

From the Editor

The first two volumes of *NHK Broadcasting Studies* have generated much interest and a wider response than we could have anticipated. The many readers who have given us valuable criticism and suggestions have also continued to provide much encouragement. It is with special pleasure, therefore, that we present No. 3 of *NHK Broadcasting Studies*.

Among those who have contacted us, a number of scholars and researchers, having learned that the NHK Broadcasting Culture Research Institute is engaged in this kind of work, have requested copies of this publication. With its readership thus expanding, *NHK Broadcasting Studies* is helping to achieve an important goal: by supporting a worldwide network of people engaged in broadcasting, it is providing a means to further define, study, and advance the culture of broadcasting. The response received gives us confidence in the strength of our original concept.

The Research Institute puts out several periodicals, some monthly, some annual, but all the articles and research reports are in Japanese. We realize that if we publish only in Japanese, we cannot hope to reach more than a very few in the international broadcasting community; the information and research that we produce would end up being confined mainly to people of this small island country. To make our work more widely available, we decided to translate into English and publish on a regular basis essays and research reports that originally appeared in Japanese, selecting in particular timely and important articles that merit the attention of readers in other countries. By these efforts, we hope to stimulate greater exchange of information and contribute to the growth of an international broadcasting community with common goals.

Here, in Volume 3, we present five studies by Institute researchers, including reports on the influence of television on children and Japanese perceptions of the mass media, as well as thoughts on guidelines for war reporting. This issue also includes an article by Dr. Damian Tambini, head of PCMLP (Programme in Comparative Media Law and Policy) at Oxford University. We are grateful to Dr. Tambini for his valuable contribution.

Digital terrestrial broadcasting was launched in Japan on December 1, 2003, starting with the three largest metropolitan areas of Tokyo, Osaka, and

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Nagoya. By 2011, digital terrestrial broadcasting will extend throughout Japan. Since we could not cover the progress of this groundbreaking development in this volume, we are planning a series of articles centered on the digitization of broadcasting in Japan for Volume 4.

We hope readers will profit by this volume and will continue to contact us with comments, criticisms, suggestions, and opinions.

Okamoto Takashi
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