

Foreign Elements in Japanese TV Programs

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(Summary)

Even in today's society of expanding globalization, the impact of the media, especially of television, is considered to be extremely strong in terms of learning about foreign countries. What types of overseas information, and to what degree, Japanese television convey to the viewers? Since 1980s the NHK Broadcasting Culture Research Institute has been focusing on the internationality of Japanese TV programs and continuously studying the import/export of TV programs as well as foreign elements in Japanese-made TV programs and commercials in collaboration with ICFP-Japan. This report features the results of analyses conducted in June 2009 of imported programs aired on Japanese television, foreign elements in Japanese-made TV programs and international news reports in main news shows.

It was found that imported programs and foreign elements in Japanese-made programs are on a decline in terrestrial broadcasting. On the other hand, satellite broadcasting airs a large amount of imported programs as well as Japanese programs related to overseas. US-made programs used to be dominant among imported programs, but the latest survey reveals that Korean programs now outnumber the US counterparts on satellite channels and that the majority of the Korean programs are dramas. In Japanese-made programs, topics related to Europe and the US are still at the top of the list, but the amount of information on Asia has been gradually increasing. Japanese-made programs on terrestrial channels indicate not only a decrease in foreign elements but also segmentation and concentration on certain topics. As to news, the research team focused on evening news shows led by newscasters, but no decline in overseas reports was observed. In comparison with the same types of news shows broadcast by British and Korean public service broadcasters, no evidence was found that Japanese news cover less foreign reports.