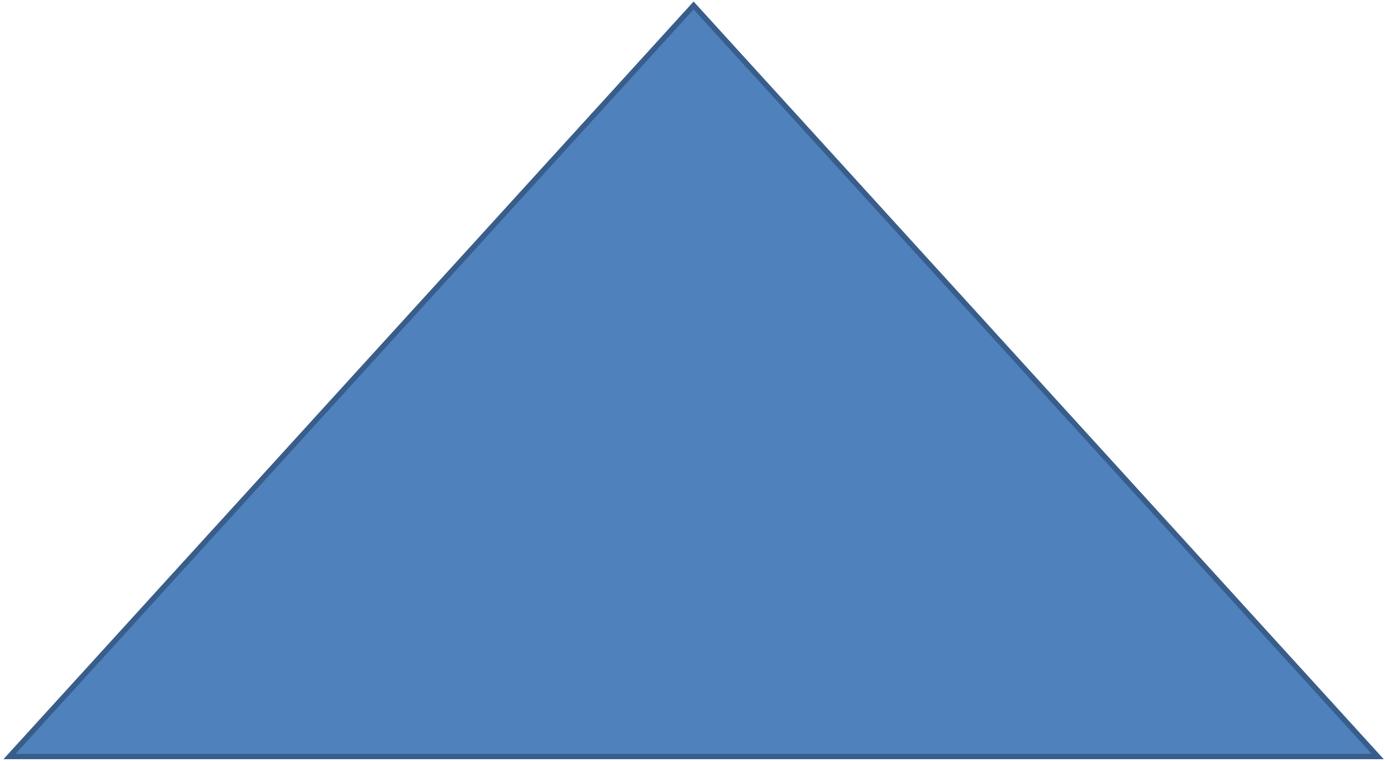


Japanese Newspapers : Expression Differences in Japanese and English

Michiru Mekata

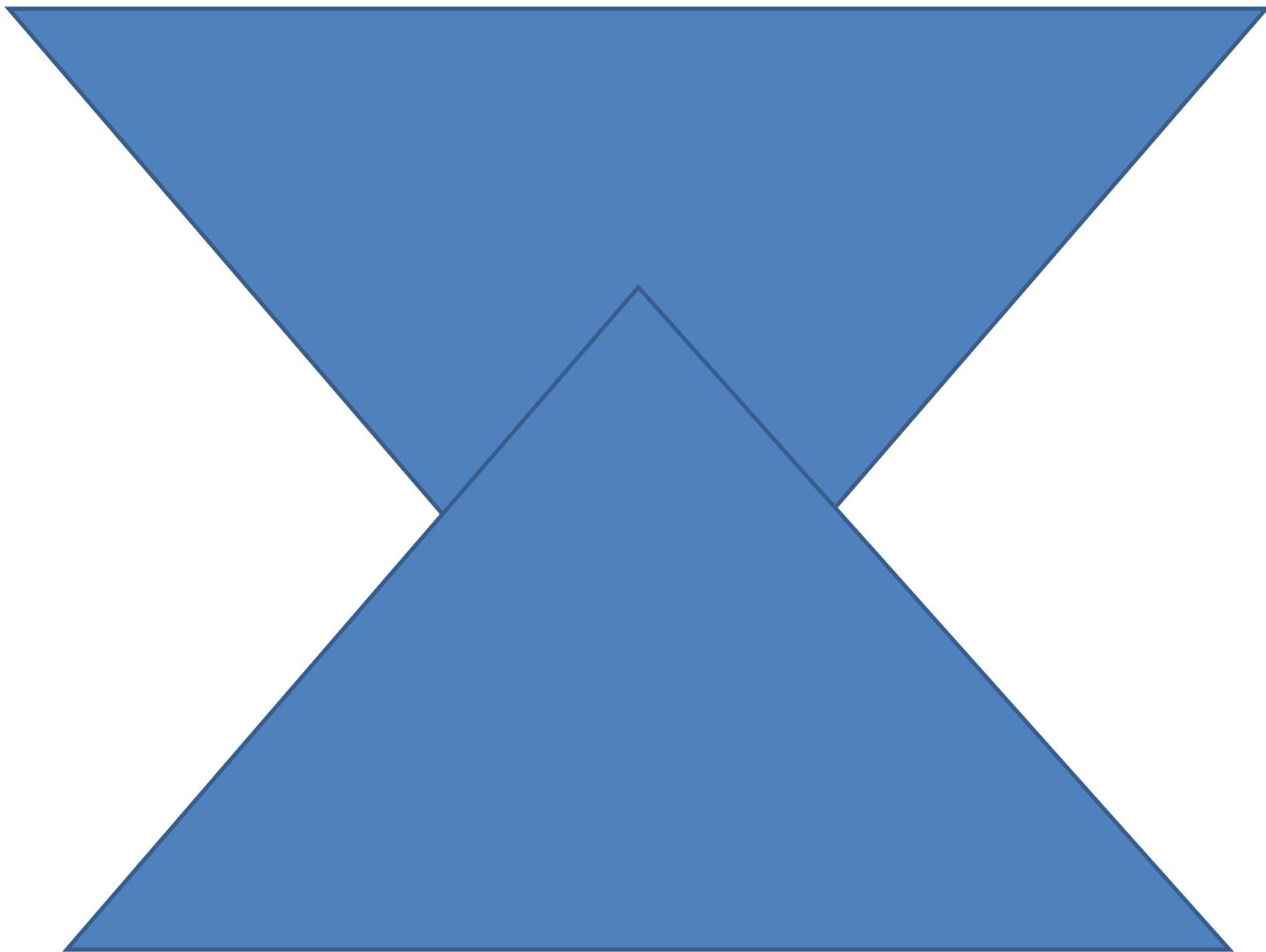
Writer, The Japan Times

Writer, AERA Magazine, Asahi Shimbun



起承轉結

- 起 → Introduction
Featured characters, settings, etc.
- 承 → Development
Bridging the issue started in 「起」 to 「轉」
- 轉 → Climax
- 結 → Conclusion



- Vices and virtues
 - Vast circulation of national newspapers:
 - Yomiuri
 - Asahi
 - Mainichi
 - Nikkei
 - Sankei
- Japanese language features (apologetic):
 - Sumimasen
 - Indirectness
 - Vagueness

Circulation and Households

(Set paper counted as one copy)

Year	Total	Type of newspaper		Type of publishing			Number of households as of March 31	Subscriptions per household
		General paper	Sports paper	Set paper	Morning paper	Evening paper		
2011	48,345,304	44,091,335	4,253,969	13,235,658	33,975,622	1,134,024	53,549,522	0.90
2010	49,321,840	44,906,720	4,415,120	13,877,495	34,259,015	1,185,330	53,362,801	0.92
2009	50,352,831	45,659,885	4,692,946	14,727,162	34,399,779	1,225,890	52,877,802	0.95
2008	51,491,409	46,563,681	4,927,728	15,715,332	34,403,818	1,372,259	52,324,877	0.98
2007	52,028,671	46,963,136	5,065,535	16,408,728	34,174,558	1,445,385	51,713,048	1.01
2006	52,310,478	47,056,527	5,253,951	16,789,314	34,047,660	1,473,504	51,102,005	1.02
2005	52,568,032	47,189,832	5,378,200	17,111,533	33,927,821	1,528,678	50,382,081	1.04
2004	53,021,564	47,469,987	5,551,577	17,341,993	34,066,442	1,613,129	49,837,731	1.06
2003	52,874,959	47,282,645	5,592,314	17,464,928	33,781,260	1,628,771	49,260,791	1.07
2002	53,198,444	47,390,027	5,808,417	17,616,627	33,900,896	1,680,921	48,637,789	1.09
2001	53,680,753	47,559,052	6,121,701	18,013,395	33,862,600	1,804,758	48,015,251	1.12
2000	53,708,831	47,401,669	6,307,162	18,187,498	33,702,727	1,818,606	47,419,905	1.13

(Unit: Copies)

A set paper is a subscription to both morning and evening editions of the same paper.

Set paper subscriptions are usually counted only once in determining circulation figures in Japan.

Total circulation of set papers counted as two copies is 61,580,962.

Source: Annual survey by NSK conducted in October

Newspaper Household Delivery Rate (unit: %)

	Household Delivery	Kiosk sales	Ship- ment	Others
2011	94.97	4.52	0.04	0.48
2010	94.86	4.60	0.04	0.50
2009	94.73	4.73	0.04	0.50
2008	94.60	4.84	0.05	0.51
2007	94.35	5.06	0.05	0.54
2006	94.32	5.09	0.05	0.54
2005	94.15	5.29	0.05	0.51
2004	93.94	5.47	0.05	0.54
2003	93.87	5.55	0.05	0.53
2002	93.80	5.63	0.05	0.52
2001	93.38	6.06	0.05	0.51
2000	93.49	5.95	0.05	0.50

Source: Annual survey by NSK conducted in October

Transition in Newspaper Advertising Expenditures and Volume of Newspaper Advertising

Year	Advertising expenditures		Volume of ads		Percentage of newspaper space used for ads (%)	GDP (100 million yen)
	Total ad expenditures (100 million yen)	Newspaper ad expenditures (100 million yen)	Total columns of newspapers (column)	Total volume of newspaper ads (column)		
2011	57,096	5,990	15,289,646	5,010,809	32.8	4,680,738
2010	58,427	6,396	15,407,104	5,167,450	33.5	4,817,733
2009	59,222	6,739	15,378,632	5,183,247	33.7	4,711,387
2008	66,926	8,276	16,064,776	5,630,065	35.0	5,012,093
2007	70,191	9,462	16,433,896	5,940,897	36.2	5,129,752
2006	69,399	9,986	16,510,830	6,080,737	36.8	5,066,870
2005	68,235	10,377	16,375,876	6,111,902	37.3	5,039,030
Revised						
2006	59,954	9,986	16,510,830	6,080,737	36.8	5,066,870
2005	59,625	10,377	16,375,876	6,111,902	37.3	5,039,030
2004	58,571	10,559	16,239,632	6,015,619	37.0	5,037,253
2003	56,841	10,500	16,029,258	5,960,076	37.2	4,988,548
2002	57,032	10,707	16,040,310	6,041,053	37.7	4,991,470
2001	60,580	12,027	16,080,180	6,295,949	39.2	5,055,432
2000	61,102	12,474	15,608,410	6,266,043	40.1	5,098,600
1999	56,996	11,535	15,110,286	6,041,898	40.0	5,049,032