

# 120th Anniversary Special

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SINCE 1897

A celebration of 120 years  
of delivering the news ...  
and our latest evolution

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toast to the times

Reliable news sources crucial for making informed decisions

Takeharu Tsutsumi  
PRESIDENT, THE JAPAN TIMES

On the momentous and historic occasion of the 120th anniversary of the inauguration of The Japan Times, it is a great pleasure and honor for me to address you as president and celebrate this unique moment with our esteemed readers, who have provided such a long and lasting patronage of our paper. The Japan Times deeply recognizes that we could not have reached this significant milestone without the backing of our entire support base. As such, I would like to extend my heartfelt gratitude to all of our readers and supporters who have made this glorious achievement possible. Furthermore, we are proud that we can continue to seek out and implement new ways to add value in the marketplace and gladly look to our business partnership with The New York Times as a highly respected means of providing additional world-class English journalism to everyone here in Japan.

In the Meiji Era, several foreign settlements remained in Japan after the imposition of the so-called unequal treaties on the country. Residents of those districts were conferred extraterritoriality, which led to strong resentment among Japanese people. The Japan Times was established as an attempt to convey to the 5,000 or so foreign residents of those settlements the current state of affairs in Japan in English. Our first edition, published on March 22, 1897, carried an editorial that described the two missions of the newspaper. One mission was to develop and promote a better understanding between the Japanese people and foreign residents, while the other was to report on and explain Japan's foreign policy, behavior and place in the world. Today, this agenda remains largely unchanged. In fact, it is now more important than ever in this rapidly changing global environment. I promise here that The Japan Times will continue to play an invaluable role in providing both news from an independent Japanese perspective that other media do not carry, as well as the necessary information that foreign people need to help with their daily lives here in Japan.

We are living in an era where science and technology are progressing extremely rapidly and situations change in the blink of an eye. There are many media reports on



‘Our core work is, and must continue to be, providing our readers with reliable material from which they can make informed decisions regarding their daily lives.’

the huge impact of artificial intelligence on human society. Such progress is moving at an exponential rate and we are told that it could take us to astonishing places in the very near future. This is perhaps a double-edged sword. On the one hand, people become nervous and anxious over an uncertain future, but on the other hand, it provides us with an opportunity to really consider what is essential and plan for the future.

The Massachusetts Institute of Technology's Media Lab formulated and set nine key ideas known as “The Principles.” These nine statements describe nine major guiding principles for life in a changed world paradigm in the post-internet era. Each guiding principle is itself a suggestive

phrase or approach, but one that I feel truly represents the future symbolically is “Compasses over Maps.” This principle asks us to realize that having a compass is more important than having a map. In this age of intense and lightening fast change maps can become obsolete and overwritten immediately. In other words, even the latest map is out of date in a short time. However, if you have a compass with a clear destination, then you will know which way to go regardless of how much or how often the terrain and boundary lines change. While the outlook is uncertain, business strategy now requires breaking new ground and moving into uncharted territory to generate success. For us to plot this course, defining our own coordinates has become more important than ever.

Last year, The Japan Times quickly sold out at many newspaper stands the day after the U.S. presidential election. Even in this day and age when there is an abundance of free news online, a vast number of people still care to buy print newspapers at places such as train stations. I do not mean to say that I am relieved that straight or breaking news still sells newspapers. I believe that the phenomenon itself of our newspaper being sold out indicates that people are looking to The Japan Times to be their compass. People are eager to understand what's happening and what's coming next. This reminds us that our core work is, and must continue to be, providing our readers with reliable material from which they can make informed decisions regarding their daily lives. I mention “reliable information” because as the amount of information that is distributed digitally increases, the demand for reliable information within that increases, too.

The Japan Times itself started from an attempt to solve a social problem. Since that time and over 120 years we have surmounted myriad difficulties in continuing to fulfill that same role and function. With our history in mind, we continue to think about how to create shared value today. How can we continue to be a company that contributes to society and how can we establish sustainability? The answers to these questions must and do involve you, our readers, and I would like to conclude by again asking you all for your continued support, guidance and encouragement as we navigate and document the years to come.

In era of ‘fake news,’ a free press is more important than ever

Yukiko Ogasawara  
CHAIRWOMAN AND PUBLISHER,  
THE JAPAN TIMES

Dear readers,

When looking back and thinking about the significance of the past 120 years, both in history and of the existence of The Japan Times, I am humbled and moved.

I am moved in a visceral kind of way that makes me feel the plight of humanity, thinking about all those sacrifices made in the pursuit of happiness and the fight for justice and peace.

I am also moved when I think of the men and women at The Japan Times who have put their all into the important task of reporting the news of the day in a fair and unbiased way. I am honored to even be associated with such an institution.

From its inception, The Japan Times has strived to be an independent voice seeking the understanding of Japan and its people. Though winds of change have at times put us at odds with both the government and popular sentiment, we have strived to maintain



on, as wars are still being fought and economic and political forces continue to shift, the need for accurate news-gathering and a free press is as strong as ever.

Despite the advances of civilization, we are seeing the emergence of agendas and “fake news” that do much damage by encouraging misconceptions between nations and peoples. More than ever, we are feeling the necessity for a credible and transparent media that can support a free and democratic world.

There also remains much work to be done in the mission to ensure that Japan — who we are and what we do — is understood around the world.

I want to thank all of our readers who have been loyal to us through all these years, and for your faith in us and in supporting what we stand for.

I would like to ask for your continued patronage and that you demand that we stay independent and critical in our reporting and balanced in our views.

Together, with your support, we look forward to the next 120 years. May we prosper in peace.

our independence while bearing witness to the growth of democracy and a nation emerging from the ashes of war.

Over the years, I believe we did what was essential to seek the truth in our reporting on the nation and the world, giving a voice to people who needed to be heard.

It is with this thought that I circle back to our time now and, once again, I am moved by the fact that 120 years

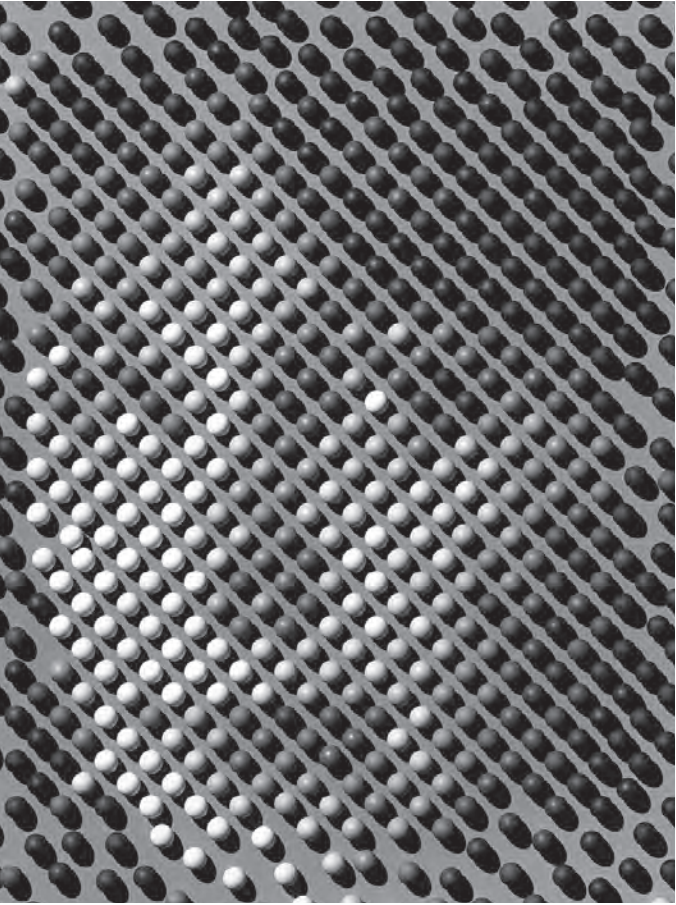
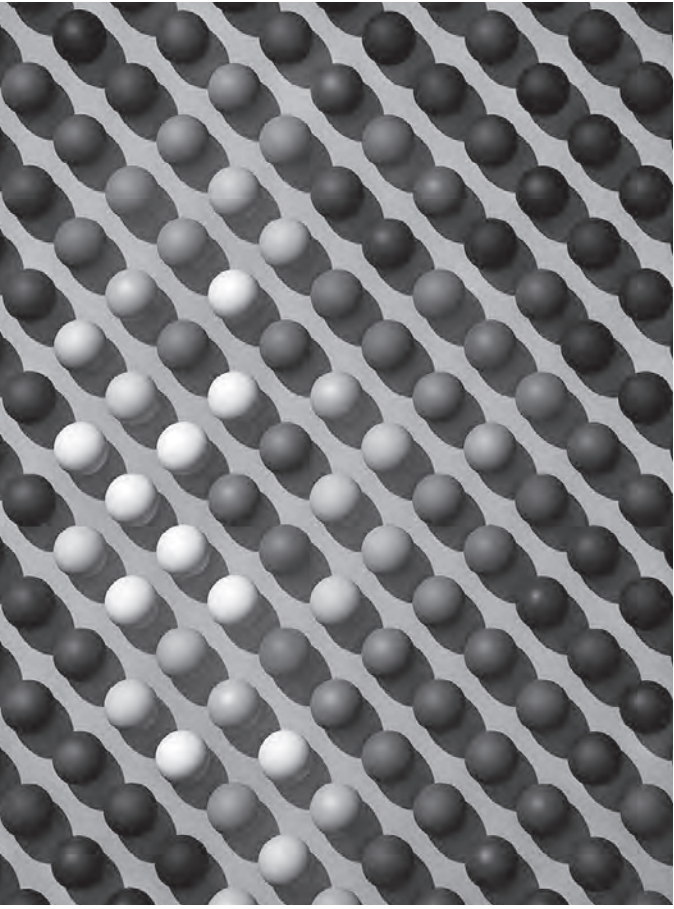
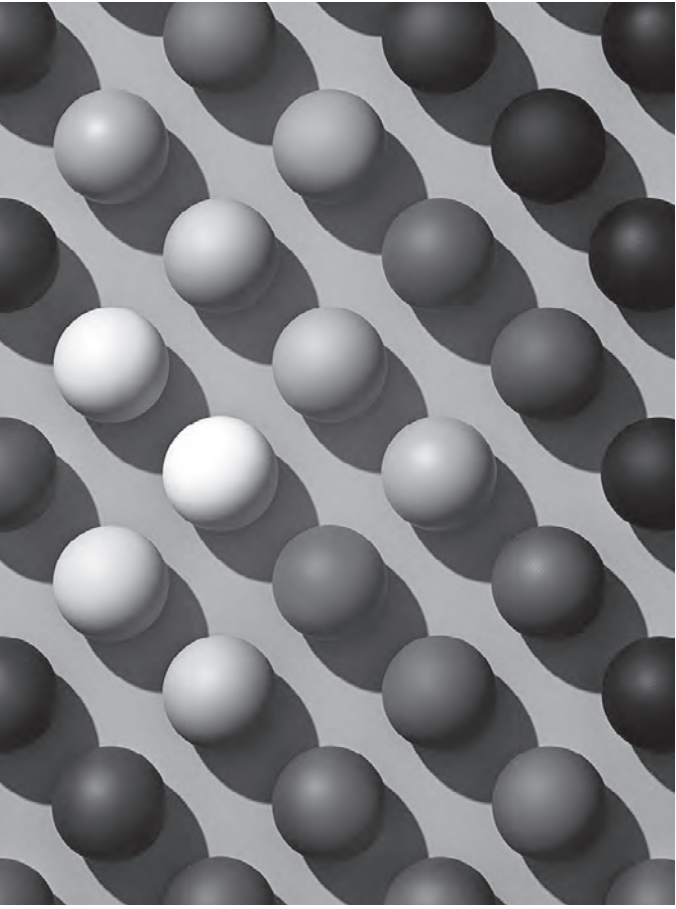


Above: The Japan Times, whose office was just behind Tokyo's Imperial Hotel, was temporarily renamed the Nippon Times during World War II. Right: The current offices of The Japan Times in Shibaura YOSHIAKI MIURA



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toast to the times

English necessary to transmit government message to the world

Norio Maruyama  
PRESS SECRETARY,  
MINISTRY OF FOREIGN AFFAIRS

I would like to express my congratulations to The Japan Times on its 120th anniversary. The paper has continually disseminated current news in English since its inception in 1897, spanning the course of three centuries.

1897 marked nearly 30 years since the Meiji Restoration and was when Shigenobu Okuma, one of the founders of modern-day Japan, was the foreign minister. It was at this time that Japan took the first steps to modernization and built its foundation of democracy. Since then, Japan has undergone significant changes, from the devastation of World War II to the reconstruction and rapid economic growth after the war. Following the war, Japan has steadfastly walked the path of peace and contributed to the peace and prosperity in the world with its knowledge and technology.

The Japan Times has witnessed those events in the course of 120 years and has continued to publish English news for a global readership. We are commemorating the 150th anniversary of the Meiji Restoration next year to look back on Japan's path of modernization and democratization, and to pass on the spirit of Meiji to the future. In the same sense, I would like to take the opportunity to contribute an article to The Japan Times at this important juncture.

At a time when information is instantly transmitted across the globe through a wide range of media, the dissemination of information in English, the de facto international language, has never been more important for Japanese diplomacy. My mission as press secretary of the Ministry of Foreign Affairs is to explain Japan's diplomatic policies to the world, and one particular focus is to strengthen our English-language messaging.

We consider it is important that Japanese leaders' messages are delivered to the rest of the world accurately. Prime Minister Shinzo Abe and Foreign Minister Fumio Kishida have been actively traveling around the world to promote "diplomacy that takes a panoramic perspective of the world map." Their



'Japan's communication of its foreign policy in English is becoming increasingly important.'

speeches, summaries of meetings and press releases are translated into English and widely covered in English-language news.

Furthermore, the prime minister and foreign minister have been extensively contributing articles to, and conducting interviews with, major foreign newspapers and other media outlets in English. In September 2015, on the occasion of the 70th anniversary of the U.N., Abe discussed Japan's path of peace and active contribution to peace and development in an article titled "Lessons Learned for a Better World," which was published in a major media outlet. Abe stated that, "Over the last 60 years, Japan has been a partner for developing countries, extending much-needed assistance to develop human resources and

infrastructure while also respecting and understanding their specific needs."

Kishida also contributed an article to major media outlets prior to the G-7 Hiroshima Foreign Ministers' Meeting. From Hiroshima, the first city that experienced an atomic bombing, Kishida highlighted the importance of the G-7 to work together and sent a strong message to achieve a world without nuclear weapons.

Japanese leaders also believe that it is important to communicate their message directly to an audience. In April 2015, Abe delivered a speech in English titled "Toward an Alliance of Hope" to a joint session of the U.S. Congress in Washington D.C. His speech highlighted how old enemies have become present friends, and reviewed how Japan and the U.S. have worked together to achieve global peace following World War II. On the following day, media outlets around the world repeated direct quotes from the prime minister's speech. A major American paper, for example, reported that Abe said, "I would like to send out a strong message that both Japan and the U.S., which once fought with each other, now achieved reconciliation."

Another example is Kishida's speech to the U.N. In July 2016, Kishida attended the Open Debate of the U.N. Security Council on "Peacebuilding in Africa." Kishida provided a statement in English regarding Japan's peace-building efforts in the region, laying out the three principles of Japan's peace-building initiatives: a focus on "people on the ground," "improving living standards through inclusive economic development," and "tolerance of diversity."

Japan's communication of its foreign policy in English is becoming increasingly important. The Ministry of Foreign Affairs will continue to actively convey its messages to the world through communications in English. Please come and visit our website, which has a range of English content, and is updated daily. It includes the latest information on visits to Japan by international leaders, updates on international meetings and other events, as well as explanations of Japan's diplomatic policies and international exchanges.



The Japan Times' newsroom of today sends out news of Japan to the world. YOSHIKI MIURA

Japan's premier source of English news

Stephen Dunbar-Johnson  
PRESIDENT, INTERNATIONAL,  
THE NEW YORK TIMES

On behalf of The New York Times, I'd like to extend our heartfelt congratulations to The Japan Times on its 120th anniversary.

Throughout its history, The Japan Times has offered the world a unique perspective on the critical issues affecting Japan, producing content of the highest quality and integrity. The Japan Times' unwavering commitment to fair and independent journalism is at the very heart of our own mission at The New York Times and has formed a bond between our two organizations that extends well beyond our publishing partnership.

As the oldest English-language newspaper in Japan, The Japan Times has served a crucial purpose, bridging cultures, nations and languages. Its original and in-depth coverage has been vital to making Japan more open and accessible to readers both within Japan and abroad, and it has truly earned its reputation as Japan's premier source of



English-language news.

Since we began our collaboration in 2013 to publish a combined edition of our newspapers for readers across Japan, much about the global media landscape has changed. Together, we have faced the challenge of upholding our core values of fairness, accuracy and impartiality while evolving our under-

standing of who our readers are and what they want and need.

The combination of our global news, edited by our bureaus in Hong Kong, New York, Paris and London, together with Japan's finest English-language journalism, has proved to be a winning formula for both our readers and our businesses. It is no surprise that more people than ever are turning to The Japan Times and The New York Times to make sense of this increasingly complex world.

The positive feedback we receive from readers in Japan is a testament to our shared commitment to fair and independent journalism, and faithfully reporting events happening within Japan and around the world.

I'd like to take this opportunity to thank The Japan Times for its incredible work. Its dedication has helped to enhance the experience of our readers and further build on our international voice.

Please accept our very best wishes on this momentous occasion. We wish The Japan Times continued success for many more years to come and look forward to our bright future together.



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# toast to the times

## Sadayuki Sakakibara

CHAIRMAN, KEIDANREN (JAPANESE BUSINESS FEDERATION)

I would like to offer my heartfelt congratulations to The Japan Times on the 120th anniversary of its founding.

The Japan Times has the longest history and tradition among English newspapers in Japan and has, since its founding, consistently disseminated information abroad about Japan in a timely and appropriate manner. In so doing, you have played a prominent role in promoting mutual understanding between Japan and countries around the world. I therefore express my deep respect to the unceasing effort and achievements by all those concerned.



The paramount issue confronting us now is to ensure the achievement of a ¥600 trillion GDP economy by making sure that deflation is behind us and that our economy is revitalized. To accomplish this, we need to strengthen our growth strategy by resolutely pursuing measures such as promotion of "Society 5.0," stimulation of domestic consumer sentiment, invigoration of regional economies, promotion of agriculture and tourism and, additionally, reform of our work style. At the same time, we need to tackle head-on issues that are not without pain to the people — regulatory reforms, social security system reform and budget consolidation, to name a few — to structurally reform our society.

In addition, against the background of increasing unpredictability in the global political and economic situation, Japan should lead the efforts to maintain and to develop further, free and open interna-



A Japan Times' employee in a photo dated April 3, 1958

tional economic order and be the driver of the global economy toward stable and sustainable growth.

For us to make progress in the efforts mentioned above, it is indispensable to have the understanding and sympathy of the international community. There is also a need to build a close relationship with other countries to concertedly tackle problems of global scale. The prerequisite in achieving the above is a speedy dissemination of accurate information about our efforts. Consequently, there is no doubt in my mind that your newspaper's role will continue to grow.

I wish The Japan Times even greater success in the future.

## Masataka Watanabe

PRESIDENT AND CEO, THE ASAHI SHIMBUN

I would like to offer my heartfelt congratulations on the 120th anniversary of The Japan Times.

I heard that The Japan Times was first published in 1897 (Meiji 30) as the first English-language newspaper issued by Japanese, with the aim to become a bridge between Japan and the world. It is said that the aim was to directly convey the development situation of Japan to European and American residents residing in Japan, and to encourage Japan to become a member of the international community, at the time when the amendment of the so-called unequal treaties hardly progressed. Today, The Japan Times is the representative English-language newspaper in Japan that is disseminating information on Japan and the world both in Japan and abroad.

As a journalism peer, we at The Asahi Shimbun feel great pleasure in printing your paper at three locations in Tokyo, Nagoya and Osaka, and helping you deliver your paper to nationwide, except for the Tokai area, through our delivery and dealer networks.

The Trump regime has been born in the U.S. The U.K. has chosen to withdraw from the European Union. The world is certainly in a turbulent situation. In times of such increasing uncertainty, we believe that the importance of printed media is still great as a way to deliver reliable information that people need.

The Asahi Shimbun will celebrate the milestone of 140 years in 2019. In order to continue being a trusted and necessary



media, we have created a corporate philosophy of "Thinking together and making it together." In addition to traditional research and reporting, we are also putting emphasis on a form of news report called "exploring problem-solving report," in which we aim to contribute to solving social problems.

The current situation of having more than 20 million visitors from overseas annually, and rising interest toward Japan, the Asahi Shimbun continues to report news in English on the website "Asia Japan Watch (AJW)." I think that this trend of a so-called Japan boom is a big opportunity for The Japan Times as an English-language newspaper that is reporting news on Japan, as well as the Asahi Shimbun.

I sincerely wish for your further development.

## Nobuaki Koide

PRESIDENT, THE CHUNICHI SHIMBUN

I am offering my heartfelt congratulations to the 120th anniversary of the launch of The Japan Times. Your newspaper played a significant role in modernizing Japan, and I applaud its trailblazing efforts.

The modernization of Japan after the Meiji Era is almost equal to the Westernization of the country.

Because of the modernization, the emperor doesn't wear Japanese traditional clothing, and lives in Western style. The style of the British royal family in particular was introduced to the Imperial family and it remains today. Breakfast for the emperor is served in a British style with toast, tea, ham and eggs. The incumbent emperor, when he was crown prince, chose Great Britain as the destination of his first overseas trip to attend the coronation ceremony for Queen Elizabeth.

Taking this Westernization movement into the mainstream society, the Japanese brought in countless English words, adapting them into new Japanese words and making them popular in daily use.

These include Japanese terms ranging from important words of modern-days politics such as democracy, political party, liberty, republic and parliament to others such as company, male and female. The Japanese terms for those words were created in the Meiji Era through translating of those English words into Japanese.

Even the commonly used Japanese word



of "teki" as used in "kateiteki," meaning "domestic," was created through English translation, based on the pronunciation of "tic" at the end of the English word. This Japanese word was later used in modern Chinese, and is now a word meaning "of."

There is no doubt that many of those English words, which were the foundation of the modernization of the Japanese, spread to Japanese people via books imported in the Meiji Era, as well as by English-language newspapers, including The Japan Times, which was first published in 1897.

I myself learned current-affairs English through The Japan Times, and learned for the first time that the English word "run" can be used for a phrase such as "run for an election," and that "fine" can be used as "a fine."

It was a very practical English that was not taught in school. It was very useful to have such a command of English when I was in London as a correspondent. As a newspaperman, and as a Japanese citizen, I have, and will have, high expectations of your newspaper.

## Toshihiro Yamamoto

PRESIDENT & CEO, DENTSU INC.

I am offering my heartfelt congratulations on the occasion of The Japan Times' 120th anniversary.

Around 1897, when your newspaper was launched, was a time when strengthening mutual understanding was needed between the Japanese government and governments of other countries, and between the Japanese public and foreign residents.

Japan had ended its national isolation policy in 1854, and it was only 43 years later when Japan's first English-language newspaper was published — amid many hardships — by the hands of Japanese themselves, in cooperation with intellectuals such as Yukichi Fukuzawa and Hirobumi Ito. I have reverence for this historical fact.

It was a time when Japan, handicapped with a language barrier, had only scarce sources of information on international affairs, and I believe that the launch of The Japan Times had a significant meaning, not only to foreign people living in Japan, but also to many Japanese, in terms of Japan being familiar with the global trends, as well as ascertaining how the world sees Japan.



In 1900, only three years after the launch of your newspaper, Nitobe Inazo published the first edition of his work, "Bushido" (The Soul of Japan), earning high esteem in international society. I believe that the launch of The Japan Times served as germination to a lot of Japanese to nurture a global scope of views, and as the vanguard to give many people courage to take the first step outside Japan.

Looking at The Japan Times from the early days of its launch, the news articles and advertisements carried on the pages give me a vivid touch of the pioneer spirit of those who spent memorable lives in the Meiji Era, as well as the hard work of the founders. It is awe inspiring, and brought me a pure and innocent feeling as someone engaged in the advertising and communication business.

Your newspaper publishes a special edition for every significant international meeting such as the World Economic Forum, which is held every year, and the G-7 summit meeting, which was held in Ise-Shima last year, earning a high level of readership trust over a long period of time as an English-language medium read among Japan-based ambassadors and other executives on a daily basis.

Additionally, I am convinced that it is the high spirit of your company, which remains untarnished since the launch of your newspaper, and the mightiness of the pen that maintains the high quality of the papers.

Once again, congratulations on your 120th anniversary in publishing The Japan Times and on behalf of the entire Dentsu Group, I wish your esteemed newspaper further prosperity in the coming years.

## Hisao Omori

PRESIDENT & CEO, HAKUHODO DY MEDIA PARTNERS INC.

On the occasion of The Japan Times 120th anniversary, I cordially offer my congratulations from the bottom of my heart.

I am deeply impressed with The Japan Times' efforts to continue providing coverage as the nation's largest selling English-language newspaper through a long history dating back to the Meiji Era.

In recent years, movements to seek positive ways to resolve issues affecting society are seen everywhere. Futuristic technologies created by sophisticated engineers, young people trying to succeed



in new businesses connected with social networking services and local communities that are reborn through innovative efforts are just a few examples of such movements.

I would like to think disseminating these developments to the world as "Japan's vigorous problem solving ability" will gain more attention from foreign countries, helping boost energy domestically. Having the Olympic and Paralympic Games coming to Japan in three years, I would like to draw the world's attention to the efforts of Japan looking beyond the special event. Drawing attention and positive expectations from the world by showcasing Japan insightfully and intelligibly is the future role of The Japan Times and I truly wish for your continued success.

## Shinichi Ueno

PRESIDENT & GROUP CEO, ASATSU-DK INC.

I would like to offer my heartfelt congratulations on the 120th anniversary of The Japan Times.

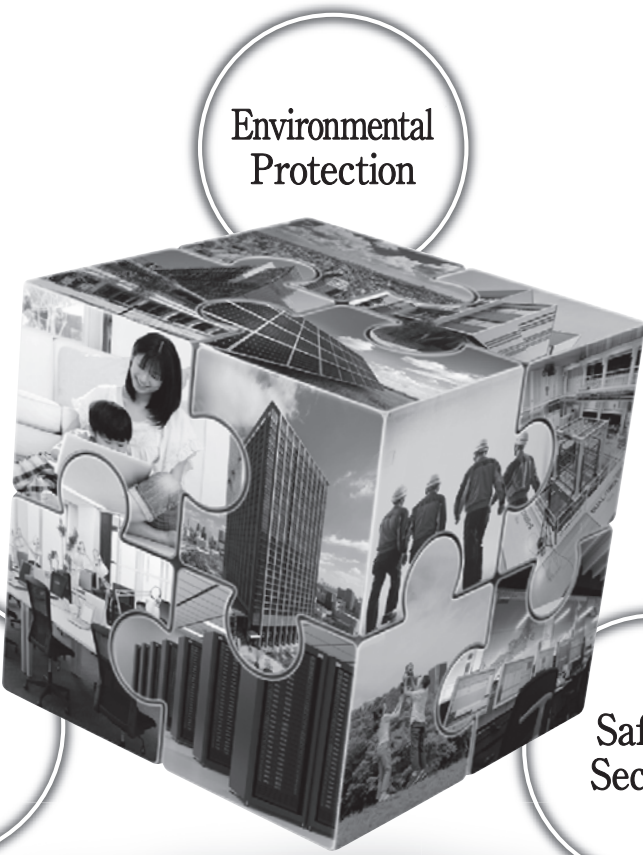
It is impressive that The Japan Times was established as Japan's oldest English newspaper 120 years ago, when Japan was under rapid modernization and times were turbulent. There must have been many hardships to overcome, and I would like to express my deep respect to the newspaper and its staff. For such a long time, you have kept the window to Japan open to show what is happening every day.

Compared to 120 years ago, Japan and the situation of the world surrounding her has changed a great deal. The situation surrounding consumers, those who buy and read the newspaper, has also seen much change. Today we have the internet, and anybody can know what's happening on the other side of the globe in a blink. Anybody can share information at their will, with no hassle. However, this free tide of information has caused an overflow, making it difficult to winnow the truth from false. The media's responsibility in sending out true and reliable information, especially those with sound histories, is becoming more important than ever before. With the coming Tokyo 2020 Olympic and Paralympic Games, the role of English media in Japan will become stronger, too. I look forward to the further advancement of The Japan Times.



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to  
The Japan Times  
on your  
120th Anniversary



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# toast to the times

## Paul Madden, CMG

BRITISH AMBASSADOR TO JAPAN

Congratulations to The Japan Times on the occasion of its 120th anniversary. Since its inception in 1897, when some of my fellow countrymen were among its first readers, The Japan Times has provided a valuable service to the foreign community in Japan and has gained an excellent reputation for its reporting. I first started reading The Japan Times in the 1980s, so I have known the paper for a quarter of its lifetime. It plays a valuable role in explaining Japan to the world, and the world to Japan.



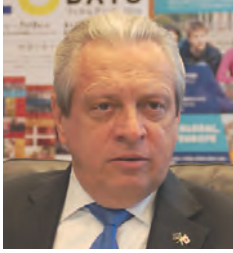
Britain and Japan have enjoyed a long historic relationship, going right back to the days of Miura Anjin. Britons played a prominent role in the events of the Meiji Restoration, whose 150th anniversary we will soon be celebrating. Today our relationship continues to go from strength to strength. Economically, Britain is home to over 1,000 Japanese companies and £40 billion of Japanese investment. Politically, as countries that share common values, we are working together in international forums such as the U.N. and G-7/G-20, as well as in many places around the world. Our closeness was symbolized last year by the sight of British Typhoon fighter jets conducting joint exercises with the Japanese Self-Defense Forces in the skies above Japan.

I'm sure The Japan Times will continue to report these, and other global issues in the years ahead. *Omedeto gozaimasu* (congratulations).

## Viorel Isticioaia-Budura

AMBASSADOR OF THE EUROPEAN UNION

It is a great pleasure for me to be given this opportunity to address the readers of The Japan Times on the auspicious occasion of its 120th anniversary. I salute the commitment, dedication and pride of its publishers and staff over the decades, during which this publication has served as a solid, reliable bridge between the world and Japan, even in times when such an endeavor might have been seen as difficult, both from political and business perspectives.



The world has changed greatly over these past 120 years. Europe itself has undergone a profound transformation during this time — so much so that a map of Europe, particularly continental Europe, in the last years of the 19th century would be almost unrecognizable today. In just a few days' time, on March 25, the European Union will celebrate its own special day with the 60th anniversary of the signing of the Treaties of Rome, which established the European Economic Community and the European Atomic Energy Community, creating the foundations of the present-day EU.

Japan, with which we share values such as democracy, open markets, respect for human rights and the rule of law, is a key partner for the EU, and our bilateral ties have steadily expanded from the trade-focused relationship of the 1970s and '80s to a broad, strategic partnership that now takes in a wide range of policy areas that stretches from development assistance to energy security to outer space and cyberspace. We are now in the homestretch of finalizing parallel negotiations toward free trade and strategic partnership agreements. I hope The Japan Times will continue to follow developments in our bilateral relationship as we strive to take

it to a new level.

It was in May 1897 that the Italian inventor and physicist Guglielmo Marconi sent the world's first-ever wireless communication over open sea. And now, 120 years on, we live in an age where information can literally be found at one's fingertips, just a click or swipe away. But however diverse and instantaneous the communication tools at our disposal may become, the importance of conveying facts must not take a backseat, and I am confident that The Japan Times will continue to carry on its tradition of upholding its motto of "All the news without fear or favor" for many decades to come.

## Estifanos Afeworki

AMBASSADOR OF ERITREA AND DEAN OF THE AFRICAN DIPLOMATIC CORPS

It is a great honor for me to convey on behalf of the African Diplomatic Corps (ADC) and myself this congratulatory message on the occasion of the 120th anniversary of the founding of The Japan Times.



As Japanese is not widely — really quite sparsely — used in our continent of Africa, many of my colleagues have to scramble, on arriving to their new posts in Tokyo, in a new environment to find ways to follow news and events. I am sure many would agree that The Japan Times not only came to their rescue, but it also greatly helped them to adjust smoothly to the new vibrant political, cultural and economic environment of this great country. A friend in need is a friend indeed and I am sure this relationship has greatly helped in enhancing and deepening understandings between Japan and our countries. I am sure many of our citizens residing in Japan have similarly benefited from their daily reading experiences of The Japan Times.

I would especially like to take this opportunity to express the African Diplomatic Corps' heartfelt gratitude and appreciation to The Japan Times for the continued support it gave to our group in the promotion of the strategic importance of the African continent and our countries to Japan and vice versa since the first Tokyo International Conference of African Development (TICAD) in 1993.

## Andre Correa do Lago

AMBASSADOR OF BRAZIL

The year 1897 was indeed a very special one. The great Brazilian composer Pixinguinha, author of the mythical song "Carinhoso," was born in Rio de Janeiro in April. Brazil opened in September its first diplomatic mission in Tokyo, a legation headed by career diplomat Henrique Carlos Ribeiro Lisboa. And, of course, The Japan Times printed its first edition on March 22.



Brazilians living in Japan have been subscribers, readers and contributors to The Japan Times since the very beginning. As a matter of fact, Lisboa had one of his first speeches in Tokyo — only three months after his arrival in Japan — published by the newly established newspaper. Lisboa talked about the advantages of immigration and trade, vowing to work "to the benefit of two nations whose mutual sympathy is already as strong as the distance that separates them is great" ("Japan and Brazil," The Japan Times, Dec. 21, 1897).

Then, just as now, Brazilians and Japanese were aware of the extraordinary potential offered by an ever-closer partnership. Japanese immigration to Brazil

began in 1908, and as a result, my country is home to almost 2 million people of Japanese descent, inseparable constituents of the unique and megadiverse Brazilian national identity. A quarter of a century ago, it was Brazil's turn to help diversify Japanese society. Today, I am proud to see 180,000 of my fellow people in Japan, willing to contribute the same way as Japanese immigrants to Brazil did.

Throughout its history, The Japan Times has been true to its mission of developing a better understanding between Japanese people and foreign residents. Among the many fundamental values shared by both Brazilian and Japanese societies, the importance given to a free and vibrant press occupies a top spot on the list. It is thus with great pleasure and a sense of gratitude that I offer my congratulations to The Japan Times on the occasion of its 120th anniversary. May it have 120 more years of good and fair reporting, printing "All the news without fear or favor." As we say in Portuguese, Feliz Aniversario e Parabens!

## Frank C. T. Hsieh

REPRESENTATIVE, TAIPEI ECONOMIC AND CULTURAL REPRESENTATIVE OFFICE IN JAPAN

Let me extend my congratulations on the 120th anniversary of The Japan Times. Based in Japan, your English newspaper has long been a valuable source bridging Japan and the world by sending out the country's latest information to the international community, carrying a wealth of news on international affairs and sharp analytical articles. We highly appreciate the paper's efforts to actively deliver what is happening in the Republic of China (Taiwan) and to introduce Taiwan to both Japanese and foreign people in Japan in a comprehensible way, especially in the Taiwan Special Supplement published on Double Ten Day every October.



Taiwan and Japan have enjoyed long-lasting friendly relations with deep geographical and historical ties. In recent years, we have seen a rapid increase in bilateral tourist traffic. Last year, the number of such tourists surpassed a record-high 6 million.

The cooperation between Taiwan and Japan has been increasingly important with further development of economic exchanges. The five major innovative industries development plans and the New Southbound Policy promoted by President Tsai Ing-wen will not only help to further expand the collaboration between companies in Taiwan and Japan, but also set out to provide benefits for joint investments in Southeast Asia and other areas. To further strengthen economic ties with other countries, Taiwan will actively call for its participation in regional economic integrations, and at the same time hope for a bilateral economic partnership agreement with Japan.

It is likely that there would be accelerated changes in the security and economy surrounding East Asia this year following the inauguration of the U.S. President Donald Trump. It is necessary to further shore up cooperation among the U.S. and Asia Pacific countries based on the friendly ties between Taiwan and Japan.

The fact that your paper has continued to publish for the past 120 years is proof that many readers acknowledge the quality of your coverage. I'm convinced that your paper will further play important roles in the modern era of ongoing globalization. Let me conclude by again congratulating The Japan Times on its 120th anniversary and wishing for its further development.



Workers load The Japan Times newspapers for shipping in a photo dated Feb. 27, 1967.

## Hiroyasu Ando

PRESIDENT, THE JAPAN FOUNDATION

I would like to extend my heartfelt congratulations on the occasion of the 120th anniversary of The Japan Times.



The Japan Times has been presenting the true aspects of Japan to the world since the Meiji Era. The nation's largest English newspaper, supported by ardent readers of every nationality, has yet reached another milestone. It is truly impressive.

The Japan Foundation has been striving too, since 1972, in realizing valuable international exchange, as a public institution with its goal to raise recognition of Japan among the international

society. Our activities are based on the three pillars of culture and art exchange, Japanese language education overseas and promoting Japanese studies and intellectual exchange.

Recently, the trend in Japan is to vigorously publicize the true image of Japan. We, the Japanese, need to make more efforts to spread globally the Japanese lifestyle and values, while promoting our society, which is peaceful, safe and convenient.

However, with globalization spreading across the world, it is needless to say that international exchange must be mutual, rather than one-way. Japan and other countries working together to create new cultures and values, with due respect for each characteristic, is another important task we must take on.

With such insight, the Japan Foundation will stay fully committed in international exchange with many countries and regions.



A reporter types out a story in a photo dated May 11, 1959.

## Congratulations to The Japan Times on your 120th Anniversary

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# toast to the times

## Kojiro Shiraishi

CHAIRMAN, THE JAPAN NEWSPAPER PUBLISHERS AND EDITORS ASSOCIATION

I would like to offer my heartfelt congratulations to The Japan Times on its 120th anniversary on behalf of the Japan Newspaper Publishers and Editors Association.



The Japan Times was founded on March 22, 1897, and is Japan's oldest English language newspaper. In 'The Japan Times' inaugural editorial, Motosada Zumoto, the chief editor stressed the important role of The Japan Times by stating: "The importance of some public organs honestly endeavoring to explain things and smooth the way between foreigners and Japanese cannot be too strongly urged. If there has ever been a

real want for a new journalistic enterprise, we may fairly claim that such has been the case with 'The Japan Times.'"

The role that the English newspaper plays to promote international understanding has never changed. I have the utmost respect for their constant dedication of covering current news of Japan and the world that has resulted in building a strong trust with readers.

The Japan Times has been the member of The Japan Newspaper Publishers and Editors Association since its establishment in 1946. The Japan Times has kindly understood and cooperated with our activities through the years.

In recent years, the need for English information has increased due to rising numbers of foreign tourists and diversification of global interaction. The existence of English language newspapers that accurately convey the situation in Japan is becoming more important than ever.

With the motto of "All the news without fear or favor," The Japan Times has been maintaining an editorial policy for coverage and reporting by dedicated

English-speaking reporters.

This original information in English is recognized as being highly reliable. The role as a trusted English language newspaper with a long history will further expand as the Tokyo Olympic and Paralympic Games approach.

The environment surrounding the world is getting closer due to development of internet media, the phenomenon of decreasing young readers and depopulation. On the other hand, it is also a fact that the value of the reliable information of newspapers, analysis and solutions, in addition to the function to organize and convey a variety of information, have been recognized in recent years.

I expect that The Japan Times, as the window of Japan to the world, will continue dedicating itself to the promotion of international understanding by disseminating high-quality information both domestically and overseas.

I hope The Japan Times, drawing on its 120 years of history and reader trust, will continue to make further advancements.

## Masaki Fukuyama

PRESIDENT, KYODO NEWS

I would like to offer my sincere congratulations to 'The Japan Times' on the 120th anniversary of its founding.

This coming year will be a major challenge for newspapers and journalists as the world continues to undergo significant changes and transitions. International developments are becoming increasingly uncertain, and the circumstances surrounding the media industry are rapidly changing with the advance of information technology and artificial intelligence.

Meanwhile, the number of foreign travelers visiting Japan marked a record high last year, topping 24 million, and there are predictions that the number will reach 27 million this year. It is becoming more and more important to distribute information about Japan in English. On this point, the expectations readers have of The Japan Times are higher than ever.

Last year, Britain voted to leave the European Union in a national referendum, while the administration of U.S. President Donald Trump was inaugurated earlier this year with its "America-first" policy. In the EU, populist parties against mass immigration are gaining more support, with this year's presidential election in France and general elections in Germany drawing attention. The situation in East Asia is also becoming uncertain, with North Korea heightening tensions by developing nuclear weapons and test-firing missiles in defiance of the global community, while political confusion continues in South Korea. Some experts say the recent world situation looks like that of the early 20th century. I understand that news articles published by The Japan Times in those days are still a major source of information for researchers looking into Japanese politics and society at that time.

Kyodo News is strengthening its distribution of news articles in English, Chinese and Korean, in addition to Japanese. We are determined to contribute further to The Japan Times and its newspaper publications and deepen our long cooperative relationship.

As social networking services grow with the spread of smartphones, the time has come when everybody — from politicians to movie stars and athletes — can send information by themselves. It is becoming more important than ever before for media



organizations to confirm whether information is true. For 120 years The Japan Times has been reporting what happens in Japan in a fair and accurate manner. I believe that readers' trust in the newspaper and its achievements will continue.

## Masao Omuro

PRESIDENT, JIJI PRESS

I offer my heartfelt congratulations on the 120th anniversary of the founding of The Japan Times. At the same time, I would like to take this opportunity to pay my respects to the past and present staff of the publisher for their strenuous efforts to sustain The Japan Times and lead its growth as the oldest English-language daily in Japan continues to provide a broad range of information to the world.

The Japan Times is a quality tool for Japanese businesspeople active across national borders, including workers at trading houses and financial institutions, to develop a cosmopolitan way of thinking. It also provides Japanese students with a key educational resource that helps them to look outside the country and build proficiency in English. At Jiji Press, I often come across journalists and other employees who read The Japan Times to prepare for future assignments overseas.

As a major Japanese news agency, Jiji Press continues to support the publication of The Japan Times with a variety of news gathered via its network of 78 offices in Japan and 28 abroad. Last year, Britain's landmark decision to exit the European Union, or Brexit, and the surprise victory of Donald Trump in the U.S. presidential election are said to have thrown us into a "post-truth" era in which appeals to emotion carry more influence than objective facts in shaping public opinion. Jiji Press, however, remains firmly committed to the fundamental journalistic principle of seeking truth from facts. I believe that this attitude makes an essential contribution to the news pages of The Japan Times.

I would like to pay renewed tribute to the 120-year history of The Japan Times under the slogan of "All the news without fear or favor."

Established in 1945, Jiji Press has long



maintained the corporate credo of "Bringing world affairs to Japan, giving voice to the Japanese." It is my sincere hope that Jiji Press will continue to work hand in hand with The Japan Times in communicating information from Japan widely overseas in efforts to keep the country relevant in the international community.

Last but not least, I look forward to the further development of The Japan Times in the decades to come.

## Kiyotaka Akasaka

PRESIDENT, FOREIGN PRESS CENTER JAPAN

I would like to extend sincere congratulations to The Japan Times on its 120th anniversary.

The importance of a quality newspaper like The Japan Times is now keenly felt in a rapidly changing world. The internet and new media such as social networking services are affecting the media industry in all countries. Moreover, new developments in recent months, including "post-truth" and "alternative facts," are the subjects of heated discussions, and derogatory remarks about media reports as "fake news" have been frequently heard lately.

Many people fear that freedom of expression and the press is at serious risk worldwide, and, therefore, the media should take a strong stance to fight for fundamental human rights. The Japan Times' long-serving mission of "All the news without fear or favor" is all the more important in this dangerous world.

Demand for accurate and unbiased information about what is happening in Japan and the rest of the world will expand, as the number of tourists from abroad, as well as foreign residents in Japan, will continue to increase rapidly. The 2020 Tokyo Olympic and Paralympic Games will also provide additional impetus to this trend.

The Foreign Press Center Japan is happy to work closely with The Japan Times as we have a similar mission to promote the diversity and accuracy of foreign reporting from Japan. We aim at creating an international society where people respect different cultures and values, while making a difference in global peace and development. Looking forward to further enhancing our partnership, we wish The Japan Times all the best and a bright future.



The former Japan Times building in Minato Ward

# Happy 120th!

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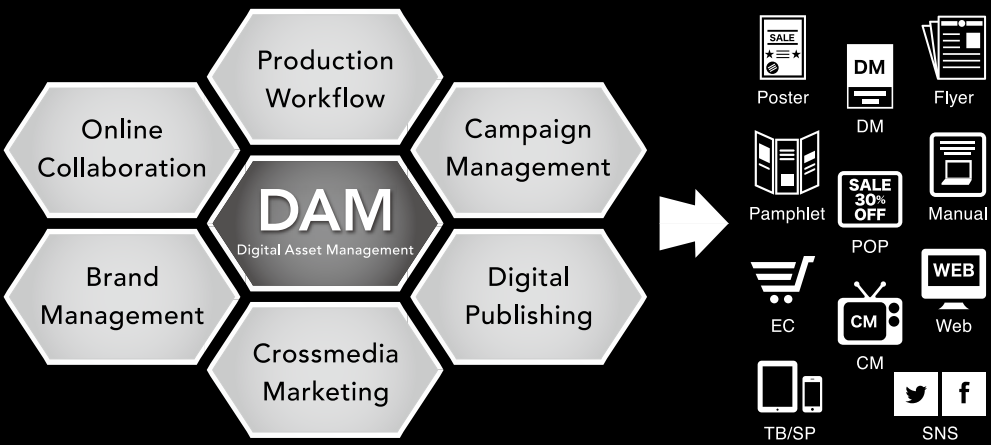
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# toast to the times

## Hugh Cortazzi

FORMER BRITISH AMBASSADOR TO JAPAN



I have been a regular contributor to The Japan Times for 20 years. I first came across the paper as far back as 1946 when I came to Japan with the occupation forces. As a young diplomat in the British embassy in the 1960s I recall belonging to a discussion group of which Shintaro Fukushima, the then-proprietor of the paper and president of Kyodo News, was an active member. I first met Toshiaki Ogasawara before he became the proprietor. So, as one of the oldest of the paper's contributors, readers and friends, I am particularly delighted to congratulate The Japan Times on its 120th anniversary.

English-language newspapers were published in Japan in the mid-19th century for the foreign community in the treaty ports of Yokohama and Nagasaki before Japanese-language newspapers were published. They provided Japanese and foreign residents alike with useful information not only about commercial developments, but also about events outside Japan. Once the Japanese-language press became established, the main readers of the English language papers were the foreign community. However, copies of the papers also circulated among foreign people interested in Japan and were important sources of information about Japan overseas, particularly in the days before there were foreign correspondents resident in Japan.

A journal called the Japan Times was first published in Yokohama in 1865, but its name was soon changed to the Japan Mail. The Japan Times title was revived in 1897. It came under increasing Japanese government influence from 1931 onward, but regained its independence after World War II. Under the leadership of Fukushima and Ogasawara, it established itself as the leading English-language newspaper in Japan.

The Japan Times is not affiliated with any party and has tried to reflect a wide variety of views while adhering to the principles summed up in the phrases "the rule of law" and "a free press."

The number of non-Japanese able to read Japanese newspapers has increased, but the majority of foreign residents in Japan, including most foreign

diplomats, rely on the English-language papers, especially The Japan Times. News and commentary in The Japan Times circulates more easily abroad than reports in the mass circulation Japanese newspapers.

The development of the internet and digitization have increased the paper's reach so that it can now be read by anyone interested in Japan anywhere in the world. The paper thus contributes significantly to the spread of knowledge about Japan and its policies, and its influence is greater than its limited circulation might suggest.

Japan's geographic and strategic position in East Asia, its developed and sophisticated economy, its high standards of education and advanced technology all ensure that Japan has a key role in the councils of the world. But its influence stems also from its cultural achievements, as well as its adoption of democratic principles of government and its dedication to the maintenance of world peace.

## Takamitsu Sawa

DISTINGUISHED PROFESSOR, SHIGA UNIVERSITY



For years, I have contributed monthly columns to The Japan Times. I realized the enormous impact of commentaries written in English when the newspaper ran my article, "Humanities under attack," in its Aug. 23, 2015 edition. The column — which criticized the notice sent on June 8 that year in the name of the education and science minister to the presidents of all 86 national universities telling them to endeavor to abolish their schools' departments of humanities and social sciences at both the undergraduate and postgraduate levels or shift them to fields that are in higher social demand — received many reactions. Western mass media organizations reported favorably on my views, with comments by experts.

I subsequently received an email from Thomas Katsouleas, executive vice president and provost of the University of Virginia, who wrote to the effect that the education ministry instruction — ostensibly to raise international competitiveness of Japanese industries — could have the opposite effect. He said that a recognition is rapidly growing among leaders of the STEM (science, technology, engi-

neering and mathematics) fields in the U.S. and Europe that humanities and social sciences are crucially important to making achievements in the STEM fields — and that when a shift is taking place in other countries from STEM to STEAM (adding arts, or humanities and social sciences, to STEM), it is a wrong policy for Japan to drive its higher education in a direction that runs counter to the global trend.

From the email from Katsouleas, an authority on electronics engineering, I learned two things. The first is that Japan's education policy stands out among the world's advanced countries in neglecting humanities and social sciences in favor of natural sciences. The second is that the criteria of technological advancement significantly changed in the last quarter of the 20th century — that while the aim of technological progress up to the 1960s was making things "faster, bigger, stronger and higher," the 1973 oil crisis altered the standard of technological advancement to such values as "more resource-saving," "more multifunctional," "safer," "smarter" and "in greater harmony with society." As a result, the major shift from STEM to STEAM became essential.

I owe it to The Japan Times that I gained support from knowledgeable people around the world for my criticism of the education ministry notice. I believe I see signs that the education ministry modified its policy of neglecting humanities and social sciences in favor of natural sciences because I was able to share my views in English with a global audience.

## Mark Schilling

FILM WRITER



When I first starting writing for The Japan Times and The Japan Times Weekly in the mid-1980s — I filed my first story for the former in 1984, the latter in 1986 — the local English-language media was on the cusp of the wild ride that was Japan's bubble era. Budgets, page counts and ambitions were all on the rise. Japan, as everyone from Ivy League academics to best-selling authors were telling the world, was destined to be an economic superpower.

But the JT, as I knew it in the early days, still had something of a postwar atmosphere

in everything from its crumbling office building to graying staff members pecking away at typewriters probably purchased during the Occupation. What's more, its pages were filled with the writings of such long-term expats as Donald Richie (The Asian Bookshelf column), Jean Pearce (Getting Things Done in Japan column) and Andy Adams (film reviews and sumo articles).

Everyone from the editors to the veteran writers were unexpectedly welcoming to this beginner. Andy, who was also my editor at "Sumo World" — the first English-language magazine about the sport — helped me get my first bylines in the JT and, when he decided to stop reviewing films for the paper, told me his spot was open and advised me to apply for it.

And, after my reviews began running in 1989, Donald Richie sent me my first fan letter, the beginning of a long and precious friendship.

Even Jean Pearce, who by the time I came to know her was a legendary figure at the paper, greeted me like an old acquaintance whenever we happened to run across each other, probably for no other reason than our bylines ran in the same newspaper.

That time is now long past, but I still like to think there is something special about being a JT writer. We are tiny drops of alien water in the vast ocean of the Japanese publishing world, but have somehow managed to keep this publication afloat for more than a century. Long live the brotherhood (or "ink-stained-wretch-hood") of The Japan Times!

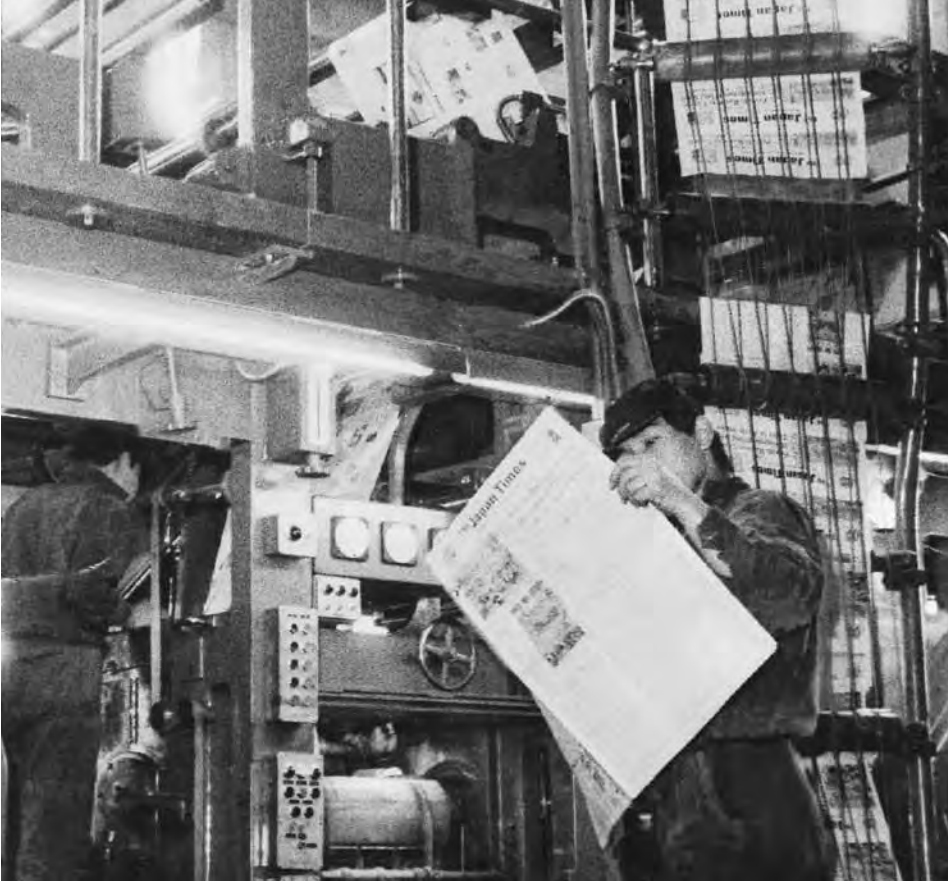
## Roger Pulvers

FORMER COLUMNIST, FILM DIRECTOR



The first time I read The Japan Times was on the day of my arrival in Japan in 1967. Japan has changed considerably in the past half-century, but The Japan Times itself has changed beyond recognition — and for the better.

The country was, in a word, much more provincial back then. The great Japanese "MASK" phenomenon — manga, anime, sushi and karaoke (which had not, in any event, been invented yet) — had not taken over the world. Grapefruit had not been liberalized, and so was not available in shops. Women who wore jeans or sunglasses to their children's schools were frowned upon. A foreign person who spoke fluent Japanese was such a rarity that some



A printing section worker checks a copy of The Japan Times in a photo dated May 3, 1966.

Japanese people conversing with them were shocked that they could understand "English" so easily.

As for The Japan Times, it was a highly conservative newspaper whose views often mirrored those of either the government or the sociopolitical establishment.

The English-language daily newspapers in Japan primarily served the foreign community. In many cases it was their only way of keeping up with news from home, particularly scores from sporting events. The foreign community that these dailies served was overwhelmingly from English-speaking countries.

Things changed both in the country and at The Japan Times in the 1980s.

Japanese society set itself on the course of *kokusaika*, or internationalization. Only about 64,000 Japanese tourists left Japan in 1964. Even by 1980 the figure was less than 500,000.

By the end of the '80s, Japanese tourists made more than 10 million overseas trips annually. This enhanced the consciousness of the Japanese people of the need to explain Japan in English to the outside world, and The Japan Times was fast becoming the best medium for

them to acquire the skills to do it.

This is because The Japan Times, being the only English-language daily not tied to a Japanese one, had begun to exploit its independence. In-depth analytical articles about Japanese politics, economics, society and culture could be found on its pages. This trend continued as the readership, both foreign and Japanese, cottoned on to the fact that their comprehensive understanding of Japan would be heightened by reading the newspaper. The foreign community had also become much more international and diverse as the boom of the 1980s saw great increases in the numbers of Europeans, Asians and others coming to work and live in Japan.

Today I would say without hesitation that The Japan Times has transformed itself into the most independent-minded daily newspaper in Japan. Considering the fetters put on the vernacular press by the government today and the invidious self-censorship that the Japanese press imposes on its own freedom, The Japan Times remains the place to go to dig up the subsoil of Japan and unearth the truth.

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# times gone by

## Episodes of historical interest from JT's pages

Tai Kawabata  
STAFF WRITER

One lingering question about the history of The Japan Times is: Does it have any connection with the Japan Times launched in 1865 in Yokohama? The answer is “Yes,” but in a roundabout way. In 1918, The Japan Times absorbed The Japan Mail, which had absorbed the earlier Japan Times in the 1870s.

The Yokohama-based paper is well-known for having carried a series of articles written by Earnest Satow, a British diplomat, in which he argued that the Tokugawa “Shogoon” was not a true sovereign of Japan and called on foreign powers to form a “fair and equitable” treaty with the “Mikado and the Confederate Daimios.”

In 1895, two years before the launch of The Japan Times, Satow returned to Japan as British minister. The paper’s Dec. 20, 1898 issue reports that Satow was among those present at the unveiling ceremony on Dec. 18 for the statue of Takamori Saigo, a Meiji Restoration hero from Satsuma with whom he had had a friendship, at Tokyo’s Ueno Park, still a landmark in Tokyo.

Whether trivial or significant, The Japan Times is studded with reports

and episodes of historical interest like this.

Korekiyo Takahashi, who served as prime minister once and finance minister six times, was an examiner when Motosada Zumoto, the paper’s first editor-in-chief, sat for an exam to enter the Imperial University preparatory school. Zumoto recalled: “He had just returned from America. He looked so much like a foreigner that I spoke to him in English. I was admitted to the school as I was given a full mark in English.”

In the inaugural issue of The Japan Times, Takahashi’s name appears as manager of the Yokohama Specie Bank in the bank’s advertisement on the back page.

Takahashi, then finance minister, was assassinated by rebellious young army officers during the February 26 Incident of 1936. The Japan Times in its first report on the coup attempt on the top page of its Feb. 28 issue erroneously reported — due to conflicting information — that Prime Minister Keisuke Okada was instantly killed and Takahashi seriously wounded. The fact is that Okada survived unharmed and Takahashi was killed instantly.

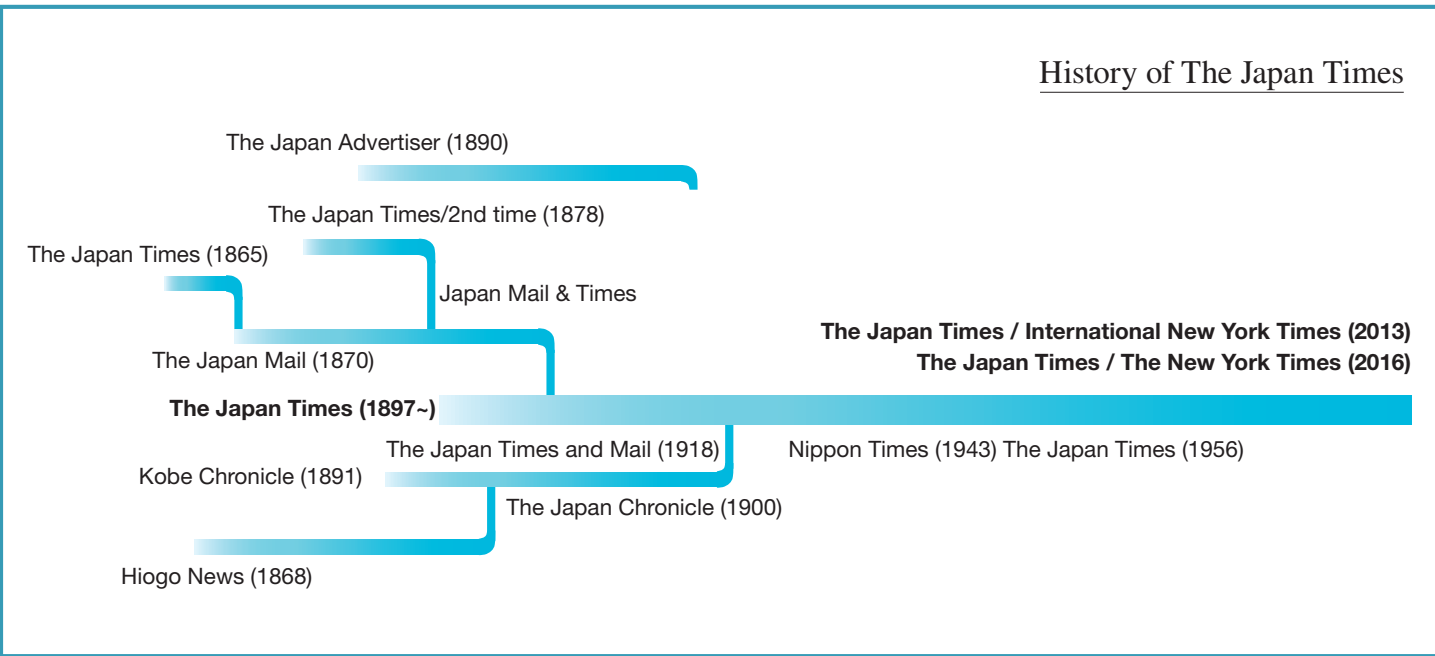
A Reuters dispatch from Berlin via London that The Japan Times carried in its Jan. 22, 1914 issue marked the first

report on the Siemens Scandal involving high-ranking members of the Japanese navy, the British company Vickers and the German industrial conglomerate Siemens AG, which eventually toppled the Cabinet of Prime Minister Gonnohyoe Yamamoto in April that year. The paper achieved a big scoop by interviewing in Shanghai a man named Carl Richter, a former typist of the Tokyo agency for Siemens who stole important documents from the safe of the agency for blackmailing purposes. Fearing that reports on the scandal may affect Japan’s international position, authorities asked the paper not to play them up. But The Japan Times’ news editor Tsunego Baba flatly refused this request out of responsibility for the paper.

The same year, The Japan Times imported three Linotype machines and became the first newspaper in Japan to use the line casting machine. Around that time, the paper’s reporters started using typewriters instead of pencils.

Yosuke Matsuoka, later to become head of the Japanese delegation to the League of Nations when Japan withdrew from it, president of South Manchurian Railway Co. and foreign minister, had something to do with The Japan Times’ purchase of its first rotary press. A rotary press that Britain bought in 1918 — at the time of the Siberian Intervention — from Goss Printing Press Co. of the U.S. to publish a propaganda paper in Vladivostok was sitting idle. Matsuoka, as head of the Foreign Ministry’s information section, negotiated for its purchase in preparation to publish a propaganda paper. Following circuitous negotiations, The Japan Times acquired the press around 1922, but it was left rusting after it was transported to Tokyo. The paper started using the machine as late as November 1925.

The Japan Times was unable to publish papers for three days after the Great Kanto Earthquake hit the nation’s capital and surrounding areas on Sept. 1, 1923. On the morning of Sept. 4, Randall Gould, the only foreigner on staff at that time, set up a typewriter in the street in front of the Times office and managed to issue carbon copy “Earthquake Extra” bulletins to be read by “foreign refugees” at the Imperial Hotel. Apparently he was so befuddled



that he dated the extra August 4.

On the occasion of the 44th anniversary of the paper’s launch, Matsuoka said in his message as foreign minister that the paper “has rendered valuable service as the leading mouthpiece of the nation, widely disseminating among its readers, both at home and abroad, Japan’s mission of promoting world peace and enhancing the welfare of mankind.”

His statement indicates that the Japanese government wanted the paper to propagate its position on various issues in the international community. In fact, there were times it provided financial support to the paper.

Although the paper was strictly subjected to control and censorship by the Foreign Ministry during World War II, Peter O’Connor, an expert on the history of English newspapers in Japan and Asia, once wrote in effect in the Number 1 Shimbun of the Foreign Correspondents’ Club of Japan that it is wrong to regard the paper just as a mouthpiece of the government. In 1933, the paper under president Hitoshi Ashida, a Diet member and former chief of the Foreign Ministry’s Information Bureau who would become prime minister after the war, “professed sympathy with the majority viewpoint” at the League of Nations on

the Manchurian crisis. When Japan and Nazi Germany concluded the Anti-Comintern Pact in November 1936, the paper “voiced concern” over the pact’s effect on Japan’s relations with Britain and the U.S. The paper was also critical of Japan’s China policy when most other newspapers were enthusiastic about Japan’s “expansion in East Asia” and the cause of its “holy war.” But after Ashida resigned from the paper as president in December 1939 and Toshio Go took over, its line on Japan’s foreign policy started to change, according to O’Connor.

In her paper that dealt with the Asama Maru Incident — the inspection of the Nippon Yusen passenger liner on its way from Honolulu to Yokohama and capture of 21 German passengers aboard it by a British warship on Jan. 21, 1940, off Cape Nojima of Chiba Prefecture — Tomoko Matsunaga, who received her Ph.D. from Kyoto University, said that The Japan Times around that time secured a multiple discourse space as exemplified by the fact that it published eight pro-British letters and five anti-British letters from readers concerning the incident when public opinion was strongly anti-British and pro-German. Its editorials supported the Foreign Ministry’s approach to diplomatically solve the issue, not being

swayed by emotional public opinion.

In the 1960 revision of the security treaty between Japan and the U.S., a major political event in postwar Japan, The Japan Times supported the new treaty, distinguishing itself from other newspapers. But the paper took a critical stance toward the state secrets law and security legislation under the Abe administration. Perhaps it was the only newspaper that touched on Prime Minister Shinzo Abe’s relationship with the Shinto Seiji Renmei (Shinto Association of Spiritual Leadership), which is pushing for a new constitution based on Japan’s traditional values and national ceremonies for “the spirits of the war dead” enshrined at Yasukuni Shrine, and the activities of Nippon Kaigi, a nationalist group exercising influence over the nation’s legislation and administration, when it reported on his and other G-7 leaders’ visits to the Ise Grand Shrine in May. The Japan Times’ bitter wartime experience will remain a lesson the paper must not forget in its reporting activities.

*Tai Kawabata served as chief editorial writer of The Japan Times from the fall of 2005 to the summer of 2013 and is currently adviser of the paper’s editorial writing board.*



Reporters check the news on wire service machines in 1967.

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# the changing times

## What's new?

**the japan times**  
The New York Times  
INTERNATIONAL EDITION

**NATIONAL: TAMAN ANDROID**  
Natsure Sasaki returns as a robot!  
PAGE 11

**NATIONAL: SUPERTEEN**  
Aims for the North Pole  
After the Seven Summits and Antarctica  
PAGE 3

**IN TODAY'S NYT: THEY ARE SLAUGHTERING US LIKE ANIMALS**  
PAGE 1

**U.S. marks 75th anniversary of Pearl Harbor**

Obama praises postwar power of reconciliation  
Second point here and here and here and here

**world**  
Samsung's ties to 'equestrian princess' cause scandal

**national**  
Abe to prioritize forging close ties with Trump in 2017

**business**  
Export-led growth  
Economy to shock

**insights**  
UNKNOWN QUANTITY  
How the outcome of the presidential election in November could affect Japan-U.S. relations

**On!**  
Sears, Kmart  
Very small items

**Under**  
Sears, Kmart  
Very small items

**the japan times**  
The New York Times  
INTERNATIONAL EDITION

**Abe-Putin summit**

**life+culture**  
Dramatist speaks up for underdog

**spotlight**  
PPAP goes the world  
Comedian Pikoarashi hit is a smash but success came after much hard work

**escape**  
The warm subtropical air seeps the moment you leave the plane.

**insights**  
On Page 3 the new "Insights" section will have more in-depth articles on Japan and its place in the world

**the japan times**  
CITY GUIDE  
TODAY'S STORIES

**Amakudari's scandal**  
widens as education ministry finds new cases

**Our new "it" icon**  
will appear on all of our social media accounts.

**Flights scrubbed, trains halted as snow blankets east**  
Snow delayed train services and disrupted flights Monday as Tojo was blanketed by the first snowfall of the season. The Meteorological Agency issued a gale and snow advisory for central Tojo with 7 cm.

**Immigrant-welcoming Sweden sees crime rise but nothing tied to Trump tweets**

**Trump security adviser picked call pragmatic but untested in DC trenches manned by Bannon**

**sports**  
Hanyu's rally falls short as Chen wins championship

**Japan's female curlers using tourney as springboard**

**Nishikori too much for Berlocq in semifinals**

**Weather**  
Five-day forecast

**7 LITTLE WORDS**  
CLUES  
1. In a sentence (11)  
2. Change of position (7)  
3. Something seen in a picture (10)  
4. Made a choice (7)  
5. Games (1)  
6. Personality (8)  
7. Notified investigator (11)

**Weather**  
Five-day forecast

**120**  
the japan times  
SINCE 1897

# The new face of ... the japan times

Creating a logo with the perfect blend of our past and present, to take us into the future

**ANDREW LEE**  
STAFF WRITER

Two years ago, when we first decided to rethink the Japan Times logo for the 120th anniversary, we considered reintroducing the inaugural blackletter logo in order to emphasize our Meiji-Era roots. After redrawing and digitizing the Japan Times logo from 1903 and testing it in both print and screen we realized, how-

ever, that it simply wasn't working. While it obviously captured the paper's past, it didn't convey where we want to be in the future.

On a more technical side, too, it didn't work very well on screen at small sizes.

We realized early on that, true to responsive web design methods, we needed to work backward from the smallest version of the logo we would need. In today's digital world that often means the icons used on social media — in our case we simply use the abbreviation "JT."

Unfortunately, sometimes individual letters simply look terrible out of context, and the blackletter "J" and "T" were almost unrecognizable alone.

In fact, as we abandoned the blackletter idea and looked at other options, including a

contemporary take on the 1933 all-caps logo, we realized that the capital letters "J" and "T" are, in general, pretty horrible together.

When shrunk down to the small sizes needed for reading on mobile devices, "JT" had a tendency to look like the symbol for pi (π). The awkward white space above the descending hook of the "J" also made things difficult. Another problem was the association in Japan with the "JT" logo of Japan Tobacco.

The lower case "j" and "t," however, looked like a much more promising option.

But, how would "The Japan Times" look in lowercase and would it be able to capture both the classic feel of the blackletter that we sought and the contemporary mood of optimism that we wanted to convey in

the buildup to the 2020 Olympics?

After some serious searching, a typeface was found that had the right feel.

Often, when a newspaper goes through a redesign, it commissions a unique custom font to be used in the body copy, headlines and so on, which helps build a cohesive identity for the paper. The Guardian and The Financial Times, for example, have both been redesigned in the past decade or so and use custom typefaces.

Unfortunately, The Japan Times was unable to do this. But after a long search we were able to find a font that had previously been created for another news publication and that matched our needs. It turns out it also had the elements we wanted for our new logo and masthead.

The Berlingske family of fonts, by the Danish font foundry Playtype, was initially created as a custom font for the Berlingske newspaper in Denmark. Playtype designed Berlingske "to deliver significant modernization while paying homage to a unique heritage," which clearly matched our search for a typeface to use in the redesign for our 120th anniversary.

The serif styles of the Berlingske family have a particularly nice calligraphic feel to them, which we felt evoked the brush strokes of Japanese script — this is especially true for the Serif Black style. In the "jt" icon to the right, notice how the arc of the stem in the descender of the lowercase "j" comes to a point, as if an inked brush was lifting from the page. This classic feel to the letters also

manages to prevent the lowercase "the japan times" from becoming too light-hearted.

After some in-house tweaks to make the full logo slightly more unique to The Japan Times, the final logo is presented here for the first time.

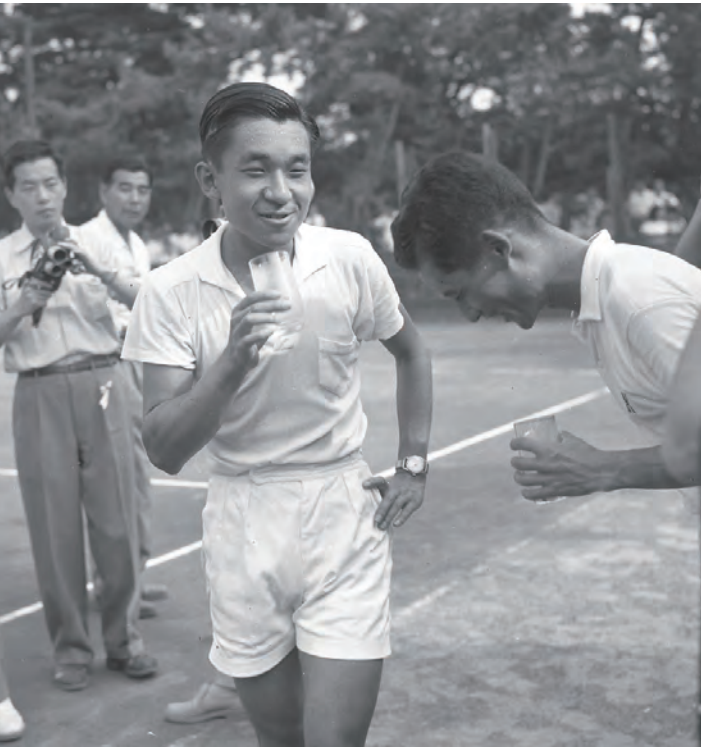
From April 1, it will appear in a two-line form on the front page of the newly redesigned newspaper as well as online in a single line while the "jt" mark will appear on social media.

We hope you like it as much as we do.

**jt**  
SINCE 1897



record of the times



Crown Prince Akihito, who would become the Emperor in 1989, enjoys a drink after a game of tennis in Kamakura, Kanagawa Prefecture, in July 1958.

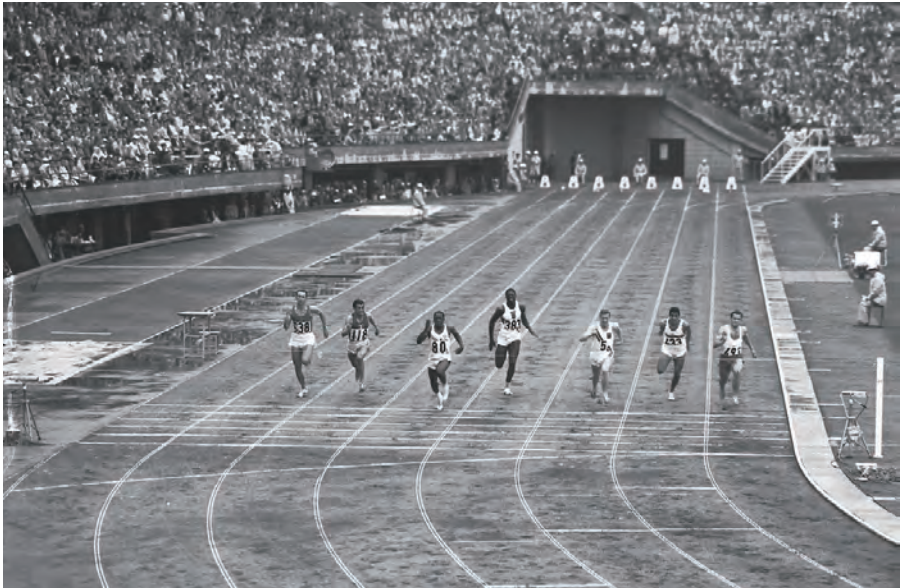
U.S. Attorney General Robert F. Kennedy and his wife, Ethel, are greeted at Haneda Airport on Feb. 4, 1962. U.S. Ambassador Edwin O. Reischauer and future Prime Minister Yasuhiro Nakasone were among the welcoming party. Kennedy was sent by his brother, U.S. President John F. Kennedy, to help mend strained U.S.-Japan ties.



Students protesting against the U.S.-Japan security treaty clash with police near the Diet building in April 1960. The movement would grow to be one of the largest in Japan's history.



Members of the public catch a glimpse of Prince Naruhito, held in the arms of his mother Crown Princess Michiko, at a garden party in February 1960.



Runners compete in a qualifying heat of the men's 100-meter dash during the Tokyo 1964 Olympics. U.S. athlete Bob Hayes won the gold medal that year, with a time of 10.0 seconds.

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# record of the times



The Tokaido Shinkansen, Japan's first high-speed bullet train, travels along tracks near the Nihon Gekijo building in Tokyo's Yurakucho district. The 0 series train tracks were retired in 2008.

Prime Minister Eisaku Sato addresses the Foreign Correspondents Club of Japan at a dinner given in his honor on June 19, 1969. For his promotion of nuclear nonproliferation policies, Sato was awarded the Nobel Peace Prize in 1974.



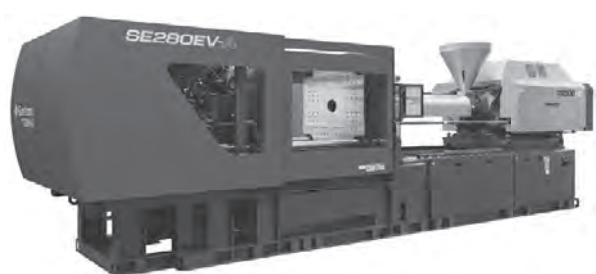
Above: People dressed as the Seven Gods of Fortune appear at an event at Karuizawa Skate Center in 1958, two years after it opened in Nagano Prefecture. Right: Train enthusiasts bid farewell to the last steam locomotive passenger train as it pulls out of Ryogoku Station in Tokyo on Aug. 20, 1969.



Golfers tee off in 1963 at one of Japan's first urban golfing centers, built in Shiba under the shadow of Tokyo Tower in 1959. Japan's hosting of the Canada Cup in 1957 helped initiate the country's lasting love affair with the sport.

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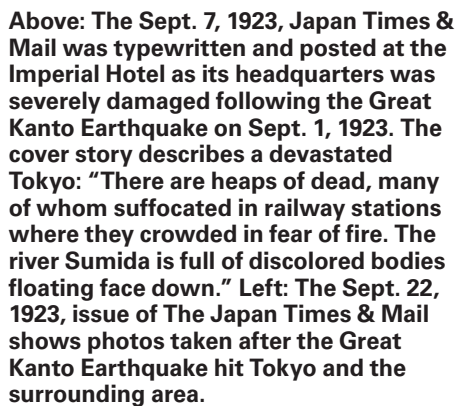
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The front page of the April 12, 1951, edition reports the news of Gen. Douglas MacArthur's dismissal from his Far Eastern Command.

# Congratulations from the diplomatic community in Japan on the 120th Anniversary of The Japan Times

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memorable times



Above: The Nov. 24, 1963, issue of The Japan Times reports U.S. President John F. Kennedy's assassination; Left: The Japan Times reports on Nov. 26, 1970, that Yukio Mishima, a well-known writer, committed hara-kiri at the Ground Self-Defense Forces Ichigaya facility in Tokyo.



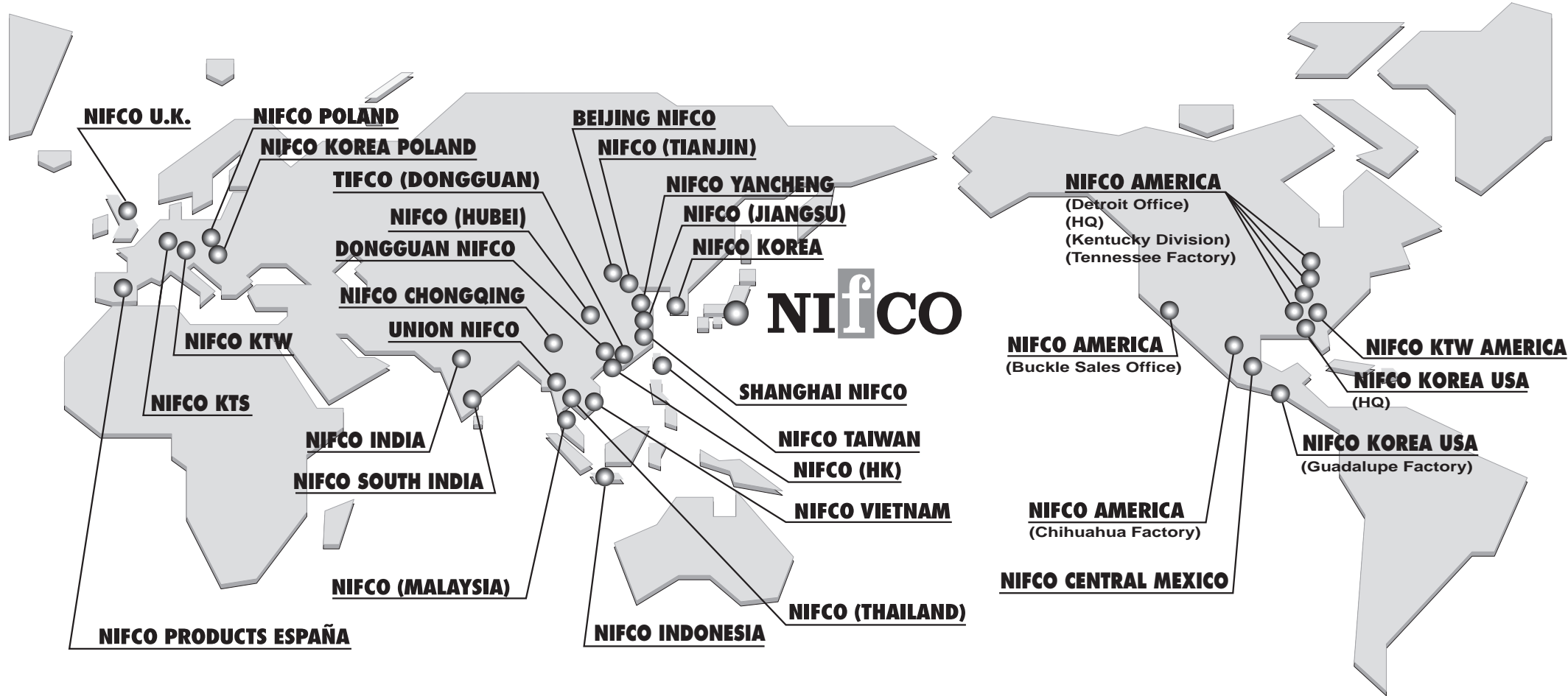
The nerve gas sarin, planted by the Aum Shinrikyo cult group on packed commuter subway trains in Tokyo, killed six people and injured nearly 3,200 others on March 20, 1995.



The Japan Times' Sept. 12, 2001, edition shows a huge image of one of the towers of the World Trade Center in New York, which collapsed after terrorists crashed two planes into the iconic buildings.

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# memorable times



Left: This special supplement issued on Sept. 27, 1914, features an illustration of a Japan Times delivery person. Below: A page from a supplement issued on Sept. 27, 1914, is filled with ads.



Above: The special supplement on Manchuria was issued on Sept. 20, 1931, only two days after Manchurian Incident. Left: Nippon Times issued a special issue on the Tokyo War Crimes Tribunal on Feb. 27, 1947.



Top: A special supplement on overseas trade issued on Feb. 25, 1927, shows modern products surrounding a Japanese motif. Above: Created for the 1940 Tokyo Olympic Games this supplement was issued on Sept. 12, 1936. The games were canceled in July 1938 due to war.



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ahead of the times

# Papers refocus, expand role in business, education

Yasuhiko Tokunaga  
DIRECTOR OF PUBLICATIONS DEPARTMENT,  
THE JAPAN NEWSPAPER PUBLISHERS  
AND EDITORS ASSOCIATION

Concerns over the spread of “news deserts” are growing in the U.S. The term news deserts is how the University of North Carolina in 2016 described the crisis of some communities losing their local newspapers. These papers are subjects of speculative investment in being bought and sold by groups of investors. If the sale of a local newspaper fails and the newspaper is abolished, area residents can lose their only source of information.

One example of this phenomenon can be seen in Bell, California, where the salaries of city government officials were found to be twice as high as the U.S. president’s. As the local newspaper closed in 2000, there was no journalistic coverage of local government and residents were not aware of the issue until the Los Angeles Times reported on it in 2010.

A 2016 report issued by the Pew Research Center said 40 percent of adults in the U.S. obtain their news from digital media, and 20 percent of them get their news from social network services (SNS), nearly the same percentage as newspapers. Digital media has contributed to stagnant advertising sales and declines in newspaper subscriptions, directly affecting U.S. newspaper companies’ operations. Concerns are spreading over potential damage to the distribution of information, which is the foundation of democracy.

**Age range of non-subscribers widens**  
The situation is not as serious in Japan. But the use of smartphones and SNS gained popularity after Apple Inc. launched the sale of tablets in 2010,

directly impacting Japanese newspaper companies’ operations. Additionally, the tablets added to the number of newspaper non-subscribers.

According to research by the Japan Newspaper Publishers & Editors Association, the number of newspaper publications has been declining since 2005 when it stood at 52.6 million copies (morning and evening editions are counted as one copy). In 2016, the number stood at 43.3 million copies. A decline of more than 1 million copies a year has been recorded four times since 2006. When the consumption tax was increased in 2014, the number of newspaper publications fell 3.5 percent, the largest decline ever. The ratio of newspaper publications per household fell below the 1.00 line in 2008, and hit 0.78 in 2016. Spending on newspaper advertising in 2006, according to Dentsu Inc., fell below ¥1 trillion for the first time in 19 years. Since then, it has been on a declining trend due in part to the 2008 global financial crisis following the bankruptcy of Lehman Brothers, the Great East Japan Earthquake in 2011 and stagnant economic activities caused by a consumption tax increase, as well as a growing number of advertisers preferring non-mass media for advertising. Spending on newspaper ads in 2016 was ¥540 billion, less than half of the record ¥1.36 trillion seen in 1990.

Gross sales of newspaper companies in Japan in fiscal 2015 were estimated to be ¥1.79 trillion, about 70 percent of the highest amount seen in 1997. Of the total, 60 percent was generated by newspaper sales, with income from advertising and other areas accounting for 20 percent each, showing a picture of newspaper sales being the main source of revenue, with income from other areas nearly equal to that generated from advertising.

Newspaper non-subscribers are not only prevalent in the younger generations, but are also widespread among those in their 40s. Surveys conducted by the Japan Newspaper Publishers & Editors Association and others showed that the number of newspaper non-subscribers at about 30 percent across all generations, reaching more than 50 percent among those in their 20s and 30s. As the number of those of 65 years and over accounts for 25 percent of Japan’s total population, it is imperative that newspapers do something about the non-subscriber issue.

Under such circumstances, newspaper companies are focusing on the promotion of “Newspaper in Business” activities, running programs for university students engaging in job-hunting activities, or for newly employed company workers fresh out of college, teaching them how to read newspapers, how to write easy-to-read sentences, and how to make the best use of newspapers at work. Through the programs, newspapers are trying to meet corporate demands for improving workers’ capabilities of gathering and utilizing information, along with their communication skills. At the same time, newspaper companies are also expecting the programs to lead those university students and company workers to acquire the habit of reading newspapers.

As for the use of newspapers in school activities in elementary, junior and senior high schools, the guidelines for courses of study set by the Japanese government stipulated that newspaper reading should be part of school activities. Programs in accordance with the guidelines started with elementary schools in 2011, and some newspaper companies created separate editions, or sections, specifically designed for children, while others improved their existing children’s sections.

The new guidelines for courses of study at elementary and junior high schools, to be implemented from 2020, encourage the use of newspapers for improving student capabilities in utilizing information. The law for lowering Japan’s voting age to 18 went into effect in 2016. These changes are expected to lead to a spread of “Newspaper in Education” activities, an existing collaboration between the newspaper and educational industries, to encourage school-age children to be well prepared to participate in democracy.

**‘Newsroom revolution’**  
To compete in today’s digital world, newspaper companies have introduced a series of additional services for subscribers, as well as paid online editions, as part of their continuing efforts to seek new income sources.

The Nihon Keizai Shimbun, or Nikkei, launched a paid online edition in 2010, followed by the Asahi Shimbun in 2011. Meanwhile, the Yomiuri Shimbun and Chunichi Shimbun introduced additional services for subscribers in 2012, and that spread to other newspapers as measures to offset increased subscription fees following the consumption tax hike.

In 2016, a “newsroom revolution” began in the editorial departments of Japanese newspapers. The Nikkei and Asahi Shimbun, just like major newspapers in the U.S. and Europe, started ana-



Newspaper subscriptions are declining in Japan, as they are in most developed countries. YOSHIKI MIURA

lyzing readership data of their online editions to measure the numbers of readers by articles, time zones, types of devices used to access the websites and the number of readers redirected from SNS in an attempt to deliver their news to where potential readers are. “Our news stories are not accessed unless we get closer to readers to deliver our content.” That is the idea shared by the two newspapers. They also joined the Mainichi Shimbun in strengthening real-time information delivery using Twitter.

**In the era of ‘post-truth’**  
“Newspapers’ role as a public property was realized.” This is the comment the Japan Newspaper Publishers & Editors Association issued under the association chairman’s name, released after the grand tax revision plan in 2015, compiled by the ruling party, stipulated that a

reduced tax rate will be applied to the rates of home-delivered newspaper subscriptions. Distribution and accumulation of information is the foundation of democracy and of culture. Much like textbooks, newspapers have a duty to foster responsible citizens.

Newspapers offer superiority in information accuracy, the ability of discovering something newsworthy and in offering a place for fair discussion. The application of the reduced tax rates on newspapers shows that the products have won understanding that they are public property. And public property should be something equally available to citizens anywhere in the country, at as low a price as possible. That is what we have been pushing for.

Oxford University Press named “post-truth” as the word of the year in 2016. This means objective facts and truth

have less influence in shaping public opinion. Frequency of the use of the word is said to have soared in the U.K.’s referendum on its exit from the European Union, as well as in the U.S. presidential election campaign of Donald Trump. Also here in Japan, websites carrying user-generated content, run by IT companies, disseminated and spread incorrect information over the internet in an attempt to boost advertising income, resulting in a series of closures of such websites and deletion of articles carrying incorrect information. Newspapers now have more public responsibility to stay on the scene to try to find the truth and disclose hidden facts and intentions to deliver to readers.

Tokunaga contributed in Japanese and The Japan Times translated.

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## times for study

## English offers more opportunities on global stage

Chiho Iuchi  
SPECIAL TO THE JAPAN TIMES

With English being a major international language today, English newspapers and language schools in Japan have provided content and education in an effort to help Japanese people be better prepared to participate in the global community.

The Japan Times, the oldest English-language newspaper in the country, has released news and information on Japan since 1897.

English language school chain Aeon Corp. has been one of the largest private educational institutes of its kind for four decades, with current student enrollment standing at more than 75,000 in about 250 schools nationwide.

While the importance of English is increasing in this era of advanced globalization, newspapers and schools have been affected by social changes, including the rise of information technology.

Sharing the mission to deliver voices from Japan to the world, Yoshikazu Miyake, president of Aeon Corp., and Sayuri Daimon, executive officer and managing editor of The Japan Times, spoke about the future of the English-language media and education, where the internet of things (IoT) and artificial intelligence (AI) technologies are rapidly developing. Excerpts of the dialogue follow.

**Daimon (D):** Starting as a paper for a small foreign community in Yokohama 120 years ago, The Japan Times now reaches people from all over the world, thanks to the internet. Rather than focusing on delivering news from Japan one way, we are working to provide a

platform for interactive communication via the internet, where ever-changing social trends are immediately delivered worldwide.

**Miyake (M):** Since our inauguration in 1973, our main focus has been to help Japanese adults and children improve their conversational English ability to enable them to broaden their horizons. In January, we entered into an agreement with the Japan Rugby Football Union to support the national team members in language training. Most recently, we partnered with the city of Yokohama to better accommodate more visitors to Japan by training relevant business operators in the city.

**D:** It's important to prepare for the 2019 Rugby World Cup and 2020 Summer Olympic and Paralympic Games in Tokyo. Meanwhile, how are you responding to the new curriculum guidelines drafted by the education ministry?

**M:** Under the draft, exposure to English will start when students are in the third grade of elementary school and English as an official subject will start from the fifth grade. When students reach junior high school, English classes will be taught in English in principle. Language schools will lose their significance unless they provide English education with a clearer focus on learning and practice. Our new textbooks for elementary school students include many unfamiliar words so that students can break away from the idea that they must understand the whole text. Also, we provide them with opportunities to make

presentations. It's amazing to see young students speak in English without fear.

How do you see the impact of information technology on the media?

**D:** There is great potential in these technologies. Our recent example is that a video of kidnapped Japanese journalist Jumpei Yasuda posted on Facebook enabled a JT staff member to contact a Syrian journalist via Twitter with the help of English-Arabic machine translation. Inviting in an Arabic interpreter, we conducted a Skype interview with the Syrian man while taking notes in a shared Google document, which was simultaneously edited into an article. In this way, without sending a correspondent, we succeeded in communicating with a person on the other side of the world, even though we didn't understand his language.

**M:** It really demonstrates the usefulness of technology. All we have to do is to make good use of it. There are also plenty of digital tools to learn English.

**D:** What do you think about the possibility of "AI teachers" at language schools?

**M:** On one hand, it will become possible to learn basic expressions and practice patterned phrases with AI teachers. On the other hand, flesh-and-blood teachers will be required to have more skills in expression and presentation.

**D:** One of the strengths of AI is its capacity for bulk data analysis, as seen in the fact that MogIA, developed by an Indian start-up, has taken 20 million data points from public platforms and social networking services and predicted the last four U.S. presidential elections.

**M:** That's an advantage of AI. It might give students more objective advice based on massive collections of data, rather than relying on subjective human judgment. However, an essential part of counseling is to understand the feelings behind students' words, something that largely depends on teachers' experiences. I don't think that level of understanding is possible for AI.

**D:** The Associated Press has already been running financial reports written by AI "writers" since 2014. Initially, there was some anxiety about personnel cuts, but the reality was that the company assigned the redundant personnel to more investigative reporting. It's good to



Early English education is the key to improving the overall English skills of Japanese. KYODO

use AI to allow human reporters to focus on more difficult work such as interviews with close-lipped people who would not easily share their thoughts. We should consider the division of roles between AI and humans, as I believe only humans can provide in-depth coverage.

**M:** And I think the depth of articles depends on the human capacity to hear and understand the true feelings of the people involved. Since nearly everything that happens in the world is related to people, there are wills and sentiments behind newsworthy events. In-depth stories are only possible through human interaction when people can be open and talk to each other.

**D:** Some say that the advances in machine translation using AI will make learning English unnecessary. What do

you think?

**M:** For those who advocate this, it should be unnecessary to learn English right now even prior to improvements in AI translation. I admit the benefit of technological advancement, yet you can't afford to use AI translation when you need to respond quickly and flexibly during discussions in English or in presentations with question and answer sessions. I believe that English-language ability will remain important in the future. So we continue to provide education focused on the four basic skills of reading, writing, listening and speaking.

**D:** The same argument is targeted at English-language newspapers, too. Although machine translation is practical, our writers always think about which term best fits in a certain context. It goes beyond simple translation.

**M:** Reading is very important to learning English, as reading is directly connected to thinking.

**D:** It's not enough just to read through and feel like there's understanding. You can't write in your own words unless you have a viewpoint informed by what you read. Today, there is so much internet media and anyone can disseminate information to the world. We can't help questioning ourselves anew what journalism is all about. We need to deliver articles based on firsthand information and investigation from the perspectives of skilled reporters and experienced editors. If our articles don't provide readers with original viewpoints of Japan and

the world, there is no point in reading The Japan Times. Readers also need to use their own judgment about reliable information from multiple sources.

**M:** And without having your own viewpoint, you can't begin a conversation. In this sense, it's important to read quality text whether in English or Japanese and think about the content.

**D:** With the further advancement of IoT and AI, the global media shift to the internet is inevitable. But I believe that conventional newspapers remain as the recorders of history. The Japan Times archives the data of all the news pages that record the history of Japan written in English for 120 years. Although there was a period of censorship, it is also very interesting to see how the paper presented the news in those days. Today, via the internet, the vast data archive is accessible from overseas as well.

**M:** That's fantastic. How about offering an e-learning course with Aeon to study 120 years of Japanese history in English?

**D:** In the era of the internet, it's a challenge to survive as an English media outlet. But at the same time, it's exciting to expand our ability by making the best use of technology.

**M:** And there remain things that can be done only by humans. English skills help Japanese have firsthand communication with people around the world. I believe that revitalizes Japan and enhances world peace.



Sayuri Daimon (left), executive officer and managing editor of The Japan Times, and Yoshikazu Miyake, president of Aeon Corp. HIROSHI MISHIMA



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In alphabetical order



# challenging times

## Responsible disrupters in the ‘post-truth’ news era

Yoko Ishikura  
SPECIAL TO THE JAPAN TIMES

The term fourth industrial revolution is not new anymore. Whether or not we understand what it means and its implications, we have a sense that technology has led — and will lead — us to a very different world. More industries are being disrupted and new business models are emerging almost every day to enable us with more capabilities.

Has this transformational change sweeping throughout the world affected information in general and the role of media? We hear “fake news,” “post-truth era,” “alternative facts” and “freedom of speech” much more now than few years ago.

How has the landscape related to information and media changed for the public? Specifically, in what kind of information world do we find ourselves in 2017?

### Shifts, opportunities and threats

I see several major shifts related to the industry and new opportunities, as well as threats, related to information and the media. These include a shift from information scarcity to information overload. Not long ago were the days when we had to be cost conscious when we collected information. Today, we can access much more free information than ever before. Information has become perceived as free in consumers’ minds, challenging the viability of the traditional media industry.

Another shift can be seen as we move from a few selected providers of information to mass providers. One of the reasons why there is so much information accessible is because providers of information have shifted from a select few professionals to mass sources thanks to technological advances.

At a one-on-one interview with The New York Times’ Thomas Friedman at the 2012 Annual Meeting of New Champions organized by the World Economic Forum (often called “Summer Davos” focused on innovation, science and technology held in China since 2007), Friedman described the shift as follows: “I used to know about 10 people who I competed against in writing my column. Now I compete against millions of people who write from many different parts in the world.”

The phenomenon has accelerated as more social media has become available and more people start producing information.



Yoko Ishikura

### ‘Traditional media professionals need to revisit their missions and reevaluate their unique offerings.’

A third shift can be seen as the traditional media industry is being disrupted. As the amount of information provided by mass media has exploded, traditional media such as newspapers, TV and radio was forced to transform. Information freely available online has increased dramatically, making it difficult for established media to charge for content. As Twitter and Instagram, for example, can provide more “real time, on the spot” news and information than traditional media that goes through the editorial process, traditional media professionals need to revisit their missions and re-evaluate their unique offerings, which are different from the public’s activities.

The print versions of newspapers have almost disappeared, as a variety of means have emerged to communicate content. It may be difficult to believe now, but I recall a discussion on paper media about a decade ago where one of the journalists said, “We need newspapers to go with coffee in the morning.” Compare this view with the fact that very few read physical newspapers

in commuting today in Tokyo, as the majority are looking at smartphones to get their news.

### Implications for the public

The public now has an abundance and variety of means to receive and access information from anywhere in the world if they have internet access and the ability to overcome language barriers. More important is that the public now has an abundance and variety of media and means to express themselves. Ordinary people, rather than just the media who used to have that privilege, have become producers of information, in addition to consumers of information.

Do you know how much information people consume a day? How much information people express a day? Members of the public are the disrupters of the traditional industries such as newspapers as the main customers of information exchange today.

As the transformation is now in process without a clear endpoint in sight, I can think of several scenarios for us.

One possible scenario is that we can be drowned or blown away in information storms. It is possible to be overwhelmed by the amount of information accessible without proper validity checks and evidence, as can be seen in heated debate around “facts” seen in the U.S. today. The intensity of debate around the validity of information is much lower in Japan than in the U.S., but the issue is significant and warrants more discussion. In fact, we had two reports in 2016 describing the concern about increasing government pressure against critical and independent media, specifically, the “Country Reports on Human Rights Practices for 2016” by the U.S. State Department and a Reporters Without Borders survey on self-censorship in the media.

We need to be more aware of the status of media and the press in Japan and be willing to take necessary action. We should never give up our right to free press, as it will eventually lead to the absence of freedom of expression.

Another scenario that may be more difficult to detect and be aware of is self-inflicted bias, made increasingly possible through social media. Now we can identify the type and scope of information of our own interests and select the people and sources to access on Twitter, Facebook and other social media. By focusing and selecting the sources that fit our own interests and

views, we end up living in small, sheltered silos. This is known as confirmation bias, which is difficult to be aware of and correct without a conscious effort.

We need to consciously make ourselves aware of the other side of the debate, as Ian Bremmer, political scientist and president of the Eurasia Group mentioned in a tweet, “If you are not following some people you dislike, you’re doing it wrong.”

### Our stage

The best scenario I can envision is to develop information literacy in today’s context and be active and responsible members of the information society as both producers and consumers.

To do this, there are some things that we must do, including scanning a broad landscape and examining views contrary to our own, tapping into information from diverse sources, validating news by looking for supporting evidence from multiple sources and forming our own views while being ready to change as more information becomes available.

In addition to what we must do, there are some things that we must avoid doing, including relying on too few sources, in particular those agreeable to previously held views, taking on information at face value without validating and reading without forming personal views.

People are reluctant to form and express their own views because they are afraid of being wrong, sticking out and taking positions in a society where *kuki o yomu* (literally means read the air, or to read between lines and not stick out) is valued and appreciated.

We need to realize the world is our stage, where we play the lead character. We need to be in charge and shape the story by expressing ourselves and constantly reviewing our perspectives. In other words, we ARE disrupting the landscape and we need to take responsibility for that.

### New role of media in this context

What is the role of media such as The Japan Times in this, then? Do they still have a role to play? I believe the only way they can survive and prosper is to offer unique value to the empowered public. The Japan Times has a 120-year tradition of serving the community mainly in Japan in the English language.

English is the de facto global standard of communication. As voice recognition in English is far more advanced than that in



ISTOCK

Japanese, English — as one of the most-spoken languages in the world — has its own value. Operating in at least two societies with multiple languages offers the benefits of both.

The Japan Times needs to revisit the advantage of having a solid network for both societies with multiple languages. It needs to go a step further through investigative capability to go beyond the two languages of English and Japanese. By being in two worlds, The Japan Times has an inherent advantage of offering multiple and different

perspectives supported by evidence not broadly available outside of Japan.

*Hitotsubashi University Professor Emerita Yoko Ishikura currently serves as an independent consultant in the area of global strategy, competitiveness and global talent. She also serves as a non-executive director of Shiseido Group, Nissin Foods Holdings and Sojitz Corp. Ishikura is a member of the World Economic Forum’s Global Future Council.*

## the japan times 120

On behalf of The New York Times, I’d like to extend our heartfelt congratulations to The Japan Times on your 120th anniversary.

Throughout its history, The Japan Times has offered the world a unique perspective on the critical issues affecting Japan, producing content of the highest quality and integrity.

Your unwavering commitment to fair and independent journalism is at the very heart of our own mission at The New York Times, and has created a bond between our two organizations that extends well beyond our publishing partnership.

Please accept our very best wishes on this momentous occasion. We wish you continued success for many years to come.

HELENA PHUA  
EXECUTIVE VICE PRESIDENT, ASIA PACIFIC  
THE NEW YORK TIMES

The New York Times

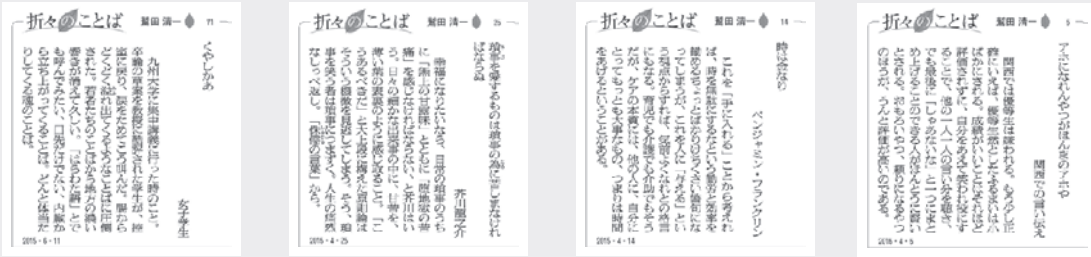
## 朝日新聞

関西での言い伝え  
アホになれんやつがほんまのアホや

フランクリン  
時は金なり

芥川龍之介  
瑣事を愛するものは瑣事の為に苦しまなければならない

女子学生  
くやしなあ



## 折々のことば

毎朝、朝刊一面に。折々のことば 検索

あらゆる“ことば”は、  
哲学者・鷲田清一によって  
新しい景色を見せる。