

The EU in a Japanese Business Newspaper: From the Comparative Perspective

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Europe in the Changing World:
Challenges, Priorities and Research Collaborations

Christchurch, New Zealand, 25th-27th/September/2008



Outline

- **Introduction**

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- **The EU in News of Hokkaido Toyako Summit**

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Research Interests

- What kind of Power the EU is ? (Sjursen 2006)
- Need others' views (Lucarelli 2007, Laïdi 2008)
- Media analysis: Japan's case (Tanaka et al 2007)
⇒ The EU images in the EU news were cleared.



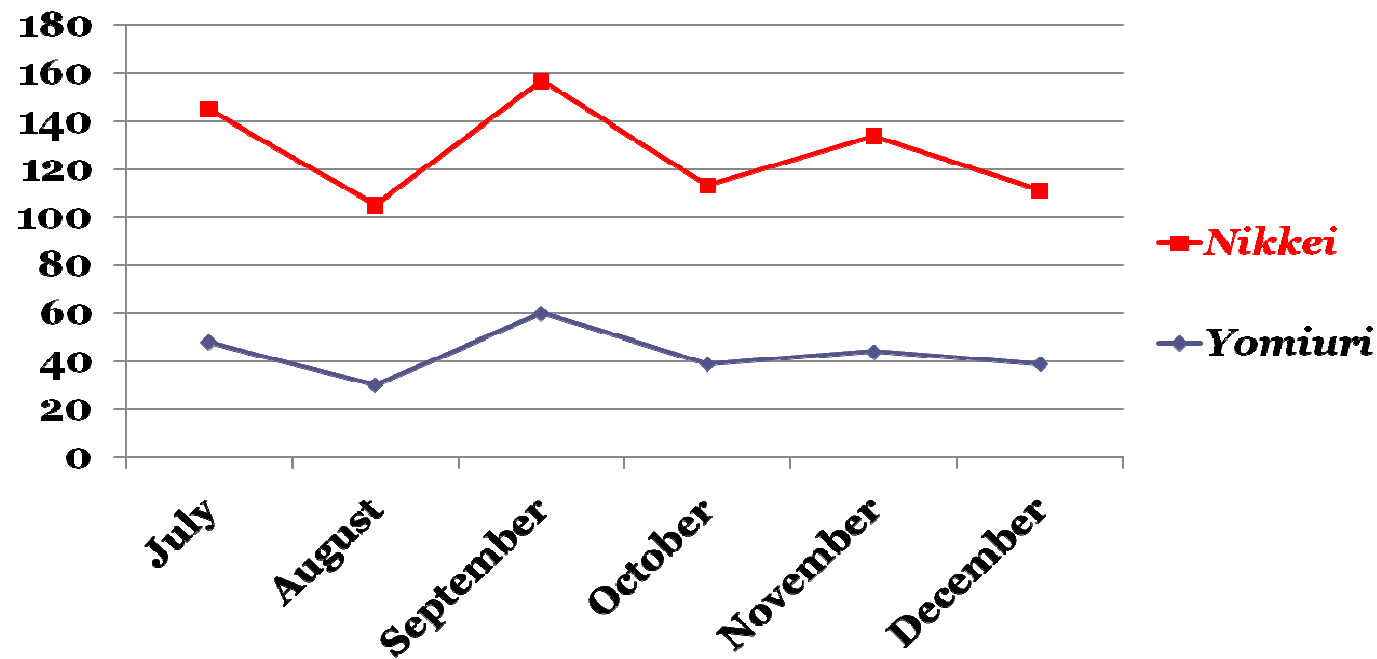
Research Questions

- *Clear the EU images in a Japanese newspaper from the comparative perspective*
- Compare: the EU images, the US images and member states images (France, Germany, Italy and the UK)
- Focus: G8 summit news

Methodology

- Media: *Nikkei Shimbun*
- Period: January 1st-July 10th 2008
- The way of selecting news items:
 - include a term, 'G8', 'summit'.
- Focus:
 - actors: EU/ US/ France/ Germany/
Italy/ UK
 - persons in the articles

Nikkei1: The Number of the EU News (2006)*



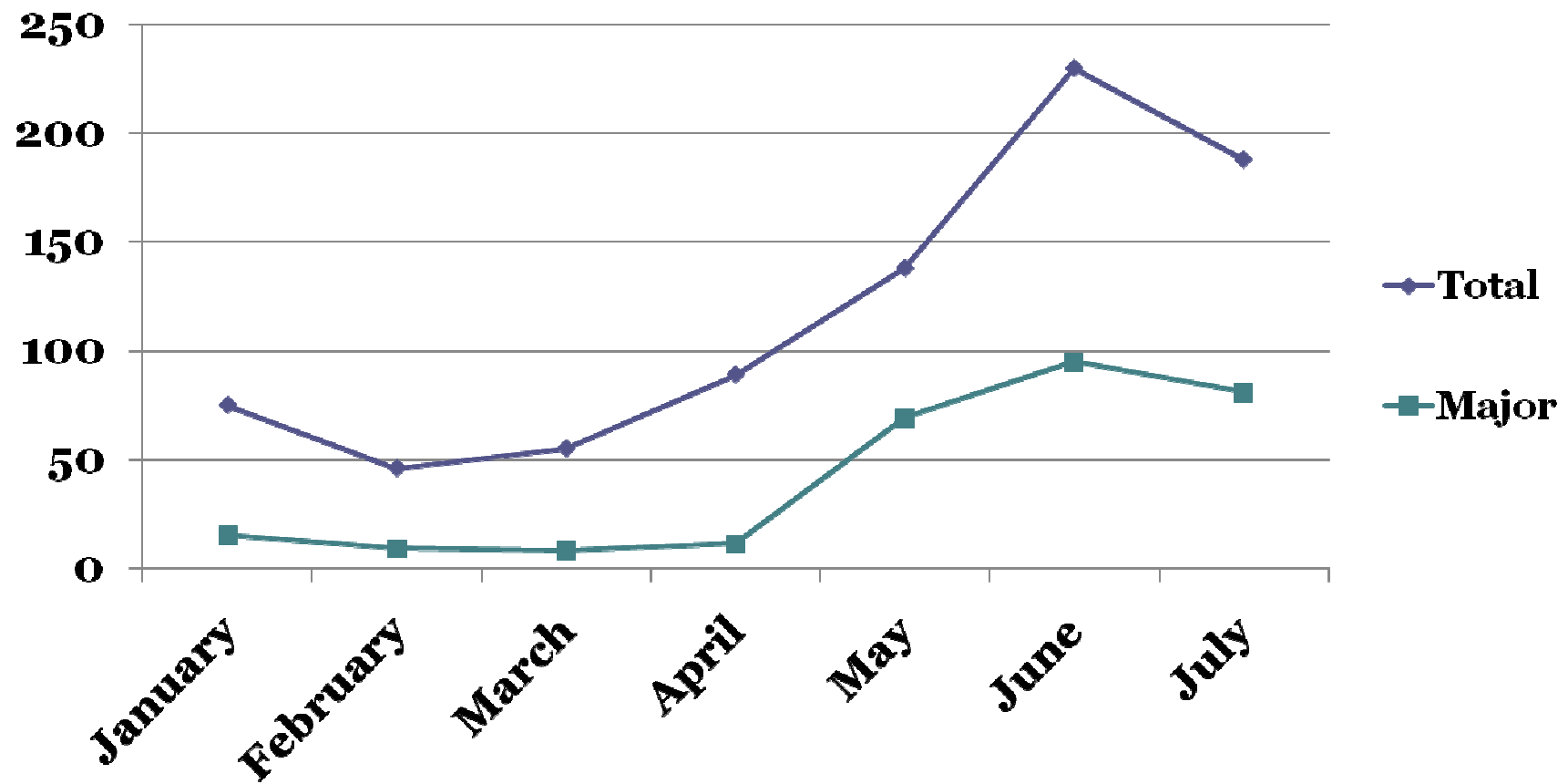
*Tanaka, T et al (2007) 'Cast in America's Shadow: Perceptions of the EU in Japan', p. 109.

Nikkei2: Circulation of Daily Newspapers in Japan*

	Circulation	Language	Initiation year
Yomiuri Shimbun	10,024,619	Japanese	1874
Asahi Shimbun	8,087,996	Japanese	1879
Mainichi Shimbun	3,966,962	Japanese	1872
<i>Nikkei Shimbun</i>	<i>3,041,631</i>	<i>Japanese</i>	<i>1876</i>
Sankei Shimbun	2,190,714	Japanese	1933

*Tanaka, T et al (2007) 'Cast in America's Shadow: Perceptions of the EU in Japan', p. 108.

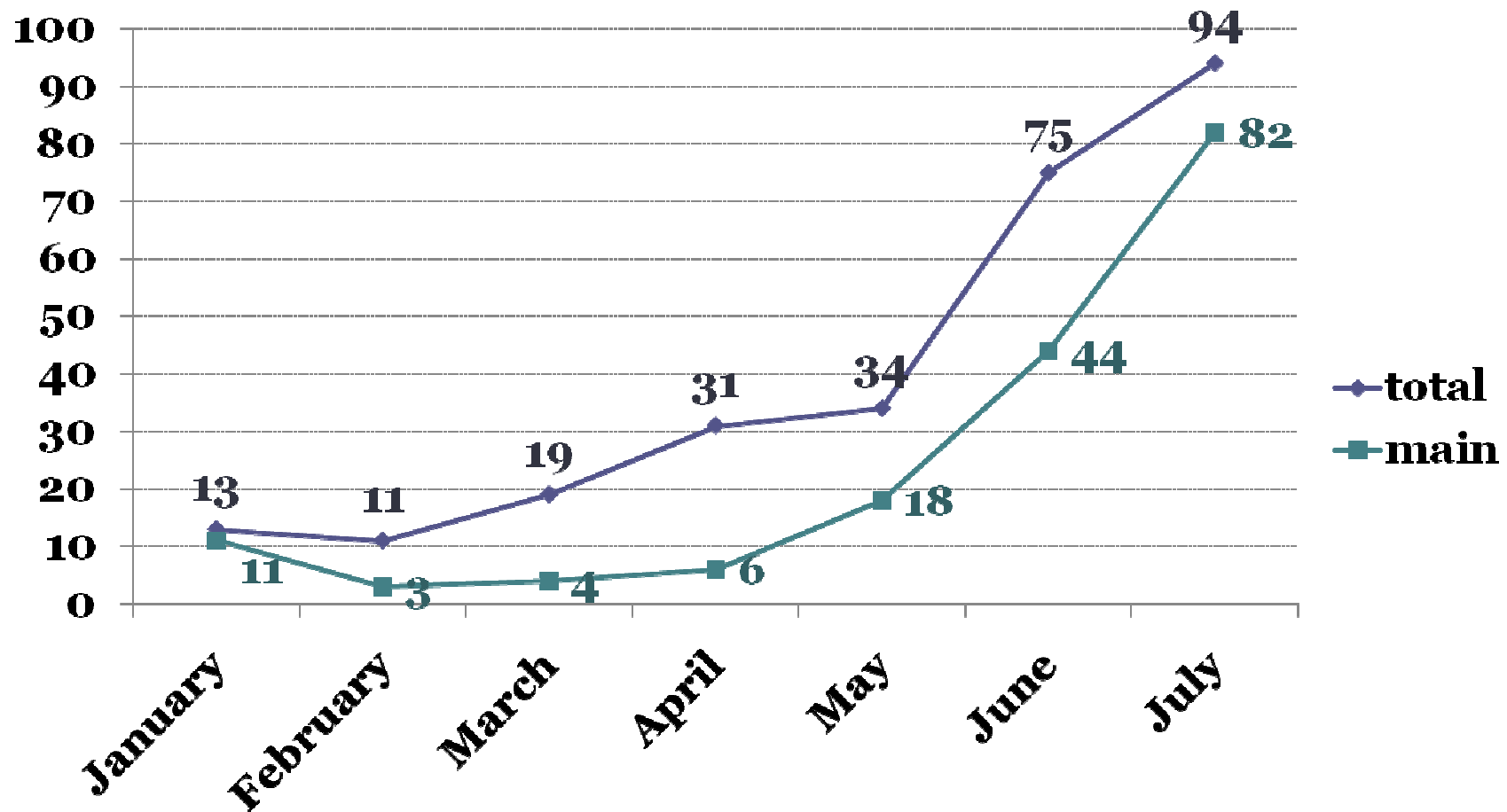
The Number of G8 Summit News Items



Summit Liaison Meetings and Summit

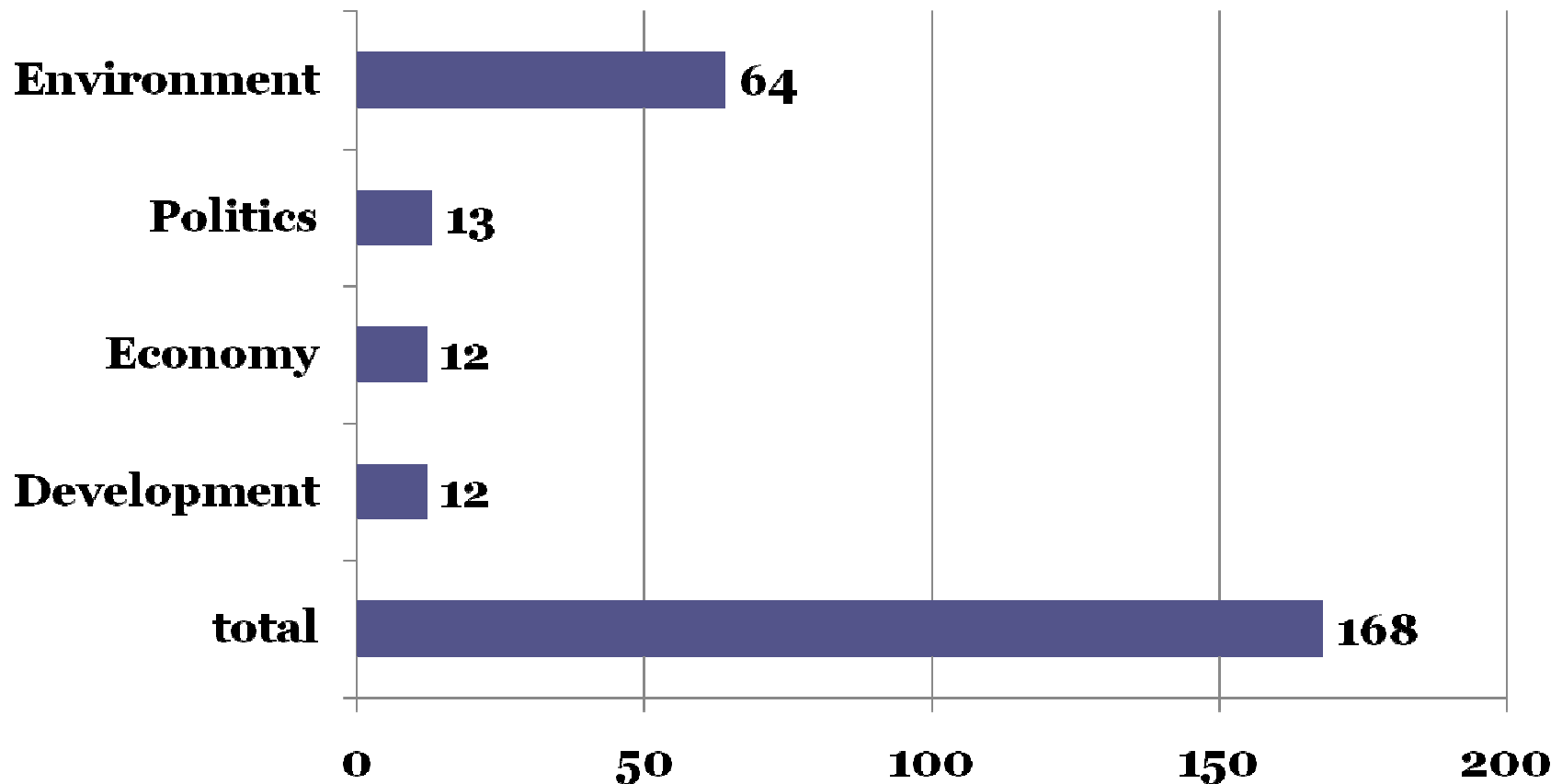
	Date	Venue
Development Ministers' Meeting	April 5-6	Tokyo
Labor Ministers' Meeting	May 11-13	Niigata
Environment Ministers' Meeting	May 24-16	Kobe
TICAD IV (International Conference on African Development)	May 28-30	Yokohama
Energy Ministers' Meeting	June 7-8	Aomori
Justice and Home Affairs Ministers' Meeting	June 11-13	Tokyo
Finance Ministers' Meeting	June 13-14	Osaka
Science and Technology Ministers' Meeting	June 15	Okinawa
Foreign Ministers' Meeting	June 26-27	Kyoto
Hokkaido Toyako Summit	July 7-9	Hokkaido

Overview 1: Hokkaido Toyako Summit News

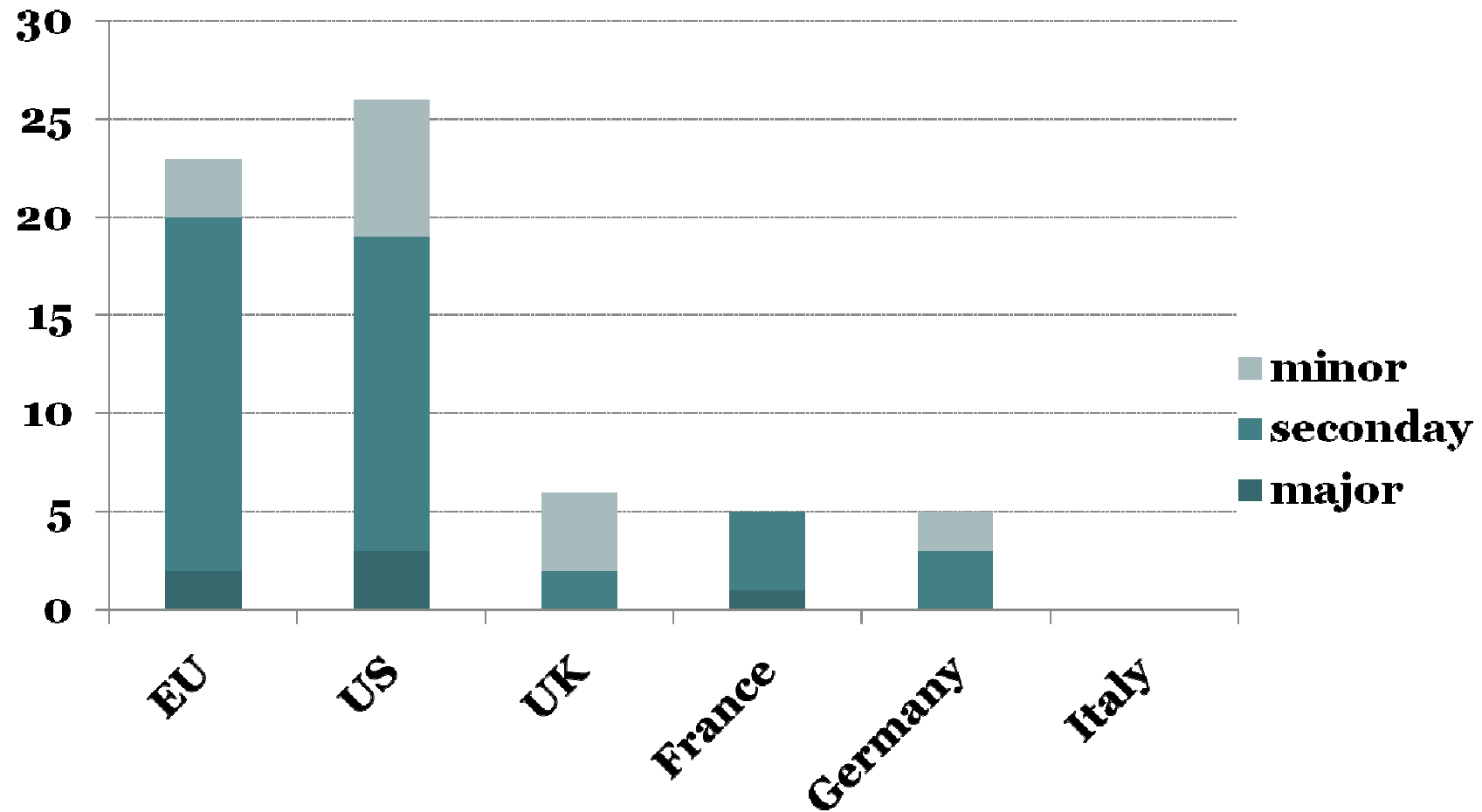


Overview 2: Hokkaido Toyako Summit

the number of articles



Environment1: Actors' Visibility

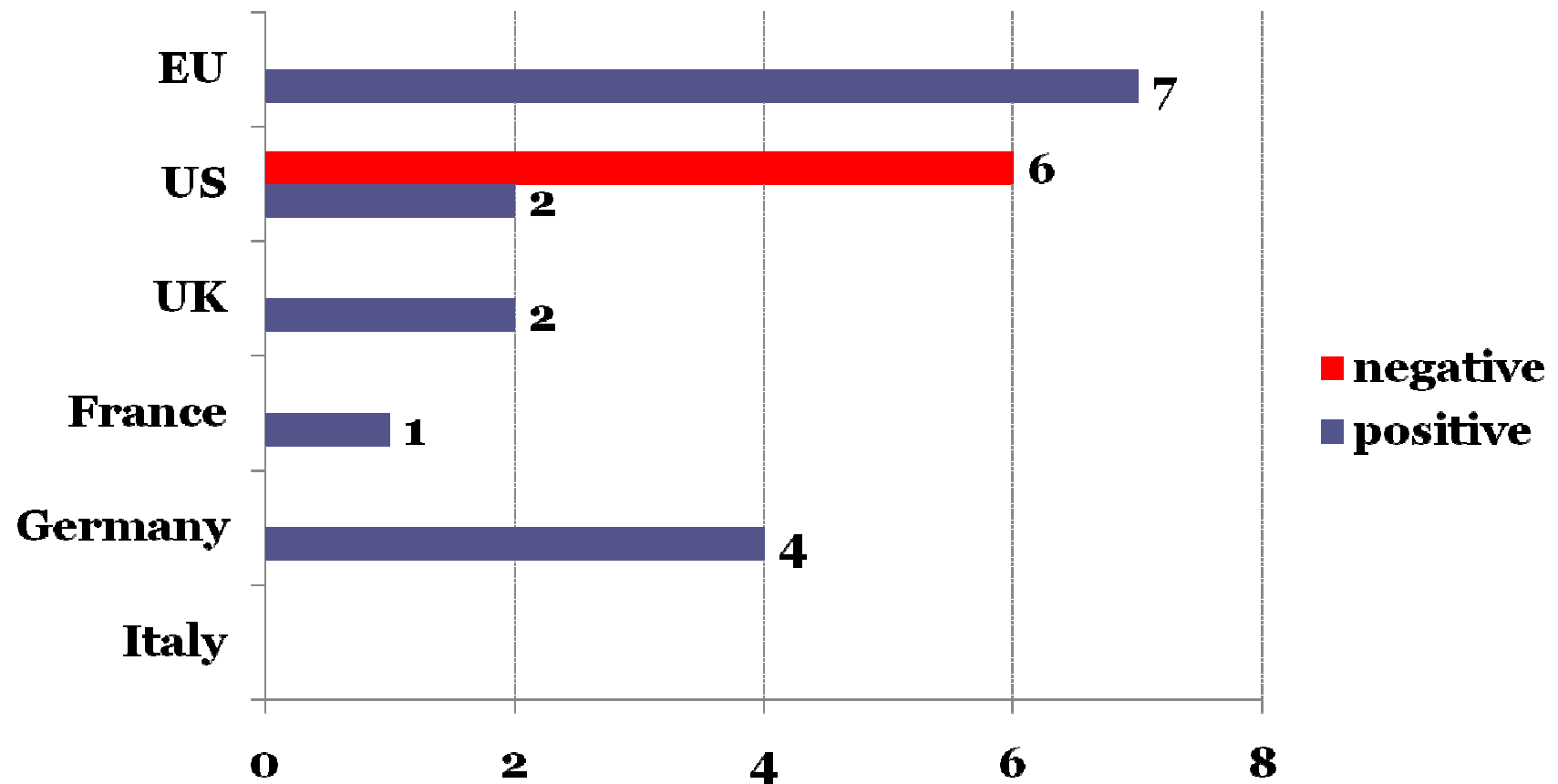


Environment2: Persons' Visibility

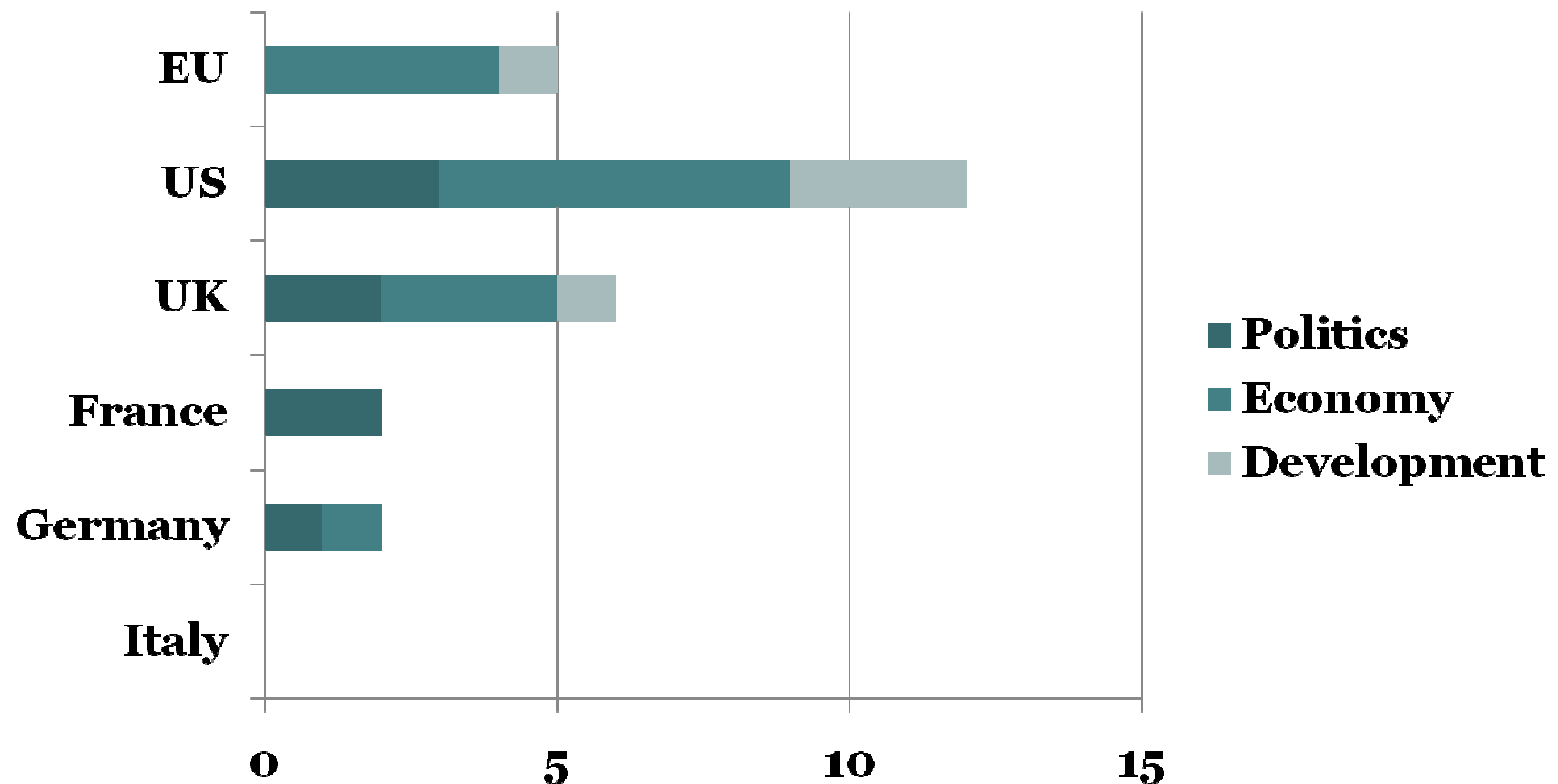


EU		US		UK		France		Germany		Italy
Barroso	3	Bush	12	Brown	2	Sarközy	3	Merkel	5	---
(Dimas	1)			(Blair	4)					

Environment3: Evaluation



Politics/Economy/Development: Actors' Visibility



Conclusions

In Hokkaido Toyako Summit news (*Nikkei*)

1. Environment

- 1) Actors' visibility: EU = US > Member States
- 2) Persons' visibility: US > EU, Member states
- 3) Evaluation: EU > Germany > ... > US

2. other policies:

- 1) Actors' visibility: US > EU, Member states
- 2) Need the further research

Thank You

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