

NIHON BUYO see classical dance

Nihon keizai shinbun

Nihon keizai is the only national newspaper that primarily reports economic news. It was founded originally in 1876 as a weekly journal under the name *Chugai bukka shinpo*. Although it became a daily newspaper in 1885, it was not until 1889, when it took the name *Chūgū shōgyō shinpo*, that general news articles were incorporated.

The newspaper went through a second name change in 1946, at which time it joined the ranks of other Japanese national newspapers under its present name *Nihon keizai shinbun*. The newspaper has domestic offices, which stretch from Hokkaidō to Kyūshū, and a large overseas network, as well. Its rise in circulation mirrors Japan's period of economic growth, particularly during the 1960s.

True to its name, *Nihon keizai* carries detailed accounts pertaining to domestic and international economic and trade issues, financial trends, stock information, changes in corporate personnel and other business-related matters. The newspaper takes pride in introducing up-to-date industrial developments and the latest commercial products. *Nihon keizai* has become indispensable reading for people interested in and connected with any aspect of the business sector.

In comparison with the *Asahi shinbun*, *Mainichi shinbun* and *Yomiuri shinbun*, the newspaper's layout and headings are extremely plain.

In the 1970s, *Nihon keizai* made an initial move towards becoming a media giant by publishing various books and magazines related to finance and management, and presently it plays an important role in publishing computer journals.

Present circulation – morning and evening included – is approximately 2,000,000.

BARBARA HAMILL SATO

Nihon no hegiki

For one of the first films of the post-war period, the Allied Occupation enlisted the talents of producer Iwasaki Akira and director Kamei Fumio, the only two film-makers to be imprisoned for war resis-

tance. Drawing on old propaganda films, Kamei used brilliant editing to offer an alternative history of the war. He demonstrated how information was filtered through structures of power, revealing the lies of the wartime media. The film was finally suppressed because its angry critique of the wartime leadership and the Emperor was not consistent with the SCAP decision not to pursue the Emperor as a war criminal. This decision set the tone for the Occupation's film policy and left Iwasaki and Kamei victims of their liberators.

ABÉ MARK NORNES

Nihon TV

Nihon TV (NTV) was launched in 1953 by the president of *Yomiuri shinbun*, Soriki Matsutaro, who applied for a television licence when he recognised the need for wider audiences to be established to satisfy the advertisers who would ultimately support commercial broadcasting. He set up big-screen television receivers in central public locations to encourage new viewers. Newspapers at the time reported traffic jams caused by the crowds that gathered to watch the broadcast of major events. NTV is the key station in the now extensive Yomiuri NNN (Nippon Television Network Corporation) network of thirty affiliates. The Yomiuri connection predictably has led to extensive sports coverage of baseball and, in particular, the Yomiuri Giants. The station also became renowned for its late night programme *11 p.m.*, which specialised in provocative content. News coverage is also a popular element of the station's programming, with the public perception that the shorter NTV news is a more accessible and popular news style than that of NHK.

SANDRA BUCKLEY

Nihonga

Nihonga (Japanese-style painting) is an aspect of Japan's modernisation project that began in the Meiji Period (1868–1912). Its goal was to at once preserve tradition in Japanese art and forge a modern cultural identity. While the tension be-

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BARBARA HAMILL SATO

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AARON GEROW