

Broadcasting Culture in a Changing Media Environment

We at the NHK Broadcasting Culture Research Institute are grateful to people interested in the Japanese media, particularly television and the broadcasting media, for reading this annual collection of studies based on research going on at the Institute. As public service broadcaster NHK's center of research on the media since its founding in 1946, the Institute conducts public opinion surveys on time-use in daily life and attitudes of Japanese and explores related topics such as developments in public broadcasting overseas and the relationship of the growth of children and the media. We are pleased to present the ninth issue of *NHK Broadcasting Studies*, founded in 2002 to make available the results of our research to specialists overseas.

Japan plans to achieve total digitalization of broadcasting in July this year. Although the dual system composed of public broadcaster NHK and five major commercial networks will not change, development of Internet use and the recent rapid spread of "smart phones" has ushered in great changes in the younger generations' access to and use of the media. This issue introduces research done over the past year on six of the many themes being explored in connection with these changes in the media environment.

A report on the sixth survey in the "Japanese and Television" series of surveys begun in 1985 and conducted every five years, "Television Viewing and Media Use Today" presents the latest findings on television viewing trends amid people's drift away from newspapers and increased access to the Internet.

Reporting on a 2009 survey, "Voter Attitudes Following Regime Change" analyzes voter political awareness three months after the major change of political regimes that took place following the victory of the Democratic Party of Japan in the lower house elections held in August that year. The high voter expectations of the DPJ have lately turned to widespread disappointment as reflected in the subsequent defeat of the DPJ in the upper house election of July 2010 and the rapid decrease in its support rate.

Two of the Institute's senior researchers who are themselves veterans of the production of outstanding documentary programs collaborate in reporting on how research use of the NHK broadcast archives is finally beginning full scale.

This issue also includes a case study examining the role of broadcasting as Japan enters the era of multiculturalism, a look at the emergence of TV art as seen in the history of newscaster shows, and an overview of the efforts being

made in China today to strengthen its focus on external publicity. All of these articles offer valuable insights on the nature of broadcasting culture today.

For the NHK Broadcasting Culture Research Institute, publication of the results of its research for overseas readers is an extremely important mission. After due consideration of the qualities of print and online publication, the Institute has decided to channel its resources into making more information about the results of its research activities available in English through regular posting on the Institute website. Please see the “Announcement” below. We hope that you will contact us at the Institute with your views and suggestions as well as bring to our attention information on related research.

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