Summary of the Papers

Public Broadcasting and the Transformation of Audiences in the Digital Era

The Search Engine Medium

How Were Japanese Reading of Kango Decided?
An Outline of the Discussions of the Pre-war Broadcast Language Committee

The Internationalization of Audiovisual Media: A Comparison of the Policies in Japan, the United States, and the United Kingdom

The Freedom of Communication and Public Broadcasting:
Boris Libois's Philosophy of Public Communication

Have Mobile Phones Improved the Well-being of Children?
– A Theoretical Framework for Assessing the Gains and Losses
Associated with the Possession and Use of the Commercial Product –

Koizumi's Ability to revive his Fortunes and the Undercurrent for a Two-Party System:
From a Survey on Opinion Polls of the Five and a Half Year Koizumi Era

Rulings Steadily Creating Ethical Standards: The First Decade of the BRC

Public Broadcasting and the Transformation of Audiences in the Digital Era

Yoshiko NAKAMURA & Ritsu YONEKURA

(Synopsis)

The NHK Broadcasting Culture Research Institute carried out an international survey on the public's attitudes towards public broadcasting in the period from February to March 2006, in order to grasp what kind of presence public broadcaster has for people, and the issues public broadcaster faces, at a time when the media environment is being considerably altered by multimedia, multiple channels and digital technology. While the survey covered seven countries (Japan, the United Kingdom, the United States, South Korea, Germany, France, and Italy), this article analyzes the findings particularly on four, viz. NHK in Japan, KBS in South Korea, BBC in the United Kingdom, and PBS in the United States, in order to shed more light on the situation public broadcaster finds itself and on its issues.

When we look at the major audiences for public broadcasts by age group, we find viewership follows an ascending pattern in South Korea and Japan, where viewers tend to congregate in the higher age brackets, while it follows a more dispersed pattern in the United Kingdom and the United States. We can also see a similar tendency in other matters, such as degree of satisfaction, and the support for receiving fees (donation).

In South Korea and Japan, we can see a negative correlation on internet use and attitudes and evaluations of public broadcasters, which we do not see in any pronounced form in the United Kingdom and the United States. We can see a negative correlation on attitudes and evaluations of public broadcasters in all four countries on the matter of multiple channels. We also investigate views on the reflection of audience views and accountability, and observe how such attitudes and evaluations are closely related to the evaluations of public broadcasters: those who are generally positive in these respects

take a mostly positive view of public broadcasting, while those are negative mostly do not.

It is increasingly important for public broadcasters to respond to the changes in the media environment at a time when we are about to enter the digital era, by offering more services via a range of different routes and platforms, and for them to boost their ties with audiences, by reflecting the views of their audiences, and being more accountable to them.

The Search Engine Medium

Motoi MIURA & Ken-ichi KOBAYASHI

(Synopsis)

The spread of the Internet has made search engines an indispensable means for acquiring information. It would be no exaggeration to say that search engines have initiated the first information revolution of the twenty-first century. Nor would it be too much to say that search engines wield an influence akin to that of the mass media. However, since search engines are regarded as a service in the telecommunications sector, they are not subject to the type of rules that exist for the mass media. This article will look at the relationship and the future between social continuity, the continuity which stems from the information coming from the mass media, and the navigation of the information jungle via search engines. Section I examines the moves to come up with rules for search engines as gate keepers of information. Section II views the legal problems involving search engines, particularly the cases that have come before US courts, and looks at the legal rulings, examining the differing rulings that have been handed down in US and European courts. Section III draws on the above matters to consider an information order in societies where there is widespread access to interactive media.

How Were Japanese Reading of Kango Decided?
An Outline of the Discussions of the Pre-war
Broadcast Language Committee

Takehiro SHIODA

(Synopsis)

Seeking answers to how the phonetic transcription/readings of Kango /Kanji-go, the words which were transcribed in Chinese characters, were decided for broadcasting use, this study investigated the situation in the very early days of broadcasting, in 1934 and 1935. The author examined a number of journal articles in order to identify subjects of discussion in this field, selected several proposals and decisions included in the minutes of the committee meetings, and investigated the processes leading to publication of *The Standard Pronunciations of Kango in Common Use* as an official document. The following features of the decisions of the Broadcasting Language Committee were particularly noted:

  In deciding the reading of each Kango, the committee:
 1） prepared a large volume of detailed, wide-ranging data and subjected these to careful deliberation;
 2） sought to adopt progressive new readings to replace traditional readings on the basis of certain observed regularities in order to reduce the memory burden;
 3） used various descriptions that differed from those of the normative Chinese-Japanese dictionaries of its time ,and many of them are still effective until now.

These findings suggest that the committee sought actively to create a new Japanese language for listening that would be relatively untrammelled by the traditional conventions of the written language.

The Internationalization of Audiovisual Media: A Comparison of the Policies in Japan, the United States, and the United Kingdom

Sungeun SHIM

(Synopsis)

The internationalization of audiovisual media has entered a new stage in recent years. The fact that people consume media products produced in other countries, is being aided by the spread of satellite broadcasting channels and broadband technology. Amongst governments, meanwhile, there is a growing awareness of the need to internationalize their respective countries' media industries. In Japan, serious discussion at the government level began in 2000 on the issue of internationalization or export of audiovisual media, but similar discussions had already taken place in the United States, France and Canada in the 1980s, and in the UK and South Korea in the 1990s. This article broadly categorises the policies pursued by these major countries as cultural or US-style economic types, comparing them with the Japan's still-nascent policy. The UK is cited as the example of countries that have pursued so-called 'cultural industries policy' which represents the former.

A comparison of the policies in the United States, UK and Japan revealed the following: (1) the structural change in the economy, the development of media technologies, and the declining economic growth of the industrialised countries in the 1980s prompted a change of government attitudes concerning audiovisual media; (2) which led to a change in the existing economic (trade), cultural, and media policies in the United States, UK, and Japan, assigning governments the role to remove obstacles hindering media export; however this internationalization policy is difficult to pursue than it seems, because (3) government and audiovisual industry sometimes try to achieve different goals through media export, ; (4) economic and cultural factors are intermingled in the audiovisual media; and (5) there are considerable differences in international competi-

tiveness of media industries and their products. The last two features, in particular, have had a considerable influence on the formation of policies, and they are the reasons behind the polarisation of the major countries' policies into either economic or cultural type.

The Freedom of Communication and Public Broadcasting: Boris Libois's Philosophy of Public Communication

Hiroshi KOSHIKAWA

(Synopsis)

Debate is raging in Japan and abroad over the purpose of public broadcasting at a time of technical innovations, expanding market logic, and globalisation. Public district of the mass media, meanwhile, has led to a marked decline in public communication. Boris Libois, a Belgian philosopher of law, defends public broadcasting as a means of public communication. The public broadcasting to which he refers, however, is a wholly renovated one that does not conform to the traditional models. Libois is critical of the individualistic and personal concept of freedom, and proposes a concept of community and public freedom in its place. He envisages, on this basis, the creation of public laws of communication. Public broadcasting has an active role to play in this. The relationship between public broadcasting and audiences is the same that exists between the law and the public. The public participates in the creation of the laws that govern it. Libois argues that public broadcasting similarly requires the active participation of audiences in the deliberations over production and programming, as well as finances and roles, instead of merely providing people with programmes. While this will debilitate the paternalistic and authoritarian rules established by the experts and bureaucrats, this total makeover of public broadcasting, will, in Libois's view, be what extricates Europe from the crisis affecting its public services. This article will feature arguments of Libois which appear in his work, La communication publique.

Have Mobile Phones Improved the Well-being of Children?
– A Theoretical Framework for Assessing the Gains and Losses
Associated with the Possession and Use of the Commercial Product –

Yasuaki KOMIYAMA

There is growing interest in getting communities to play a role in protecting children, following a spate of incidents in which children have fallen victim to crime close to home. This has prompted the marketing of mobile phones with claims that these commercial products are highly useful in keeping children safe. A diverse range of mobile phones is being developed, adding sophisticated functions for child consumers, with the aim of marketing the products even to primary school children. Meanwhile, many children are themselves committing crime, being harmed or putting their own lives at risk through the use of mobile phones. We were not confronted by such problems involving children only a few decades ago. Can we really expect that mobile phones will keep our children safe? Or, should we be protecting our children from these problems now associated with the possession and use of these commercial products? Which choices should we strive to make in our society and economy as they are today? The choices that we make regarding mobile phones will have significant consequences for the well-being of children and the course of society in the future. Examination of these issues has no small significance at a time when the protection of children has already become a major policy issue.

This article focuses on the changes that are occurring in children's lives in connection with the use of mobile phones, and ponders the role of the constant media coverage and instruction related to these products, associated services and the business activities of the firms concerned. This paper is particularly keen to delve into how the daily life of children has being changed by the possession and use of mobile phones, drawing on the theories and findings of economics, and of household and environmental economics in particular. This paper will also look at how media reporting can make an effective contribution to protecting and enhancing the well-being of children. The article will provide a

theoretical framework concerning people's well-being, and discuss the effectiveness of this framework.

The mass media of broadcasting is of increasing importance, especially on this issue of coverage and telling people about how their day-by-day lives are being affected by mobile phones, given the growing bonds between broadcasting and mobile phones since the commencement of one-segment broadcasting services (digital telecasts for mobile phones and other mobile terminals). This article seeks to make a considerable contribution on this significant issue for the broadcasting media.

Key words: protecting children, well-being, social loss

Koizumi's Ability to revive his Fortunes and the Undercurrent for a Two-Party System: From a Survey on Opinion Polls of the Five and a Half Year Koizumi Era

Toshiyuki KOBAYASHI & Miwako HARA

(Synopsis)

Prime Minister Jun-ichirō Koizumi enjoyed astonishingly high approval ratings after he took office in April 2001. He stepped down in September 2006, handing the reins to Shinzō Abe, after spending five years and five months in office, making him the third-longest serving Prime Minister in the post-war period. The fortunes of the ruling Liberal Democratic Party (LDP) revived under Mr Koizumi's leadership; the party won a historic landslide victory in the 2005 Lower House election. This article has endeavoured to determine the significance of Mr Koizumi and of that era from the attitudes of voters, as revealed in the monthly political opinion polls conducted by NHK, and in the surveys that were conducted around the elections which occurred during the period of the Koizumi administration.

Mr Koizumi could be initially characterised for his ability to resurrect himself; he was able to make a comeback a number of times after his approval ratings took a nosedive. Looking at approval ratings for seven distinct periods, we find that Mr Koizumi was able to revive his fortunes on three occasions. From the 1990s, a growing number of voters had been eschewing their support for any particular political party, but this tendency came to a halt, and voters started expressing their support for various parties again. We should furthermore note that the LDP has been able to attract support from a greater range of age groups. Growing support for the party amongst young people in the 20-39 year age bracket, and voters who once shunned the idea of supporting any particular party, is also borne out in the results of the surveys that were conducted around election time. We should also draw attention to the development of a so-called two-party system revolving around the LDP and the DPJ, the Democratic Party of Japan, following the

introduction of single-seat constituencies and proportional representation in the 1996 Lower House election. The attitudes expressed by voters have revealed a shift toward such a system.

Rulings Steadily Creating Ethical Standards:
The First Decade of the BRC

Yoshitane OKUDA

(Synopsis)

The Broadcast and Human Rights/Other Related Rights Committee (BRC) has entered its tenth year. Although the BRC receives and examines complaints from the audience concerning broadcasts which have allegedly infringed on people's rights, it is a third-party organisation created by the broadcasting industry, one without any basis in law.

This type of organisation can only function with the confidence of the audience, which is bringing the complaints, and with the co-operation of the broadcasters, who are being judged, as it were. The BRC was launched amid doubts of its effectiveness, given the inevitably contradictory nature of its role to maintain the freedoms of broadcasters and their editorial independence, and to examine complaints from a audience standpoint. Although the audience is not yet widely acquainted with this organisation, we can say that the BRC has established an increasingly bigger presence over the past ten years.

A body of precedent is taking shape on the matter of ethical standards as a result of the twenty-one cases that have been brought to the attention of the BRC, and the thirty hearings it has conducted over the past nine years or so.

The BRC has recognised that people's rights have been infringed not only by news programmes, but also by some variety shows, mentioning that these shows were more concerned with attracting viewers through titillation rather than a presentation of the facts. On the matter of political commentary, the BRC has ruled that politicians should be rather tolerant and ready to accept a degree of criticism in a democratic system. On the question of the guidance to broadcasters coming from the Ministry of Internal

Affairs and Communications, the head of the BRC and the heads of two other organisations came out in support of self-regulation in the broadcasting industry, issuing a statement which urges restraint in the exercise of public authority.

The BRC produced and issued a set of judgement criteria in November 2005, which might be regarded as a code of ethics. Aside from the cases which are heard by the BRC, there have also been a quite a few cases that have been resolved through mediation, in which the BRC has mediated with broadcasters concerning complaints it has received from the audience.

The broadcasting industry is in a very tough situation, given the unending stream of audience complaints about programmes, coupled with the moves to wield greater public authority over it. The BRC is all the more urged to make steady progress in providing a conduit between the audience and the broadcasting industry.