

Research on Development of Chinese-language Media in Japan

—center around the period from 1980s to the present

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Chinese-language Media in Japan has passed through 110 years since the newspaper DONG YA and QING YI was founded in 1898. During the end of 19th century to the early 20th century, hundreds of newspapers and magazines, which disseminated new cultures of Western bourgeois, were founded by exiled intellectuals and overseas students in Japan. These newspapers and magazines played an enormous role in arousing and inspiring Chinese people, creating public voice of revolution. And since 1980s, students studying in Japan and the Japanese overseas Chinese, who inherited and carried forward the tradition of the older generation, have achieved a rapid development of Chinese-language media in Japan in a short span of 20 years.

The Chinese-language media in Japan has experienced a process which is from small-scale to large-scale, from less to more, from single to multiple, from simple to complex. The statistical data shows that more than 140 Chinese-language newspapers and magazines have been created since 1980s. Until now there still exist more than 40 Chinese-language newspapers and magazines, such as *OVERSEAS STUDENTS NEWS* and *CHINESE HERALD*. In addition to the newspapers and magazines, electronic media has been applied to issue electronic publication, and special Chinese radio broadcast has been founded. There are 5 Chinese-language TV channels of 3 TV stations, such as CCTV-RICH. The past single newspaper-printed media are developing into the tridimensional media of information.

With the development of Chinese-language radio, internet, especially the foundation of Chinese-language TV stations, overseas Chinese in Japan are much more enjoying their colorful life now. Meanwhile, the Chinese-language media in Japan are attracting more and more natives. It makes a special contribution to the spread of Chinese culture and to the Sino-Japan friendship. In nowadays, Chinese-language media in Japan has grown into such a period of vigorous development that surpass any time in history in various aspects like quality, quantity, boundary and social influence.

How ever, the Japanese society develops rapidly, and it is transforming from a non-immigrant society to an immigrant society. The number of overseas Chinese in Japan has increased to 700,000(including Chinese citizens living in Japan). Chinese-language media will play a more important role in Japan in the near future. In this paper, the author is going to research in such aspects: the background, the characteristic, existing problems and developing directions of the flourishing Chinese-language media in Japan. In the end, the paper reaches a conclusion that the traditional newspaper media will be impacted by the burgeoning internet media, TV media and the mobile terminal media, which is the developing direction of Chinese-language media in Japan.