

**ASIA 381**  
**MEDIA: Focus on Modern Japan**  
**Fall 2007**

**Rayzor Hall, Room 123**  
**Tuesdays & Thursdays: 10:50-12:05**

## **Course Syllabus**

### **Instructor**

Glenn Davis, American journalist and author who lived and worked in Japan for four decades.

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### **Policy on meetings with students**

I will have time to chat in the room or at another convenient location on campus immediately after class on both Tuesdays and Thursdays, or schedule a meeting with me by calling my cell phone.

### **Description**

Seminar course on what makes Japanese media different from its Western counterparts, with a focus on modern Japan's struggle for and against globalization. Readings and class discussions will analyze the traditional and changing roles of the media in Japan. The transnationalism of Japan's media is a theme that will be covered in depth in the latter part of the course.

- Why are circulations of Japanese publications so much larger than those of their US counterparts?
- Are exclusive Japanese press clubs finally opening up?
- Why have Japanese manga (cartoons) become so popular abroad, including the US?
- How is the Japanese media coping (or failing to cope) with globalization?
- Why Japanese media are penetrating Taiwan and Hong Kong
- Do Japanese and US media view each other differently?
- Why an understanding of Japan's media provides an insight into its modern culture
- Will Japan move away from the West and return to its Asian roots?

### **Methodology**

Each class will feature several concepts of modern Japanese journalism, which will then be compared to Western practices to isolate individual traits peculiar to the former.

Attention will be paid to style, character, traditions, ethics and other cultural values. Care will be taken to present both the Japanese and Western viewpoints.

### **Objectives**

To give students of Asian Studies a better understanding of what makes modern Japan tick by analyzing the inner workings of the country's media establishment through the lens of a cross-cultural viewpoint.

### **Grading**

Class participation: 20%

Mid-term and pop tests: 30%

Research paper: 50%

### **Attendance**

Mandatory.

### **Special Instructions**

Students must read the "readings" listed under each week's theme in order to discuss these concepts and ideas in class. The mid-term test will consist of two parts: 1) a multiple-choice quiz and 2) an essay based on one of the categories I will write on the board that day. The category for the term paper will be chosen by the student and the length will be about 15 pages, double-spaced in 12-point Times New Roman font, or an equivalent. This should work out to a total of about 3,700 words at 250 words per page. It must be written in standard research paper style, with footnotes at the end (not at the bottom of each page). A brief prospectus (title and explanatory paragraph) of your term paper must be submitted before the fall break. Be sure to spell check and edit your term paper before submitting it for grading. Both hard copy (printed) and soft copy (computer file) must be submitted during Week 12. Please submit your soft copy via email to [davis@gol.com](mailto:davis@gol.com). Presentation of your term paper will be made in class on December 4<sup>th</sup>. Late papers will not be accepted. Any student with a disability requiring accommodations in this class is encouraged to contact me after class or during office hours. Additionally, students should contact the Disabled Student Services Office in the Ley Student Center.

### **Textbooks**

Textbooks are available at the Campus Book Store in used and paperback form. Most books and articles are also on reserve at Fondren Library. In addition, many articles are available through Fondren Library's online electronic journal service or directly from the publishers of the journals.

*Media and Politics in Japan*, edited by Susan J. Pharr and Eli S. Krauss, University of Hawaii Press, 1996, 389pp, paperback. (main text)

*Mass Communication in Japan*, by Anne-Cooper Chen and Mikio Kodama, Iowa State Press, 1997, 263pp, hardback. (see Rice's online Fondren catalog)

*Cartels of the Mind: Japan's Intellectual Closed Shop*, by Ivan P. Hall, WW Norton, 1998, 208pp, hardback.

*Japanamerica: How Japanese Pop Culture Has Invaded the US*, by Roland Kelts, Palgrave MacMillan, 2006, 238pp, hardback.

## **Schedule**

*Week One: Orientation and Early History of Journalism in Japan (8/28 and 8/30)*

First class will be orientation and self-introductions, plus an overview of the course and a note on sources. It will also include a bird's-eye view of Japanese media and a word on upcoming reading assignments and an explanation of how students will be scored (pop tests, participation, mid-term and final paper). The readings below apply mostly to the second class, which will feature a look at the beginnings of modern Japanese media in the Meiji Period and the influence of Western journalists living in Japan at that time.

Readings:

- Overview of Japan's media:  
<http://www.japanmediareview.com/japan/media/1043974972.php>
- "Newspapers" section in *Kodansha Encyclopedia of Japan*, vol. 5, pp. 368-70. Located in the Asian Studies Reference Alcove of the library.
- Chapter two "Coming into Being" of *Creating a Public: People and Press in Meiji Japan* by James L. Hoffman, U. of Hawaii Press, 1997, pp. 36-45.
- Joseph Heco biography: [http://en.wikipedia.org/wiki/Joseph\\_Heco](http://en.wikipedia.org/wiki/Joseph_Heco)

*Week Two: Early Postwar Period and the American Influence (9/4 and 9/6)*

Post-WWII journalism under the US-led Occupation. How the newly liberated Japanese media coped under the contradictory and confusing stance of the American military on newspaper censorship. How Japanese media view the United States and vice-versa. The role of perception begins to be a factor in the bilateral relationship as the Japanese learn modern techniques such as opinion polling.

- An closer look at Japan's media:  
<http://www.japanesestudies.org.uk/discussionpapers/Gatzen.html>
- Chapter one "East-West Communication" of *Mass Communication in Japan*, pp 3-14.

- Post-WWII journalism – interview with Prof. Herbert Passin in *American Chamber of Commerce Journal in Japan*, March 1993, pp 44-46. A copy of this article is in your course packet.
- Chapter 14 “Censoring Democracy: Policing the New Taboos” of *Embracing Defeat: Japan in the Wake of WWII*, by John W. Dower, Norton, 1999. pp 405-40.

*Week Three: Taboos of the Japanese Media (9/11 and 9/13)*

Taboos in the mainstream and the exclusion of media other than newspapers from the Nippon Shimbun Kyokai (NSK), or the Japan Newspaper Publishers & Editors Association. Newspapers standardize while magazines and other media find their own new niches. Japanese media takes a turn to the right.

- EU acts to free Japanese media of taboos:  
<http://www.guardian.co.uk/elsewhere/journalist/story/0,7792,850842,00.html>
- The *Uwasa no Shinso* Case in 2005: <http://japanfocus.org/products/details/2377>
- Imperial Family taboo:  
<http://www.zmag.org/content/showarticle.cfm?ItemID=11233>
- The new nationalism and revisionism, Chapters 5 & 6 of *Japan Unbound: A Volatile Nation's Quest for Pride and Purpose*, by John Nathan, Houghton Mifflin, 2004, pp 119-67.

*Week Four: Press Clubs: Blockades to Outsiders or Efficient News-gathering Organizations? (9/18 and 9/20)*

The “Press Club Problem” and what it means to the distribution or non-distribution of news to Japan’s media and the exclusion of foreign correspondents from press conferences and briefings. Japanese newspaper organizations say the system makes news reporting more efficient and fair. Which side is right?

- “Kisha Clubs” in *Japan Media Review* and all its imbedded links.  
<http://www.japanmediareview.com/japan/wiki/Kishaclubs/>
- Chapter 2 “Segregated Scribes” of *Cartels of the Mind*, pp 45-79.
- Veteran American journalist looks at Japan’s Kisha clubs:  
<http://www.jpri.org/publications/workingpapers/wp40.html>
- The Japanese viewpoint:  
[http://www.jpri.org/publications/critiques/critique\\_VI\\_1.html](http://www.jpri.org/publications/critiques/critique_VI_1.html)

*Week Five: Civic Journalism in Japan (9/25 and 9/27)*

Public participation in the media. What is the concept of public journalism in Japan and how does it differ from its American counterpart? Media participation in business. Case study on how the media responded to and participated in the development of Japan's bullet train network.

- Takashi Ito's discussion of public journalism:  
<http://www.mediacom.keio.ac.jp/publication/pdf2005/review27/ito.pdf>
- Chapter seven of *Media and Politics in Japan* "Media and Political Protest: The Bullet Train Movements," pp 213-241.
- Comparative perspective "The Practice of Public Journalism Worldwide: A Comprehensive Overview" <http://www.gelbukh.com/IJT/IJT-Template.pdf>
- "Civic Journalism Gains Momentum in Japanese Newsrooms"  
<http://www.japanmediareview.com/japan/media/1077241122.php>

*Week Six: State-controlled Television (10/2 and 10/4)*

State control of the media in modern Japan and the case for and against Nippon Hoso Kyokai (NHK), Japan's answer to England's BBC. The rapidly changing world of broadcast journalism. Will the spread of digital broadcasting change the traditional attitudes of broadcasters?

- Chapter three of *Media and Politics in Japan* "Portraying the State: NHK Television News and Politics," pp 89-129.
- NHK censorship: "TV News in Japan: Reporting on Politics or Shaping It"  
[http://www.japanmediareview.com/japan/media/1054281719\\_2.php](http://www.japanmediareview.com/japan/media/1054281719_2.php)
- Chapter seven of *Mass Communication in Japan* "Postwar Broadcasting," pp 105-30.
- New laws for new technology:  
<http://www.yomiuri.co.jp/dy/business/20070625TDY08004.htm>

*Week Seven: Mid-term; Laws Controlling the Media (10/9 and 10/11)*

Mid-term exam (written essay).

Following the rules. The main laws and regulations governing journalism in today's Japan and how they affect reporting.

- Chapter 10 of *Mass Communication in Japan*, "Law and Regulation," pp 175-92.

- Japan's privacy laws and journalistic freedom:  
<http://www.japanmediareview.com/japan/media/1060286367.php>

*Week Eight: Case Studies and Mass Communication Theories in Modern Japanese Journalism (10/18 and 10/23)*

Case studies of the biggest news stories of 1990's Japan and the differing approaches of the Japanese and foreign media. What, for example, does the Japanese media's collusion with the Imperial Household Agency to keep the name of the crown prince's fiancée secret say about Japanese journalism? What about the Japanese media's reaction when a foreign reporter leaked the secret?

- Chapter 3 of *Mass Communication in Japan*, "Case Studies: News in the 1990s," pp 33-50.
- Chapter 8 of *Communication in Japan and the United States*, "Mass Communication Theories," ed. William G. Grudykunst, State University of New York, 1993, pp. 249-81.

*Week Nine: Extremism and the Media (10/25 and 10/30)*

**Tuesday:** Violence against the media. Rightists, yakuza and the press. The Osaka Asahi Shimbun shooting case in 1987 and a 2003 fatal stabbing of a journalist in Tokyo have wide-sweeping implications for Japanese journalism. Ethics, television and the *yagarase* (faked documentary) problem. The responsibility of the media to provide undoctored information to the general public.

- Japanese political extremism:  
[http://en.wikipedia.org/wiki/Political\\_extremism\\_in\\_Japan](http://en.wikipedia.org/wiki/Political_extremism_in_Japan)
- The Toyota Shoji Incident of 1985. See last chapter entitled "Candid Camera: Death of a Con Man" in *Shocking Crimes of Postwar Japan* by Mark Schreiber, Tuttle Yen Books, 1996, pp 294-309.
- Beat Takeshi punches a photographer and two Asahi Shimbun reporters shot. See *Japan Times*, December 11, 1986 article in your course pack.
- Asahi Shimbun reporter shot dead by rightists; freelance writer stabbed to death. See Preface to "Freedom of Expression and Impunity Campaign" in PEN Club online: [http://www.pencanada.ca/media/PEN\\_imp\\_report\\_E.pdf](http://www.pencanada.ca/media/PEN_imp_report_E.pdf)

*Week Ten: Tabloid vs. Serious Journalism and Women's Magazines (11/1 and 11/6)*

The differing styles of weekly tabloids and highbrow monthlies. Are Japan's magazines seekers of the truth or shameless sensationalists? Media for women in Japan and new online media aimed at spotlighting women's rights issues.

- Chapter three “Japanese Weekly Magazines” of *A Public Betrayed: an Inside Look at Japanese Media Atrocities and Their Warnings to the West*, by Adam Gamble and Takesato Watanabe, Rognery Pub., 2004, pp 67-119.
- Chapter 6 of *Mass Communication in Japan*, “Postwar Magazines and Manga,” pp 83-104.
- Chapter 12 of *Mass Communication in Japan*, “Current Issues, Future Prospects,” pp 205-24.
- Journalism’s Gender Divide: <http://www.ojr.org/japan/media/1068109609.php>

*Week Eleven: Manga Culture and the Anime Explosion (11/8 and 11/13)*

The “other” media. Japanese manga and anime and their influence inside and outside modern Japan. Why American audiences are now taking to Japanese animation like never before and what this means to US-Japan bilateral relations.

- Chapter two “Atom Boys” of *Japanamerica: How Japanese Pop Culture Has Invaded the US*, by Roland Kelts, Palgrave Macmillan, 2006.
- *Shonen Jump* magazines: [http://en.wikipedia.org/wiki/Shonen\\_Jump](http://en.wikipedia.org/wiki/Shonen_Jump)
- “An Anime Explosion,” an interview with Dr. Susan Napier: <http://www.utexas.edu/features/archive/2004/anime.html>
- “Manga: A Medium to Tell Stories,” an interview with Frederik L. Schodt: [http://www.jpf.go.jp/e/publish/jfn/pdf/jfn30\\_5.pdf](http://www.jpf.go.jp/e/publish/jfn/pdf/jfn30_5.pdf)

*Week Twelve: Transnationalism and Globalism (11/15 and 11/20)*

Turning in of term papers (no papers accepted after 11/20).

Taking Japanese transnational cultural power more seriously. Japan’s television drama and music exports to Asia and other nations, including the United States. Globalism and the new media’s impact on Japan, the Internet and the promise of “grassroots” journalism on a worldwide scale.

- Chapter one *Recentering Globalization: Popular Culture and Japanese Transnationalism*, Koichi Iwabuchi, Duke U. Press, 2002.
- Chapter Seven “Shintaro Ishihara: The Sun King” in *Japan Unbound* by John Nathan, Houghton Mifflin, 2004, pp 170-202.

- Chapter 13 of *The Japan That Can Say No!*, Shintaro Ishihara, “Japan’s Central Role in Asia,” Touchstone Books, 1992.
- Chapters 14 and 15 of *Dogs and Demons: The Fall of Modern Japan*, Alex Kerr, Penguin Books, 2001, pp. 335-79.

*Week Thirteen: Into the Future: Japan Returns to Asia? (11/27 and 11/29)*

Many Japanese pundits claim Japan has been returning to Asia since the 1990s, but is this really true? Will Japan continue to move away from Westernization and return to its Asian roots? Will Japanese-style democracy morph into a different type of political organization?

- “Epilogue: Outgrowing Adolescence” in *Japan Unbound* by John Nathan, Houghton Mifflin, 2004, pp 231-53.
- Eugene Matthews, “Japan’s New Nationalism,” *Foreign Affairs*, 82, November-December 2003, pp 74-90.
- “Japan’s ‘Return to Asia’: History, Diversity, Gender,” by Ulrich Woehr <http://www.japanesestudies.org.uk/ICAS2/Woehr.pdf>
- “Time for Japan to Rejoin Asia,” by Jian Junbo <http://www.atimes.com/atimes/Japan/IA11Dh02.html>

12/4 Presentations of papers in class and short discussion of each.

12/6 Final exam

## Links

Japanese news media: <http://www.newsonjapan.com>

Japanese Institute on Global Communication: <http://www.glocom.org/>

Various online articles analyzing Japan’s media:  
<http://www.japanmediareview.com/japan/>

English-language newspapers online:

Asia Times: <http://www.atimes.com/atimes/Japan.html>

Japan Times: <http://www.japantimes.co.jp/>

The Daily Yomiuri: <http://www.yomiuri.co.jp/dy/>

The Mainichi Daily News: <http://mdn.mainichi-msn.co.jp/>

The Asahi Evening News: <http://www.asahi.com/english/english.html>

Japan-related resources:

Japan Echo: <http://www.japanecho.co.jp/resources.html>

Japan Media Review: <http://www.japanmediareview.com/japan/wiki/onlinemedia/>

Japanese Studies: <http://www.japanesestudies.org.uk/discussionpapers/Gatzen.html>

Press Clubs:

The Foreign Correspondents Club of Japan: <http://www.fccj.or.jp>

The Japan National Press Club: <http://www.jnpc.or.jp>