

From the Editor

As the new editor, I take great pleasure in presenting *NHK Broadcasting Studies* No. 4. Although the NHK Broadcasting Culture Research Institute puts out several periodicals, some monthly and some annual, most of them are published in Japanese only. The exception is *NHK Broadcasting Studies*, which has become our primary regular English-language publication.

With the great changes that were set in motion by the Meiji Restoration (1868), Japan launched a feverish effort to modernize by adopting institutions, laws, technology and even manners from the West. One result was a flood of translation into Japanese of material in every conceivable field and a huge, sustained volume of imported books in many languages. These trends remain the same, even at the beginning of the twenty-first century. Certain types of Japanese publications, mainly comics and literature, have been translated into English for a growing international readership, but as a whole the trade imbalance in translation remains unchanged. In the area of media research, Japan produces few English-language magazines that could provide the international broadcasting community with information on what is taking place in Japan's media world.

In No. 4 of *NHK Broadcasting Studies* we present six studies, five of which were written by Institute researchers and one by a contributor from the United States. Five of these articles originally appeared in Japanese in NHK publications during the last year and were selected for this volume for their timeliness and interest to readers from other countries.

The opening article gives an overview and assessment of the surveys on attitudes that our Institute has conducted every five years for the past 30 years. These surveys analyze how attitudes regarding politics, family, work, society, and other items have changed over time. Three articles are reports related to television broadcasting in the digital age, including one on a public broadcaster in South Korea and its financial resources. Two other articles in this issue that we hope will be of wide international interest include a study on the communication gap between Japan and China and the role of the media, and a close look at trends around the world in television programs for children.

We are pleased to present an article by John V. Pavlik, who is a professor in the Department of Journalism and Media Studies at the School of Communication, Information and Library Studies, Rutgers, the State University of New Jersey. He is also a faculty associate at the Columbia

Institute for Tele-Information, Columbia University. We are grateful to Dr. Pavlik for his valuable contribution to this issue.

We hope you will find this issue informative, relevant, and interesting, and we always welcome your comments and criticisms, and we benefit from your suggestions.

TSUNEMATSU Shin'ichi
Editor

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