

# JAPAN TIMES-UNIVERSITY OF TOKYO SYMPOSIUM

## Forum weighs status of English papers in Asia

Editors from three English-language newspapers, The Japan Times, The Korea Herald and The Taipei Times, and two university professors, from South Korea and Taiwan, gathered in Tokyo on Feb. 16 for an international symposium on the theme "Challenges for English-Language Newspapers in East Asia."

Jointly organized by The Japan Times and the University of Tokyo, the symposium marked the 110th year of the long-standing daily and celebrated the 130th anniversary of Japan's most prestigious university.

The University of Tokyo has played a leading role in advancing journalism studies in Japan since it created a newspaper research institute in 1929, according to Shunya Yoshimi, dean of the Interfaculty Initiative in Information Studies at the University of Tokyo's graduate school.

Yoshimi said in his opening address that the graduate school, known for the highest standards in media and journalism studies, should now take initiatives to seek new forms of journalism in the age of the Internet by cooperating with media companies and universities in other parts of Asia.

As part of its efforts to achieve this goal, the university will start a new master's and doctorate program in information studies in Asia this fall, he said. It will be the school's first course taught exclusively in English.

Akihiro Haruyama, executive vice president of The Japan Times, said one of the biggest challenges faced by English-language newspapers in Asia is how to cope with the spread of the Internet, through which people can access vast amounts of information anywhere at any time.



EAST ASIA'S top editors, writers and media researchers take part in a symposium held in Tokyo on Feb. 16 to discuss the challenges English-language newspapers face in the region. SATOKO KAWASAKI PHOTOS

With the changing environment for the media, the symposium was designed to discuss how English-language newspapers can help connect East Asia with the rest of the world, said Kaori Hayashi, an associate professor at the In-

terfaculty Initiative in Information Studies.

"English-language newspapers (in East Asia) are unique" compared with native-language media, as they carry different perspectives in their original stories, said

Hayashi, who moderated the symposium. "Thinking about English-language newspapers' challenges now is to take a look at mainstream journalism's problems from the other side."

About 250 readers and

guests took part in the four-hour symposium at the university's Hongo campus. Texts of speeches appear on this page, and panel discussions and a question-and-answer session are on the opposite page.

## Power, political games color South Korea media

**Kang Myung Koo**  
Professor and Director of Communication Studies, Seoul National University

1987 was the moment of change in South Korea from authoritarian rule by a military government to democracy. So the media went through democratization in terms of editorial independence.

Institutional turmoil began in the 1990s. Media in South Korea get involved in complex situations in which editorial independence, market competition and political involvement of professional journalists are mixed up or interconnected at the same time. I call this complex articulation a media war.

The media war since the mid-1990s has caused conflicts between newspapers and the government, between liberal and conservative newspapers, between conservative newspapers and public broadcasting, such as KBS (Korean Broadcasting System) and MBC (Munhwa Broadcasting Corp.), the two top national broadcasters. These conflicts have extended to intellectuals between conservative and liberal sectors and to other parts of the country. The whole nation is separated into conservative and liberal sectors. Following this war, social trust in journalism has decreased.

Let me give you a brief picture of how the newspaper market looks in South Korea. The top three papers — Chosun Ilbo, JoongAng Ilbo and Dong-A Ilbo — dominate the market.

Politically or ideologically, they are conservative. There are 11 national newspapers. The top three papers' share of the market in 2005 stood at 68 percent, but it decreased about 10 percentage points to 57 percent in 2006. I think this was related to the Roh Moo Hyun government's antagonism toward the top three newspapers.

The top three broadcasters — KBS, MBC and SBS (Seoul Broadcasting System) — earned \$2.717 billion in 2006, compared with the 11 newspaper's total revenue of \$1.778 billion.

Data from nationwide surveys conducted by a press institute show that social trust in newspapers came to 55.4 percent in 1990 but decreased to 18.5 percent in 2006. On TV, public trust rose from 34.7 percent in 1990 to 66.6 percent in 2006. On the Internet, the figure increased from 10.8 percent in 2000 to 12.8 percent in 2006. There is a big change.

In regulatory terms, South Korean media, before 1987, were government-patronized, but they moved to become an extremely commercialized and also a predatory market. From the 1990s to the present, the top three newspapers have employed predatory market strategies and then dominated the whole newspaper market.

Another trait of the South Korean media is power hunger. It's becoming a tradition as some journalists moved to political power, such as congressmen and congresswomen, presidential staff and Cabinet ministers. Now the general election is coming in April, so



Kang Myung Koo

many journalists are preparing for the election.

The next level we need to look at is the change of media professional culture. Journalism's identity as a profession has weakened, ethics have been weakened, as industrial competition in the media market has increased.

The second aspect of change of professional culture is independence of editorial policy. Due to the harsh competition, journalism in South Korea has become very vulnerable to market interests. Recently when a scandal involving Samsung broke, a minority newspaper became critical. But Samsung stopped posting its ads in the newspaper. So they are losing lots of advertising revenue.

To summarize my presentation, the media war is not ideologically dividing South Korea, but the media play political games with political parties. Playing the political game is different from watching political power. And social trust in journalism is falling. Due to the harsh market competition, journalism has become very vulnerable to commercial interests, including big corporations.

## Divisions are hallmark of the media in Taiwan

**Dennis Peng**  
Director of the Graduate Institute of Journalism and Multimedia Production Center, National Taiwan University

In Taiwan, everybody complains about the media. Because most of my students work in the media and some are managerial level, I tell them, "I teach you knowledge, (but) you give me garbage."

When we complain about the media, journalists always tell me it's the audience that drives the media that way.

From the political viewpoint, the media in Taiwan are divided into two parts — the blue camp and green. The blue includes the Kuomintang, which ruled for more than 50 years until 2000 and is comparatively more pro-China, more anti-Japan and more anti-United States compared with the green camp, led by the Democratic Progressive Party.

From 1960 to 1987, the government held strict control over all media. From 1987 to 1995, after martial law was lifted, cable TV and magazines mushroomed. From 1995 till now, the media outlets have faced overcompetition. Now 14 TV channels broadcast the national news between 6 and 8 p.m., even though the entire population is only 23 million.

So politically, the Taiwanese media are divided into two camps. But from the economic point of view, there is only one camp: Pro-money.

As for the television industry, I'd like to say there are several phenomena. One is overcompetition. Another one

is ratings-driven. Because of such situations, they have become immoral, sensational and have lost political objectivity.

Media in Taiwan tend to run negative news. They mimic programs made by each other, Japan and South Korea. The quality trend for the entire media industry is sloping downward. The philosophy of the newsroom is: "You'd better play it big rather than small, better to have lousy coverage than no coverage at all, and better to believe your sources than doubt them because if you doubt them, there is no news."

These situations can be attributed partly to the characteristics of reporters. First, they are relatively young and inexperienced. Second, most are very idealistic, thus quite justice-oriented. Third, they are also highly pressured.

In terms of news content preferences in Taiwan, (a poll shows) 22 percent of people prefer politics, followed by human interest, international topics, crime/disaster, sports, economics and entertainment.

Newspapers are no better. Because of overcompetition, they promote overly different political parties and ideologies. They also work to quickly get the reader's attention with flashy headlines, big pictures or exaggerated titles containing excessively violent or sexual content. Their pages are full of paparazzi and scandals.

I'd like to say that English newspapers in Taiwan are much better in terms of quality. They have more international views and more economic and financial business views, and very few sensa-



Dennis Peng

tional stories. On the other hand, they have very few readers.

As for magazines, the launch in Taiwan of the famous Hong Kong-style paparazzi Next Magazine influenced the whole media environment. The media got into chasing scandals, and sensationalism has become mainstream. Crime, sex, violence and negative photos occupy a quarter of their space.

On the Internet, I have surveyed students who took my courses on TV news at a Taiwan University campus. The survey shows 90 percent of the students use the Internet daily as a major news source, 33 percent use TV and only 25 percent use newspapers.

For my conclusion, from the consumption side, Taiwanese young people use the Internet. They don't watch TV and they don't read newspapers. From the production side, one problem is sensationalism and another is political polarization.

Journalists treat what they do as a job instead of a career, which means they prepare to be journalists just for a couple of years, then seek other, better paying work.

## Free-press advocate hits 'kisha' clubs, self-censorship risk

**Michel Temman**  
Keynote speaker  
Reporters Without Borders, Japan representative

I would first like to pay tribute to Japanese reporter Kenji Nagai, who was shot and killed by a Burmese soldier in Yangon on Sept. 27. Nagai is one of the too many journalists killed in action in 2007. Actually, 86 were killed in action last year.

Reporters Without Borders is based in Paris. It is an NGO that defends and advocates press freedom. RWB is recognized and feared by so many governments and so many countries. Many countries see us as a kind of enemy. If a reporter is killed any time anywhere around the world, RWB immediately starts to investigate the death.

Every year, English newspapers in Japan often give space to embassies for their countries' national day and important events in their relationship with Japan. RWB wants these papers to be more conscientious and not to give (nations that don't respect press freedom) space to celebrate their relations with Japan.

We also compile an annual press freedom index. The survey asks questions about direct attacks on journalists and the media as well as censorship or even self-censorship. It also asks about pressures journalists face.

Now I would like to explain why Japan is ranked around 30 or 40 in the index. We have very specific standards and we maintain them.

On May 3, 1987, 29-year-old reporter Tomohiro Kojiri was killed in the office of the Asahi Shimbun newspaper in Kobe. He wrote an article about Emperor Hirohito's wartime responsibility. Two suspected rightists shot him in the head. He had just got married and his wife had a baby. These two men were never arrested. The investigation ended after 15 years (when the statute of limitations expired).



MICHEL TEMMAN, Japan representative of Reporters Without Borders, talks about the current state of Japanese media.

**Amber Chang**  
Editor in Chief  
The Taipei Times

The Taipei Times is still young, with only 8½ years of history. It is part of the Liberty Media group, but we run an independent editorial line. Although only published since 1999, The Taipei Times has already established its position as the paper with detailed coverage of Taiwan's political and cultural scenes.

The Taipei Times places high value on our own reporters' coverage of local news, unlike many other English dailies in non-English-speaking countries that tend to translate material from local papers.

Usually we have 20 pages on weekdays and 24 pages for the weekend. All pages except the editorial pages are color, which is unusual for a newspaper.

The Taipei Times was established with a clearly defined international agenda: to bring Taiwan to the world and

Another problem for RWB is the closed nature of the "kisha" (press) clubs. Kisha clubs ban foreign journalists from getting news from government organizations. Despite harsh criticism from foreign correspondents, the European Union, the European Business Council and a lot of American organizations, the Japanese government shows no interest in reforming this archaic system.

Another problem is the strong nationalism in Japan. This nationalism has a deep impact on journalists, causing self-censorship on a topic we all know: the Emperor.

It is not so easy, even for foreign journalists, to write about the Emperor. It is not easy to write the truth even when we know it. Editors are afraid to take responsibility.

One nationalistic topic pertains to teachers who refuse orders to sing the national anthem. It is also sometimes difficult in Japan to write about war history, about the memory of (war) crimes. It is also sometimes difficult to investigate the underworld and corruption in politics.

Another problem pertains to international divorced couples. If a male foreigner marries a Japanese woman and they divorce, the father may not have child visitation rights in Japan. It is a problem covered by the foreign media but not so much by the domestic media.

I urge the Japanese media to work more with RWB.

I joined RWB because of a very personal experience. In 1999 and 2000, I was covering events in East Timor. After an interview with Gen. Xanana Gusmao in 2000, I met a Dutch journalist, 30 years old, who worked for the Financial Times. A few days later, I came back to Japan. When I was reading The Japan Times, I saw his photo. The story said he had been killed and his mutilated body was found by a road. The militia took out his eyes. I got so shocked and angry I felt compelled to pursue freedom of the press.



THE FEB. 13, 2008, editions of the three English-language newspapers.



# JAPAN TIMES-UNIVERSITY OF TOKYO SYMPOSIUM

## Broader views thanks to English news

**Kaori Hayashi (moderator):** First of all, I'd like to ask all of you about editing procedures. Given that you write stories in English for English-language newspapers, you apparently have various kind of workers within the editorial department, such as foreign staff writers, foreign copy editors and proofreaders. What are the struggles that tend to come up when you are working together with foreign staff with different nationalities and backgrounds?

**Sayuri Daimon:** At The Japan Times, we hold a "Page 1 meeting" every day to decide which news to put on the front page by discussing their news value. The meeting is a place where we also decide how big we would make the front-page stories, what photos to use and what kind of headlines we put on the stories. About half the participants in the meeting are foreign editors and the other half are Japanese, and we often confront each other during the process.

(The good thing about holding such a meeting) is that we get perspectives that are different (from the vernacular press) and address issues on our front page that are not usually taken up by Japanese newspapers.

For example, the whaling issue has attracted a great deal of attention from the foreign media since the new Australian government began monitoring the Japanese whaling fleet, and The Japan Times also had extensive reports about the issue and devoted much space to whaling-related stories. In contrast, Japanese media reported little about the issue.

Recently, I had a chance to ask an editorial writer at a major Japanese paper why the issue wasn't given greater coverage.

He said it is difficult to report on whaling because it is an issue that splits opinions within his company. He also said the discussion on whether it is right or wrong to hunt whales is often difficult because some people (within the newspaper) argue that Japan should not give in to overseas pressure to stop whaling.

Because we have both Japanese and foreign editors, we understand both views — the Japanese on one hand, and that the issue has developed into a serious international problem.

So, Japanese and foreign editors exchange opinions on a daily basis, and we try to maintain balance and make the most appropriate choices.

**Hayashi:** What about the situation in South Korea? Ms. Kim from The Korea Herald was going to talk about the case of Lone Star in the introduction. Do you have anything to say about it?

**Kim Hoo Ran:** The Lone Star verdict was handed down

Feb. 1. I suppose most of you are not familiar with the case. The case involves charges against the U.S. private equity fund Lone Star Funds, which bought a 51 percent stake in Korea Exchange Bank in 2003.

Lone Star was accused of manipulating the stock price of the credit card unit of Korea Exchange Bank and the Seoul Central District Court found the fund guilty and sentenced Paul Yoo, the head of the fund's South Korean operations, to five years in prison.

The case drew attention from both foreign press and local newspapers, but their coverage was distinct from each other. Foreign media reported that the court ruling would discourage foreign investment in South Korea, which echoed the voices of foreign companies doing business in South Korea.

Local papers on the other hand pointed out that foreign funds basically aim at turning short-term profits and flee the country to make investments in other countries and criticized such business practices



Sayuri Daimon

as unethical and immoral.

The Korea Herald looked at the issue from a broader perspective and tried not to make a moral judgment about the business activities of foreign investment funds, and we tried to maintain a neutral position.

On many occasions, we find the coverage in The Korea Herald neutral compared with domestic newspapers in South Korea, which tend to be more nationalistic.

We try to point out differences in the perception of various topics between South Korea and other countries, and that is one of the roles we play in South Korea.

**Hayashi:** If I may try to summarize what has been mentioned so far, English-language newspapers seem to try to be as neutral as possible.

Now, The Japan Times is also a member of press clubs. I heard Ms. Daimon was also a member of certain press clubs and was working there. So while you try to be neutral and independent, how do you distance yourself from politics?



Kaori Hayashi

**Daimon:** When covering political news in Japan, the important thing is ensuring access to politicians. Unless you have that access, you are not able to get comments from politicians and report what they are thinking and what they are trying to do.

The Japan Times may be rather unique, or special. It is true that we belong to press clubs. So we do have access, ensured access. But we are different from the big Japanese newspapers. We don't have a lot of reporters to send to press clubs. So we need to be selective about which press clubs we belong to, and about the news as well.

There are good things and bad things about this. In terms of distance from politicians, being close is not necessarily good. Sometimes if you are too close, you won't see certain things. If you have more distance then you're able to see the overall picture. Sometimes, as the saying goes, if you look at the trees you may lose sight of the forest.

So if you are too close to the politicians, you may not see the big picture, such as, 'What does this mean in terms of Japanese politics or which direction is the Japanese political scene going?'

Also, we are totally different from the foreign media. One of our reporters always used to say that The Japan Times is an insider but also at the same time an outsider. So we can see the inside but sometimes we need to be outside to be more objective and to try to transmit the information on Japan to the whole world in a more objective manner. Every day is a struggle for us.

I'd like to mention one thing that is troublesome about Japanese politicians and politics. Japanese politicians are looking at the Japanese people, so they don't think at all about how their statements will be reported outside Japan. I was doing some research for this symposium and found an example that I'd like to mention.

About two years ago, there was much debate about whether a female should be able to ascend the throne,

which could allow Princess Aiko to become a reigning empress. At that time, Takeo Hiranuma, a former trade minister, said, "If Princess Aiko became an empress and had a relationship with a foreigner with blue eyes while studying abroad and got married, their child might later become an emperor, and we should never let that happen." When his statement is translated into English, he is saying something very outrageous. We had a huge discussion in our newsroom about politicians' comments and reported his remarks.

In my opinion and from the perspective of an English-language newspaper, Japanese politicians need to be more aware that their comments will be reported in English on the Internet in this borderless world, so they should be more careful.

**Hayashi:** Episodes like this are very interesting. As far as politics and media go, are there any episodes in South Korea and Taiwan that you can talk about?

**Kim:** There is a euphemism that we use for the military sexual slavery during World War II — "comfort women." Strangely enough, in Korean newspapers, in all the stories and headlines, they would use that euphemism. At The Korea Herald, we are one of the few papers in Korea, I think, where we use sexual slavery in the headline. So I think that's one of the things where we make a difference and bring a different perspective.

**Hayashi:** How about Taiwan?

**Amber Chang:** To some extent, the situation is the same (with Japan) about the distance between the reporters and politicians. In Taiwan, we are very close to politicians



Kim Hoo Ran

because you have easy access to politicians. They are very friendly to the media, unlike in the United States where congressmen or senators are very aloof. But in Taiwan, reporters and politicians can be very close. You can have their cell phone numbers at any time and you can call them. But to be friends with them doesn't mean you cannot have this neutral stand when reporting. You might

have in-depth stories, too. So it's difficult to generalize the situation.

Also, as an English daily, we only do big-picture coverage. For example, for a legislative election, we do things like how this result matters and what's the significance of it. We do not do the area-specific constituency analysis or we don't do the small things of the elections. We don't do gossip. We are a newspaper for those people who are ready for serious news.

**Kang Myung Koo:** I'd like to raise a question in relation to a role of English-language newspapers. My question is, whose language is English? Yes, English comes out of England, but I think English is a global language today. How many people in China, Japan and South Korea speak and read or write in English? I would say many. If I pose the question a different way, with what language can we communicate among non-English-speaking Asian people? What's the position of English in Asia? From this question, I think we can see a different dimension of the role of English-language papers in Asia.

**Hayashi:** Today, we are all lined up (on the stage) here as nonnative speakers of English. When it comes to English-language newspapers, could they play a role of linking Asia?

**Daimon:** Linking Asia is indeed a very big theme. It's true that when we use the term foreigners, we tend to think about Americans, Australians, Canadians. . . . But I remember a telephone call from Narita airport to my office from a Singaporean man who lived in Japan for 14 years. He is married to a Japanese woman and has children. They came back to Japan from Christmas vacation overseas and their children's school would start the next day. When they came back to Narita, there was a new system (that began Nov. 20) where foreigners have to be fingerprinted and photographed upon entry. He said he told the authorities he has lived in Japan for 14 years and never even violated a traffic law, and he wanted to know why he had to be treated like a terrorist. So he refused to follow the rule and was told by the airport officials at the gate that they'd give him some time to think about it. While thinking, he called The Japan Times, and we asked him what he expected us to do.

He asked us whether The Japan Times would write a story about it if he was deported. Then he said if The Japan Times could do that, he would not mind getting deported. We are a newspaper and we can't tell him to violate the law. I told our reporter to tell him that as long as he is in Japan and protests the new measures within the country, we can cover that. Eventually, he submitted the relevant information and entered the country. This made us realize that the term foreigner indicates a wide range of people, and wide expectations about English-language newspapers.

**Hayashi:** How about The Korea Herald?

**Kim:** Actually, there is a network of Asian newspapers. It's called the Asia News Network. It covers countries such as Japan, South Korea, China, Singapore, Thailand, India, Malaysia and Indonesia. That network was born during the financial crisis in 1997 as an effort to secure more



PANELISTS SPEAK about conditions facing English-language newspapers in their home countries during a discussion at the symposium.

news sources when it was difficult for many newspapers to make the payments to wire services. So this was a way of filling up pages. Actually it has done a lot more than that throughout the years. We hold regular seminars and conferences about what we do in our countries, and we also exchange news items, editorial, commentary and feature articles. The Korea Herald has a page called Asia News Network that comes out a few times a week that carries those stories.

So English in this way is facilitating communications among the different Asian countries with different historical and cultural backgrounds. And for now, I cannot think of any other language that could do this better than English. So I think that is one of the purposes of having an English newspaper.

**Hayashi:** How about The Taipei Times?

**Chang:** I would think that a language is just a tool, a communications tool. As you can see, a lot of people speak Chinese, too. There are many people who speak Mandarin around the world. But the most common language is English, and that is not likely to change in the near future. So English is an important language. I myself teach general English in universities and I tell my students there is nothing they can do about it. I use The Taipei Times as my teaching material. It's a good way to help students know how the world is thinking.

**Dennis Peng:** Talking about English, I think, for most people, especially in Asia, when we talk about English, we are talking about American English. When we talk about Western values, I think most people are actually talking about American values. Like it or not, American culture through Hollywood is dominating the world culture to some extent. So it's quite difficult for Asian journalists to have their own Asian values. They don't even know local

values. All those correspondents who are either from the United States or studied in the U.S. have long been cultivated by that culture. So it is ambiguous to me whether (English-language papers) in Asian countries or other countries have their own values regarding international issues. Some of them adopt news content from AP, Reuters, CNN or Fox. Going back a little bit about the relationship between media and politics in Taiwan, the media influences politics rather than the other way around. Almost no politicians dare to confront the media, like Osaka Gov. Toru Hashimoto did with an NHK moderator.

**Hayashi:** Could each panel-



Amber Chang

ist make a few last comments about the future possibilities of English-language newspapers?

**Chang:** I'd like to say the future of English dailies in the Internet age is not necessarily rosy, but the existence of an English daily in non-English speaking countries is definitely necessary. Actually, it's even more important.

It's necessary for the world to hear Taiwan's voice. Even though people can read the news on the Internet, I think a physical newspaper is a necessity.

**Kim:** Actually, the Internet in some way has made our job more difficult and has intensified the competition in the market because all South Ko-

rean dailies maintain English Web sites, where they have daily news translated into English and post it on the Web.

And many also have wire services such as Reuters, AP, AFP. So we're no longer competing with print media but competing in cyberspace. Because there are so many choices, you have to make sure they would want to come to your Web site. That is a big challenge for us.

But having said that, nothing will replace quality journalism. You can have all the gossip in the world, all the pictures in the world, but if you don't have good news coverage, they are not going to come to you. So for us, the challenge is to assess what our mission is. And we need to think about how to meet the challenge of facilitating communications between South Korea and the world. And for us, it's more about selecting and focusing on what our strengths are. Hopefully, we can survive the next century.

**Daimon:** I would also like to mention the Internet. When I visit Taiwan or South Korea, I make sure to read English-language dailies on the Internet. Even though I cannot speak the local languages, I'm able to understand what's going on there, so the Internet is very convenient. Having said this, on the other hand, the convenience of the Internet is also a very heavy pressure on us. As Korean newspapers have their English versions on the Web, The Japan Times is not the only English paper in Japan. There are the Herald Tribune Asahi and the Daily Yomiuri.

How to differentiate ourselves is a big challenge. At our Page 1 meetings every day, we have very serious discussions. Native English-speaking copy editors in our department have lived in Japan for many years, so they know about Japan, both the good and the bad. And the Japanese editors have lived or studied overseas and have experience in writing in English.

Every day, our paper is made out of discussions among these editors and we try to look at certain incidents and aspects in Japan with perspectives that are different from domestic papers. I would like people who came here today to use this opportunity to learn about the English-language newspapers and see things from the other side.

These pages have been produced with the support of the Ogasawara Foundation for the promotion of Science and Engineering, which was founded by Toshiaki Ogasawara, publisher of The Japan Times and chairman of Nifco Inc.

## Internet, falling readerships present challenge

**Question from the floor:** One thing that was brought up by Ms. Daimon was how does Japan look through The Japan Times? I think one problem in Japan is the lack of awareness of non-Japanese as residents — (they are considered) as immigrants with the migration of labor. All Asian countries are going to have more immigration (either) inward or outward.

One thing that was not touched on enough is how the English-language newspapers in the country link not only fellow Asian countries but link migrants as well, providing information to help them make a better life in our countries. How do you see your role not just externally presenting South Korea, Japan, Taiwan to the world, but presenting Korea, Japan, Taiwan to the people that come to live in our countries, especially when it comes to things such as human rights?

**Daimon:** Exactly, immigration is a very important issue, and I've been thinking that we



THE AUDIENCE listens to the question-and-answer session during the symposium.

should put more focus on that subject. We had a New Year's series on foreigners in Japan. Not just Brazilians, I think there will be more Filipinos, and many Indians are coming as engineers. We covered problems that they are facing, such as health care. Although we did have a series, we have yet to put enough focus on the issue.

As I mentioned earlier about the Great Hanshin Earthquake, we have to be

more conscious that for foreigners, English-language newspapers are a key source of information.

**Q:** The circulation of English-language newspapers in Japan is getting smaller. How about English-language newspapers in South Korea? Whenever I visit Korea, you have very interesting and original stories. (Ms. Kim) mentioned a circulation of 200,000 for The Korea Herald. Although South Korea

has a smaller population than Japan's, English-language newspapers are so vivid and lively. And the circulation seems to be growing. What is the secret?

**Kim:** Let me just say that that number is actually declining. We used to have higher numbers. But (with the arrival of) the Internet, which is free, basically people have stopped taking subscriptions. Our circulation is buoyed by the fact that since 1997, we've had more foreign businessmen and foreign investors coming in. One of the primary reasons that Korean people pick up The Korea Herald is because they want to study English. And so, we provide services to them by printing supplements that have translations of the editorials and major news of the day into Korean.

Our Web site, if you are a premier subscriber, has a service where you can actually hear a native speaker of English read the editorial to you in English. Perhaps that is one way we are engaging our readers.



VISITORS TO the symposium look at panels displaying The Japan Times from various years.