Leisure – sport, pop culture, entertainment

Today's Class
- The Media
- Heritage
- Pop Culture & Cool Japan
- Active Learning
- Sport & the Olympics
- Other Pastimes

Leisure Time

Table 16.4
Major Leisure Activities by Sex (Aged 10 years old and over) (2016)

<table>
<thead>
<tr>
<th>Leisure Activities</th>
<th>Total</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free time per day (hours, minutes)</td>
<td>6:22</td>
<td>6:36</td>
<td>6:09</td>
</tr>
<tr>
<td>Participation rate (%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households and amusements</td>
<td>87.6</td>
<td>87.2</td>
<td>86.8</td>
</tr>
<tr>
<td>Travel and excursions</td>
<td>73.5</td>
<td>71.3</td>
<td>75.8</td>
</tr>
<tr>
<td>Sports (excluding)</td>
<td>68.8</td>
<td>73.5</td>
<td>64.4</td>
</tr>
<tr>
<td>Learning, self-education, and training</td>
<td>36.9</td>
<td>36.5</td>
<td>37.4</td>
</tr>
<tr>
<td>Volunteer activities</td>
<td>26.0</td>
<td>25.0</td>
<td>26.0</td>
</tr>
</tbody>
</table>

1) Participants in the activity / Population = 100; 2) Including club activities at school;
3) Excluding sports performed by professional players as their job and by students in PE class;
4) Excluding work-related training in the workplace, and study and research activities performed by children, pupils or students as schoolwork, such as study in class, preparation for class and review of lessons.

Source: Statistics Bureau, MIC.

Television & Radio

- About NHK, Japan’s public broadcaster. And NHK World, its English-language international service.
- Japan also has 5 commercial channels linked to the five nation newspapers: Nippon TV (Yomiuri), Fuji Television (Sankei), TBS (Mainichi), Asahi TV (Asahi), TV Tokyo (Nikkei).
- There is a proliferation of local newspapers, and satellite, digital and other TV channels. Plus, many radio stations.
- Let’s see what people are watching by looking at the data of Video Research Ltd.

Time Spent Watching TV

NHK, ‘2015年 高齢者生活環境調査報告書’
The Broadcast Act (1950, rev. 2010)

(Article 4)

(1) The broadcaster shall comply with the matters provided for in the following items when editing the broadcast programs of domestic broadcasting or domestic and international broadcasting (hereinafter referred to as “domestic broadcasting, etc.”):

(ii) It shall not harm public safety or good morals;
(iii) It shall be politically fair;
(iv) Its reporting shall not distort the facts;
(v) It shall clarify the points in issue from as many angles as possible where there are conflicting opinions concerning an issue.

From the provisional translation, page 5.

Press Freedom

• The Freedom of the Press report published by Freedom House (2015) places Japan...

• This contrasts with the ranking of Reporters Without Borders.

• The issue is taken up by Jeff Kingston’s edited volume Press Freedom in Contemporary Japan.

• A flavour of Kingston’s writing is here. And a strong critique of the book is here.

• The UN Rapporteur David Kaye’s assessment has also come under fire.

Newspapers

• Newspaper data from Pressnet (Japanese only).

Publishing

<table>
<thead>
<tr>
<th>Table 16.5 Number of New Book Titles Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-branch</td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>General works</td>
</tr>
<tr>
<td>Philosophy</td>
</tr>
<tr>
<td>General history</td>
</tr>
<tr>
<td>Social sciences</td>
</tr>
<tr>
<td>Natural sciences</td>
</tr>
<tr>
<td>Technology and engineering</td>
</tr>
<tr>
<td>Art</td>
</tr>
<tr>
<td>Language</td>
</tr>
<tr>
<td>Literature</td>
</tr>
<tr>
<td>Children’s books</td>
</tr>
<tr>
<td>School textbooks</td>
</tr>
<tr>
<td>Source: Shogakukan Co., Ltd.</td>
</tr>
</tbody>
</table>

Weekly and monthly magazines circulations are here.

What is Heritage?

Heritage “is what we inherit from the past and use in the present day. Simply stated, history is the past, whereas heritage is the modern-day use of the past for tourism and other purposes (e.g. education and community development).”

Dallen J. Timothy, Cultural and Heritage Tourism, p. 3.
• Overall, Japan is enthusiastic to the point of parody.

The new keywords are “story” and “narrative” …

• METI Cool Japan / Creative Industries Policy.

• Cool Japan Fund.

“Contents tourism is travel behaviour motivated fully or partially by narratives, characters, locations and other creative elements of popular culture forms, including film, television dramas, manga, anime, novels and computer games. The concept originated in Japan and is closely related to what is known as film-induced tourism or media-induced tourism in English.” (International Journal of Contents Tourism)
Favourite Sports (2015 Survey)

Favourite Athletes (2019 Survey)

Baseball & Football

Olympics and Their Legacies

Women’s Sport

What do we learn about social attitudes (and opinion poll surveys) from this data?

- **Baseball:** Much discussion over how the sport and the way it is played have been “Japanized” (e.g. Robert Whiting, You’ve Gotta Have Wa).
- **Football:** Caught on in the 1990s with the beginning of the J-League in 1993.
- Japan co-hosted the FIFA World Cup in 2002 with South Korea.
- **Social Issue:** Professional vs amateur (shakaijin, university, high school - also an issue with Ekiden).

The sports in which Japan’s women have out-performed their male counterparts in international competition include ...  
- **Volleyball:** Olympic Gold Medalists in 1964.
- **Football:** Nadeshiko Japan won the FIFA Women’s World Cup Final in 2011 (beating USA).
- **Free-style wrestling:** Kaori Icho (four consecutive Olympic Golds, 2004-2016) and Saori Yoshida (13 consecutive world titles, 3 Olympic Golds & 1 Silver).
- **Social Issue:** Sexist attitudes toward female elite professionals and athletes (article by Robin Kietlinski). Allegations of harassment against female athletes by their coaches.

- **Summer 1940 (Tokyo, cancelled)**
- **Winter 1940 (Sapporo, cancelled)**
- **Summer 1964, Tokyo**
- **Winter 1972, Sapporo**
- **Winter 1998, Nagano**
- **Summer 2009, Tokyo / Sapporo**
- **Social Issue:** Legacies, including Tokaido Shinkansen, Sapporo Subway, Nagano Shinkansen, and “Barrier-Free” Tokyo.
The Great Outdoors

- Japan’s national parks.
- Nihon Hyaku Meizan (Hundred Famous Mountains, Kyuya Fukada, 1964) and a blog in English …
- Skiing in Japan.
- The Shikoku Henro (88 shrine pilgrimage) … inspiration for the Anime Tourism 88 pilgrimage.
- Social issues: Social vs individual responsibility (Who is liable for mountain rescues?). Japan as a site of pilgrimage.

Gambling

- Widely illegal and frowned upon in Japan. But …
- Pachinko, lotteries and horse racing (Tokyo Racecourse is in Fuchu) are permitted.
- Underground gambling dens.
- A law allowing “Integrated Resorts” (i.e. casinos) was passed in 2016.
- Social Issues: Sports and ethics. Gambling by sports stars in badminton; match fixing and violence in sumo, and related problems in baseball etc. Broader concerns over gambling addiction.

Next Time

- The Environment – disasters, energy, nature
- Suggested Reading: Handbook Chapters 7, 14; Kingston Chapters 6-9.