課程」の客員講師になることを依頼された。本論文は、その他の科目である「現代日本研究・日本のメディア」の登録者へのテキストとして準備された。

当初、私はこのコースの下準備として、これまでに日本で書かれた、メディア関係の英語の書物や論文をまとめ、紹介するだけですむと思ったのが、じっくりとはそれほど簡単な作業ではなかった。なぜなら、日本の日本のメディアをとりあげた英文の専門書が存在していなかったのである。たしかに日本社会についての書物のなかにはその一部でメディアについてふれたものが多いつかあった。が、それらは新聞や雑誌の名前や発行部数などの初歩的なデータの紹介を、しかも分析や批判なしにしているだけで、日本のメディアとその他の問題に包括的にふみこんでいるものは皆無に近かった。あえてあげれば、カレル・ウォルフレン氏の「日本・権力構造の謎」（1989年）とその関連著作のスタンスが私のそれと似ている。が、氏はメディア研究者ではないので、その論が表面的な現象論にとどまってしまっているといえるだろう。

日本新聞協会やNHK、あるいは民放連発行の資料などもさがしたが、調査データの説明や個別の問題についての専門論文やジャーナル（たとえば、民放連放送基準の英訳やNHKによる『Studies of Broadcasting』誌など）はあったが、全体として今日の日本のメディアについての学問的にたえず、批判的な英文紹介書は存在していなかった。だから本稿ではあえて、日本の読者には必要でないようなテレビ番組のリストまであけて論証するようにしたわけである。

理由には二つあると思われる。

第一は、世界的には日本語はアジアの一地域の、どちらかといえば特殊なもの
ので、世界の人たちは学者・一般人を問わず、日本のメディアについての一般的知識——いっても彼らにしてみれば、えらく専門的なものになるのだが——を得ることにそれほどの意味があるとは考えてこなかった。つまり必要がなかったことである。第二は、日本語の読める日本のメディア学者たちにとってはありあまるほどの資料が自由につかえ、しかも研究成果は日本語で発表できるから、日本のメディアの概説書を外国語で書く必要性などなく、またはそういう要請がこれまでどこからもなかった（らしい）ことである。つまり、メディアの倫理や広告研究・世論調査などの世界的に共通した研究対象は別にして、日本のメディアの総括的な勉強とその研究成果の発表に、外国語の論文を用意することがどこからもとめられてこなかったことがあるのではないか。

私が今回、この文章を書いたのは以下のような理由による。

第一は、これまで外国（語）で議論される日本といえば、①歌舞伎や能、もしくは華道や茶道といった伝統的や、源氏物語から吉本ばななにいたるまでの文学、②第二次大戦後の日本の経済発展と社会・経済構造、③ヒロシマをふくむ戦後の政治・社会運動、あるいは日本社会の歴史的なながれとその関連事項といったことには限られてきた。だがそれすむ時代はもうはや過ぎたのであり、日本のトータルな理解が仏国および仏国人たちにもとめられる時代がやってきていること。第二は、英語による日本のメディアについての紹介は、これまでのように、現象を表面的になぞるだけであったり、ごく専門的なことをくわしく検討するだけでは、その問題点を全体の日本社会の構造にリンクさせて理解することなど外国人たちは無理であると私は考えるにいたったから、である。

そういう観点から、阪神淡路大震災のさいの日本人ボランティア活動についての本（全電通編著『阪神淡路大震災の記録』の英訳作業（"THE KOBE EARTH-QUAKE: OUR RESPONSE" 新紀元社刊, 1996年）も同志社大学への5ヶ国からの留学生たちの協力を得ておこなったわけである。

日本のメディアについての外国への紹介における、これまでのそうした弱点がこの論文でカバーされたかどうかについては私も自信があるわけではな
い。しかし、メディアの「公正」を「公衆の利益のために正義を実践する」と定義ずける、私の「積極的公正中立主義」の提唱をふくむ本論文が外国語によるこれまでの日本のメディアについての文献にいくらかつづくわえるものになっっており、外国人にたいする日本社会の説明における資料の一つとして諸賢にご利用いただければ望外のしあわせである。

（同志社大学人文学会『評論社会科学』第55号用に，1996年6月30日提出）