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Comparative Analysis of Three National Primetime TV News Broadcasts (Preliminary Results)

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Both MEXT and the EU Commission urge the fostering of media literacy. However in a globalized world, media literacy cannot be limited to one country. A link to intercultural communication is necessary. Awareness has to be raised of different communicative styles through which culture and values are transmitted. In an attempt to link these two aims, this study analyzes the news reports of the same event broadcast on the same day in three national primetime TV programs: Germany's ARD Tagesschau, the British BBC News at Six and Japan's NHK's News7. Both the oral and visual parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news.

Keywords: media literacy, communicative style, cultural style, TV news programs

1 INTRODUCTION

Mass media and their dissemination of information are ever present in people's daily life. It is therefore increasingly important to foster education in media literacy as urged by the European Union Commission (2009). Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT, 2008) also lists information literacy as one of the main skills undergraduate students should acquire.

Although facets of information/media literacy have been studied in many countries, including Japan, only rarely has it been linked with intercultural communication. The latter has been partly done by Lüsebrink (2005), when comparing German and French advertisements about the same object, thus clearly analyzing the cultural differences in expression and presentation. Krause-Ono/Wächter (2009)

demonstrated that media communicate in ways which are appropriate in their respective cultures, even when reporting about foreign items or people of other cultures.

It was pointed out by Sueda (2009) that the exploration of mass media, under the premises of intercultural communication, is still a field which has yet to be explored in Japan. Although information/media literacy and intercultural competency are closely related, it seems they have not yet been thoroughly researched together. This study attempts to take a first small step in this direction.

2 BACKGROUND

As has been already stipulated by Galtung (1985), each region has its own communicative style. He divides them into Gallic, Teutonic, Saxonian and Nipponic styles, each of which encompasses a core region and its periphery. He pointedly does not use

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country names to avoid stereotypes. The styles he describes have been further researched by others and were also found in other domains than the academic one, on which Galtung had originally focused. Schroll-Machl (2002) and Nees (2006) found the Teutonic (German) communicative and cultural style to be marked by seriousness, directness, analysis and thoroughness. Kainzbauer (2002) found in her analysis of British and German cultural training that even trainers displayed clear preferences for working in communicative styles which are prevalent in their respective cultural regions. She found the Saxonian (British) communicative and cultural style to be more focused on empirical data, hands-on, diplomatic (indirect), communicative, relationship-building, and pragmatic. Yamashita (2003) found evidence for the Nipponic (Japanese) style to be focused on social relationships, on uniting differences, and on displaying vagueness to avoid confrontation. In Mijnd Huijser's 'The Cultural Advantage' (2006) and 'Managing Mindsets' (coauthored with Danae Huijser in 2011) a differentiated portrayal of all the styles is given within several international companies.

By comparing prime-time TV news broadcasts from three countries, this study attempts to shed light on a portion of these different communicative styles, which might emerge in the oral and visual presentation of the evening news. As broadcast news is always selective and chosen according to well researched criteria (Maier et al, 2010), a day was chosen on which all news programs covered at least one identical topic. For this study the one year anniversary of the March 11, 2011 Great East Japan Earthquake and the resulting tsunami and nuclear catastrophe was chosen as the common topic.

No matter how similar news programs from different parts of the world might seem to be, they still have different communicative styles. Bolten (2002) has demonstrated that communicative styles are in themselves cultural styles, subtly showing the values held important in a given culture. Obviously, as media itself is part of the culture in which it operates, cultural norms are unconsciously perpetuated in the form of communicative styles.

3 METHOD

The one year anniversary of the March 11, 2011 Great East Japan Earthquake and the resulting tsunami and nuclear catastrophe (March 11, 2012) will be focused on. The author recorded all Japanese NHK

news programs herself. The German ARD Tagesschau were downloaded from the internet. UK's BBC One News at Six was also available for several days. However, as the programs cannot be accessed from outside the UK a collaborator in the UK recorded the news. For this paper NHK's News7, BBC's News at Six and the German ARD's Tagesschau will be compared.

The news programs chosen for each country are all well-known and have a reputation of credibility and long-standing and they are the most watched news programs in their respective countries.

The entire news broadcasts of March 11th were transcribed by the author and by collaborators, including captions and sub-titles etc. The author then measured the length of time allotted for the news sequence about March 11th in each news program, counted the number of shots, determined their type, and measured their length. The non-verbal communication of newscasters, correspondents and others shown on screen was also analyzed. The overall focus or frame of the presentation of each news program was found by looking at the repetition of keywords, clusters or related words.

By comparing the above mentioned facets, the different communicative styles of the news programs, as well as the different frames and foci of the event become apparent.

4 NEWS ANALYSIS

4.1 The German Tagesschau

The German Tagesschau of March 11, 2012 starts immediately with news about the anniversary of Japan's earthquake and resulting tsunami.

After the evening greeting by the slightly smiling newscaster in the studio, the background changes from a blue world-map to two still pictures: one shows a girl standing amid the debris and one shows 3-4 workers of the nuclear plant in white protection-suits with white masks covering their noses and mouths, laying down flowers. The newscaster reports about a day of silence and grief in Japan one year after the tsunami. He reports what the tsunami caused: the resulting number of deaths, the vast area devastated, as well as the triggering of the biggest nuclear catastrophe since Chernobyl. The report takes 29 seconds.

Cut, and three shots are shown: two medium long shots of people on the coast with flowers in their

hands, one medium close-up of a woman crouching with a child.

The correspondent reports in voice-over, 'The place is Iwaki, 40 km from Fukushima. The sea is calm today. Many remember the victims of March 11th. For many the catastrophe is not over, even one year after it occurred.' The report takes 12 seconds.

The crouching woman with the child is shown in close-up. Her answer to a presumed question, "I am from Namie, the exclusion zone around Fukushima. We can never go back. I can't express this in words." Her answer takes 10 seconds.

Cut, and nine shots are shown: two of offices during the earthquake, three of the tsunami, one from a distance of Fukushima Daiichi nuclear power plant being flooded, one of a reactor exploding, two medium long shots of persons in protective suits examining people for radioactive contamination.

The correspondent reports in voice-over, 'Exactly a year ago, at 14:46 p.m. the earth shook as never before. Then, 500 km long, a tsunami rolls unto the Japanese east coast, at places up to 40 m high. The nuclear power plant Fukushima Daiichi is also flooded. A meltdown occurs in four reactor blocks at once, a core melt down accident. About 100,000 people lose their homes overnight, probably forever.' The report takes 31 seconds.

Cut and three shots of a memorial service are shown: one medium shot of the enormous flower arrangement for the memorial service, one medium shot from side/back of people in black attending the service and standing in remembrance, another medium close-up of the Emperor and the Empress bowing their heads and shoulders.

The correspondent reports in voice-over, 'A minute of silence nationwide remembers the triple catastrophe. In the national theatre in Tokyo the central memorial ceremony takes place. Emperor Akihito has come too.' The report takes 9 seconds.

Cut and Prime Minister Noda, shown in medium close-up from the side, is translated as saying, "Japan has always risen stronger from whatever crisis. We will rebuild this country." This part takes 8 seconds.

Cut and five shots are shown: one long shot of Tokyo Electric Power Company (TEPCO) employees in blue uniforms with drooping heads, standing in remembrance, one medium close-up of a single TEPCO employee, one long shot up at the TEPCO headquarters building and zooming down to demonstrators on the street with drums and posters, one medium close-up of a demonstrator shouting

through a megaphone, one medium long shot zooming from the demonstrators to police-officers guarding the sidewalk.

The correspondent reports in voice-over, 'Today, TEPCO also musters its employees for remembrance. In front of TEPCO's headquarters thousands of demonstrators gather. They say Fukushima is not a natural catastrophe but man-made by criminal nuclear power executives and a reactor commission which had been lax for years.' His report takes 18 seconds.

One of the demonstrators is shown in medium close-up and he comments on the government's policy, "Our government lets the criminals go free! As a Japanese I am ashamed. What a disgrace!" This scene takes 6 seconds.

Cut and two shots are shown: one zooms in medium close-up from shielded memorial candles to the side-faces of two demonstrators and one medium long shot of demonstrators and their anti-nuclear placards.

The correspondent reports in voice-over, 'The demonstrators ask for a complete nuclear phase-out. But this is very unlikely.' His comment takes 6 seconds.

Cut, correspondent Abresch in sports jacket, no necktie, and a button of his shirt open in night-time Tokyo. He holds the microphone himself. While speaking his facial expression does not change, only his head moves very slightly. He keeps unwavering eye-contact, engendering trust, and there are no gestures. "Only two out of 54 reactor plants are still online. However, Japan does not plan a phase-out. The plants will get better protection against tsunamis. The government has already approved restarting the first plants. Nuclear power will stay in Japan, as will the danger of a further strong earthquake." His explanation and comment take 17 seconds.

4.2 Analysis of this news sequence

The news is very evenly structured. The newscaster in the studio gives an overview of the actual situation, close to half a minute. The first shots show people remembering the anniversary; the voice-over text reveals the place (40 km from Fukushima Daiichi) and focuses early on the nuclear subject. The first interviewee is from Namie, an area which received heavy nuclear fall-out and is now an exclusion zone. At the memorial service in Tokyo Prime Minister Noda is shown in close-up, pledging to rebuild the country. All following shots are related to the nuclear disaster and protests against the use of nuclear power plants.

Two minutes and 26 seconds out of 13 minutes and 08 seconds of the total running time of the program are spent on the sequence about the anniversary in Japan. In total 22 shots are shown, each for 3-4 seconds.

The focus is completely on the nuclear aspect of the catastrophe. The key word used most often is *Atom* which appears eight times in various words: such as twice in *Atomkraftwerk* (nuclear plant), twice in *Atomausstieg* (nuclear phase-out), once in *Atomanlage* (nuclear plant), once in *Atomboesse* (bosses of the nuclear industry), once in *Atomaufsicht* (nuclear commission) and once in *Atomkraft* (nuclear power). Related words are *Reaktor* and *Demonstranten* (protestors), which appear twice each. The following words appear once and support the theme: *Nuklear*, *Sperrzone* (exclusion zone), *Kernschmelze* (meltdown), *Supergau* (core meltdown) and ‘Chernobyl’. The word *Katastrophe* appears four times and is only once genuinely related to the non-nuclear devastating disaster. In total, words related to the nuclear catastrophe appear 19 times, thereby linking in ‘Fukushima’, which appears six times and ‘tsunami’, which appears three times. The accompanying shots support this focus by showing the reactor, the explosion, and several shots of protestors. Two interviews also focus on this aspect, one rather indirectly by the interviewee mentioning being from the exclusion zone unable to return, and the other one by directly voicing protest against the government’s stance towards TEPCO. The remembrance part of the day is given attention chiefly connected with the nuclear disaster and is shown only in about 5 shots out of 22.

The next news sequence of the German Tagesschau of March 11, 2012 is tied to the Fukushima nuclear catastrophe. It covers what happened on its anniversary in Germany, starting with official statements by Chancellor Merkel in which she justifies the nuclear phase-out triggered by the Fukushima catastrophe and continuing with anti-nuclear demonstrations at various plants in Germany citing the disaster in Japan and asking for a quicker phase-out. This sequence ends with two interviews: one of the then Environment Minister Roettgen, who explains the how-to-plans for greater energy-efficiency and one of the politician Trittin of the opposition party, who criticizes the policy as half-hearted.

The news is similarly structured to the one about the situation in Japan. Here also two interviews of

protestors asking for a quicker phase-out of nuclear energy are shown: one voicing suspicion of the sincerity of the decision taken by the German government and one pleading for a quicker change and proof to the world that nuclear plants are not necessary for a sufficient and clean energy supply.

In general, reporting is matter-of-fact. Emotions are rarely shown, e.g. one shot of a protestor shouting through a megaphone his strong protest against TEPCO, as well as voicing his feelings of being ashamed. Emotion-related statements, or clearly ‘subjective’ opinions are only shown in the interviews of citizens. There is no perceivable relationship between shots and the correspondent on the spot, even when he appears on screen. No greeting between newscaster and correspondent. No overlap of newscaster still speaking with shots already running and no overlap between the end of shots and newscaster already speaking are shown. There is no movement of the speaker’s body when presenting the news, only sometimes a slight movement of the head and blinking, and no gestures. The reports are spoken very calmly and unemotionally. The news is very structured, clinical, and seemingly analytical.

This second sequence is 2 minutes and 32 seconds long. The two news sequences combined amount to 4 minutes and 58 seconds out of 13 minutes and 08 seconds. This is close to 38% of the total news. At the end of the second news sequence, the newscaster in the studio refers to a web-address, which appears as a still picture behind him, where further information can be found on non-nuclear energy and on the nuclear danger in Japan even today.

In the rest of the 13 minutes and 08 seconds the following topics can be found: a U.S. soldier massacring civilians in Afghanistan and elections in Slovakia are covered for nearly two minutes each; next domestic news start with a 26 second report about a ban on night flights at Frankfurt airport, a two-minute report about the award of the Buber-Rosenzweig medal to the Chairman of the Evangelical Church in Germany, 30 seconds on results of ice speed skating, and at the end the usual one minute weather forecast with maps and voice-over.

4.3 The BBC News at Six

The BBC News at Six of March 11, 2012 starts with an overview of the coming news reports, during which newscaster Nicholas Owen in the studio is heard in voice-over. As the main reports are introduced, the news about the anniversary of March 11, 2011 comes

second and is presented by three shots: one close-up of a temple-bell which a monk tolls from behind, one medium close-up of four people standing and praying with heads bent, and a one-second medium long shot of a woman crouching in front of flowers on a beach. 'A year on from the tsunami, Japan remembers its twenty thousand dead and missing.' This introduction takes 7 seconds.

After more than four minutes of a news sequence about an American soldier having run amok in Afghanistan, newscaster Owen is shown in the studio, his body turned to the screen behind him, on which correspondent Mark Maddell is visible, saying: "Mark Maddell, thank you." Then he turns around, looks directly into the camera and to the audience. His facial expressions are animated; he slightly moves his head from side to side and raises his eyebrows 4-5 times. No still pictures are visible. "It's exactly a year since a massive earthquake and tsunami struck the northeast coast of Japan. Ceremonies have been held today across the country to remember the twenty thousand people who were killed. A minute of silence was observed at the moment the quake hit, 2:46 local time in the afternoon. Roland Burke sent this report from one of the worst affected areas." His report takes 20 seconds and contains 62 words.

Cut, text in voice-over and five shots are shown. The sound of chanting and bell-tolling can be heard in the background: one close-up of a bell tolled by a priest, one medium long shot of three monks on their knees performing a memorial service in a temple along with the sides and backs of participants, one close-up of a woman pressing a handkerchief to her mouth, one long shot of a solitary tree on flat land, one medium close-up of a woman (probably kneeling) praying in front of flowers in a vase on a beach: 'In a monastery on Japan's northeast coast, a bell marked the precise moment the earthquake hit one year ago. The country came to a standstill, remembering the missing and the dead.' This report takes 16 seconds, the time shots are visible is 20 seconds.

Cut, a Japanese woman wearing a white mask is shown in medium close-up. She slowly shakes her head and wipes some tears with her fingers. She is translated saying, "I couldn't even say goodbye to my brother. It still hurts deeply." Her words take 8 seconds.

Cut, a second Japanese woman is also shown in medium close-up. In the background devastated ground is visible. She wipes her tears with her hand and can hardly look directly into the camera. She is

translated saying, "I wanted to save people, but I couldn't. I couldn't even help my father." This interview takes 6 seconds.

Cut, the sound of a siren can be heard. Burke is heard in voice-over and 4 shots are shown: one medium long shot of a big ship stranded ashore, one medium long shot of a stage set up on the shore, one medium long shot of people standing on a street with heads bent in remembrance, and one medium shot of the side view of four people. 'Across devastated towns the tsunami warning siren sounded again today and the bereaved stood with their heads bowed.' Burke's report takes 8 seconds, the time shots are visible is 11 seconds.

Cut, voice-over continues and four shots are shown: one medium shot of the Emperor and the Empress coming in, one medium long shot of them bowing to a flower-tower memorial, one medium close-up of them bowing (taken from the front), one medium shot of mourners at the service dressed in black with white bereavement ribbons and the camera slightly zooming up on them. Instead of a cut, the shots overlap and the Emperor and Empress appear in medium close-up. 'The Emperor led a memorial ceremony in Tokyo. The entire nation has been traumatized by the worst natural disaster in living memory.' This report takes 10 seconds, the time shots are visible is 12 seconds.

Cut, the Emperor and Empress are shown in medium close-up from their left side, the Emperor holds a white sheet of paper in his hands. The Emperor's words are translated; his voice can already be heard at the end of previous shot, "We are all gathered together in deep mourning to offer condolences to the deceased." The translation takes 6 seconds; the shot is shown for 10 seconds.

Cut, voice-over continues, three medium close-up shots of the tsunami sweeping in and taking houses, cars and everything with it. 'No one who lived through that day can forget the panic and the fear. Entire neighborhoods smashed. The rush to escape. Children, parents, grandparents swept away to their deaths.' This report takes 14 seconds, the time shots are visible is 16 seconds.

Cut, voice-over continues, two medium long shots depict the report. 'Today the towns where so many lost their lives look like wastelands.' These words take 6 seconds.

Then, the change to the next shot is done in blurred overlap. Burke is shown in a medium long shot, slowly walking on the street, the camera zooms out to long shot and extreme long shot and shows the whole

area, making visible what he talks about. “Over the last year, a huge clean-up operation has been carried out along the coast. This place was full of wreckage, but now pretty much all of it has been removed. All you can see are the foundations of the buildings and the layouts of the streets where people’s homes and shops once stood. But even if the survivors want to return here, rebuilding hasn’t even begun.” This report takes 29 seconds.

Cut, voice-over continues, one extreme long shot, probably from a helicopter, shows workers in white protective suits working at the plant, ‘In Fukushima it is the radiation from the crippled nuclear plant that is preventing people going home.’ This report takes 7 seconds.

Cut, voice-over continues and four shots are shown of mourners wearing protective suits performing a memorial service: one medium shot of five mourners, one of them holding flowers; one medium long shot of one mourner putting flowers on a makeshift altar, one close-up of the flowers and one medium long shot of a mourner bowing behind the altar full of flowers, ‘Wearing protective suits, one group was allowed into the exclusion zone today and within a mile of the melted down reactors.’ This report takes 9 seconds, the time shots are visible is 11 seconds.

Cut, voice-over continues and five shots are shown while a bell tolling can be heard in the background: one close-up of the sea, flowers in front are first blurred and then flowers are clear and sea is blurred; one medium shot of mother and child crouching and throwing flowers into the sea. This shot is nearly the same as in the German Tagesschau. Next, one close-up of child and mother, one long shot of people from behind who add flowers laid out in a row on the beach, one medium shot of a girl adding a flower to the flower-row in front of her on the beach (sea with strong waves behind her), stopping and bowing before running back. This same shot is also shown on the American CBS news of the same day. The angle of the camera shows the entire body of the child, taken from the ground. ‘Others find themselves drawn to the beach to throw flowers on the sea that stole the lives of so many, calm today, a year after bringing such misery. Roland Burke, BBC News, Kessennuma.’ The report takes 15 seconds and contains 33 words (183 strokes). The time shots are visible is 19 seconds.

Cut, Owen in studio is first visible with head down, probably having been watching the video in the desk in front of him, he then raises his head, looks into the camera and, “Here, a memorial service has been held

for the six British soldiers killed in Afghanistan last week.” In the background hymn singing can be heard.

4.4 Analysis of this news sequence

The anniversary fell by chance on a Sunday, a day on which News at Six is not shown at the usual time nor length. It should be noted that this fact might have had some impact on the length of the news sequence, as on Sundays usually more time is allotted for sports and other entertaining events. However, it should not have had any influence on the core intention of how to present this news nor on the communicative style in which news is usually presented, thus making it possible for comparisons to be made with other countries’ prime time news programs.

The news sequence about the anniversary of March 11, 2011 appears second in order for 3 minutes 01 second after the main news, which was the same as on CBS, about an American soldier in Afghanistan having run amok, for which more than four minutes were allotted.

The March 11th anniversary news sequence is about remembrance and recalling what happened and how the earthquake and the tsunami affected the people and where they lived. The newscaster’s 20 seconds introduction to the topic in the studio focuses on this. The first shot, a bell tolled by a priest, is used as an emotional symbol of remembrance of a catastrophe, seconded by the following shots and the two interviews of women in tears. Remembrance and mourning happens everywhere not only in monasteries or in the national memorial service in Tokyo, where the Emperor’s words are translated, but also in the streets, close to the reactor plant and on the beaches. Other shots show the devastation the earthquake and the following tsunami caused. Three minutes and one second out of the 18 minutes and 56 seconds news program are spent on the sequence about the anniversary in Japan, which is 16%. In total, 28 shots plus two interviews and the Emperor’s speech are shown.

The length of the shots vary, some shots are shown for up to seven seconds, such as the solitary pine tree in a devastated area.

The focus is on the catastrophe, what it did to people and the area affected and how people feel today. Therefore, keywords are hardly repeated. There is rather a cluster of words expressing this focus, such as: ‘earthquake’ and ‘tsunami’ ‘struck’, ‘quake hit’, ‘worst affected’, ‘earthquake hit’, ‘devastated towns’, ‘disaster’, ‘neighborhoods smashed’, ‘swept away to

their deaths', 'wastelands', 'full of wreckage', 'crippled nuclear plant', 'melted down reactors', 'stole the lives of...', 'bringing such misery', 'traumatized', 'panic', 'fear', 'it hurts deeply', 'wanted to help and could not', 'mourning', 'bereaved', 'memorial service'. The shots shown underpin this focus, appealing to the emotions and conveying the mood of mourning and helplessness. The first shot of a new cut is nearly always a medium close-up or a medium shot, creating a certain closeness or intimacy, which is enhanced by showing the first shot for 2-3 seconds before voice-over starts. Although the correspondent is mostly heard in voice-over, once he is seen, he appears directly in the devastated area and not in close-up on a street in Tokyo. He walks in this area, which makes it authentic and real. The sequence ends with a shot of a small girl in voice-over, which stands for hope and connectedness to the here and now, the survivors and the audience.

The communicative style in which the news is presented aims at relationship building with all the protagonists involved: newscaster, correspondent, audience, area/people reported about, as well as with the subsequent news report. Within literally a second after the anniversary sequence, newscaster Owen uses the words 'memorial service' to introduce the next news, which indeed is about a memorial service for six UK soldiers killed in Afghanistan and which is also portrayed with two medium close-ups and one medium (long) shot for 24 seconds. Here again the last medium close-up is visible for 7 seconds.

The remaining news reports are all on domestic topics: 2 minutes 38 seconds about the Liberal Democrats refusal to endorse the coalition's change to the NHS. This news was not covered in the introduction of the news at the beginning of the program. Thirty-nine seconds is spent on the resignation of a Bill of Rights-commissioner, 2 minutes and 23 seconds on the Catholic's Church refusal of gay marriage, one minute and 48 seconds on Prince Harry's overseas tour, and 3 minutes and 16 seconds about various sports events.

4.5 NHK News 7

The news program starts immediately with the sound of sirens and four shots: one long shot zooming in to medium shot, one medium close-up, one close-up and another medium shot of people praying and observing a minute of silence. On the screen: '東日本大震災 1 年' (One year after Northeastern Japan Earthquake) is visible in big letters. This lasts 16

seconds. Then follow, in three cuts, comments of two women and one man, all in close-up, each of 3-4 seconds length. The underlined words of their comments are visible as subtitle: 1. 悔しいです。ただ悔しくて。2. かえってきてもらいたいね。3. この教訓をいかさないと、本当に亡くなった人に申し訳ないので。

Cut, after 27 seconds the newscasters Takeda and Kogo are shown in medium long shot standing on a white floor in front of an enormous screen covering the back-wall showing people in remembrance, a solitary pine tree and a collage of devastated areas. The title '東日本大震災 1 年' is huge. Newscaster Takeda: '巨大地震と大津波に襲われた東日本大震災から一年がたちました。' This takes 10 seconds.

Cut, both newscasters are visible in close-up, having eye-contact with the camera, they bow, and the camera zooms to medium shot length. Their names, News7, and the date appear in subtitle, and newscaster Takeda says, "ニュース7です。今夜は番組を1時間に拡大してお伝えします。" (This is News7. Tonight's program will be extended to one hour.). Female newscaster Kogo immediately continues, while beckoning with her head several times. Both newscasters keep eye-contact. "今日はこの一年の日を主に3つのテーマで見ていきます。" (We will recall the disaster under three themes.)

Cut, the close-up focus is on the oversized back screen of collaged scenes of devastated areas. The two newscasters stand on the very left side, half turned to the screen-wall, and newscaster Kogo points with her left arm to the three themes, which fly unto the screen and reads one after the other, as each one is highlighted in a different color. "ひとつ目が津波が来る前の避難次に先が見えない原発事故そして希望です。" (The first is 'to escape the tsunami before it arrives', second 'the non-transparency of the nuclear accident' and 'hope'.) While she mentions and points to the last one, she fully turns again to the camera. During that time newscaster Takeda stands behind her with his hands clasped in front. The explanation takes 23 seconds.

Cut, both newscasters appear again in medium close-up and male newscaster Takeda continues, while beckoning twice to the camera, seconded slightly by newscaster Kogo, "まず今日の被災地です。夜明けとともに一人手を合わせる男性がいました。" (First, the affected area today. At dawn one man joined his hands in prayer). And '追悼の祈り 復興への誓い' (Prayers in remembrance, pledge to rebuild) appears in subtitle. This takes 10 seconds.

Cut, a very long shot of a devastated area and of a ship on the left, stranded on shore. The camera zooms slowly closer to a man standing in prayer in front of a house on the left and stops in medium long shot. This takes 20 seconds. Only the chirping of birds can be heard. Text can be found in upper left part of the shot (One year after the earthquake in Northeastern Japan. Prayers in remembrance everywhere), later a subtitle appears (Prayers in front of his house). This shot takes 20 seconds. The text on the upper left corner appears on all shots during the first theme.

Cut, man in close-up from the side, he says, “本当に今でも思い出します。この船を見るたびにね。” (I recall it even now, every time I see this ship).

Cut, camera zooms out from the man to a very long shot on the devastated area around the house and further away: うーん、さびしいよね。もう何にもなくなってしまったもの (Yes, lonely. Everything disappeared.) The two shots take 13 seconds.

Cut, three shots are shown, one very long shot of a row of people lined up on a beach facing the sea, the following medium close-up zooms along the faces of some of the people and the last shot is a close-up of the joined hands of two people, which is visible for more than 7 seconds. Newscaster Takeda in voice-over: ‘被災地では今日追悼の祈りが続きました。’(Today prayers of remembrance continue in the affected area). These shots take 18 seconds.

Cut, the camera shows a destroyed building of a kindergarten and zooms closer until a small boy with flowers is clearly visible inside it. Takeda in voice-over: ‘津波で被害を受けた釜石市の幼稚園を訪れた親子。’(Mother and son visit a kindergarten in Kamaishi devastated by the tsunami.) ‘男の子の友達津波でなくなりました。’(The boy’s friends died in the tsunami.) This shot takes 12 seconds.

Cut, a 8 second medium long shot on the boy and his sister searching in the debris, during which the words of his mother can already be heard, whose face appears after a cut for 4 seconds in close-up: “どこかで区切りをつけたいんですけど、なかなか、でも気持ちの整理がつかないまま一年が過ぎた感じですね。” (Somewhere I/we would like to put an end to it. But the year went by without having been able to sort out one’s feelings).

Cut, for 8 seconds the camera zooms upwards amid twisted steel girders unto a clock stopped at the time of the earthquake (2:46 p.m.) and rests in close-up. Finally a man’s voice can be heard: ‘黙祷’(Minute of silent prayer). Already before this announcement sirens are audible.

Cut, five shots of people praying in remembrance and/or silently crying and wiping their tears. The camera either zooms in on them or begins in medium shot or (medium) close-up. Various locations are identified in text in the upper right corner of the screen. During these five shots only sirens can be heard; they last for 35 seconds.

Cut, a medium close-up of a woman in tears and wiping them, accompanied by another rather silently crying woman and a man, who says, “なるべくね、この時間には一緒にいてあげられればいいかなと思っ” (I just wanted to be as one with them as possible at this time is what I thought) This shot takes 9 seconds.

Cut, a church bell can be heard, another three shots, one in Ginza zooming from a clock on a tower down to a crowd of people looking up, a close-up of a woman looking up in tears, hands joined in prayer, a medium shot of two adult women and a child praying on a beach. The three shots are shown for 18 seconds until the point of 3 minutes and 41 seconds.

Cut, for 8 seconds a long shot of the huge flower arrangement on a Tokyo stage for the memorial service by the government is shown. On the right hand side the Emperor and Empress are visible. In voice-over ‘黙祷’ (silent minute of prayer) can be heard, all present bow their heads and a second counter starts counting.

Cut, after a 3 second medium close-up of the Emperor and the Empress, newscaster Takeda starts in voice-over, then a new cut and three shots are shown: one medium shot of the selected members of bereaved families directly attending the service, one medium shot of a local gathering watching the service online and one close-up of a mourning female pressing her handkerchief to her mouth: ‘政府主催の追悼式。およそ 1200 人が出席し、黙祷をささげました。式典の様子は各地で行われた追悼式でも中継されました。(The memorial service was organized by the government. About 1200 people attended and observed the minute of silence in prayer. The ceremony was broadcast in real time at memorial services held throughout the country).

Cut, a 9 second medium close-up of the Emperor and the Empress coming onto the stage and a 3 second long shot of them from the audience was shown. Newscaster Takeda in voice-over: ‘心臓の冠動脈のバイパス手術を受け、退院後もない天皇陛下は時間を短縮して追悼式に臨まれました。’(Having just left the hospital after a bypass operation, the Emperor attends the memorial ceremony for a shortened time).

At this point 4 minutes and 22 seconds of the news have past.

Cut, the Emperor, holding a white sheet of paper, and the Empress are shown in medium shot changing to medium close-up from the side. The speech by the Emperor is shown for 58 seconds: “震災により失われた多くの人々に深く哀悼の意を表します。被災地の今後の復興の道には多くの困難があることと予想されます。国民皆が被災者に心を寄せ、被災地の状況が改善されていくよう、たゆみなく努力を続けていくよう期待しています。そしてこの大震災の記憶を忘れることなく子孫に伝え、防災に対する心掛けを育み、安全な国土を目指して進んでいくことが大切だと思います。”

As mentioned before all text underlined appears also as subtitles. The time of this news program was doubled to one hour. Introduction and the first theme ‘earthquake evacuation’ is covered for 22 minutes and 42 seconds, ‘the nuclear accident’ for 10 minutes and 39 seconds and ‘hope’ for 19 minutes and 48 seconds. A special report on the weather in the affected area takes one minute and 18 seconds. Anniversary related news continues up to 54 minutes and 33 seconds of the 60 minutes, followed by sports (marathon and sumo) and the general weather report.

4.6 Analysis of this news sequence

The news starts with strong close-ups of people affected by the catastrophe a year ago. After 30 seconds the two newscasters appear standing in front of an oversized screen-wall and greet the audience by bowing. They keep eye-contact with the camera, have grave faces, often beckon with their heads, and their eyes express and seek sympathy with what and whom is being reported. The shots are often close-ups or medium close-ups, sometimes shown for as long as 20 seconds without any comments, relying on the power of the picture to convey emotion and/or draw the audience in. The first climax is the national memorial service with the Emperor’s speech as well as the speech of the affected families’ representative. Various episodes portray the remembrance of ordinary people, what they experienced, what made a difference to them and how they try to cope with the situation. Instead of relating facts (the first statistics appear after 15 minutes of news), the intention of this news program is relation-building, raising sympathy and emotions as well as calling for standing together. These words are not directly mentioned, but rather their intended meaning is conveyed via the episodes reported as well as by emotive images. The

catastrophe is the main theme, as the following word-clusters show. Tsunami appears 37 times spoken and 11 times in subtitle, ‘地震’ and ‘震災’ (earthquake catastrophe) appear 36 and 12 times, ‘復興’ (rebuilding) appears 35 and 22 times, ‘原発’ (nuclear plant) 24 and 18 times, Fukushima 20 and 15 times, and ‘被災地’ (disaster area) appear 14 and 6 times. ‘命’ (live(s)) appears 12 and 5 times, ‘生活’ (livelihood) 13 and 5 times, ‘亡く’ (died) appears 9 times and ‘死亡’ (death) 3 and 2 times.

Various episodes are shown, weaving together a narrative of collective memory by vividly showing what people/individuals experienced emotionally. The narrative appears authentic, and is shown to be shared by the audience and becomes real and true for all. No correspondents or experts appear, the newscasters are hardly visible either. They mostly introduce the next episode and/or are heard in voice-over. Most important are the shots themselves, which ‘speak’ even without words.

5 CONCLUSION

The communicative styles of the news programs of the three countries analyzed show evidence of the communicative styles attributed by various authors to each of the three cultures. The focus on facts, analysis and maintaining distance is realized in the German Tagesschau by the use of very little facial expression or body-language by the newscasters and the correspondents. No discernible social relation between them could be detected. The frequent usage of long shots confirms the impression of distance, and the shots do not contain any emotional or sympathy seeking content. The news about the anniversary of March 11th appears first in the broadcast, focusing on the nuclear accident and on protest against nuclear power. This news is followed by a report about anti-nuclear protesters in Germany asking for an earlier phase-out.

In contrast, the BBC news reveals more interaction and relationship building between newscaster and correspondent, as well as with the audience, by displaying animated facial expressions and by verbal choices. The shots consist of more close-ups, medium close-ups, and medium shots, which are also shown for different lengths of time. After cuts, voice-overs begin after approximately two seconds, giving the shots time to ‘speak’ for themselves.

The focus of the BBC’s news sequence is on remembrance. It contains various emotive images,

ending by showing a small girl praying and running off, marking the connection and communication to the next generation. However, in the news program the report about March 11th appears only second in the broadcast and is allotted only 18% of the overall time.

Japan's NHK News7 of March 11, 2012 is heavily emotional, which is no surprise being the country affected by the catastrophe. However, although the news program is extended to one hour and more than 90% of that time is spent on the anniversary, it does not reveal any background information, summary, facts or connected data of what has happened or been discovered during the past year. Instead the news program is built up as providing an emotional bonding between the people of the disaster area and the audience. The focus is on sharing the grief, sharing the misery, remembering and standing together. Visually this is achieved by many close-ups and medium close-ups of people and symbols, such as stopped watches, hands clasped and the like. These shots are shown for up to 22 seconds at a time without any voice-over, only a background of wailing sirens, tolling bells, the chirping of birds, etc.

As mentioned before, this study shows only preliminary results and many further investigations and comparisons are necessary to find stronger evidence for culture related communicative styles in prime-time news programs of different countries. A stronger focus on the different framing and hidden intentions of news broadcasts is also necessary and further studies are planned to investigate these issues.

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3 か国の公共放送のプライムタイムにおけるニュース番組の比較分析(暫定的結果)

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概要

文部科学省そして欧州委員会ともにメディアリテラシーの育成を奨励している。しかしグローバル化された世界においては、メディアリテラシーは単に一国の問題には留まらない。文化間コミュニケーションとのリンクが必須となる。文化と価値観が伝達されるということは、コミュニケーションスタイルの相違に目を向けなければならないということである。本研究では、その二つをリンクさせながら3ヶ国の同日のプライムタイムにおける公共放送のテレビニュース(ARD Tagesschau・ドイツ、BBC News at Six・イギリス、NHK ニュースセブン・日本)中のそれぞれの報道の特徴を分析する。上記のニュースが物語るのは、音声と映像の両者における異なるコミュニケーションスタイルとプレゼンテーションに現れるその影響である。

キーワード：メディアリテラシー、コミュニケーションスタイル、文化的スタイル、テレビニュース番組

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