

Local Newspaper Rensai Columns:
Revitalization Journalism,
Disaster Journalism,
Education Journalism and
Social Memory Journalism

Rausch

Anthony S.

Associate Professor

Hirosaki University

Aomori Prefecture, Japan

Ritsumeikan Asia Pacific University

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Presentation Outline

- This presentation will focus on *ren sai* (serial columns) in local Japanese newspapers.
- I will introduce previous work outlining *ren sai* as a form of 'revitalization journalism,' a journalism that seeks to support its host area through newspaper content.
- *Ren sai* are also seen in the post-3.11 Great East Japan Earthquake Disaster. I will introduce the *ren sai* of three disaster-area newspapers: the Fukushima Minpō, the Kahoku Shimpō (Miyagi) and the Tōnippō (Aomori). These three newspapers each present a different set of *ren sai* relating to the disaster, reflecting the specific issues of the areas and constituting disaster journalism.
- The Aomori newspaper, however, also presents an interesting case: a *ren sai* that functions to present not just of the outcome of the disaster, but to educate the reader on important background that will influence the future preparation against disasters, i.e. educational journalism.
- Finally, I will introduce a *ren sai* that functions as a mechanism for the creation of social memory regarding the disaster: social memory journalism.

What is a newspaper?

- A scheduled publication (daily, weekly, monthly) containing news of current events, information articles, diverse theme features, editorials and advertising.
- General interest newspapers provide information on international, national and local events (disasters, wars, meetings), the state of society (economic and political news), entertainment, sports, society news, and include advertising (either within or with).
- Reading a newspaper is a highly ritualistic activity.

Why the Local Newspaper?

- Newspaper readership is high in Japan
- Readership of a local newspaper is high, particularly in Tohoku prefectures
- The local newspaper has a local view on international/national and local topics
 - TTP, politics, Heisei Gappei, . . .
 - the fate of a local ski area, local civic activities
- Use of 連載 (serial articles – columns) in local newspapers
- *日本の現場 地方紙で読む*

by 高田 & 清水、旬報社、2010

Do you read a newspaper?

- Do you read a newspaper? yes / no
- Do you read a paper newspaper? yes / no
- Do you read a local newspaper?
either Oita local or your own local yes / no
- Do you use an online news service? yes / no
pros and cons / good points and bad points
- Do you read blogs? yes / no
pros and cons / good points and bad points
- Do you read blogs for news? . . . for hobby?

Analyzing the Newspaper

— *Pulling the Newspaper Apart*,

Edited by Bob Franklin, Routledge, 2008

Editorial Formats (news, features, opinion pages, etc.), Newspaper Design (page layout, headlines, photography, etc.), Non-Editorial Aspects (advertising, popular culture, news agency sources, etc.)

— 新聞学

編集者：浜田、田島、桂、日本評論社、2009

新聞とは何か； 現代日本と新聞； ジャーナリズム、新聞の取材、編集、報道； 主要な報道分野とジャーナリズムの課題； 経営としての新聞社； 新聞と市民

Frames: News Framing Analysis

Doing News Framing Analysis: Empirical and Theoretical Perspectives,
edited by Paul D'Angelo and Jim A. Kuypers (Routledge, 2010)

Individuals look for patterns to deal with abundant information.

Framing analysis suggests that 'frames' connect with existing underlying schemas and create new schemas, strengthening existing connections and also creating new connections between events - broader underlying concepts.

Repeated examination of source material identifies frames:

mode coding, schema coding and content coding.

Mode (form): columns (連載)

Schema (theme): local economic revitalization (地域経済活性化)

Content (content): specific content of the column.

Revitalization Journalism through Rensai

Long running columns on the theme of local revitalization
(地域活性化)

Column titles (with column series number):

City Diary (147 columns)

Don't Lose Aomori Enterprises まけない青森企業 (97)

Aomori Economy Seminar 青森経済ゼミ (90)

Step Up Aomori Tourism ステップアップ観光青森 (26)

Aomori: Fight for Direct Sales 売り込め青森 頑張る産直 (26)

Challenge Aomori Enterprise 青森企業挑戦 (335)

Fly Aomori Brands 青森ブランド飛ぶ (97)

This Good and That Service この商品とあのサービス (558)

Prefectural Businesses to Note 県内注目ビジネス (23), etc.

As of February 2010,

from *Japan's Local Newspapers: Chihōshi and Revitalization Journalism*, Anthony Rausch, Routledge 2012

Disaster Journalism, Educational Journalism and Social Memory Journalism through Rensai

- The rest of the presentation will be based on local newspaper coverage of the Great East Japan Disaster (東日本大震災)
- Earthquake, tsunami, nuclear disaster
- Earthquake damage widespread
- Tsunami: Miyagi pref and Iwate pref. coastal areas
- Nuclear disaster: Fukushima, with widespread influence on agricultural products (real and rumor) and nuclear power generation policy

Earthquake Article Numerical Trends: General Articles, Aomori, Toonippo

	3.12 ~ 3.31	3.12~ 3.31	4 April	5 May	6 June	7 July	8 Aug	9 Sept	12 Dec	01 Jan	02 Feb	03 Mar
GEJD	5200 13.5/d	765 38/d	767 26/d	563 18/d	510 17/d	429 14/d	349 11/d	282 9/d	301 10/d	206 7/d	205 7/d	358 11.5/d
+ aid	1730 4.5/d	273 13.7/d	274 9.1/d	211 7.0/d	171 5.7/d	130 4.2/d	105 3.5/d	81	103	56 1.8/d	69 2.5	99 3.2/d
+ recover	1485 3.9/d	107 5.4/d	211 7.0/d	192 6.2/d	131 4.4/d	120 3.9/d	122 3.9/d	95 3.2/d	100	73 2.4/d	70	116 3.7/d
+ damage	1300 3.4/d	253 12.7/d	215 7.2/d	137 4.4/d	123 4.1/d	100 3.3/d	67 2.2/d	56 1.9/d	75	51 1.6/d	43	90 2.9/d
+ econ	771 2.0/d	29 1.5/d	114 3.8/d	96 3.1/d	88 2.9/d	72 2.3/d	52 1.7/d	50	45	46	38	52 1.7/d
+ lifestyle	740 1.9/d	191 9.5/d	139 4.6/d	75 2.4/d	75 2.4/d	40 1.3/d	30	30	35	34	22	49 1.6/d
+ touris m	600 1.6/d	62 3.1/d	108 3.6/d	74 2.4/d	64 2.1/d	52 1.7/d	34 1.1/d	30	34	25	23	35 1.1/d
+ policy	600 1.6/d	43 2.2/d	98 3.3/d	73 2.4/d	68 2.3/d	39 1.3/d	48 1.5/d	40	48	21	18	40 1.3/d

GEJD: Great East Japan Disaster; from Toonippo database; number: number of 'mentions'; -/day: mentions per day

Nuclear Power Disaster Articles Numerical Trends: Aomori, Toonippo

	3.12 ~ 1.31	3.12~ 3.31	4 April	5 May	6 June	7 July	8 Aug	9 Sept	10 Oct	11 Nov	12 Dec
原発	1538 5.0/day	115 5.8/d	182 6.1/d	141 4.5/d	157 5.2/d	225 7.3/d	159 5.1/d	125 4.2/d	112 3.6/d	118 3.9/d	132 4.3/d
原発 +GEJD	509 1.7/day	66 3.3/d	87 2.9/d	54 1.7/d	58 1.9/d	50 1.6/d	39	32	23	32	33
disaster incl %	33	57	48	38	37	22	25	26	21	27	25
原子力	840 2.7/day	62 3.1/d	96 3.2/d	88 2.9/d	115 3.8/d	98 3.2/d	48 1.5/d	59 2.0/d	66 2.1/d	71 2.4/d	86 2.7/d
原子力 +GEJD	207 0.7/day	26 1.3/d	41 1.4/d	35 1.1/d	35 1.2/d	17 0.5/d	9 0.3/d	7	7	8	14
disaster incl %	25	42	42	39	30	17	19	12	11	11	16
GEJD+原 発+不安	108 0.35/d										
GEJD+原 発+政策	119 0.38/d										
原発+ 不安	324 1.2/day	34 1.7/d	43 1.4/d	26 0.9/d	38 1.3/d	46 1.5/d	28 0.9/d	21	18	23	31
原発+ 政策	361 1.2/day	12 0.6/d	50 1.7/d	46 1.5/d	38 1.3/d	48 1.6/d	27 0.9/d	29	26	25	36
原子力+ 不安	204 0.7/day	16 0.8/d	29 1.0/d	21 0.7/d	32 1.1/d	28 0.9/d	13 0.4/d	11	11	16	16
原子力+ 政策	349 1.1/day	23 1.2/d	54 1.8/d	47 1.6/d	43 1.4/d	35 1.2/d	20 0.6/d	27	26	15	36

政策 : policy 不安 : anxiety

disaster inclu%: references to 原発 which include GEJD

Disaster Journalism: Human Interest and Recovery

Miyagi Prefecture

証言 3.11 大震災 焦点

再生 せんだい
ひと模様

再生の針路

再起へ
被災地便り
3.11 大震災

これから
大震災を生きる

3.11 記憶
あなたを忘れない

ばふん
3.11 大震災

被災地支援
まだまだ
これから

動き始めた
復興計画・仙台

郷土復興
3.11 大震災

復興計画と被災地
宮城・2次案の要点

東日本大震災
復興への視点

助け合う力
大震災とボランティア

避難所
いま
3.11 大震災

Disaster Journalism: Human Interest and Recovery

Column Title	start date	number of columns
ふんばる (to persist)	2011.3	102
郷土再興 津波被災: 首長に聞く	2011.4	12完 支える人々 29完
証言・焦点 3.11大震災	2011.5	<u>327</u>
復興への視点日本大震災・ 東北再生委員に聞く	2011.6	6完
<u>再生の針路</u>	2011.6	72完
被災市町3ヶ月 点検・復興計画	14完, 19完,	内陸自治体から 10完, 被災市町の一年 15完, 熱論・復興計画 14完,
3.11記憶あなたを忘れない	2011.9	50
<u>これから大震災を生きる</u>	2011.9	79
第1部・仕事 9完, 第2部・遺児 7完, 第3部・仮説暮らし 10完, 第4部・それぞれの「家」 8完 第5部・こころ 5完, 第6部・ちから 10完, 第7部・すきま 7完, 第8部・地域 6完 第9部・岐路 7完, 第10部・春18歳 5完, 第11部・託す 5完		
再生 せんだい ひと模様	2012.1	30
助け合う力 大震災とボランティア	2012.4	28完
震災せんだい園 市民が撮む「あの日」	32完	再起 被災地便り 60
私が見た大津波	75	動き始めた 復興計画・仙台 5完
震災みやぎ 半年の軌跡	16完	まだまだこれから 被災地支援 13完
復興計画を被災地 宮城・2次案の要点	5完	震災せんだい 3.11記憶と一歩 26完
ドキュメント大震災・その時 何か	22完	避難所いま 70

Number of columns titles: 20

Note: as of 2 October 2012

Source: Kahoku Shimpo homepage

Disaster Journalism: Nuclear Power Disaster Coverage

Fukushima Prefecture

- Fukushima Minpo (福島民報) 連載記事 as of October 2, 2012
column title start month number of columns

• 福島第一原発事故	2011.3	<u>1684</u>
• 放斜線 放射生物質Q&A	2011.4	42
• 連載・今を生きる	2011.4	346
• 連載・原発大難	2011.7	48
• 3.11大震災・断面	2011.8	283
• 3.11大震災・検証	2011.10	35
• 3.11大震災・福島と原発	2011.10	132
• 連載・再起2012	2012.1	89
• あなたを忘れない	2012.3	77

- 震災から5カ月、震災から6カ月、震災から7カ月、
- 震災から8カ月、震災から9カ月、震災から10カ月、
- 3.11から1年

- Number of columns: 18

Source: *Fukushima Minpō* website.

Disaster Journalism: Narrative

Aomori, Toonippo

- *'Tohoku Hatsu (Take Off) Kaigi — Lively Japan Meeting'*
started at six month post-disaster (September); **main contents consists of interviews with locals**
 1. Theme: **Living** September 15, pages 16-17, photos of interviewees;
Main Headline: **Overcoming the Hardships of the Disaster** – Toward the Future Step by Step
 2. Theme: **Support** September 29, pages 12-13, photos of interviewees;
Main Headline: **Giving Vitality to Victims – Volunteer Power and Connection**
 3. Theme: **Rising up** October 13, pages 14-15, photos of interviewees;
Main Headline 1: Steps toward **Reviving Agriculture and Fishing**
Main Headline 2: Residents Challenge **City Recovery** A Return to Lively Cities
 4. Theme: **Calling People Back** October 27, pages 12-13, photos of interviewees;
Main Headline 1: Not Losing to Rumors — Banding Together to **Bring Back Tourism**
 5. Theme: **Stepping Forward** November 3, pages 14-15, photos of interviewees;
Main Headline 1: **Participation** – The New Challenge
Main Headline 2: One Step at a Time, With a Smiling Face, **Strong Connections** to Recovery
 6. Theme: **Panel Discussion** November 29, pages 14-15, photos of discussants;
Main Headline: Now is the Time for Realizing the Connections of Tohoku
Themes: 1. The Importance of **Local Health Services**; 2. Toward Partnerships in Wind Energy;
3. PR the Point for **Industry and Tourism**; 4. The Importance of Reviving Primary Industries
5. The Importance of Reversing the **'Rapidly Aging Areas'**

Disaster Journalism: Analytical / Educational

(1) 第43304号

2012.2.10 3.11大震災 青森考

フクシマの教訓

第6部 断層問題①

「判断が難しかった。十分な調査を行ったと考えているが...」東通原発1号機をすでに通原発1号機の建設を計画していた東京電力の担当者(注)は、記者会見でため息交りに語った。計画中のリサイクル燃

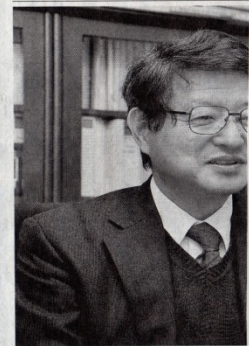
2011年(平成23)

2011.12.24 3.11大震災 青森考

フクシマの教訓

第5部 県内施設安全性を問う 奈良林直・北大大学院教授に

「電源の喪失、原子炉の本質的な冷却ができなかったこと、水素爆発を起し、また津波に対する備えがなかったことを徹底的に力施設は、緊急安全対



＜ならばやし・た＞ 年、東京都生まれ。78年、北大大学院修士課程修了。東北電力で原子炉の安

(1) 第43178号

2011.10.6 3.11大震災 青森考

フクシマの教訓

第4部 隣人からの異議①

「破り初当選した藤原を求める姿勢を確認。氏の公約の一つが『大間の動きと運動するよう』に、道南地域の市町村議会が『脱原発』を政府などに求める意見書を相次いで可決した。東京電力・福島第

「原発事故後も推進の姿勢を崩さない大間市まで、福島の原発事故は、大間市に波及する恐れがある。大間市は、原発事故の被害を受け、大間市に波及する恐れがある。大間市は、原発事故の被害を受け、大間市に波及する恐れがある。」

(1) 第43144号

2011.9.2 3.11大震災 青森考

フクシマの教訓

第3部 津波に耐えた原発 下東海第2

「津波の高さは、茨城県の高さより約1.5倍、72mと試算されている。津波の高さは、茨城県の高さより約1.5倍、72mと試算されている。」

「津波の高さは、茨城県の高さより約1.5倍、72mと試算されている。津波の高さは、茨城県の高さより約1.5倍、72mと試算されている。」

(1) 第43128号

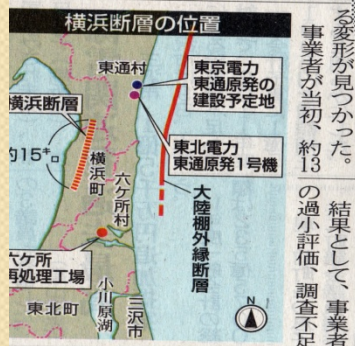
2011.9.2 3.11大震災 青森考

フクシマの教訓

第2部 東電元幹部らの悔恨②

「耐震設計から言うと、非常用発電機は原子炉建屋に置べきだった。工事の最初、豊田氏は原子力部長代理として福島第1原発の設計・建設に深く関わった。原子動はその後、6000

「耐震設計から言うと、非常用発電機は原子炉建屋に置べきだった。工事の最初、豊田氏は原子力部長代理として福島第1原発の設計・建設に深く関わった。原子動はその後、6000



横浜断層の位置
東京電力 東通原発の建設予定地
東北電力 東通原発1号機
大陸棚外縁断層
六ヶ所再処理工場
三浜市
小川原湖
東北町

Nuclear Power: Analytical / Educational

- Toonippo Newspaper (東奥日報; Aomori Prefecture) Aomori Pref. is home to two reactors and one waste re-processing facility
- 連載 3. 1 1 大震災青森考 フクシマの教訓 **Lessons from Fukushima**
- (2011年07月27日start; 2012年02月17日end)
- 第1部 現地に行く 1～5 Going to the Site **Reality**
- 第2部 東電元幹部らの悔恨 1～5 TEPCO Management Regrets **Background**
- 第3部 津波に耐えた原発 3つ Nuclear Energy that can Withstand Tsunami **Technology**
- 第4部 “隣人”からの異議 1～8 Objections of the Neighbors **Local Governance**
- 第5部 県内施設 安全性を問う 1～7
Asking about the Safety of Prefectural Nuclear Facilities **Technology**
- 第6部 断層問題 1～6 Geological Fault Problem **Reality / Education**

Social Memory

. . . social versus public

- The collective and highly public memory of many unconnected individuals, usually in the form of commemoration (statue, plaque)
- Ben-Ari, Van Bremen and Hui (2005) offer that Japan has an extensive preoccupation with the past and with memories from the past. Social memory (public memory) manifests itself principally in commemoration by artists, historians, museum curators, etc; these are often based in narratives created and disseminated by a variety of memory agents, among them journalists and newspapers.
- Disaster memories are often functional: to remind people of the danger and the necessary response behavior
- . . . For ten years, the memory lies in the hands of the survivors . . . At some point, the making of public memory must shift beyond individuals and into the hands of historians, curators, architects. These people have weak links to the event, but responsibility to shape the way the culture will remember it . . . (Strozier, 2011)

From Disaster Journalism to Educational Journalism to Social Memory Journalism

Toonippo Newspaper (東奥日報; Aomori Prefecture)

Disaster Journalism Coverage as news: 3.12~June, July, August + Miyagi columns / Fukushima columns

Education Journalism 連載 3. 1 1 大震災青森考
フクシマの教訓 **Lessons from Fukushima**
2011 July 27 to 2012 Feb. 17

Transition to Social Memory

連載 **新日本の幸福** (共同通信; inaugurated with and continues [with reference to 3・11](#))

New Japan Happiness 第1部: 遺児たち the children who are left (20 columns)

2012 January 5 start 第2部: 故郷よ (kokyo) hometown (15 columns)

第3部: 被ばく不安 worried about radiation (23 columns)

第4部: 異郷から from exile (13 columns)

第5部: 傷痕 (しょうこん/きずあと) scars (22 columns)

2012 December 5 第6部: 町と原発 towns and nuclear power (12 columns) =105 total

Outliers: the unique view

連載 大変を生きる 災害と文学 August 6, 2012 column number: 51: 終わり

連載 震災と漫画 September 13-17, 2012 column numbers: 1-4 終わり

The Content of 'New Japan Happiness' as Social Memory

Content Analysis (currently undertaking):

Who, What, What Meaning

- Who: children, parents, volunteers, farmers, residents, evacuees
- What: reality or a new reality; the abrupt change; radiation; the debate about nuclear power;
- Meaning: adaptation; confusion (about how to proceed); the 'weight' of starting over; guilt, remorse, etc. the importance of human connections: past and newly created
- Social Memory: not just facts, not just recovery, not just policy, but meaning.

Conclusion One: Journalism Genres based on the Column Frame

Revitalization Journalism: a journalism that contributes to the revitalization (cultural and economic) of the newspaper's host area.

In response to 東日本大震災:

(I) the initial period: progression of news focus (as expected)

(II) at five to six-month period, a shift to columns (連載) as the frame with the framed content focus on:

- Disaster Journalism: human interest and recovery (Miyagi)
- Disaster Journalism: nuclear disaster assessment (Fukushima)
- Educational Journalism: フクシマの教訓 (Aomori)
- Social Memory Journalism: 新日本の幸福 (Aomori)
- A unique perspective (災害と文学、震災と漫画)

Conclusion Two: Social Memory

- A newspaper column representing the local reality based on voices, experiences, artifacts of local people but presented nationally and in the period of post-event transition
- This constitutes a bridge provided by the newspaper between the personal/individual and the final public memory taken up through the activities of elitist memory agents (historians, curators, architects)