

3 Contemporary Trends

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Modern society faces three seemingly unrelated major trends: changing demographics, the growing importance of food ethics, and the rise of digital technologies exemplified by esports. However, these challenges are deeply interconnected, shaping our future through common themes. By examining these issues holistically through the lenses of sustainability, technological innovation, diversity and inclusion, economic growth, and resource management, we can better understand the complex changes in our society and find solutions for the future.

I

Japan's government started to accept a lot of foreign workers in recent years. According to the Ministry of Health, Labour, and Welfare, the number is more than 2 million in 2023. This is because the population in Japan is decreasing and Japan is facing a labor shortage. On the other hand, according to Statista, Canada accepts more than 250,000 immigrants every year to deal with the shortage of labor due to the population decline.¹ Both immigrants and foreign workers go to other nations to make up for labor, but immigrants could have negative impacts on different countries. In my opinion, I disagree with Mr. Fukui's argument because of Japan's policy in contemporary society. Furthermore, the population is decreasing because fewer people are in relationships, and it will affect the shortage of labor in the future.

To begin with, I disagree with Mr. Fukui's statement because Japan accepts more foreign workers rather than immigrants in contemporary times. Indeed, certain nations such as Canada or Germany are famous for accepting a lot of immigrants to solve the shortage of labor however, they have negative effects on the nations. For instance, according to Statistics Canada, the number of French speakers was 27.2% in 1971, but it decreased to 21.4% by 2021.² Accepting too many immigrants could mean that the nation would lose its identity, especially its culture. However, foreign workers would not affect the country significantly because they would not live there eternally, they just adapt to the local cultures while they work there.

¹ Statista, "Number of immigrants in Canada from 2000 to 2023," Statista Research Department, July 4, 2024

² Statistics Canada, "While English and French are still the main languages spoken in Canada, the country's linguistic diversity continues to grow," August 17, 2022

In society, the population is decreasing because fewer individuals get married, and population decline affects the shortage of labor. According to Recruit, Buraidaru Souken illustrates that the percentage of people who do not have boyfriends or girlfriends is around 70% in 2023.³ One of the most popular reasons why they do not want to marry is because they do not have enough money. In addition, according to Nissei, Kuga Naoko argues that the percentage of women who are housewives went down to about 30%.⁴ That could mean that more and more females started to work in society. Consequently, both men and women became too busy to have time to be in relationships. If the population declines further, the number of workers in the next generation will also decrease. The shortage of labor will put financial responsibility on youth because workers need to pay taxes. Specifically, aging will progress in the future, and the cost of the social security system, including pensions will increase. Then, governments will act on tax rises. In fact, the Ministry of Finance in Japan argues that the reason for having increased the consumption tax rate to 10% is that Japan is aging at a fast pace and the cost of social security continues to rise as the population ages and relies more on taxes and debt. In order to pass on the current social security system to the next generation, stable financial resources must be secured.⁵

To sum up, I disagree with Mr.Fukui's assertion because Japan will accept foreign workers instead of immigrants, and the cause of population decline is the decreasing number of people who get married, it has negative impacts such as the shortage of labor.

II

To commence, I agree with Mr.Fukuoka's opinion because it is said that fast food will cause negative effects on human health. According to Jason Block, "People who eat fast food more than twice a week have higher than 27% risk of type 2 diabetes. Also, the risk of heart disease increase by 20%".⁶ If you have this disease, it is necessary to take medicine. Conversely, if you have healthy eating habits, the disease risk will decline, so you do not have to take medicine. This could mean that healthy food can be medicine in the long term.

³ Buraidaru Souken, "Love and Marriage Surveys in 2023," Recruit, December 12, 2023

⁴ Kuga Naoko, "Profile of today's full-time homemaker households - down to 30% of working households with a couple." Nissei, August 22, 2023

⁵ Ministry of Finance, "Why was the recent increase in the consumption tax rate to 10% made?,"

⁶ Jason Block, "Consumers largely underestimating calorie content of fast food", the BMJ, May 13, 2013, accessed November 19, 2013

Next, I will discuss the impacts of food ethics on our society. Firstly, Keisuke Amagasa argued that “In 2009, approximately 74% of whole GM foods in selling were provided by 10 companies, so the GM markets were monopolized”.⁷ It is difficult for small-scale farmers to win in the market because they have three main issues: high seed costs, the burden of patent royalties, and characteristics of GMOs suitable for large-scale production. Secondly, according to CBI Japan, the percentage of consumers who have a positive imagination against GM food is only 12%.⁸ Even though many scientists illustrated that GM food is safe, it is kind of difficult for individuals to understand. As a consequence, certain people still say that GM food is dangerous.

III

What do you think about “Esports”? Esports means competitive video games. According to Myvoice, the number of people who know esports in Japan is more than 80 percent in 2023.⁹ This means that esports is becoming more and more famous in Japan. However, about 95 percent of the people are not interested in Esports. In the world, the number of people who know about Esports is over 2 billion now. This is a significant increase since 2015 when only 800,000 people were aware of Esports. However, only 30 percent of Japanese people think esports is good. This essay will explain the advantages and economy of Esports so everyone to understand it and create a good Esports future.

To begin with, there are several benefits of Esports. First, you can develop information processing and logical thinking abilities. To win the game, thinking about how to eliminate or how to survive is the most important. To achieve them, information processing skills are necessary. In addition, after players lose the game, they will consider the reasons why they lost. You can develop logical thinking ability by thinking about them. In this way, having these skills while playing video games is one of the good points of esports. Second, you can develop good IT skills when you are young. Almost all people use a computer to play games and need knowledge about computers, the basic methods of operation, and typing. They can learn how to use the computer with fun. Third, you can get

⁷ Keisuke Amagasa, “The Real of GM Food”, Tokyo Gyosei, May 5, 2013

⁸ CBI Japan, “Social acceptance of GMOs”, December 6, 2022

⁹ Myvoice, e スポーツに関するアンケート調査(第3回), February 5, 2023

communication ability. According to Linked In, Esports players must be able to communicate with their teammates for victory.¹⁰ You need both verbal and writing skills.

Next, I am going to write about the Esports industry and revenue statistics. According to Demand Sage, the global esports market will be valued at around 1.44 billion dollars in 2023.¹¹ This number is projected to grow to 5.48 billion dollars by 2029. China has the highest market value in the world at 360 million dollars. Then, the USA and Western Europe got 244 million and 205 million dollars. The top-earning esports teams make over 90 million dollars in a year. In addition, there are a lot of markets for more than just the players. For instance, Sponsorship, media, tickets, streaming, and so on. Especially, Sponsorship got 8737 million dollars, and about 80 percent of the esports are from gaming hardware or devices. Other famous sponsors are drink companies or furniture manufacturers. In 2023, there are more than 540 million esports viewers in the world. The number of people who watch esports is rising greatly and it will continue in the future.

In conclusion, esports is becoming more and more popular for many people, and marketing is also increasing significantly. In modern society, IT skills are really important and useful because many of them will use computers for their future jobs, and almost all abilities from esports will also be valuable. Moreover, esports marketing is also growing greatly, and game players can get more and more money as a job. I think Esports is good for young people because they cannot work as adults, but they can get a lot of money, and the experiences of professional _

IV

Ultimately, the disparate fields of population decline, food ethics, and esports are linked by common themes that support our society: sustainability, technological innovation, diversity, economic growth, and resource management. An integrated approach to these challenges leads not only to solving individual problems but also to realizing a more comprehensive and sustainable society. Looking to the future, we need to explore creative solutions and cooperation across disciplines, using these common themes as our guiding.

¹⁰ Christopher Turner, The Soft Skills You Learn in Esports: A Detailed List, February 13, 2023

¹¹ Daniel Ruby, eSports Statistics for 2023, March 10, 2023

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- Daniel Ruby, eSports Statistics for 2023, Demand Sage, March 10, 2023. accessed October 21, 2023, <https://www.demandsage.com/esports-statistics/>

Typhoon × Architecture

Shione Arami

Japan is called a “disaster powerhouse”.¹² It has 4 big reasons. There are locations, weather, terrain, and urban development. Japan belongs to the Asian climate region so it causes floods and typhoons. Also, the Japanese land area is so small that the mountain slope is a steep incline. It makes it easy to collapse. Therefore, Japan has a 10-place ranking of climate disaster damage in 1018.¹³ The list of orders weighed the effects of weather-related disasters generally attributed to global warming, such as typhoons, floods, downpours, and hot and cold spells, in 181 countries based on casualties and the amount of financial losses directly linked to the disasters. Japan has several kinds of disasters such as typhoons, earthquakes, and eruptions. Especially in Japan, typhoons often have damaged typhoons. More than 56 thousand houses were damaged by the Heavy rain disaster in western Japan in 2018.¹⁴ Then more than two hundred seventy people died in the typhoon. This is the problem that people have not done building measures. In this thesis, I will explain about typhoon damages and customs of Japanese architecture worldwide including effects, causes, difference architecture between Canada and Japan, and solutions.

I

To begin with, I will explain why Japan is the cause of most typhoon damage. First, Japan is a country that is easily hit by typhoons compared to other countries in the world. It is because The place where typhoons are most likely to form is located on the sea south of Japan and Japan is in the path of typhoons.¹⁵ Some typhoons approach or go ashore every year. They can bring storms, and active fronts can cause heavy rain. Also, Japan's topography is rugged and there are many faults and steep inclines so if it rains, the ground will loosen.¹⁶ Then, some people who live around the mountain. Most Japanese people do not have an underground so they can not escape the landside. Also, if there is strong wind, something is coming frying. Then If people are on the ground at that time, they will be damaged.

¹² “Why Japan is called a “disaster powerhouse”?,” LIVE JAPAN, 2020

¹³ “Japan ranked worst among 181 nations for climate disaster damage,” The Mainichi, 2019

¹⁴ “Typhoon Hagibis leaves over 56,000 houses damaged in Japan,” The Mainichi, 2019

¹⁵ Himekawa, Why did a typhoon come to Japan?,” NHK, 2022

¹⁶ “Disaster Prevention,” Ministry of foreign, affairs of Japan, 2022

Second, people sometimes face power outages, disruption of water supply, and other lifelines. They will be affected by the countryside. Therefore, in summer it is so hot and in winter it is so cold if they can not use electricity. Then some people get ill and feel bad. It is because people take a long time to restore their lifeline so they have to live in their house or shelter in this bad situation. Actually, typhoon No. 15 lost 0.93 million houses and lasted 12 days in 2019. Also, typhoon No.10 lost 0.53 million houses in 2 days in 2020.¹⁷ In Chiba prefecture, there were some deaths because of health damage caused by power.¹⁸ That shows Even if the building is not directly damaged, it is damaged in other faces. It is important to focus not only on the sturdiness of the building but also secondary damages.

Finally, I will explain the effects of the typhoon. In Japan, 578 fatalities, related to seven occurrences of heavy rains and 16 typhoons, occurred between 2016 and 2020.¹⁹ Moreover, 13,195 houses collapsed due to hazards. Indoor and outdoor mortalities due to heavy rains or typhoons were 157 (55.9%) and 124 (44.1%).²⁰ Number of people who lost their lives indoors was more than the outdoor. Therefore, Recently, they have mostly focused on how to seek refuge but it is not always safe to be inside the house. This shows that the extent of damage varies greatly depending on the condition of the house.

II

In this section, I will explain the differences between architecture in Japan and Canada. The reason why I will compare it to Canada is that there are some storms and hurricanes a year, the same as in Japan. There were 20 tropical storms developed across the ocean basin this year, seven of which grew into hurricanes, and three of those hurricanes strengthened into major storms with winds of category 3 intensity in 2023²¹. It is said that on average, they happen about 6 times a year²². Characteristically, most hurricanes enter Canada's sphere of influence and make landfall. Only very few storms turn away beforehand. In terms of architecture, many houses are well prepared for disasters which is different from Japan.

I will explain the architectural innovations in Canada against disaster prevention. There are some features. First, almost all houses have half basements to prevent anything flying on the ground from hitting us. Half basement

¹⁷ Industrial safety group, "past disasters," Ministry of Economy, Trade and Industry, 2020

¹⁸ Maruyama Yoshihisa, "HIGAIJYOUKYOU," Graduate school of Engineering, 2019,

¹⁹ Hisaki Naito, "Factors Affecting Human Damage in Heavy Rains and Typhoon Disasters," J-STAGE, 2022

²⁰ Shunji Kasaoka, "Characteristics of fatalities by heavy rains and typhoons in Japan," J-STAGE, 2022

²¹ Dennis Mersereau, "Historic 2023 Atlantic hurricane season finally end," The weather network, 2023

²² University of Wisconsin-Madison, "Hurricane in Canada, Word of data, 2023

is a building floor that is half below ground, rather than entirely such as a true basement or cellar. One-story building with a full basement called bungalow type was 57.7 percent in Canada²³. Also, Two stories with a partial basement called split level types 8.1 percent. It is the biggest feature of house design in Canada. In fact, when I stayed in Canada, my house also had a basement. Also, there was a bathroom and another door in the basement. Second, masonry exterior walls, other than cavity walls, in 1-storey buildings and the top stories of 2 and 3-storey buildings shall be not less than 140 mm thick. In addition, the exterior walls of the bottom stories of 2-storey buildings, and exterior walls of the bottom 2 stories of 3-storey buildings shall be not less than 190 mm thick²⁴. It is so thick, in the first place, that it was made to protect from the cold and prevent spending more comfortably in winter. On the other hand, it is also protected from the strong wind. The wall is thick so it is not crushed easily. It could be said that a Canadian house is safer than in Japan when storms come because it is not easily broken.

Second, let's check the information about Japan. In 2021, 58.7 percent of housing construction starts in Japan were wooden structure buildings²⁵ because about 73 percent of Japan is mountain²⁶ so it is easy to get the materials. Also, wood has the advantage of being less heat-conductive and better insulating than steel. Concrete also has high thermal conductivity, making it susceptible to temperature changes in the outside air. Therefore if the power goes out, It is not easily affected by outside air and temperature so it prevents secondary damage such as health hazards caused by cold and heat. However, wooden construction is inevitably inferior to steel-frame construction in terms of strength and durability so it is more susceptible to typhoons than steel-frame houses. Also, a lot of Japanese houses have storm shetter on their windows. About 58 percent of the houses in Japan have storm shetter²⁷. The storm shetter can protect windows and homes from strong winds and gusts so a lot of houses have it. It is a good thing which they do not have in Canada. It could reduce damage from the window.

III

²³ Katsuhiro Sato, "THE SPACE ORGANIZATION AND DWELLING USAGE OF THE BASEMENT SPACE OF DETACHED HOUSE IN CANADA," Architectural institute of Japan, 1994

²⁴ "Equipment instruction," Ontario, 2024

²⁵ Marlene Greenfield, "Share of wooden buildings in residential construction starts in Japan 2015-2021," satista, 2023

²⁶ "Topographic Classification," Geographical Survey Institute, 1981

²⁷ "Summary of major items for detached houses," architecture association, 2022

To reduce the damage of a typhoon in Japan, we have to look again at Japanese architectural composition. In 2019, typhoon Hagibus came to Japan. 93 people were killed and more than 87000 homes were heavily damaged.²⁸ The comparison of architecture with Canada should incorporate the architectural features of Canada, which is subject to kind of the same storm damage. In Japan's mountainous regions and areas vulnerable to typhoons, the use of underground spaces as shelters and disaster prevention facilities can be very effective. Actually there was Hurricane Fiona in 2022 in Canada. It was such a big hurricane but about 200 homes were damaged, and fatalities were 29 people. There were very few.²⁹ It means underground makes the house stronger and it can save their lives. It is important to avoid landslides and strong winds, it is really important to protect people's lives.

According to the Canadian Recovery Institute, “especially in coastal areas. strong winds cause big damage for houses but evacuating to underground can minimize damage from objects blown by strong winds.”³⁰ It means people who have underground space have a high percentage of survival because it can protect us from typhoons. The use of semi-subterranean housing and underground shelters in Canada also shows that underground space is an effective evacuation shelter from a disaster.³¹

Second, underground space is isolated from external climatic conditions so the temperature tends to stabilize. The temperature of the ground is stabilized all over the seasons if it is more than ten meters underground. In summer, the temperature is lower than the outside and higher than the outside temperature in winter. Actually, ten meters underground it is believed that temperatures are often kept around 10 °C in all seasons.³²Therefore, it can prevent second victimization because of the temperature. For example, in winter if people spend a lot of time outside in high winds, heavy rain, or cold weather conditions, body temperature will be low and it may make a dangerous situation for their lives. By evacuating underground, the risk of hypothermia and heat stroke due to temperature stability.

IV

In conclusion, Japan's vulnerability to typhoons, torrential rains, and landslides is bringing big loss of human life and property combined with increasing effects of global warming. Japan has tried several countermeasures such

²⁸Yamamoto Satoshi, “Typhoon Hagibus Aftermath,” NHK World, 2019

²⁹ Sydney, “Fiona damage is widespread in eastern Canada,” The washington post, 2022

³⁰ The Canadian Recovery Institute, “disaster recovery,” DRI Canada, 2020

³¹ “SHELTER DESIGN GUIDELINES,” BC Housing, 2017

³² “CHITYUNETUENERUGI,” Fukuoka prefecture , November, 2020

as storm-shutters and building regulations to reduce the storm damages but we face a big challenge. For example there is limited land, no underground shelter, and relying on wooden structures that are vulnerable to strong winds. In contrast, Canada also gets damage from hurricanes or storms so architectural devices have been implemented. Canada has implemented architectural innovations like semi-subterranean designs, thick brick walls, and extensive use of underground space. These features not only help protect buildings during hurricanes and storms but also create a stable environment that reduces secondary damage, such as extreme temperatures and long power outages. By using underground spaces as shelters in storm-prone areas, Canada has found an effective way to save lives and minimize damage. For example, during Hurricane Fiona in 2022, the country experienced relatively low death tolls and property damage, proving the effectiveness of this approach. Japanese disaster prevention has improved by increasing number of typhoon and strength because of global warming we need to rethink our current building methods and disaster response measures. Incorporating Canadian building practices, particularly the use of underground shelters, may be a major step toward reducing the risks posed by typhoons. The use of underground spaces can greatly increase disaster resilience by providing protection from strong winds, landslides, and extreme temperatures.

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Multilingual Assistance in International Hotels and Enhancing Satisfaction of Foreign Tourists

Kanae Ito

First of all, in the globalization world, the tourism industry has significant growth, attracting visitors from all over the world.³³ As a result, the ability of hotels to provide effective multilingual services has become more and more important.³⁴ Among the many factors that contribute to guest satisfaction, the ability of hotels to provide effective multilingual services has become more important than ever. For many foreign tourists, language barriers can be a major challenge when navigating unfamiliar environments.³⁵ Miscommunication or a lack of language support in hotels can lead to frustration and dissatisfaction, ultimately affecting their overall travel experience.³⁶ On the other hand, when hotels offer multilingual assistance, guests feel more welcomed, understood, and comfortable, enhancing their overall satisfaction and likelihood of returning.

This essay aims to explore the relationship between multilingual assistance in international hotels and the satisfaction of foreign tourists. Specifically, I will focus on three key aspects of the impact of multilingual skills on tourist satisfaction, the importance of cultural awareness and

³³ “Tourism industry,” Office for National Statistics, 2021.

³⁴ “The Importance of Translation in The Hospitality Industry,” Intertranslations, 2022.

³⁵ The Yomiuri Shimbun, “Overcome language barrier in getting vital information to foreign residents”, the Japan News, 2022.

³⁶ “宿泊業界お役立ち情報”, column, 2024

adaptability in hospitality, and the role of digital technology in supporting multilingual communication. By analyzing these factors, I will highlight how effective language support contributes to a more inclusive and guest-friendly hotel experience, ultimately benefiting both travelers and the hospitality industry.

I

Firstly, I will focus on the relationship between Multilingual Skills and Tourist Satisfaction. In today's globalized world, the tourism industry is experiencing remarkable expansion, with travelers seeking unique and personalized experiences in foreign destinations.³⁷ One critical factor influencing these experiences is effective communication. Multilingual skills among hospitality staff play a pivotal role in bridging the linguistic gap between guests and service providers, fostering a sense of comfort and trust. Research shows that tourists who are addressed in their native language feel more welcomed and valued, leading to higher satisfaction levels.³⁸ However, language barriers can often result in miscommunication, frustration, and unmet expectations, significantly impacting the overall experience of international tourists. In this context, understanding the relationship between multilingual capabilities and tourist satisfaction is crucial.

A study from the University of Delaware shows a correlation between the multilingual skills of hotel staff and the satisfaction levels of foreign tourists.³⁹ The effect of hotel employees'

³⁷ YANG FEIYUE "More outbound travelers seeking 'personalized' experiences", China Daily, 2025.

³⁸ "How Hotels Can Attract International Guests Through Multi-Language Services and Customization", Co FoHoReCa, 2024.

³⁹ E. Kline, S. F, "Hotels vs. Guest Satisfaction", Delaware university, 2023.

performance on customer satisfaction identifies among others the importance of friendliness and professionalism as well as the capability to understand customer requests and effectively adapt to any problems.⁴⁰ Also, an International Journal of Hospitality Management study has found that visitors who receive the service in their own language are more likely to leave tips, give positive feedback, and to recommend the service to other friends.⁴¹ These results suggest a significant link between multilingual support and guest satisfaction, highlighting the practical benefits for hotels aiming to enhance their international clientele's experience.

The relationship between multilingual skills and tourist satisfaction underscores the vital role of effective communication in the hospitality industry. As demonstrated by research, addressing guests in their native language not only fosters a welcoming and comfortable environment but also enhances their overall experience. While language barriers can lead to miscommunication and dissatisfaction, multilingual support serves as a powerful tool for overcoming these challenges.

II

We have been hearing a lot about cultural diversity lately. Cultural diversity is synonymous with multiculturalism. Multiculturalism is defined by the Encyclopedia Britannica⁴² as, “the view that cultures, races, and ethnicities, particularly those of minority groups, deserve special

⁴⁰ Torres & Kline, “From customer satisfaction to customer delight: Creating a new standard of service for the hotel industry,” ResearchGate, 2013.

⁴¹ Deng, W. J., Yeh, M. L. & Sung, M. L., “A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American Customer Satisfaction Index,” International Journal of Hospitality Management, 2013.

⁴² Jennifer L. Eagan, “Multiculturalism,” Britannica, 2024.

acknowledgment of their differences within a dominant political culture.” Recognizing and celebrating the diverse aspects encompassed by culture is essential for fostering a more harmonious experience within the hospitality industry, as it plays a significant role in shaping an individual's identity across various domains. By acknowledging that everyone comes from a different experience, and that this will affect how they interpret and react to different situations both positively and negatively, you can create an environment in your hotel that safeguards these culture differences.⁴³

Cultural diversity affects the hospitality industry from the time a hotel is conceived. When you create a hotel in a country that has a distinct culture, it is important to be sensitive to differences and incorporate elements that are important to each society. For example, it is customary to take your shoes off when you go into a room, so if you are building a hotel in Japan, you might consider in cooperation a shoes off culture inside the rooms. Or if you are building a hotel in Italy, it is paramount to include a bidet in the bathroom as Italians have the custom of using the bidet on a daily basis, sometimes even in place of a shower.⁴⁴ It is also ideal to have a property management system in place that will help you better understand who your guest is and adapt to their needs.⁴⁵ A property management system (PMS) is software designed to streamline hotel reservations and administrative tasks. The most important functions include front desk operations, reservations, channel management, housekeeping, rate and occupancy management, and payment processing. The first hotel property management systems were introduced in the 1970s. However, even today, not every hotel has one.

⁴³ “What is cultural diversity and why is it important?,” University of the people, 2023.

⁴⁴ “How do you use the bidet when on vacation in Rome?,” Rome vacation tips, 2024.

⁴⁵ “Hotel Property Management Systems: Products and Features,” Altexsoft, 2022.

There are many benefits to cultural diversity in hotels. The first advantage is to bring different perspectives to the hotel. Having guests and staff from different backgrounds brings diverse perspectives to your hotel, allowing for a convergence of different ideas and a wonderful way to create connections. Differences spark curiosity and represent a great way for both guests and staff to interact and learn new ways of doing things. By hosting guests from different backgrounds, you make your hotel experience richer and more interesting. The other advantage is to improve customer service. By having a culturally diverse team, you're able to better attend to different types of guests, no matter where they come from. Facilitating cross-cultural communication and fully understanding that each guest's needs and ways of communicating are unique depending on where they come from, you can gain an edge over the competition. An example of this edge could be in the case of tight-knit religious communities where word-of-mouth is a strong force. When someone from one of these communities has a positive experience at your hotel, they are more likely to recommend it to a friend and to turn into repeat guests.⁴⁶

III

In the era of rapid technological advancement, digital tools are revolutionizing the hospitality and tourism industry, offering innovative solutions to long-standing challenges such as language barriers.⁴⁷ With the rise of global travel, hotels and tourism businesses are increasingly adopting digital technologies like translation apps, AI-powered devices, and multilingual chatbots

⁴⁶ "The Importance of Translation in The Hospitality Industry," Intertranslations, 2022.

⁴⁷ Darya Efimov, "Artificial Intelligence in Tourism", Epam, 2024

to enhance communication and provide seamless experiences for international guests. These technologies not only bridge linguistic gaps but also enable real-time assistance, ensuring that tourists feel understood and valued regardless of their native language. Moreover, digital solutions contribute to operational efficiency by reducing the dependency on human resources for basic language support, allowing staff to focus on delivering personalized services. However, while these advancements hold immense potential, they also bring challenges, such as ensuring cultural nuance, maintaining privacy, and addressing limitations in accuracy. In Japan, many hotels have implemented "Talkappi," a customer service program that utilizes AI specialized in the tourism sector.⁴⁸ This system supports Japanese, English, Chinese, and Korean, with FAQs and content carefully translated by native staff. One of its key features is its ability to automatically provide information about hotel facilities and nearby tourist attractions using AI. By offering high-quality service, it contributes to enhancing the customer experience. The Hotel Monterey Group, which operates hotels nationwide, introduced the Talkappi chatbot across all its facilities in 2021 to address challenges such as multilingual support and a surge in inquiries. By delegating many tasks previously handled by staff to AI, the system has helped reduce employee working hours. In addition, It is linked to the official LINE account and attracts new users from LINE.

While digital technologies such as translation apps, AI-powered interpreters, and multilingual chatbots have significantly improved accessibility and convenience in the hospitality industry, they are not without limitations. One primary challenge is the accuracy of translations, particularly when dealing with complex sentences, idiomatic expressions, or industry-specific

⁴⁸ “観光の未来はおもてなしの進化から”, talkappi, 2024.

terminology.⁴⁹ For example, automatic translation tools often struggle with cultural nuances, leading to misunderstandings or miscommunication that may negatively impact the guest experience. The inability of these technologies to fully grasp context-sensitive meanings can result in translations that, while technically correct, fail to convey the intended tone or respect cultural sensitivities. Another pressing concern is privacy and data security.⁵⁰ Many digital language support tools require internet connectivity and collect user data to function effectively. This raises questions about how personal information, such as conversation logs or location data, is stored and used. Guests may be reluctant to use these technologies if they perceive risks to their privacy, especially in regions with strict data protection regulations, such as GDPR in the European Union.

In conclusion, in an increasingly globalized world, the role of multilingual assistance in international hotels is more important than ever. This study has explored how multilingual skills, cultural awareness, and digital technology contribute to enhancing the satisfaction of foreign tourists. Effective communication in a guest's native language fosters a sense of comfort and trust, ultimately leading to higher satisfaction levels. Additionally, cultural awareness and adaptability help create an inclusive and welcoming environment, catering to diverse guest needs. Furthermore, digital tools such as AI-powered translation services and multilingual chatbots have revolutionized language support in hospitality, offering efficiency and accessibility while also presenting challenges such as accuracy and privacy concerns.

⁴⁹ 満尾, “AI 翻訳のデメリットとは? 導入前に知っておくべき限界と課題”, Tmjapan, 2024.

⁵⁰ “生成 AI におけるリスクと対策 | 社会的な懸念や対処法についても解説”, AI suite, 2024.

As global tourism continues to expand, international hotels must recognize the value of multilingual services and cultural sensitivity in providing exceptional guest experiences. Investing in staff training, implementing advanced language-support technologies, and fostering a culturally inclusive environment will not only enhance customer satisfaction but also strengthen a hotel's reputation in the competitive hospitality industry. By continuously improving multilingual assistance and embracing cultural diversity, hotels can better serve international travelers and contribute to a more connected and welcoming world.

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<https://cofohoreca.com/post/how-hotels-can-attract-international-guests-through-multi-language-services-and-customization>.

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The different personalities of Japanese and foreigners from family environments, and education

Yuka Wang

According to the BBC, Christian Jarrett investigated “Each country may have its unique traits, behaviors, and attitudes but they rarely match the national stereotypes.”⁵¹ Psychologists gave the same personality test to one hundred or thousands of people from different countries, and they found that there was certainly a strong tendency towards culture to culture. That means the average personality in one country is often really different from the average personality in another. When it comes to international rankings for education, Japan has typically placed near the top. Japan's education system is renowned for its high standards, strict classroom discipline, and well-qualified teachers. Japanese students consistently excel in subjects like mathematics, science, and reading on international assessments like the Programme for International Student Assessment (PISA).⁵² The 127 million Japanese live in households as varied as can be found in America.⁵³ Canadians share the informality, freedom of expression, pioneer spirit (particularly in the north of the country), and entrepreneurial imagination of the USA. Yet, Canadians tend to be noticeably more modest, indirect, and considered in voicing their opinions.⁵⁴ Canadians are dissatisfied with their education system because there are curriculum-related issues, the overall quality of education, funding/ spending, student discipline/violence, teachers and their unions; and large class sizes.⁵⁵ In this essay, I will clarify the personality of each country through environment and education. It is interesting to know why and how people have different personalities.

I

To begin with, there are facts, advantages, and disadvantages to Japan's education. Firstly, the Japanese school system is 6-year elementary schools, 3-year junior high schools, and 3-year high schools, followed by 2 or 3-year junior colleges or 4-year colleges. In Japan, kindergartens receive funding from municipalities and private sources, while educational costs for students in grades one through nine are shared almost equally by national, prefectural, and

⁵¹ Jarret, Christian, “Different nationalities really have different personalities”, BBC, 2017

⁵² PISA, 2018

⁵³ Brown, Keith, L., “The Japanese Family”, University of Pittsburgh

⁵⁴ Nina Evason, “Core Concepts”, Cultural Atlas, 2016

⁵⁵ “Canadians' Assessment and Views of the Education System”, Ipsos, 1999

local governments. Around 90 percent of students attend public schools up to ninth grade, but more than 29 percent participate in private high schools. Public high schools are mainly funded by prefectures and municipalities, with national funding playing a minimal role.⁵⁶ Secondly, the advantages are the Japanese education system is structured and disciplined, also divided into three terms with limited holidays (6 weeks) where students are expected to study, and the reason for doing mathematics so well is the strict discipline and routine that everyone follows, and an incredible amount of responsibilities the students are given. School days are 6 hours long, often extended with extracurricular activities and homework.⁵⁷ Lastly, according to Yasko Ishimaru,⁵⁸ The disadvantages are that the students do not encourage creativity, and do not have much freedom. The Japanese educational system creates a lack of future vision among students.

There is also a fact to know about Japanese personality from time spent at home. There is a strong consensus on the division of roles and appropriate roles within the family. Men's primary focus is the workplace, often including work-related socializing with male colleagues during evening hours. In contrast, women's primary focus is on home and family, with a particular interest in child-rearing. Women's family-centered roles are reinforced by the relative lack of long-term career opportunities outside the home.⁵⁹ In many Japanese families, politeness and respect for each other are important, and a quiet, relaxed atmosphere is common. Children are often expected to be respectful to their parents and elders and to be reserved and polite when speaking. This reflects a cultural tendency to maintain a quiet, calm atmosphere in communication within the home.⁶⁰

This Japanese education system and the time spent at home may cause many challenges in the future. In the future international competition is expected to further intensify. In light of this, in order to maintain or improve Japan's social vitality and contribute to the international society, it is essential for diverse fields to develop human resources that have great prescience, creativity or excellent leadership. Education is hoped to play an important part in such human resources development. By the expected decline of population and increase of elderly people in Japan, it is

⁵⁶ Ellington, Lucien, "Japanese Education", Stanford University, 2005

⁵⁷ "Japanese School System and What We Can Learn from it?", Linked in, 2021

⁵⁸ Ishimaru, Yasko, "Japanese Educational System Problems", PDF

⁵⁹ Scoope, Chara, "Family", Cultural Atlas, 2021

⁶⁰ Imamura, E, Anne, "The Japanese Family"

anticipated from a mid- or long-term prospect that public services to be provided directly by “public sectors” such as the national or local governments will be further concentrated into the minimum level necessary and that people will increase their demand for activities of “private sectors” dedicated to public welfare. Under such circumstances, the individuals who form society should have a sense of public duty for the maintenance and improvement of the society with the aim of realizing a rich, happy life for each citizen and sustainable development of society. Such commitment to society building and proactiveness will be more important than ever.⁶¹

II

The advantages are that Canada has emerged as one of the most popular education destinations for international students with quality education at affordable costs. Canada invests heavily in higher education, and Canada is aggressive in attracting and retaining the best and brightest international students, creating a warm and welcoming environment for international students. Many dedicated Canadian study-abroad consultants are available to guide international students through the proper immigration process. For these reasons, Canada is a good destination for international students. Also, Canada has several quality educational institutions offering a wide range of degrees and diploma programs, both technical and professional. Graduates of Canadian educational institutions can use their credentials to advance their careers on a global scale. The Canadian education system not only emphasizes specialization in the student's chosen field, but also fosters critical thinking, writing, teamwork, presentation, and communication skills.⁶²

In addition, the disadvantages are that the Canadian education system is highly regarded for its strict standards, and most institutions impose significant assignments on students. The workload, consisting of assignments, exams, and assessments, is demanding, and students are constantly under pressure to excel. This stress often leads to psychological strain and tiredness as students struggle to meet deadlines. While writing services assist, students must manage their academics and earn significant credit, especially in a demanding field such as medicine. And, Many traditional teaching methods don't prepare students for the job market. Many learners feel technical training in schools isn't enough. Government agencies closely monitor schools, restricting their ability to introduce new ideas. School

⁶¹ “Current Status of Education in Japan and the Challenges We Face”, MEXT

⁶² “Advantages of the Canada Education System”, IMMILAW GLOBAL, 2019

staff feel the government doesn't support them enough, leaving some students' needs unmet. This seems unfair and frustrates many learners. There's only one secular private university in the country, still under government control.⁶³

There are facts about why Canadians and Japanese are different. In Canada, Canadians come from a wide variety of backgrounds. Since it is commonplace to live in an environment where people of various ethnic backgrounds coexist, there is an established belief that it is normal for everyone to be different and that this is fine. As a result, there is not much racial discrimination, and people are tolerant of differences in ideas, cultures, and religions. Even Japanese people are usually approached and asked for directions without being thought of as foreigners. Canadians tend to be friendly and generous and do not worry too much about details. You may be treated appropriately even in official settings, but this is not discrimination, just the way some people are. They are flexible because they do not have to follow the rules strictly. Public transportation frequently fails to arrive on time. Promises with suppliers can be unclear, and some people are not strictly on time, but some people are tidy. Getting used to these cultures is important when living in Canada. Canadians do not often work overtime, and when the work day ends, they return home to spend time with their families and enjoy their private lives to the fullest. On family birthdays, they send cards and gifts to each other and get together frequently with their families. For example, at Christmas time, they always spend time with their families, no matter how far apart they live. Now, I am in Canada and I also feel like Canadians spend a lot of time with their families.⁶⁴

III

The essay above discussed how Japan's and Canada's education styles affect their personalities. I thought we could make an ideal education. Balancing individuality and harmony, integrate Japan's focus on teamwork and collective responsibility with Canada's emphasis on individuality and self-expression. In early childhood education in Japan, children are encouraged to participate in group sports from an early age. Those sports aim to encourage collaboration and teamwork. Also, one of the most important aspects of Japanese culture is harmony. This idea highlights how crucial it is to maintain group harmony and resolve conflict. Students are encouraged to cooperate well

⁶³ Angela Milnes, "Canadian Traditional Educational System: Pros And Cons", The inspiration edit, 2022

⁶⁴ "カナダの文化と習慣", Pure Canada

and find peaceful ways to handle disagreements in the classroom.⁶⁵ Canada's education system ranks fourth globally and is considered as one of the best school systems in the world. They focus on the students' individual needs and talent.⁶⁶ Combining Japan's structured learning environment with Canada's flexible, creativity-driven approach it could make a more ideal education system. For example, develop curricula that include both rigorous, skill-focused activities and open-ended creative tasks.

In addition, having a global perspective in education. In contemporary global society, they have many advantages learning more than two languages. Globally, bilingual and biliterate adults have more job opportunities than monolingual adults.⁶⁷ The reason is because over the past 30 years, the world economy has become more globalised and multicultural than ever before. In every country, foreign-owned companies operate on a daily basis, often with overseas branches of the same company in different countries. As a result, the job market is also becoming increasingly global, multilingual and multicultural, and the workforce of the future will require linguistically and culturally heterogeneous personnel.⁶⁸ Let the students learn multi language schools could host international teachers or implement student-led cultural exchange projects.

Lastly, we should address modern societal needs by emphasizing IT and AI education to prepare students for the modern workforce. Extensive research has confirmed that tutoring significantly improves learning outcomes, with students who receive tutoring consistently outperforming 98% of their traditional classroom performance. However, providing tutoring to all students poses a significant economic challenge. AI offers a solution to this hurdle: by utilising AI, the learning experience can be tailored to the individual, seamlessly addressing diverse learning needs while improving academic performance. Customisable interfaces emerge as a valuable asset, particularly benefiting students with neurological impairments and diverse physical abilities.⁶⁹ However, there is still no conclusive evidence that generative AI applications such as ChatGPT improve learning outcomes.⁷⁰ South Korea has implemented AI-based

⁶⁵ Jagpreet, "How Japan's Education System Fosters Discipline and Teamwork: Case Study", Learning Routine, 2024

⁶⁶ "Education in Canada-A Guide to the Canadian Education System", Global Citizen Solution, 2024

⁶⁷ "Talk, Read and Sing Together Every Day!", pdf

⁶⁸ "The Bilingual Advantage in the Global Workplace", language(magazine), 2018

⁶⁹ "The future of learning: How AI is revolutionizing education 4.0", World Economic Forum, 2024

⁷⁰ "Use of AI in education: Deciding on the future we want", UNESCO, 2024

systems to adapt homework and assignments based on students' educational levels and "tendencies and learning behaviors." Also, India's edutech company Embibe is using AI to clarify complex maths and science concepts. AI is also being used in India to predict student performance, enabling early intervention.⁷¹ Currently, many countries have been emphasizing AI in their education system to increase students' learning skills.

In conclusion, there are cultural tendencies and general trends in Japan's education system and family dynamics, individual personalities and experiences can significantly vary. Japan's education system is known for its structured and disciplined approach, with a focus on academic achievement and responsibilities. In Japanese families, there is a strong emphasis on traditional roles, politeness, and respect. The overall atmosphere in Japanese households tends to be quiet, relaxed, and respectful. However, it's important to note that these generalizations do not apply to every individual or family in Japan. The education system of Canada and its culture/customs change the personality of people. The advantages of Canada's education system are high quality of education and a wide range of degrees and diploma programs, both technical and professional. The disadvantages are the workload, consisting of assignments, exams, and assessments, is demanding, students are constantly under pressure to excel and many learners feel technical training in schools isn't enough. Therefore, Canada has a wide variety of history so, not much racial discrimination, and people are tolerant of differences in ideas, cultures, and religions, also Canadians tend to be friendly and generous and do not worry too much about details, and Canadian spend time with their families and enjoy their private lives to the fullest. I believe that these advantages can be exchanged for better education. By understanding each other's advantages of Japanese and Canadian character, we should be able to play an active role in the global society of the future.

⁷¹ Lake Robin, "How Nations Worldwide Are Dealing with AI in Education", The 74, 2023

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How can Japan become the world's leader in fitness participation rates

Takuya Okamoto

⁷²⁷³In 2017, the fitness usage rate for Japan as a whole shows that the generation that uses it the most is the 30s generation at 7%, followed by the 20s and 50s at 6%. In 2018, the market size rose by 4% to 480 billion yen, but the fitness participation rate in 2018 was only 3.35%, and Japan By 2022, we know that the fitness participation rate in Japan will be 3.68%. Furthermore, the market is worth 450 billion yen. This suggests that there has been little change in fitness participation rates or market size in Japan in recent years.

Looking at global growth rates, the Philippines is in first place with 33%, followed by China with 30%, and South Korea with 21%. As for Japan, the growth rate is 4%, with 4.16 million people increasing by 80,000 to 4.24 million, but the rate of increase is almost flat at 0.03%. The participation rate of fitness clubs in Japan has been said to be 3% for quite some time now, and that situation has not changed. The Corona Disaster has disrupted the conventional "formula for success. Typical examples of "collapse" are shown below in a "before" to "after" format. From large general stores & real services in the city center, after Corona, it changed to small stores & hybrid services in rural/residential areas. After Corona, the company changed from "crowding" as a proof of popularity to providing a safe and secure environment that avoids "triple density".⁷⁴⁷⁵⁷⁶ From price reduction efforts and price promotions, to price increases and optional product sales to increase unit price. From the use of outsourcing and part-time work to the promotion of a small number of elite employees, and to make adjustments through outsourcing and part-time work after Corona. The service has changed from providing facilities to optimizing services for each individual.

In Japan, the current situation is that people are less conscious about their health because there is a full range of medical facilities, so even if they get sick, they can get well by going to the hospital. On the other hand, in

⁷² Fitness business 日本のクラブ業界の現状と課題 October, 15, 2023

⁷³ Fitness business 日本のフィットネス市場 October, 15, 2023

⁷⁴ プリフィットジャパン 世界のフィットネスクラブの参加率と日本での参加者の現状
October, 15, 2023

⁷⁵ Fitness business フィットネス参加率3%台から突き抜け、民主化する October, 15, 2023

⁷⁶ J-NET21, 現在の利用状況、October, 15, 2023

countries with high fitness participation rates, medical institutions are well-developed but medical costs are extremely high, so each individual has a high level of health consciousness, which leads to high fitness participation rates. The reason for this is that "the purpose of fitness is to lose weight. The motivation for many Japanese people to go to fitness is dieting rather than maintaining health. Dieting, where the goal is to lose weight, tends to end when that number is achieved, and then gradually becomes a distant footnote. It seems that while there are a certain number of new members, there are just as many who drop out, and the penetration rate shows no sign of increasing.

As long as the "fitness = diet" situation continues, it seems that it will be difficult to increase the prevalence of fitness in Japan. As it stands, there is a tendency for many people to join a fitness club but quit without going to the gym. I believe this is due to the fact that Japanese people work too much.

Mega cities

Takuya Okamoto

Are mega cities good to live or not good to live in? In 1950 it had only two megacities in the world, moreover in 2017 the mega cities increased to 32 megacities in the world. At the site of Los Angeles Times, the poor people increased after the when population increase in the megacities for example new york. In this essay i will talk about mega cities of two negative point. These days mega cities have a lot of problems about transportation, noise and crime.

First I will talk about transportation. The negative points of transportation are, traffic management, parking spaces are so expensive in mega cities. At the site of world population review, the people who are living in tokyo are 37.1 million people and the site of East Japan Railway Cultural Foundation said it has big cities nearby tokyo for example yokohama, kawasaki and tiba. So a lot of people are going to Tokyo for work and school. That's why in Tokyo it has traffic stuck a lot.

Next I will talk about crime. In the US 63% of American people feel that crime is a very serious problem. Up from 54% while remaining measured in 2021 and the best in Gallup`s fashion. The earlier excessive of 60% became recorded withinside the preliminary 2000 reading, in addition to in 2010 and 2016. Meanwhile, a long way

fewer, 17%, say the crime hassle of their nearby location is extraordinarily or very serious, however that is additionally up from 2021 and the best within the fashion with the aid of using one factor over 2014's 16%

In conclusion, Mega cities have a lot of problems and It's difficult to solve. The idea is to use public transportation and make more easily to drive the car so the car stuck and crash will - increase more and more. The parking area problem is very difficult to solve but it government or company create the very cheap parking space in Tokyo or Osaka anywhere is by it they make that the problem of parking space will be solve. This problem is very difficult to solve because in mega cities over 10 million people are living in the city so there are a lot of types of people living in meza cities. We can't know who is good person and who is bad person and crime will happen anytime so what we can do is be consensus about crime and people can't believe every people be more careful when people go out anywhere. However, In mega cities there are a lot of places to hang out and it's very convenient to live in Mega cities so we have to be more careful when we live in Mega cities.#

Challenges of Megacities

Takuya Okamoto

In modern society, urbanization and shifting attitudes toward health have a profound impact on our daily lives. The growth of megacities and the stagnation of fitness participation rates in Japan are prominent examples of these challenges. While megacities offer convenience and vibrant lifestyles, they also face significant issues such as traffic congestion and rising crime rates. Similarly, Japan lags behind other countries in fitness participation, underscoring the need for initiatives to promote health consciousness. This essay will explore these issues, focusing on their challenges and potential solutions.

Megacities, while offering many opportunities and conveniences, face significant challenges that affect the quality of life. One major issue is transportation. In cities like Tokyo, where the population reaches 37.1 million, traffic congestion is a daily struggle due to the influx of workers and students from surrounding areas like Yokohama and Kawasaki. Limited parking spaces and expensive rates exacerbate the problem. Additionally, crime is another pressing concern. In the United States, for example, 63% of Americans view crime as a very serious issue,

reflecting the insecurity that often accompanies densely populated urban areas. These challenges highlight the complexity of managing megacities, where over 10 million people coexist with diverse needs and behaviors.

In contrast to the challenges of urban living, Japan faces a different issue: low fitness participation rates. Despite a fitness market size of 450 billion yen in 2022, participation has stagnated at just 3.68%, far behind countries like the Philippines (33%) and South Korea (21%). This stagnation is partly due to cultural factors. Many Japanese people view fitness primarily as a tool for dieting rather than long-term health maintenance. As a result, motivation often wanes once weight-loss goals are achieved, leading to high dropout rates from gyms. Moreover, the availability of advanced medical facilities in Japan reduces the perceived urgency of preventive health measures, further dampening participation. Addressing this requires a cultural shift towards viewing fitness as essential for overall well-being, rather than a temporary solution for weight management.

The challenges of megacities and low fitness participation rates in Japan stem from different causes but are both critical issues to address. For megacities, improving public transportation and fostering community awareness can help mitigate problems like traffic and crime. On the other hand, increasing fitness participation in Japan requires shifting the perception of fitness from being solely about dieting to focusing on long-term health maintenance. Overcoming these challenges is essential to creating a more livable society and promoting healthier lifestyles.

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**The Expanding Divide: How Economic and Social Inequality Shape Our Future
and the path to a fairer Future**

Ayana Onoue

The gap between the rich and the poor has reached unprecedented levels, posing serious challenges to global stability. According to the World Inequality Report, the richest 10% of the world's population currently own 76% of global wealth, while the poorest half owns just 2%.⁷⁷ This stark contrast highlights the extreme concentration of wealth and the growing inequality in modern society. This issue extends beyond income disparities, influencing education, social trust, and individual well-being. As inequality deepens, it creates social divisions, limits opportunities for economic mobility, and weakens social cohesion. In this essay, I will examine the consequences of income inequality and explore potential solutions to create a more just and stable society.

I

The gap between the rich and the poor is increasingly widening around the world, with OXFAM International's report *Public Good or Private Wealth?* stating that "the total assets of the top 26 wealthiest people in the world are almost equal to the combined assets of the bottom 50% of the global population (about 3.8 billion people)."⁷⁸ This alarming reality highlights the uneven distribution of wealth in society. The expansion of this inequality not only involves income differences but also has a significant impact on individual lives and society as a whole. As the gap widens, social division deepens, creating dissatisfaction and inferiority through comparisons with others. Furthermore, unequal opportunities lead to the entrenchment of social hierarchies, suppressing economic development. I will delve into the effects of inequality on education, social stability, and individual well-being.

Income inequality negatively affects the overall educational level of society. As income inequality grows, the negative impacts become more pronounced for lower social classes. According to a study by the OECD and

⁷⁷ World Inequality Report, "Wealth Inequality in the world," World Inequality Report, 2022

⁷⁸ OXFAM International, "*Public Good or Private Wealth?*," Waseda University, 2019

Statistics Canada, there is a correlation between income inequality and educational inequality, leading to a decline in academic performance for most children. The greatest decline in academic performance is observed among those at the bottom of the social hierarchy, where the effects of inequality are most concentrated.⁷⁹ Similarly, international adult literacy surveys show a similar relationship regarding disparities in adult literacy.⁸⁰ In other words, countries with less inequality tend to have higher overall literacy, and countries with smaller income gaps also have smaller educational gaps.

In societies where inequality has increased, trust between different social classes significantly deteriorates, and the spirit of mutual assistance fades. Kawachi et al. found that as inequality rises, the proportion of people expressing distrust toward others increases.⁸¹ As trust breaks down, individuals tend to become more self-interested, and the inclination to help others diminishes even among the poor. As a result, the overall healthcare standard in the region declines, negatively affecting both the poor and the rich. Interestingly, Kawachi's series of research has shown that inequality sometimes has a stronger effect on mortality rates than poverty itself.⁸²

Income inequality also exacerbates feelings of inferiority and anxiety related to social status and how one is perceived by others. According to a report by the European Sociological Review, as one's income class falls, feelings of inferiority regarding status increase. Furthermore, as income inequality grows, anxiety and inferiority about social evaluation rise across all classes.⁸³ Not only does inequality increase feelings of insecurity and inferiority, but in more unequal societies, the prevalence of mental health issues is three times higher compared to more equal societies, as reported by the British Journal of Psychiatry.⁸⁴

In conclusion, the widening gap between the rich and the poor has profound and far-reaching consequences for society as a whole. Income inequality negatively impacts educational standards, especially among the lower-

⁷⁹ OECD and Statistics Canada, "Final Report of the International Adult Literacy Survey," Organization for Economic Cooperation and Development, 2000

⁸⁰ OECD, "First results from the Survey of Adult skills," OECD skills outlook, 2013

⁸¹ Kawachi, "格差、信頼、および協力," Kansai University, 1997

⁸² Kawachi's series of research, "格差、信頼と共感," Kansai University, 1997

⁸³ Layte, R. and Whelan, C., "Who feels inferior? A test of the status anxiety hypothesis of social inequalities in health," European Sociological Review, 2014

⁸⁴ Pickett, K. E. and Kemeny, M. E., "Acute stressors and cortisol responses," Psychological Bulletin, 2004

income groups, leading to noticeable declines in academic performance. The expansion of inequality also erodes social trust and weakens the spirit of mutual assistance, creating a vicious cycle that lowers healthcare standards throughout the region. Additionally, inequality adversely affects individuals' mental health, increasing anxiety and feelings of inferiority. These effects go beyond economic concerns, reaching into the stability and happiness of society as a whole. Thus, the risks posed by inequality are a serious issue not just for individuals but for society as a whole.

II

It is often believed that human abilities, intelligence, and talents are determined at birth, inherited from one's parents, and that these innate traits dictate how firmly one can climb the social ladder.⁸⁵ However, Flynn argues that human intelligence and cognitive ability have significantly progressed over time. He asserts that cognitive improvement can be enhanced through education and is highly valued by society. Does an individual's social standing depend on their innate talents? Or is it shaped by the environment they are raised in?

Rather than innate talent determining one's social standing, it can be said that the surrounding environment in which a child grows—specifically, their family's socioeconomic status—greatly influences their potential and future social position. This is because poverty negatively affects parenting styles, the stress imposed on children, and their overall health. According to PLoS One, children from low-income families exhibit lower cognitive skills, information processing abilities, and behavioral regulation. This gap becomes more pronounced the longer a child grows up in an environment with severe economic disparities.⁸⁶ Additionally, other studies have shown that children from impoverished households not only have lower cognitive abilities at ages three to five but also suffer greater

⁸⁵ Richard Wilkinson and Kate Pickett, “The Inner Level,” Toyokeizai, 2020

⁸⁶ Hanson, J. L., Hair, N., Shen, D. G., et al., ‘Family Poverty affects the rate of human infant brain growth’, PLoS One 2013

negative effects the longer they experience poverty.⁸⁷ These findings suggest that the mental stimulation a child receives plays a crucial role in determining their future social status.

Furthermore, a family's environment significantly affects a child's access to education and opportunities. Economic inequality can prevent parents from providing the necessary educational resources and nurturing environment for their children, compromising the foundation essential for their development. Children from professional and intellectual families are exposed to a significantly larger vocabulary in their early years compared to children from working-class or welfare-dependent families.⁸⁸ Additionally, studies indicate that even if a child from a privileged background performs below average at age seven, they are more likely to surpass a high-achieving child from a disadvantaged background later in life.⁸⁹ This demonstrates that family environment plays a more critical role than innate ability in shaping a child's long-term educational outcomes.

In conclusion, while innate ability and genetic factors influence an individual's potential, their social standing is primarily determined by postnatal environmental factors, particularly their family's socioeconomic status. A child's family environment plays an essential role in shaping their cognitive development and access to educational opportunities, ultimately influencing their position in the social hierarchy.

III

The widening gap between the rich and the poor poses significant challenges to society, affecting education, social stability, and individual well-being. As income inequality grows, it exacerbates educational disparities, erodes social trust, and negatively impacts mental health. Addressing these issues is crucial for creating a more equitable society.

Enhancing Access to Education is one of the most powerful way to reduce inequality. Improving access to quality education is a key strategy for reducing inequality. Education can enhance cognitive abilities and provide better job

⁸⁷ Dickerson, A. and Popli, G. K., 'Persistent poverty and Children's cognitive development,' *Journal of the Royal Statistical Society*. 2016

⁸⁸ Heckman, J. J., 'Creating a more equal and productive Britain', Young Foundation Lecture, 2011

⁸⁹ Crawford, C., Macmillan, L. and Vignoles, A., 'When and Why do initially high-achieving poor children fall behind?' *Oxford Review of Education*, 2017

opportunities, helping individuals climb the social ladder.⁹⁰ For instance, increasing funding for schools in low-income areas and providing resources like laptops and internet access can help bridge the educational gap.⁹¹ Additionally, programs that support early childhood development, such as vocabulary enrichment, can significantly impact future educational

Another strategy to reduce inequality is implementing economic policies. Implementing economic policies that address income disparity is another critical approach. This includes increasing taxes on the wealthiest individuals and ensuring that corporations pay a living wage to their employees.⁹² Such measures can help redistribute wealth more evenly, providing financial stability for low-income families and reducing reliance on public benefits.⁹³ Furthermore, promoting job security and upskilling opportunities can help workers adapt to technological changes and maintain employment.⁹⁴

In conclusion, addressing income inequality is vital for creating a more equitable and stable society. By enhancing access to education and implementing policies that redistribute wealth, we can reduce educational disparities, improve social cohesion, and enhance individual well-being. These strategies not only benefit individuals but also contribute to a healthier and more prosperous society overall.⁹⁵

Addressing the growing income inequality is essential for ensuring a fairer and more stable society. As discussed, inequality negatively impacts education, weakens social trust, and exacerbates mental health issues, making it a pressing concern for individuals and communities alike. To mitigate these effects, improving access to quality

⁹⁰ Richard Jeng, Julia Gane, Ricardo Lages, "Effect of education on income inequality," repository.gatech, 2018

⁹¹ Des Skinkevich, "How education inequality impacts student success," PENN FOSTER For Organizations, 2024

⁹² Forum Stories, "Income inequality has accelerated since the pandemic, says Oxfam. Here's How to bridge the gap," World Economic Forum, 2024

⁹³ Carmen Singer, Daniele Selby, and Erica Sanchez, "26 billionaires hold the same amount of wealth as half the world's population," global citizen, 2019

⁹⁴ AARP international, "what does rising income inequality mean for the future of work", AARP, 2024

⁹⁵ I Kawachi, B P Kennedy, "Health and social cohesion: Why Care about income inequality?" National Library of Medicine, 2022

education and implementing economic policies that promote wealth redistribution are crucial steps. By investing in education, increasing financial support for low-income families, and promoting fair wages, society can create more opportunities for upward mobility and social cohesion. Tackling inequality not only benefits disadvantaged individuals but also contributes to a stronger and more prosperous society as a whole.

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Eating Disorders

Nanami Kaji

Eating disorders are becoming increasingly common. According to Harvard Health Publishing, one in seven men and one in five women undergo an eating disorder by age 40, and in 95% of those cases begin by age 25.⁹⁶ There are different types of eating disorders. The first one is anorexia nervosa, which is characterized by self-starvation and weight loss, resulting in low weight for age and height. Second is called bulimia nervosa. People who suffer from this typically alternate dieting, or eating only low-calorie foods with binge eating on high-calorie foods. The third is binge eating disorder. As bulimia nervosa, people with binge eating disorder consume a large quantity of food in a brief time, experience a sense of loss of control over their eating, and are troubled by the bulimia behavior. On the contrary people with bulimia nervosa do not frequently vomit, fast, or exercise to remove the food.⁹⁷ The historical evidence explains that anorexia and bulimia existed since at least the first century. During 700 B.C., affluent ancient Romes overindulged at luxurious banquets and then satisfied themselves by vomiting to return to feast and continue eating. Persian medical articles and Chinese scrolls originating in early dynasties also depict syndromes that are very similar to current eating disorders.⁹⁸ In this essay, I will focus on anorexia nervosa and discuss the causes, and problems caused by this symptom, and the ways to overcome this in order to find out how we can deal with this disease.

I

The exact causes of anorexia nervosa are unknown because this is complicated. However, there are some factors. One of the main contributors is the impact of social media. Recently, platforms like TikTok and Instagram have been linked to influencing young people. The New York Times reported that TikTok began recommending content related to eating disorders to 13-year-olds within 30 minutes of their participating in the platform.⁹⁹ This rapid exposure to harmful content shows how quickly social media can influence the mental and physical health of young

⁹⁶ McCarthy, MD Claire, "Eating disorders spike among children and teens: What parents should know", Harvard Health Publishing, 2022

⁹⁷ Guarda, M.D. Angela, "What are Eating Disorders?", AMERICAN PSYCHIATRIC ASSOCIATION, 2023

⁹⁸ MentalHelp.net, "Historical Understanding", MentalHelp.net, 2023

⁹⁹ Maheshwari Sapna, "Young TikTok Users Quickly Encounter Problematic Posts, Researchers Say", The New York Times, 2022

people. Also, according to Newport Academy, about half of the 1,500 young people surveyed said social media experiences are very important for them to get support and advice.¹⁰⁰ While social media can offer help, it also provides unhealthy content, such as unrealistic beauty standards.

Another factor contributing to anorexia nervosa is the environment and culture. In many societies, physical appearance is strongly linked to beauty, success, and happiness. Yolanda Smith noted that in modern society, culture and social norms place great importance on physical beauty.¹⁰¹ Now a majority of people imagine that thinness is related to attractiveness. This obsession with weight and thin body image enhances the risk of developing eating disorders. Furthermore, the World Population Review mentioned that in Western nations such as the U.S., the U.K., and Canada anorexia is prevalent due to high beauty standards with numbers around 30 million, 1.25 million, and 800,000 respectively. This trend applies to other countries like France, Korea, and Japan.¹⁰² As this trend spreads globally, the possibility of developing anorexia nervosa will continue to increase even in countries where thinness is not linked to beauty.

Lastly, peer pressure is a reason for the development of anorexia nervosa. The Toledo Center said that adolescents are at the age where they begin to notice who they are and where they fit in the group. Eating disorders are a common struggle for adolescents, and peer pressure plays a serious role.¹⁰³ Adolescence is the time when young people care about their physical appearance and how it compares to their friends. In addition, Peer pressure often leads to low self-esteem and body dissatisfaction, both of which are critical factors in the development and maintenance of eating disorders. When individuals feel that they do not meet the standards set by their peers, they may experience feelings of inadequacy and self-loathing.¹⁰⁴ Eventually, these pressures build up, and excessive body control behaviors become habits that lead to eating disorders.

II

¹⁰⁰ Newport Academy, “How Does Social Media Affect Teens?”, 2024

¹⁰¹ Smith Yolanda, “Anorexia Nervosa Causes”, NEWS MEDICAL LIFE SCIENCE, 2023

¹⁰² World Population Review, “Eating Disorders by Country 2024”, 2024

¹⁰³ TOLEDO CENTER FOR EATING DISORDERS, “The Role of Peer Pressure in Disordered Eating”, 2023

¹⁰⁴ Secure Teen, “Does Peer Pressure Worsen the Eating Disorder?”, 2024

Anorexia nervosa is not only mentally and emotionally damaging, but it also has an extreme influence on the body. Firstly, the lack of adequate nutrition resulting from anorexia nervosa can lead to several problems. One of the most significant impacts is on bones. The Center for DISCOVERY Eating Disorder Treatment stressed that approximately 90% of women with anorexia nervosa experience osteopenia, which is known as a loss of bone calcium.¹⁰⁵ This is concerning because bones are supposed to grow and strengthen during adolescence. However, malnutrition during this period can hinder the development of strong, healthy bones, leading to osteoporosis. According to the New York State Department of Health, osteoporosis is a disease that causes bones to become thin, weak, and more likely to break, most often a minor fall.¹⁰⁶ Individuals who suffer from this condition may face increased vulnerability to bone breaks in later life.

Another significant consequence of anorexia nervosa is the shrinking of the brain. According to Eric Patterson, the disordered eating behaviors associated with anorexia nervosa generally deprive the brain of essential nutrients, vitamins, and minerals, which could lead to cognitive impairments like confusion, difficulty concentrating, or problems with working memory.¹⁰⁷ In addition, a study carried out by the Keck School of Medicine of USC's Mark and Mary Stevens Neuroimaging and Informatics Institute suggested that people who have anorexia nervosa showed remarkable reductions in three important parts of the brain. These shrinkages are between two and four times larger than the abnormalities in brain size and shape of individuals with other mental diseases.¹⁰⁸ This reduction in brain size can result in cognitive impairments, such as difficulty concentrating and memory, making academic performance more challenging.

The third major effect is amenorrhoea. Melanie S. Haines demonstrated that from 66% to 84% of women with anorexia nervosa experienced amenorrhoea, which is characterized as the absence of menstruation for more than three months.¹⁰⁹ Amenorrhoea occurs as a result of excessive exercise, low body fat, being underweight or 10% less

¹⁰⁵ Center for DISCOVERY Eating Disorder Treatment, "The Long Term Health Risks of Anorexia", 2023

¹⁰⁶ New York State Department of Health, "The Facts About Osteoporosis", 2015

¹⁰⁷ Patterson Eric, "How does anorexia affect the brain?", Within Health, 2023

¹⁰⁸ Shidny Taiko Sheehan, "Groundbreaking study shows substantial differences in brain structure in people with anorexia", Keck School of Medicine of USC, 2022

¹⁰⁹ Meline S. Haines, "Endocrine complications of anorexia nervosa", National Library of Medicine, 2023

than regular weight.¹¹⁰ When the body experiences this serious physical condition, it can disrupt the hormonal balance that is essential for menstrual cycles. As a result, the absence of menstruation can lead to a long-term consequence for a woman's reproductive system. Without sufficient nutrition and regular menstruation, it becomes increasingly difficult to have children in the future. In some cases, prolonged amenorrhoea may result in permanent infertility.

III

Anorexia nervosa can be treated in various settings, including hospitals, with the help of family members, or self-care. Firstly, in a hospital, most patients will be treated as outpatients, and some of them are asked to stay there.¹¹¹ The most important step in treatment is to restore the patient's weight to a healthy level. A primary doctor supports medical care, while a dietitian helps to offer advice that can get back to proper eating habits, including providing exact meal plans and calorie requirements.¹¹² Since anorexia nervosa poses a high risk of health, emotional treatment is equally necessary. Patients need to build a relationship with their doctors to improve anxiety or depression.¹¹³ Many individuals with anorexia nervosa also tend to have low self-esteem and perfectionism, so trying not to overthink is a key to the recovery.

Secondly, family support is another important element in treating anorexia nervosa. It is vital to foster a healthy image in children, as well as to show that families have a healthy body image.¹¹⁴ Furthermore, it is crucial to offer activities that they can enjoy themselves but do not involve food.¹¹⁵ These activities include watching movies, talking, and playing games. By doing these activities, they will not feel like they have to exercise to lose weight. Providing emotional support is also necessary. Giving encouraging words, such as "I know it is difficult, but I am proud of you.", or "I am here for you, and I am not going to leave." is vital in treating anorexia nervosa.¹¹⁶ What is more painful than anything else is that no one recognizes symptoms. They need someone who accepts them.¹¹⁷ For

¹¹⁰ Dr. Sarwinee Ratchanon, "Amenorrhea", MedPark Hospital, 2023

¹¹¹ Healthtalk.org, "Eating Disorders (young people) in a hospital", 2018

¹¹² MAYO CLINIC, "Anorexia nervosa", 2018

¹¹³ Sekiguchi Atsu shi, "摂食障害：神経性やせ症(AN)と神経性過食症(BN)", e-ヘルスネット, 2024

¹¹⁴ AboutKidsHealth, "Anorexia nervosa: How to help your child at home", 2023

¹¹⁵ NHS, "Advice for parents-Eating disorders", 2023

¹¹⁶ Hannah, "10 helpful things to say to someone with an eating disorder", Beat Eating disorders, 2024

¹¹⁷ Yukihiko Kayama, "摂食障害の子を持つ家族の人へメッセージ", 福島県立医科大学, 2024

those with anorexia nervosa, recognizing that they are loved and supported by their family can contribute to their recovery.

Finally, individuals can take action to support themselves in the recovery process. HelpGide.org suggests that individuals who have anorexia nervosa can start by finding out what is going on inside.¹¹⁸ Many people with anorexia nervosa cope with stress, anxiety, undesirable emotions, or feelings by refusing certain foods as a way to control themselves. Recognizing the emotional causes behind these behaviors is an essential first step in treating anorexia nervosa. By understanding the root causes of their eating habits that lead to anorexia nervosa, individuals can work to address underlying issues in healthier ways. Over time, these practices will help them develop emotional resilience and clear out the disordered eating habits, leading to recovery.

IV

In conclusion, anorexia nervosa is a serious and increasingly common eating disorder with several causes and extreme long-term consequences. Social media, environment and culture, and peer pressure contribute to the development of anorexia nervosa, particularly among young people. The most significant contributor is social media. Platforms, like TikTok and Instagram, promote unrealistic body images, making adolescents feel pressured to lose weight to look beautiful. In addition, the environment and culture are the reasons for anorexia nervosa. Society tends to link thinness with beauty and success, which increases the risk of fostering anorexia nervosa. Also, peer pressure is the contributor to anorexia nervosa by comparing their appearance to others. These causes lead to harmful physical effects, such as the loss of bones, the shrinkage of the brain, and amenorrhoea, which can accelerate the likelihood of infertility. However, anorexia nervosa is treatable with medical care, the support of family members and self-care. In a hospital, patients will be asked to gain weight to a healthy level and given meal plans to fix disordered eating habits. Family members can help by offering an environment where patients feel relaxed and loved. Additionally, it is important for individuals to understand the root emotions behind their eating behaviors so that they can work to treat anorexia nervosa. I think knowing about the seriousness of anorexia nervosa and having a right eating habit and

¹¹⁸ Melinda Smith, M.A., Lawrence Robinson and Jeanne Segal, Ph.D., “Eating Disorder Treatment and Recovery”, HelpGide.org, 2023

knowledge is the best to avoid anorexia nervosa because anyone can become it with a small start. However, once you get anorexia nervosa, self-awareness, combined with the right advice and a supportive environment, will be able to recover from anorexia nervosa.

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Current social issues in the world

Masaki Kato

Introduction

In today's society, many people are anxious because of multiple social problems that are worsening simultaneously. Taking the "immigration issue," which is becoming one of the most serious social problems, as an example, the immigration issue further "fragmentation of opinions" through the development of social media, which encourages the formation of in-groups and out-groups. As a result, the masses begin to develop a sense of discrimination and resistance toward immigrants. In this essay, I will specifically discuss the current state of the three social issues in contemporary society.

Correlation between economy and immigrants

Preface

Through my economics classes in England, I have had more opportunities to try to get a bird's eye view of the world, including what is happening in the world today and how it affects what we do. One day, my host father (Kevin) and his wife's cousin (Demon) were sharing their opinions about recent politics and economics in the UK, and I was interested enough to join the conversation. As they were explaining the UK politics and economy in a way even I could understand, Demon said, "We are losers." I was shocked beyond belief by his comment, as I had interpreted the UK as one of the most developed countries in the world and a role model for the rest of the world full of charm, mainly due to the influence of "immigrants. Therefore, in this essay, I will attempt to unravel why he said what he said and, using several countries as examples, I will try to clarify the impact of immigration on the economy and how Japan should respond to immigrants in the future, with my own interpretation.

I

Economic measurement and current situation of Japanese economy

How is an economy measured in the first place? Basically, the economy is measured using an indicator called GDP (Gross Domestic Product), which refers to the sum of the monetary or market value of all finished goods

and services produced within a country's borders during a given period. In other words, an economy can be defined as growing if the rate of change in GDP increases. However, since this indicator cannot include volunteer work, domestic work, etc, for which economic activity cannot be verified, it is dangerous to regard GDP as a perfect indicator of economic growth for the society as a whole. Nevertheless, it is a widely used indicator in modern society, and its reliability can be guaranteed. Therefore, we will use GDP to compare the current Japanese economy with that of other countries.

Japan's economy is well known for being stagnant for many years, and in support of this, according to The World Bank, Japan's GDP has not shown significant growth since 1995, when it was US\$5.55 trillion. Looking at Japan alone, it was US\$6.27 trillion in 2012, up about 12% from 1995, but this is not a massive growth when compared to other countries. In 2022, the year with the most recent data available, the value was US\$4.26 trillion, a decrease of about 23.3% from 1995, rather than a growth¹¹⁹. On the other hand, all of the other G7 countries (Canada, France, Germany, Italy, the United Kingdom, and the United States) have seen their GDP increase since 1995, with Canada having the largest growth rate of 356% and Germany the smallest at 157%¹²⁰. From 1960 to 1995, Japan's GDP growth rate continued to increase in almost all periods, especially from 1985 to 1995, when Japan's GDP growth rate of 388% (US\$4.12 trillion) was overwhelmingly higher than that of the U.S., 176% (US\$3.3 trillion)¹²¹. From the above, it can be seen that Japan had one of the fastest growing economies among the G7 countries until 1995, but since then, until recently, Japan's economy has been in decline, with low or no growth for about 27 years.

While many countries are working to death to further develop their economies, economic growth does not always continue to provide benefits. Basically, a growing economy has many advantages, such as raising the standard of living by increasing people's incomes, creating jobs, advancing technology, and improving the quality of infrastructure and public services¹²². However, despite these advantages, there is still one drawback that is of concern: environmental problems. There is a deep relationship between industrialization and worsening environmental problems, and in fact, a paper published by Reserch Gate emphasizes that the more industrialized a

¹¹⁹ The World Bank, "GDP (current US\$) - Japan", "The World Bank", 2024

¹²⁰ The World Bank, "GDP (current US\$) - Japan, Canada, France, Germany, Italy, United Kingdom, United States", "The World Bank", 2024

¹²¹ The World Bank "GDP (current US\$) - Japan, United States", "The World Bank", 2024

※Kinyuukeizainabi,"keizai no shikumi", "Kinyuukeizainabi" (Indicator for calculating economic growth rate)

¹²² Max Roser, "What is economic growth? And why is it so important?", "Our World in Data", 13 May, 2021

country becomes, the more climate change tends to occur, and that the pace of change in developing and least developed countries is faster than in developed countries¹²³. To further lend credence to these correlations and to make them even easier to understand, let us take a familiar example: when COVID-19 led to massive lockdowns around the world, the world fell into a major recession and GDP fell sharply. According to Our World in Data, from 2019, before COVID-19 began to spread globally, to 2020, when it began to do so, global CO₂ emissions dropped by 37,004 million tons (37.7 billion tons) to 35.01 billion tons (35.01 billion tons)¹²⁴. Since the last time there was a global drop in CO₂ before that was the Great Recession of 2008, and the Great Recession was a global recession as well as a pandemic¹²⁵, it could be argued that there is a deep relationship between CO₂ and GDP. In the case of NO_x, an article published by JAMSTEC states that NO_x emissions decreased by 15% globally just a few months after the lockdown began to be applied. The article also states that the more stringent the lockdown's blockade conditions, the greater the downward movement in NO_x emissions, as exemplified by the 50% drop in NO_x emissions in some Chinese cities within a few weeks due to China's extreme blockade measures, and in the United States, Italy, and France, the late spring of 2020 emissions drop of 25% in the United States, Italy, France, etc¹²⁶. Furthermore, according to an article by MDPI, NO_x emissions decreased significantly during the Great Recession of 2008¹²⁷, as did CO₂, proving that NO_x is also correlated with GDP. Thus, the above indicates that economic growth cannot necessarily be an advantage, as reduced or stagnant economic activity may maintain or even reduce CO₂ and NO_x emissions.

In summary, the Japanese economy has not grown for about 27 years according to GDP and has recently been in decline. However, since economic growth contributes to environmental problems caused by CO₂ and NO_x emissions, this economic stagnation and decline may be a good thing from the perspective of solving environmental problems.

¹²³ Amina Qureshi and Muhammad Jamil, "The Footprint of Industrialization on Climate Change", "Research Gate", 15 June, 2021

¹²⁴ Hannah Ritchie and Max Roser, "CO₂ emissions", "Our World in Data", January, 2024

¹²⁵ THE INVESTOPEDIA TEAM, "2008 Recession: What It Was and What Caused It", "Investopedia", 18 December, 2023

¹²⁶ Japan Agency for Marine-Earth Science and Technology, "sekaikibo no lockdown niyoru taikiosenbusshitsu no genshouryou to kikoushisutemu heno eikyuu wo sansyutu", "JAMSTEC", 10 June, 2021

¹²⁷ Yan Li, Yigang Wei, Xueqing Wang and Hanxiao Xu, "Substantial Nitrogen Oxide Pollution Is Embodied in the Bilateral Trade between China and the European Union", "MDPI", 14 January, 2021

The facts of social media based on my experience

“It takes discipline not to let social media steal your time.” This quote was published by Alexis Ohanian and it means that the skill of self-control would be required not to be addicted to social media. In this essay, I will mention the reason I strongly agree with his opinion and provide two methods to make our daily life better without relying on social media.

To commerce, one main reason why I support his opinion is because I faced a difficulty to avoid using social media and consumed a lot of time. When I was 12 years old, I finally could get a smartphone which I had desired to have. Therefore, as soon as I had it set up, I started to communicate with my friends by using social media. As it was my first time communicating with my friends on an online network, it was just fun and I did not notice that I already stepped into the “trap of social media”. A Year later, I had to revise to get a high score for the exam. Therefore, I should have controlled myself and avoided watching social media, but it was impossible. Every time I got bored or tired, I watched social media to see what my friends were doing right then without thinking anything. Also, because of FoMo, it made me anxious not to take a look at social media. I wasted massive amounts of time due to the above factors and I could not concentrate properly. In fact, According to the article published by Medium¹²⁸, it says that “Social media can be a significant source of distraction, leading to procrastination during study time and compromising concentration and overall productivity.” From this fact, I can consider it quite natural and inevitable that I could not concentrate on my studies, then I realized that it would be necessary to regulate myself when I use social media. This is a reason why I agree with Alexis’ opinion.

To make our daily life better, I believe there are two possible methods. The first one is finding a new hobby which people can do without using social media. In my case, it would be photo / videography and playing tennis. Recently the increasing number of overweight people is well known as one of the social problems and it is also known that social media is making the problem even worse. According to ERIC VERAZQUEZ,MD¹²⁹, it is written that “Many people spend hours every day scrolling through social media feeds, sitting in one place without getting any physical activity. This lack of movement can contribute to weight gain and obesity, as it reduces the number of calories burned throughout the day.” Therefore, I think trying to focus on what people like without social media

¹²⁸ Ciaran Connolly, “The Impact of Social Media on Student Well-being and Academic Performance”, Medium, 2024

¹²⁹ Eric Velazquez, “Unveiling the Connection: Social Media and Obesity – Understanding the Impact on Our Health.”, ERIC VERAZQUEZ,MD, 2023

would lead people to be happier and healthier as its positive effects are much bigger and make people more satisfied. Another way is setting a screen timer. It is a function of smartphones that people can observe how much time they consume on specific apps. It is very helpful to change people's mind by using social media as the time they spent on social media would be visualized and it encourages them to self control. In fact, one study¹³⁰ tested whether smartphone use was excessive and randomly recommended the introduction of soft commitment devices to 629 participants. Results showed that there was a significant difference between ideal and actual usage, with participants who implemented the restrictions spending less time on their smartphones and social networking sites. This suggests that lack of self-control is a contributing factor to excessive use and that soft commitment devices are effective.

In conclusion, I considerably agree with Alexis' quote as I also struggled for self-control. To enhance our lives, I suggest "finding a new hobby which people can do while not using any social media" and "setting a screensaver".

¹³⁰ Ruru Hoong, "Self control and smartphone use: An experimental study of soft commitment devices", Science Direct, 2021

Say Mean Matter (Identity)

According to a study titled “The social brain hypothesis and its implications for social evolution” by Robin Dunbar, it says that humans have the ability of cooperation by forming groups and allocating roles. It goes on to say that its social intelligence is higher than any other animal. These evolutionary benefits make humans more communicative and promote the development of culture.¹³¹ It shows about In ancient period, people used to go hunting and get something to eat. However, they sometimes are killed by attacks of creatures. To prevent this, humans started to form groups and allocate roles for each person. This strategy was very effective to survive longer and reduce anxiety. This habit still remains until the current period and I believe the habit is used in order to reduce social anxiety and be more comfortable. This is important because this study supports my idea logically and reliably.

According to an article titled “Social Identity Theory In Psychology”, it explains that individuals view the group to which they belong as part of their identity and tend to distinguish between in-groups and out-groups in order to protect it. This process may result in behavior that attempts to exclude others¹³². It shows that people feel less anxiety by forming groups. Then, it is well known that having a group can be our identity and make us unique. Therefore, some people would eliminate others to satisfy themselves, but people who were eliminated would not be happy at all. This is important because this study supports my idea logically and reliably.

Conclusion

In conclusion, the issues discussed in this essay illustrate the intricate and interwoven nature of contemporary societal challenges. For example, economic growth is considerably important to keep people wealthy and increase the quality of lives. However, we should also be concerned about environmental issues as if the economy grows, the emission of CO2 would also rise. In terms of social media, we should know how social media works and its algorithm as it was made to keep people addicted and decrease overall productivity. Lastly, when it comes to Identity, people are likely to form groups and be separated into in-group and out-group and sometimes encourage causing discrimination.

¹³¹ Robin Dunbar, “The social brain hypothesis and its implications for social evolution”, ResearchGate, August 2009

¹³² Saul McLeod, “Social Identity Theory In Psychology (Tajfel & Turner, 1979)”, SimplyPsychology, October 5, 2023

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The Relationship between graphic communication and fashion brand business strategy

Sari Kubota

Branding Fundamentals - The Role of Graphic Communication

In the evolving industry of fashion, building a strong brand identity is imperative for success. Fashion brands navigate through a crowded market, where trends change rapidly. In this environment, media strategy is used for reinforcing unique brand identities. This essay will delve into how fashion brands utilize media strategy to craft messaging, visuals, and storytelling that resonate with their target audience, setting them apart from the competition.

At the hearts of brand identity building lies the strategic use of messaging. As stated by Smith Ai¹³³, a messaging strategy serves as a vital roadmap for businesses to effectively communicate with their target audience, convey their unique value proposition, and achieve their marketing goals. It helps establish brand consistency, build trust, and create meaningful connections with customers. Therefore, fashion brands carefully craft their messaging to reflect their values, aesthetic, and target demographic. Whether it's through social media posts, advertising campaigns, or influencer partnerships, every communication serves to reinforce the brand's essence. For example, a luxury fashion house might use sophisticated language and imagery to convey exclusivity and elegance, while a streetwear brand might adopt a more casual and edgy tone to appeal to a younger audience.

Visuals play a crucial role in brand identity as they are often the first point of contact with consumers. According to Gingersauce¹³⁴, in the visual part of identity, there are Brand Logo, Color, Fonts, Typography (which is the way the fonts are displayed, their hierarchy, sizes, boldness, etc.), Shapes and Patterns, and A Consistent Style for Graphics. These can instantly evoke associations with a particular brand. Visual consistency across different media channels helps reinforce brand recognition and recall, allowing consumers to easily identify and connect with the brand.

Furthermore, storytelling is a powerful tool that fashion brands use to engage with their audience deeply. Brand storytelling is a marketing strategy that helps brands connect with their target market using stories. The narrative is designed to build an emotional connection and help consumers match the brand with their own core values. Storytelling is the pivotal part of the fashion marketing industry. According to shopify¹³⁵, there are several ways

¹³³ Maddy Martin, "How To Build an Effective Messaging Strategy", Smith Ai, 2023

¹³⁴ "7 key elements of the visual brand identity", Gingersauce

¹³⁵ Elise Dopson, "Fashion Brand Storytelling Examples to Inspire You", shopify, 2023

of storytelling, which are being consistent, corroborating storytelling with influencers, using visual storytelling including short-form videos (TickTok, YouTube Shorts, or Instagram Reels), long-form videos on platforms such as YouTube. Storytelling can take various forms, from behind the scenes glimpses of the design process to user-generated content that showcases real-life experiences with the brand. By sharing compelling stories, fashion brands not only differentiate themselves from their competitors but also foster loyalty and advocacy among their audience.

To illustrate, let's consider the media strategy employed by luxury fashion brand Chanel known for its timeless elegance and sophistication, Chanel meticulously crafts its messaging, visuals, and storytelling to uphold its brand identity. Through iconic advertising campaigns featuring brand ambassador and muse. For example, the Chanel No. 5 campaign starred Marilyn Monroe as stated by fashionista network¹³⁶. the brand reinforces its association with glamor and allure. Meanwhile, Chanel's social media channels offer glimpses into the brand's heritage, craftsmanship, and exclusive events, allowing followers to immerse themselves in the world of Chanel. According to Chanel Official Instagram¹³⁷, Jennie Kim who is one of the Korean group is starred as a image model. Jennie Kim's status as a K-pop idol adds a layer of cultural relevance and appeal, especially for brands seeking to target younger demographics or those interested in Korean pop culture.

In contrast, streetwear brand Supreme adopts a radically different approach to brand identity building through media strategy. With its cult-like following and limited-edition drops, Supreme has carved out a niche in the fashion industry by blending street culture, art, and fashion. Through strategic collaborations with artists, musicians, and designers, Supreme creates buzz-worthy content that resonates with its young, urban audience. For example, Roy Lichtenstein, Ari Marcopoulos, Charlie Ahearn, R. Crumb as maintained by Complex¹³⁸. Not only Artists, they collaborate with famous brands including North Face, Louis Vuitton, COMMES DES GARCONS, RIMOWA, and Nike according to V Magazine¹³⁹. the credibility of brand collaborations, the growth of the resale market and the power of social media has led to Supreme's ascent and dominance in the streetwear market as claimed by Indigo Digital¹⁴⁰ The brand's use of bold graphics, underground aesthetic, and scarcity marketing tactics differentiate it from traditional luxury brands, positioning it as a coveted symbol of counterculture cool.

¹³⁶ Dhani Mau, "WATCH MARILYN MONROE'S NEW/OLD CHANEL NO. 5 COMMERCIAL", Fashionista, 2013v

¹³⁷ "THE PREMIÈRE ÉDITION ORIGINALE WATCH", Chanel, 2024

¹³⁸ Matt Welty, Lei Takashi, "A History of Supreme's Artist Collaborations", 2020

¹³⁹ "TOP 25 SUPREME COLLABORATIONS OF ALL TIME", Vmagazine, 2019

¹⁴⁰ Tricia McKinnon, "The Brilliant Strategy Behind Supreme's Success", Indigo Digital, 2023

In conclusion, fashion brands harness the power of media strategy to shape and communicate their unique brand identities. By carefully crafting messaging, visuals, and storytelling brands can establish emotional connections with their audience, differentiate themselves from competitors, and foster loyalty and advocacy. Whether it is through sophisticated advertising campaigns or edgy social media content, media strategy plays a pivotal role in shaping how fashion brands are perceived in the minds of consumers. As the fashion landscape continues to evolve, brands must adapt and innovate their media strategies to stay relevant and maintain a strong brand identity in the competitive market.

Case Studies - Graphic Communication in Action

Building a brand among the fashion and apparel industry is of major importance in the global market today. There is relentless competition between fashion brands all the time. It is important to maintain own specialty and individuality of brand, otherwise, many apparel brands come in as fads and vanish faster than they had appeared. Therefore, in the Fashionista's article, "The power of branding", asserts that fashion branding is a key factor for the success of a brand¹⁴¹. Media strategy plays a pivotal role. In this essay, I will explore the world of media strategy within the fashion industry, and reveal its importance, its influence on brand identity and visibility, its key components, the historical context, and the digital transformation that has revolutionized the industry. Media strategy is a cornerstone of success in the dynamic and highly competitive fashion industry. It directly influences brand identity, visibility, and consumer engagement. Media marketing can benefit fashion brands in many ways including increased brand awareness, higher engagement with target audience, ability to reach a wider audience, improved customer retention. On the report of fashion retail academy, Effective media marketing that accurately matches the customers' wants and needs can have a positive impact on brand awareness. Creating engaging content can both make potential customers aware of a brand's offering and ensure that current customers remain loyal to the brand and continue to engage. According to "indeed career guide", this marketing is called "Earned media strategy."¹⁴² Also, An innovative and exciting content schedule that is tailored to the target audience can result in high engagement, which can then result in higher conversions and more sales.¹⁴³

¹⁴¹ Theyec, "The Power of Branding in 2021", Forbes, 2021

¹⁴² "A Media Dispersion Strategy", Indeed, 2023

¹⁴³ "Benefits of Social Media Marketing for Fashion Brands", Fashion Retail Academy, 2023

The evolution of media strategy in fashion reflects a seismic shift from traditional advertising to digital media. Historically, fashion houses relied on press including print magazines, billboards, runway shows, and television advertisements for coverage as their sole promotion, to push trends and new products. The negative thing about these methods was that they conveyed an aura of exclusivity, relying on editors and fashion editors to dictate trends and styles. Messages were top-down and controlled. The press relied on designers and fashion week for stories—the two worked in tandem. Before the digital era, fashion enthusiasts would have to wait six calendar months to see the season’s latest trends in the print issue¹⁴⁴. With the digital revolution, fashion media strategy underwent a profound transformation. The advent of the internet, social media, and e-commerce changed the landscape dramatically. As stated by “Emotio”, brands can now connect with their audiences on a more personal level through platforms such as Instagram, Facebook, and Twitter. This action has brought various benefits, which is that brands can showcase their latest collections and engage with their customers in real-time. This has led to increased brand awareness and a wider reach, which has translated into increased sales and profits¹⁴⁵. Moreover, With over 3 billion people using social media worldwide, brands have the opportunity to reach a global audience with just a few clicks¹⁴⁶. Fashion marketing manager can Understand the changing demands of the industry globally, monitor the latest international fashion trends by geography and audience, and drive website traffic through social media¹⁴⁷, so these make fashion brand enhance. In fact, 77% of businesses use social media to reach customers¹⁴⁸, also 90% of users follow at least one brand on social media in 2022¹⁴⁹. The point is that e-commerce allows consumers to browse, select, and purchase fashion items with ease. It has disrupted the traditional brick-and-mortar model, enabling brands to reach a global customer base without the need for physical stores. The industry of fashion, especially during the COVID-19 pandemic, accelerated the digital transformation.

In conclusion media strategy in the fashion and apparel industry is not merely a choice; it's a necessity in today's global market. Intense competition among fashion brands requires them to maintain a distinct identity, or they risk becoming fleeting trends. The power of media is pivotal for a brand's success, with media strategy playing

¹⁴⁴ Sophie Wylie “Does Traditional Fashion PR Still Have a Place in an Evolving Industry Landscape?”, Agility PR, 2023

¹⁴⁵ “How Digital Marketing Has Impacted the Fashion Industry”, Emotio Design Group, 2023

¹⁴⁶ LML Clothing by Half Wait, “The Fashion Industry's Digital Revolution: How Social Media is Changing the Game”, Medium, 2023

¹⁴⁷ “Social Media Marketing for Fashion Brands”, University of Leeds

¹⁴⁸ Bridget Weston, “How to Use Social Media to Reach Your Customers”, score, 2021

¹⁴⁹ Jimit Bagadiya, “Instagram Statistics Marketers Need to Know in 2023”, Social Pilot, 2023

a central role. Media strategy, a critical cornerstone, significantly influences brand identity, visibility, and consumer engagement. The evolution of media strategy in fashion mirrors a shift from traditional to digital media. Historically reliant on print and controlled messaging, fashion has now embraced real-time engagement through platforms like Instagram and Facebook. It has allowed fashion brands to reach a global audience and drive e-commerce sales with unprecedented ease. Media formats continue to advance as technology progresses, and business adapts it, represent their brand image, and expands their market

Challenges and Opportunities in Graphic Communication

When fashion brands create graphic communication aligned with their business goals, they face several challenges. One major challenge is adapting to fast-changing digital trends. In today's fashion industry, social media marketing is essential. It allows brands to connect closely with consumers, engage directly, and benefit from word-of-mouth effects and influencer marketing, as mentioned in Chapter 1.

Brands need to keep up with new social media platforms and technological advancements, which require resources and expertise. Additionally, in the global market, it's important to share messages that respect different cultures and values.

There have been instances where fashion brands failed in their graphic communication, leading to public backlash. For example, Dolce & Gabbana faced criticism for their "Eating with Chopsticks" campaign. The ad showed an Asian model using chopsticks to eat Italian food, which many Chinese consumers found disrespectful, racist, and sexist.¹⁵⁰ Another example is Burberry's "noose hoodie," showcased at their Autumn/Winter 2019 show. The hoodie featured a drawstring designed like a noose, which was seen as insensitive to the issue of suicide and caused widespread outrage.¹⁵¹ These examples highlight the importance of cultural awareness and sensitivity in graphic communication.

On the other hand, these challenges can also create opportunities for innovation. For example, using data analytics can help brands better understand the preferences and behaviors of their target audience, leading to more effective visual strategies.

¹⁵⁰ Pamela N. Danziger, "Luxury Brands Need More Than Diversity To Prevent More Culturally Insensitive Mistakes", *Forbes*, 2019

¹⁵¹ Megan Doyle, "2019's Biggest PR Blunders: Have Luxury Brands Learnt their Lessons?", *Luxury Society*, 2025

Zara is a leader in fast fashion because of its use of data analytics. Their approach includes analyzing real-time sales data and customer feedback from global stores and online platforms, adjusting product offerings based on the average resident weight in each area, and monitoring store temperature and energy usage to improve the shopping experience.

These data-driven insights allow Zara to quickly adapt production and distribution to match current market demands and improve customer experiences.¹⁵² Also, the online retailer ASOS launched an AR feature called "See My Fit," which allows shoppers to visualize clothing on different body types and sizes. This feature contributed to a 24% increase in ASOS's revenue from 2020 to 2021.¹⁵³

Similarly, Nike's "Nike Fit" app uses AR and AI to scan customers' feet with a smartphone camera. It provides accurate shoe sizes using a 13-point measuring system, reducing returns and increasing profits.¹⁵⁴ These examples show how AI and AR technologies are being used to create immersive shopping experiences, offer personalized services, and improve efficiency in the fashion industry. By adopting these innovations, brands can boost customer engagement, increase sales, and stay competitive.¹⁵⁵

In conclusion, while creating effective graphic communication presents challenges like adapting to digital trends and respecting cultural differences, these challenges also open doors for innovation. By staying innovative and attentive to consumer needs, fashion brands can successfully align their communication strategies with their business goals.

Media strategy is an essential tool for fashion brands to craft and communicate their unique identities in a competitive and ever-evolving market. Through strategic messaging, consistent visuals, and compelling storytelling, brands can connect emotionally with their audience, establish trust, and stand out from competitors. Whether it's the timeless elegance of Chanel or the edgy, counterculture appeal of Supreme, each brand's media strategy reinforces its values and resonates with its target demographic. As the fashion industry continues to change, the ability to adapt and innovate in media strategies will remain critical for brands to sustain relevance, foster loyalty, and maintain a strong presence in the global market.

¹⁵² Amit Ydav, "Zara Case Study: How Analytics Fueled Zara's Fast Fashion Success", Medium, 2025

¹⁵³ Rojan, "13 Examples of Augmented Reality (AR) Brand Experiences", Dream Farm, 2024

¹⁵⁴ "How Top Fashion Brands Use Artificial Intelligence", WFX, 2024

¹⁵⁵ "Unlocking New Opportunities in the Fashion Industry with Data Analysis", Prompt Crowd

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U.S.-Japan Military Cooperation and Japan's Defense Spending

Tae Shida

In recent years, public opinion in Japan has increasingly focused on issues related to low wages and financial struggles. After taxes are deducted from salaries, many individuals find it difficult to make ends meet, leading to growing dissatisfaction with the government's economic policies. This frustration is further fueled by frequent tax hikes announced with each new government budget proposal. A significant factor behind these tax increases is the rising defense budget. The increase in defense spending has sparked debate among the public, bringing attention to Japan's Self-Defense Forces (JSDF) and the presence of U.S. military personnel stationed in Japan. Many citizens are questioning whether the growing financial burden imposed by defense expenditures is justified, especially given Japan's pacifist Constitution and limited engagement in international conflicts. Others argue that the alliance with the United States and the strengthening of Japan's defense capabilities are essential for maintaining regional security amidst growing tensions in East Asia. This complex dynamic between rising defense costs, public sentiment toward the JSDF and U.S. forces, and broader economic challenges reflects the nuanced relationship between Japan's security priorities and the everyday lives of its citizens. Japan is home to approximately 25,000 U.S. military personnel, with 130 military bases scattered across the country¹⁵⁶. A comparison between mainland Japan and Okinawa reveals that over 70% of U.S. military facilities and zones¹⁵⁷, as well as the majority of stationed personnel, are concentrated in Okinawa. This has led to significant burdens on the residents of Okinawa, who face issues such as aircraft crash incidents and crimes committed by U.S. military personnel. Why are U.S. military bases spread across Japan, and why is their concentration particularly high in Okinawa?

The relationship between Japan and the United States since World War II and the U.S. military bases in Okinawa

The origins of this situation can be traced back to the Pacific War during World War II, and even earlier to the 1930s, before Japan entered the Pacific War. During the late 1930s, Japan's military expansion in China escalated into the Second Sino-Japanese War. The Konoe Cabinet sought peace through German mediation, but negotiations

¹⁵⁶ ”数字で見る沖縄の米軍基地,”Okinawa Prefecture,

https://www.pref.okinawa.lg.jp/_res/projects/default_project/_page_/001/024/837/p32.pdf

¹⁵⁷ Toriumi Yasushi, “もう一度読む山川日本近代史,” 2019

failed due to the harsh conditions imposed by Japan. Despite the growing area under Japanese occupation, Chiang Kai-shek's Nationalist government, supported by the Chinese Communist Party, continued to resist. The prolonged conflict strained Japan's resources and complicated its efforts to end the war. In December 1938, Prime Minister Fumimaro Konoe announced the "Three Principles": good neighborly relations, joint anti-communism, and economic cooperation. These principles framed Japan's war aims as establishing a "New Order in East Asia." To achieve this, Japan established a puppet regime in Nanjing under Wang Jingwei in 1940. However, the regime's legitimacy was limited, as it failed to gain substantial domestic or international support. By the late 1930s, Japan sought alliances to counterbalance Western powers. The Anti-Comintern Pact with Germany and Italy in 1936 expanded into the Tripartite Pact in 1940, solidifying the Axis powers. Japan also signed the Soviet-Japanese Neutrality Pact in 1941, securing its northern border. However, Japan's aggressive policies in Asia led to growing tensions with the United States, Britain, and other Western nations, culminating in economic sanctions and an oil embargo. Japan's industrial and military policies aimed to sustain its war efforts and expand its influence in Asia. The government prioritized resource acquisition from occupied territories, such as Manchuria and Southeast Asia. This strategy, known as the "Southern Expansion Doctrine," sought to secure vital resources, including oil and rubber, to fuel Japan's military ambitions. As diplomatic tensions with the United States escalated, Japan's leaders faced a critical decision: compromise with Western powers or pursue war to achieve their goals. The failure of negotiations in late 1941 led to Japan's attack on Pearl Harbor on December 7, 1941. This event marked the beginning of the Pacific War and Japan's direct confrontation with the Allied powers.

The Battle of Okinawa (April–June 1945) was a pivotal event in the Pacific War and a critical moment in the U.S. military's efforts to bring World War II to an end. Okinawa, the largest of the Ryukyu Islands, held immense strategic value due to its proximity to mainland Japan. Capturing Okinawa would provide the United States with a vital base for launching an invasion of the Japanese mainland. The battle, known as "Typhoon of Steel" due to the intensity of the fighting and the vast scale of military resources deployed, involved fierce combat between U.S. forces and Japanese defenders. The U.S. military's amphibious landing marked the largest assault in the Pacific Theater, with over 180,000 American troops participating. Japanese forces, entrenched in fortified positions, resisted fiercely, utilizing kamikaze attacks and guerilla tactics to inflict heavy casualties on U.S. troops. The civilian population of Okinawa also suffered immensely. Many were caught in the crossfire, and others were coerced into committing mass

suicides by Japanese authorities, who propagated fears of American brutality. The battle resulted in the deaths of approximately 200,000 people, including soldiers and civilians, and left the island devastated. The fall of Okinawa brought the United States closer to Japan's home islands and underscored the high human cost of war. It also influenced the U.S. decision to use atomic bombs on Hiroshima and Nagasaki to avoid the immense casualties expected from a mainland invasion. Following Japan's surrender in August 1945, Okinawa became a key site for U.S. military bases, shaping the region's postwar geopolitics. After World War II, Japan underwent significant changes under Allied occupation. The U.S. aimed to demilitarize and democratize Japan, drafting a new constitution that renounced war and established parliamentary democracy. However, the onset of the Cold War shifted U.S. priorities. Japan became a critical ally in containing communism in Asia, leading to the establishment of U.S. military bases across the country.

Okinawa, in particular, became central to U.S. military strategy. The Treaty of San Francisco (1951) formally ended the occupation, but Okinawa remained under U.S. administration until 1972. During this period, the island hosted a significant concentration of U.S. military forces, serving as a base for operations during the Korean and Vietnam Wars. The presence of these bases created tension with local residents, who faced land seizures, environmental degradation, and incidents involving U.S. personnel.

On 16 December 2022, the Government decided to increase total defence spending by 1.6 times to 43 trillion yen.¹⁵⁸ A number of people oppose this. The main reason is that tax increases are also planned to compensate for the increase. Corporate tax, income tax and tobacco tax will be increased. This is thought to have led to a high level of opposition, especially with regard to income tax, as it is a tax that all taxpayers have to pay.¹⁵⁹ The US is the world's largest military spender, with a GDP ratio more than three times that of Japan. However, an increasing number of US citizens believe that the US military is not strong enough and that it would be better to spend more on the military in recent years. Only about 10% of respondents say the military is strong enough.¹⁶⁰ Why there has been such a difference

¹⁵⁸ “防衛費 5 年間で 43 兆円、現行計画の 1.6 倍 戦闘継続能力を強化,” REUTERS, 2022

¹⁵⁹ Kiuchi, Takahide, “防衛費増税時期のされなる先送り：岸田政権の目玉制作はすべて財源確保先送りに,” NRI, 2023

¹⁶⁰ “Military and National Defense,” GALLUP

in opinion between Japanese and Americans, if the advantages of the US could be successfully incorporated into Japanese policy, it would be possible to increase defense spending without raising taxes. In this essay, the US policy is a reference point to clarify what Japanese defense spending and taxation should be and how Japanese people should change their attitudes toward defense.¹⁶¹

Compare and Contrast the Defence Expenses in Japan and America

First, summarising the same or similarities between the US and Japan in terms of defence spending. The US does not realise very friendly relations with China and Russia and feels threatened there. For this reason, it has recently raised its military spending and is thinking about improving the quality of its military. This will give them more defence in case of emergency, and will also serve as a deterrent to other countries. Likewise, Japan has recently been facing increasing territorial disputes with South Korea, China and Russia, as well as ballistic missiles by North Korea. Defence spending is also spent on maintaining alliances with the US and on two international peace cooperation activities. The combination of these conditions seems to have necessitated a significant increase in defence spending. Both the US and Japan are considered essential funds with regard to these. Just under 40% of Americans think that defence spending should be kept, neither increased nor decreased. 29 per cent say military spending should be expanded, while slightly fewer, 26 per cent, say it should be reduced. One of the US foreign policy initiatives is the provision of military aid to other countries. However, 16% of Americans actually support this, while 54% answered that it is better to maintain existing alliances. In Japan, the number of people in favour of increasing defence spending is about the same as those opposed to it.¹⁶² Some surveys by different newspapers showed more people in favour.¹⁶³ Many people are of the opinion that it is necessary for deterrence and strengthening self-defence. Currently, some people are in favour of raising defence spending, as the news shows that people are forced to live in inconvenience due to budget shortages on the part of the Self-Defence Forces.

¹⁶¹ Toriumi Yasushi, “もう一度読む山川日本近代史,” 2019

¹⁶² “防衛費増額は賛否割れる 防衛増税に”反対64% NHK 世論調査,” NHK, 2023

¹⁶³ 太路, 秀紀, “防衛費の増額、賛成が5割強 S編アンケート「抑止力として必要」 女性では反対50% 増税財源には反対多数 「先に政治が身を切る改革を」,” 熊本日日新聞, 2022

Next, a summarisation of the differences between the United States and Japan on defence spending is provided. In both the US and Japan, there was a slight majority in favour of increasing defence spending and some opposition. However, the issue now in Japan is not that defence spending is to be increased, but that part of the money needed to pay for the increase - 1 trillion yen - is to come from raising taxes. Income tax, which almost all citizens have to pay, will be increased. The income tax to be increased is known in more detail as the "special income tax for reconstruction". This is a tax that is collected on top of regular income tax from 1 January 2013 to 31 December 2037 to fund reconstruction from the Great East Japan Earthquake. There has also been criticism of the Government regarding the fact that the tax, which was originally intended to be used for reconstruction from the Great East Japan Earthquake, is now being used for defence expenditure.¹⁶⁴ Not only is the tax being increased, but there are proposals to continue to add on the amount used for defence spending until the 2050s. Military spending in the US is increasing year by year. However, as a percentage of GDP, it is stagnant or slightly decreasing. The fact that the US can increase military spending without resorting to tax increases is partly due to its high rate of economic growth. One of the reasons why Japan is in a situation where it has to raise taxes is the low rate of economic growth.¹⁶⁵

One similarity between Japan and the US is that the public is almost evenly split between support and opposition to increasing defence spending. The difference between America and Japan is in the funding required for increased defence spending. The US is considered to be in a better to increase defence spending due to its high economic growth rate. On the other hand, Japan has a low economic growth rate, which makes it difficult to raise tax revenues, and therefore has no choice but to raise taxes. On the basis of these, I offer two suggestions. The first is to use the increase in defence spending from taxes spent elsewhere. Japan has a variety of supplementary funding systems, which often do not function properly. Some foreigners take unfair advantage of it. If many of these small problems could be solved, it would be possible to put a lot of money into defence spending. Akashi's policy of focusing on childcare created a number of new child-supporting productions without raising taxes. It is possible to bring in the funds needed for those policies from other sources, according to former Akashi Mayor Fusaho Izumi. The second proposal is not to increase defence spending. One of the arguments against increasing defence spending was that problems with other countries should be solved peacefully, not by deterrence. The reason for increasing defence

¹⁶⁴ Watanabe, Shu, "復興特別所得税," Tansa, 2023

¹⁶⁵ "日本の防衛費の推移：対 GDP 比 1% 枠を強く意識," nippon.com, 2018

spending is not only for deterrence, but if the funds needed for deterrence alone were reduced, there would be no need for many more increases.

Advantages and Disadvantages of deep military ties between Japan and the U.S.

The Treaty of Mutual Cooperation and Security states that the US is duty-bound to defend Japan against external armed attack, and also provides that Japan is obliged to defend itself in the event of an armed attack by US forces in territory under Japan's administrative authority.¹⁶⁶ According to a public opinion survey, more than 70% of people said The Treaty of Mutual Cooperation and Security that was concluded between Japan and America is serving for peace and safety of Japan. Conversely, some people said it is not working well properly for Japan, and there are more than 10%.¹⁶⁷ Moreover, People in Okinawa, where more than 70% of the area under US military use is concentrated, tend to show an increase in opposition to The Treaty of Mutual Cooperation and Security and US military bases compared to the national public opinion results.¹⁶⁸ I will present the advantages and disadvantages of having a deep relationship between Japanese national defence and the American military, as a consequence, I would like to think about how Japan should deal with the US military in the future.

There are some advantages that Japan has deep military ties with the US. Okinawa Prefecture is the weakest prefecture in Japan with only 25% of its own resources. In other words, the prefecture's economy barely survives on government subsidies and debt. Okinawa Prefecture has publicly stated that military-related revenues account for only 5% of the prefecture's total. This includes 88 billion in military land fees, 46 billion in military salaries and 50 billion in military-related consumption. This 5% does not include public works and high-rate subsidies from bases. It also does not include the cost of building and maintaining foreign residences in civilian areas, so the exact figure is likely

¹⁶⁶ Sakamoto, Kazuya, “日米同盟の絆—安保条約と相互性の模索—,” 2006

¹⁶⁷ “日本の防衛のあり方に関する意識,” 2003

¹⁶⁸ “全国と沖縄県の調査結果”

to be higher than 5%.¹⁶⁹ This suggests that US military bases generate economic benefits for Okinawa. Moreover, Questions and answers to the Japan-US security regime, such as 'Why are US troops stationed in Japan? What obligations does Japan have?' In part of the answer to the question "In order to make more effective use of The Treaty of Mutual Cooperation and Security as a deterrent to prevent aggression, it is necessary for the US military to be stationed in Japan at all times, to train constantly and to establish a thorough system", the Ministry of Foreign Affairs states. The Ministry of Foreign Affairs stated.¹⁷⁰ It can be said that this is a strategy for maintaining peace and security in Japan that makes the most of the deterrent power of the strong military relationship between the US and Japan.

Conversely, There are some disadvantages that Japan has deep military ties with the US. Noise and the lives of Okinawans living near US military bases have been negatively affected, as well as the natural environment of Okinawa. Other crimes committed by US military personnel are also on the rise: they have continued to increase since 2018 and in 2023 there were 63 crimes, the highest number in the past decade.¹⁷¹ Furthermore, documents obtained by the Japan Peace Committee reveal that the prosecution rate for criminal offences committed by US military personnel (US soldiers, military personnel and their families) in Japan in 2021 was only about 11.3%, with about 90% of cases going unprosecuted. This suggests that some people have a sense of inequality towards US military personnel. On the question side of the Foreign Ministry's Q&A session, "Isn't it unfair that if a US serviceman commits a crime in Japan, the US does not hand over custody of that US serviceman to Japan?" The opinion was expressed that. (In fact, the US servicemen or persons related to US servicemen who commit crimes are taken into custody by the Japanese side. The Ministry of Foreign Affairs responded that this was not the case). Japan also spends a lot of other money militarily to the US. Japan pays part of the costs of US military bases. Japan has many restrictions on domestic production of defence equipment and relies on the US. As a result, Japan is the fourth largest exporter of arms to the US, buying USD 1.2 billion worth of defence equipment.¹⁷² Japan's increasing defence spending is a cause for concern.

¹⁶⁹ Koja, Ryota, “沖縄在留米軍基地について,” 2016

¹⁷⁰ “日米安保体制 Q & A,” Ministry of Foreign Affairs of Japan

¹⁷¹ “米軍人などの刑法犯検挙件数は 63 件 10 年で最多だった昨年上回る,” The Asahi Shimbun

¹⁷² “U.S. arms exports in 2022, by country,” Statista

In conclusion, there are some advantages and disadvantages that Japan has deep military ties with the US. One example of the deep military relationship between Japan and the US is the multiple US military bases in Japan. It turns out that the US military bases play a very important role both for peace in Japan and for deepening relations with the US. Conversely, in areas where there are US military bases, there were noticeably negative opinions not only about US military bases but also about the deep military relationship between Japan and the US. In my opinion, the US military bases in Okinawa play a really important role. This is because Japan is a country surrounded by many different countries, and Okinawa in particular is located at the southernmost tip of Japan and is also an island, which is very beneficial from a defence perspective. However, I think the government should pay more attention to the local people. It should explain to the people of Okinawa that the US bases are important both economically and for the defence of Japan, together with accurate data. Also, the handling of crimes committed by US military personnel should be managed in such a way that there is no injustice and that they are properly prosecuted.

The Treaty of Mutual Cooperation and Security states that the US is duty-bound to defend Japan against external armed attack, and also provides that Japan is obliged to defend itself in the event of an armed attack by US forces in territory under Japan's administrative authority.¹⁷³ According to a public opinion survey, more than 70% of people said The Treaty of Mutual Cooperation and Security that was concluded between Japan and America is serving for peace and safety of Japan. Conversely, some people said it is not working well properly for Japan, and there are more than 10%.¹⁷⁴ Moreover, People in Okinawa, where more than 70% of the area under US military use is concentrated, tend to show an increase in opposition to The Treaty of Mutual Cooperation and Security and US military bases compared to the national public opinion results.¹⁷⁵ I will present the advantages and disadvantages of having a deep relationship between Japanese national defence and the American military, as a consequence, I would like to think about how Japan should deal with the US military in the future.

There are some advantages that Japan has deep military ties with the US. Okinawa Prefecture is the weakest prefecture in Japan with only 25% of its own resources. In other words, the prefecture's economy barely survives on

¹⁷³ Sakamoto, Kazuya, “日米同盟の絆—安保条約と相互性の模索—,” 2006

¹⁷⁴ “日本の防衛のあり方に関する意識,” 2003

¹⁷⁵ “全国と沖縄県の調査結果”

government subsidies and debt. Okinawa Prefecture has publicly stated that military-related revenues account for only 5% of the prefecture's total. This includes 88 billion in military land fees, 46 billion in military salaries and 50 billion in military-related consumption. This 5% does not include public works and high-rate subsidies from bases. It also does not include the cost of building and maintaining foreign residences in civilian areas, so the exact figure is likely to be higher than 5%.¹⁷⁶ This suggests that US military bases generate economic benefits for Okinawa. Moreover, Questions and answers to the Japan-US security regime, such as 'Why are US troops stationed in Japan? What obligations does Japan have?' In part of the answer to the question "In order to make more effective use of The Treaty of Mutual Cooperation and Security as a deterrent to prevent aggression, it is necessary for the US military to be stationed in Japan at all times, to train constantly and to establish a thorough system", the Ministry of Foreign Affairs states. The Ministry of Foreign Affairs stated.¹⁷⁷ It can be said that this is a strategy for maintaining peace and security in Japan that makes the most of the deterrent power of the strong military relationship between the US and Japan.

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¹⁷⁷ "日米安保体制 Q & A," Ministry of Foreign Affairs of Japan

¹⁷⁸ "米軍人などの刑法犯検挙件数は 63 件 10 年で最多だった昨年上回る," The Asahi Shimbun

production of defence equipment and relies on the US. As a result, Japan is the fourth largest exporter of arms to the US, buying USD 1.2 billion worth of defence equipment.¹⁷⁹ Japan's increasing defence spending is a cause for concern.

In conclusion, there are some advantages and disadvantages that Japan has deep military ties with the US. One example of the deep military relationship between Japan and the US is the multiple US military bases in Japan. It turns out that the US military bases play a very important role both for peace in Japan and for deepening relations with the US. Conversely, in areas where there are US military bases, there were noticeably negative opinions not only about US military bases but also about the deep military relationship between Japan and the US. In my opinion, the US military bases in Okinawa play a really important role. This is because Japan is a country surrounded by many different countries, and Okinawa in particular is located at the southernmost tip of Japan and is also an island, which is very beneficial from a defence perspective. However, I think the government should pay more attention to the local people. It should explain to the people of Okinawa that the US bases are important both economically and for the defence of Japan, together with accurate data. Also, the handling of crimes committed by US military personnel should be managed in such a way that there is no injustice and that they are properly prosecuted.

The deep military relationship between Japan and the United States presents both advantages and challenges. Particularly, the presence of U.S. military bases in Okinawa plays a vital role in regional defense, but it also causes issues such as its impact on local residents and criminal activity. Nevertheless, the U.S. military's role in Japan's defense cannot be overlooked, and the U.S.-Japan Security Treaty continues to function as a safeguard for peace and security. However, the sense of unfairness felt by Okinawan residents and environmental concerns caused by the bases must be addressed more thoroughly. Moving forward, the Japanese government should carefully explain the importance of U.S. military bases and their economic contributions, while also working on improving the living conditions and security around the bases. Appropriate responses to crimes committed by U.S. military personnel and the assurance of fair legal actions must also be guaranteed. As defense spending increases, the tax burden on citizens is also rising, and careful attention must be paid to these issues in order to gain public understanding. Ultimately, to protect Japan's peace and security, it is essential to recognize the importance of Japan-

¹⁷⁹ "U.S. arms exports in 2022, by country," Statista

U.S. cooperation, while also listening to the voices of local residents and striving to establish a balanced defense policy.

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Relationship between language and identity

Inori Takaoka

When people think of the Japanese they believe they are nice, smart, and polite. Moreover, they tend to look down on others but them, because they are proud of their own identity. For example, they assume that they can do it but others will not, regardless of the facts and evidence. Language plays a very important role in shaping someone's identity.¹⁸⁰ The vocabulary and grammar used in a language reflect the experiences and cultural nuances of its speakers. For example, certain words, idioms. By using a language, an individual confirms his or her connection to membership in a particular cultural group and reinforces his or her cultural identity. Language plays an important role in shaping national identity. A nation is defined by its official language, and language can be a powerful symbol of national unity.¹⁸¹ Language can also be a tool for national integration, promoting social cohesion and communication among diverse populations. In this thesis, I will talk about what is identity, relation between identity and language, and how Japanese shape our identity.

I

Identity is what makes us who we are. Identity includes our culture, beliefs, values, and experiences in life.¹⁸² These parts of our identity influence the way we think, act, and feel. In other words, it plays a major role in shaping our personalities. It is also susceptible to influence. First, our identity is built by the culture and environment in which we are raised. It tells us what is right and wrong, what is important, and how we should behave. For example, someone raised in a community that values teamwork may develop a friendly and cooperative personality. On the other hand, someone raised in a competitive environment might place more emphasis on personal success. Identity formation occurs primarily through relationships with family members and close nurturers. From an early age, they learn to distinguish themselves from others and acquire basic knowledge.¹⁸³ Then, through trial and error with various values, they try to find the one that best suits them. The beliefs and values derived from our identity are the foundation of our personality. How we see ourselves, or self-identity, has a profound effect on our character. If

¹⁸⁰ CLAC VIII, "The Relationship Between Language and Identity", Medium, Jun 11, 2023

¹⁸¹ "The Connection Between Language and National Identity", Verbalplanet, 2020

¹⁸² "アイデンティティとは？意味や概念、形成過程を分かりやすく解説", LIBERARY, Aug 5, 2024

¹⁸³ Scott Schroeder, "Linguistic Predictors of Cultural Identification in Bilinguals", PubMed Central, Sep 19, 2017

we see ourselves as confident, we may act boldly and take risks. If we see ourselves as kind, we may go out of our way to help others. Identity builds self-esteem and helps shape our choices in life. It is deeply connected to career vision. A strong sense of identity leads to a positive and outgoing personality, while identity confusion may cause anxiety and shyness. Identity also affects how we relate to those around us. For example, those who identify strongly with their family and culture may value relationships and enjoy spending time with others. On the other hand, those who consider themselves independent may prefer to spend time alone and work on personal goals. Identity guides how we communicate, build relationships, and respond to different social situations, all of which are important parts of our personality. It provides direction in life and helps us understand who we are. With a deeper understanding of your identity, you can better define your personality and grow into your best self.

II

Language and identity are inextricably linked. The way we speak, the words we use, and even the tone of our voice can tell others a lot about who we are. Language shapes our identity in many ways, including how we see ourselves, how others see us, and how we connect with our culture and community. The way we speak can often tell a lot about where we come from. For example, our accent and the language we use can tell others about where we come from or our country. It can also indicate our age, level of education, or even our personality. Someone who speaks formally may be considered polite and professional, while someone who uses slang may be considered relaxed or modern. In this way, language helps us express who we are to the world. Language is also a tool for building relationships. When people speak the same language, they feel closer to one another. For example, they may feel more comfortable speaking their native language because it reminds them of their hometown or family. Sharing the same language makes people feel part of a group, whether it is a local community or an online community.¹⁸⁴This connection helps form a sense of belonging, an important part of identity. Culture and language are closely related. Language conveys the traditions, history, and values of a community. When people learn a new language, they also learn about the culture behind it. On the other hand, when people lose their language, they may also lose part of their cultural identity. It is a way to preserve their identity and pass it on to the next generation. In conclusion, language and identity are deeply connected. Language reflects who we are, helps us build relationships,

¹⁸⁴ W. Quin Yow, “Sharing The Same Language Helps Us Work Better Together ”, Dec 3, 2019

and sustains our culture. It is not just a means of communication; it is part of what makes us unique. Understanding this connection can help us better understand the role language plays in shaping our lives and the world around us.

III

Language is a large part of identity, and for Japanese speakers it plays an important role in shaping who they are. Japanese is more than just a means of communication; it reflects culture, tradition, and social values.

¹⁸⁵Japanese helps people connect with their history, express their unique personalities, and relate to others in society.

The Japanese language has a unique system of honorifics that teaches people how to show respect and understand their social roles. ¹⁸⁶Words like "san" and "~sensei" and formal verbs like "itadakimasu" reflect the importance of hierarchical relationships and courtesy in Japanese culture. When using these forms, speakers are reminded of their place in society and their relationships with others. This helps form a collective identity in which respect and harmony are valued. The Japanese language is deeply connected to the culture and history of Japan. Traditional expressions, proverbs, and kanji tell stories of the past. For example, the kigo (seasonal words) used in haiku help people connect with nature and cultural traditions. By speaking Japanese, people feel a strong connection to their heritage and the unique beauty of Japanese culture, which is an important part of their identity. Japanese dialects (dialects) also form an individual's identity. ¹⁸⁷Dialects such as Kansai-ben and Hakata-ben are more than mere differences in speech; they reflect the culture and pride of the region. A person from Osaka may feel his or her individuality in the warmth and humor of the Kansai dialect. These regional differences allow people to express their individuality while still being part of a larger community of Japanese speakers. The Japanese language creates identity through its emphasis on politeness, cultural ties, and regional dialects. Japanese language reflects values such as respect, tradition, and individuality, while at the same time giving people a way to express themselves. By understanding how language shapes identity, we can better appreciate the richness of the Japanese language and culture.

¹⁸⁵ Day Translations Team, "The Relationship Between Language and Culture Defined", Day Translations blog, Oct 20, 2022

¹⁸⁶ "敬意をナビゲートする：日本文化における敬語の重要性", COUXU Corporation, Feb 19, 2024

¹⁸⁷ Norma Salazar, "Exploring Influence of Language on Identity and Perception", The Spanish Group, April 10, 2024

IV

In conclusion, language and identity are inextricably linked, deeply influencing and shaping each other. Language reflects who we are, reveals our beliefs and values, and connects us to our communities. At the same time, our identity shapes how we use language to express ourselves, build relationships, and interact with the world. Together, the two form an important part of our understanding of ourselves and our place in society. Language helps us express our thoughts, feelings, and personalities. The words we choose, the tones we use, and even our accents reflect who we are. Through language, we show our individuality and communicate our identity to others. At the same time, the language or dialect we speak connects us to a particular community and gives us a sense of belonging. For example, Japanese speakers feel a connection to Japanese culture, while dialects such as the Kansai dialect can express local pride and uniqueness. Identity, in turn, shapes our character and the way we relate to the world. Identity influences our beliefs, values, and self-perceptions, which in turn affect our communication style. For example, someone who self-identifies as confident may speak boldly, while someone with a strong connection to their cultural heritage may use traditional expressions that reflect their roots. Identity also shapes the way we relate to others, such as by prioritizing respect, as seen in Japanese honorifics, or by emphasizing individuality through informal or creative use of language. Japanese is a powerful example of how language shapes identity. The Japanese language reflects cultural values such as respect, harmony, and tradition. The use of honorifics in Japanese teaches speakers to recognize social roles and relationships, forming a collective identity focused on respect. In addition, rich cultural expressions, kanji, and kigo (seasonal words) strengthen cultural identity by linking speakers to Japanese traditions and history. Dialects further allow individuals to express their regional identity, creating a balance between individuality and a sense of belonging. In sum, language and identity are deeply intertwined. While language allows us to express ourselves and connect with others, identity shapes how we use language to reflect our beliefs, culture, and personality. Understanding this connection, whether in Japan or elsewhere, helps us understand the role language plays in defining who we are and how we relate to the world.

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Social media addiction

Kei Takeguchi

Social media addiction has become a serious problem in modern society, affecting people's mental health, productivity, and social relationships. As more people spend excessive time on platforms like Instagram and TikTok, issues such as anxiety, depression, and decreased face-to-face communication have increased. Understanding the causes and effects of social media addiction is essential to finding solutions and promoting a healthier digital lifestyle.

I

Social media has both positive and negative impacts on people's lives. One of the biggest advantages is that it helps people stay connected with friends and family, no matter where they are. Platforms like Facebook, WhatsApp, and Instagram allow users to communicate instantly through messages, calls, and video chats. This is especially useful for people who live far away from their loved ones. Additionally, social media provides access to valuable information, such as news, educational content, and job opportunities. Many students and professionals use social media to learn new skills, join online courses, and stay updated on current events. Businesses also benefit from social media, as they can advertise their products and reach a wider audience easily.

However, social media also has significant disadvantages. Many people develop an addiction, spending hours scrolling through posts, watching videos, or playing online games. This excessive use often reduces productivity and distracts people from important tasks such as studying or working. Moreover, social media can have a negative impact on mental health. Studies show that excessive use of social media can lead to anxiety, depression, and low self-esteem, especially when users compare themselves to others. Many people feel pressure to present a "perfect" life online, which can create unrealistic expectations and feelings of inadequacy. Furthermore, social media can lead to cyberbullying, where people receive negative comments or threats online, affecting their emotional well-being.

II

One of the main causes of social media addiction is the way social media platforms are designed. Many apps use advanced algorithms to analyze user behavior and show personalized content that keeps them engaged for long periods. For example, platforms like Instagram and TikTok use infinite scrolling, meaning users can keep swiping without reaching an end. This design makes it easy for people to lose track of time and spend hours online without realizing it. Additionally, social media apps send frequent notifications, alerting users about new messages, likes, or trending posts. These notifications create a sense of urgency, making people feel the need to check their phones constantly. Furthermore, autoplay videos encourage users to continue watching content even when they originally planned to stop. All these features make social media highly addictive, as they continuously capture users' attention.

Another major cause of social media addiction is the psychological reward system. When people receive likes, comments, or shares on their posts, their brains release dopamine, a chemical associated with pleasure and motivation. This feeling of instant gratification encourages users to keep posting and engaging with content in order to receive more validation. Over time, people become dependent on these digital rewards, which can lead to compulsive behavior. Additionally, many social media users experience the fear of missing out (FOMO), a psychological phenomenon where individuals feel anxious if they are not constantly updated on their friends' activities, social events, or the latest trends. This fear pushes people to check their social media accounts frequently, sometimes even during meals, work, or late at night.

The effects of social media addiction can be serious and far-reaching. One of the most significant consequences is the negative impact on mental health. Research has shown that excessive social media use is linked to increased levels of anxiety, depression, and low self-esteem. Many users compare their lives to the carefully curated and often unrealistic images they see online, leading to feelings of inadequacy and dissatisfaction. For example, people may feel pressured to present a perfect lifestyle on social media, causing stress and emotional exhaustion. In extreme cases, social media addiction can contribute to social isolation, as users may spend more time online than interacting with people in real life.

Another major effect of social media addiction is reduced productivity. People who spend excessive time on social media often struggle to focus on important tasks such as studying or working. For instance, students who check their phones frequently during class may have difficulty retaining information and completing assignments on time. Similarly, employees who use social media during work hours may find it hard to meet deadlines and maintain

efficiency. Over time, this can lead to poor academic performance or workplace issues. Furthermore, excessive social media use can disrupt sleep patterns. Many users spend long hours scrolling through social media late at night, leading to sleep deprivation. Lack of sleep can negatively impact concentration, memory, and overall health, creating a cycle of fatigue and reduced productivity.

In addition to affecting mental health and productivity, social media addiction can harm real-life relationships. When people prioritize online interactions over face-to-face communication, their relationships with family and friends may weaken. For example, a person who is constantly checking their phone during a conversation may appear disinterested or rude, making the other person feel unimportant. Over time, this behavior can create distance between individuals and lead to feelings of loneliness. Moreover, excessive social media use can contribute to misunderstandings and conflicts in relationships. Online interactions often lack the depth and emotional connection of real-life conversations, which can result in miscommunication and weaker bonds between people.

III

Social media addiction shares many similarities with other types of addiction, such as drug addiction and gambling addiction. One major similarity is the way these addictions affect the brain. When people use social media excessively, their brains release dopamine, the same chemical that is triggered by drug use or gambling. This dopamine rush creates feelings of pleasure and encourages people to continue using social media, just as drug addicts feel compelled to take more drugs to maintain their high. Over time, users may develop tolerance, meaning they need to spend more time on social media to feel the same level of satisfaction. Another similarity is the loss of control. Addicted individuals often struggle to reduce their usage, even when they recognize that it is negatively impacting their lives. They may neglect responsibilities, such as work, school, or relationships, just to spend more time online. This is similar to how gambling addicts continue to place bets despite financial losses, or how drug addicts prioritize their substance use over daily responsibilities.

However, there are also key differences between social media addiction and other forms of addiction. One major difference is the physical impact. While drug addiction and alcohol addiction cause direct harm to the body, such as liver damage, lung disease, or overdose, social media addiction does not have immediate physical effects. Instead,

its consequences are more psychological, affecting mental health, self-esteem, and social interactions. Another difference is the accessibility of social media. Unlike drugs or gambling, which often require money or specific locations, social media is easily available to anyone with a smartphone or computer. This makes it harder for people to avoid, as they are constantly exposed to it throughout the day. Additionally, social media addiction is often socially accepted. Many people see frequent social media use as normal, making it difficult to recognize when someone is actually addicted. In contrast, drug addiction and gambling addiction are generally viewed as harmful behaviors, and those who suffer from them often face social stigma.

Despite these differences, social media addiction can be just as damaging as other addictions. While it may not cause physical harm like drug abuse, it can severely affect mental health, productivity, and relationships. Because of its widespread use and social acceptance, addressing social media addiction requires a different approach than treating drug or gambling addiction. Instead of medical treatments or rehabilitation centers, solutions for social media addiction often involve self-regulation strategies, such as setting time limits, using apps to monitor screen time, and taking digital detox breaks. Ultimately, understanding the similarities and differences between social media addiction and other addictions can help people take the issue more seriously and find effective ways to manage their online habits.

In conclusion, social media addiction is a growing problem that affects mental health, productivity, and relationships. While social media offers many benefits, such as connecting people and providing useful information, excessive use can lead to negative consequences. The causes of social media addiction include platform design, instant gratification, and the fear of missing out. These factors make it difficult for users to control their online behavior, leading to various psychological and social issues. Additionally, when compared to other forms of addiction, social media addiction shares similarities in its impact on the brain and the loss of control, but it differs in terms of physical effects and social acceptance.

To prevent and manage social media addiction, individuals should set time limits, take breaks from their devices, and focus on real-life interactions. Parents, educators, and governments should also take steps to raise awareness about the risks of excessive social media use and promote healthier digital habits. By recognizing the dangers of social media addiction and making conscious efforts to use social media responsibly, people can maintain a balanced

and healthier lifestyle. While social media is an essential part of modern life, it is important to use it wisely and not let it control our daily activities and well-being.

Mega cities

Yutaro Tanaka

There are numerous social advantages and disadvantages to the old mega cities. This essay will discuss the good and bad points of mega cities.

On the one hand, mega cities have more economic growth than the countryside. It has a lot of reasons. First, large cities have a larger population than rural areas. And the more people the cities have, the more productivity it is able to increase. Then, when there are more people, there is a greater chance for innovation to occur, and when innovation occurs, the possibility of creating new products and new convenient services increases. It's a good point for society when new products and new services are created. Thus, making a difference between the big cities and the countryside. Mega cities require many services and conveniences due to their large population. Population density is very important in economic growth because a large population is able to increase productivity and create new services and products.¹

On the other hand, mega cities tend to be dirtier than rural areas. There are many opportunities to get a good look at the dirty scenes in big cities. It has several reasons; however, the main reason is the number of people. With so many people in a large city, there will inevitably be an increase in the number of people throwing trash on the street. And there is plenty of nature in the countryside and not much in the big cities.²

In conclusion, mega cities have negative points and positive points. Many large cities have more economic growth than the countryside. However, large cities are often dirty places.

Footnotes:

¹ Michael Fritsch, Michael Wyrwich, "Is innovation (increasingly) concentrated in large cities? An international comparison," *Science Direct*, July 3, 2020.

² Sefi Roth, Felipe Carozzi, "When it comes to harmful air pollution, denser cities aren't greener cities," *LSE*, August 15, 2019.

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Causes and current status of drug addiction

Yutaro Tanaka

As the previous essay has shown, people use drugs for a variety of reasons. Some are sick and want to feel better, others want to improve their work or performance, and others are curious. There are many people in the world who use drugs, and there is no denying that there are people who use drugs in Japan as well. In Japan, drug use is prohibited, and bail is often set at 1.5 to 2 million yen for a first offense. The penalties for drug offenses are extremely serious and severe, with no exceptions. For example, the penalty for methamphetamine possession is up to 10 years in prison, and selling the drug results in even harsher punishments. Despite these strict laws, drug use persists in Japan. In this essay, I will mainly discuss the pros and cons of drug use.

Drug abuse in Japan, especially among youth, is in a worrisome state. Drug abuse, which had seemed to be slowing down, has resurfaced in recent years. For example, the Ministry of Health, Labor, and Welfare (MHLW) reported that in 2009, the number of arrests for marijuana offenses reached 3,087, of which 1,884 (61.0%) were offenders in their 20s and minors. The number of arrests for marijuana offenses declined after that but began to increase again in 2014, reaching a record high of 3,578 in 2018, with 1,950 (54.5%) in their 20s and minors—more than in 2009. In line with these changes, the number of college students arrested for marijuana also increased from 27 in 2014 to 100 in 2018.¹

The demand for drugs has been increasing every year, partly due to the perceived benefits of drug use. Drugs affect the "reward circuits" of the brain, causing a sense of well-being and enabling individuals to improve their performance at work, school, and in sports.² Some people begin to abuse drugs to cope with stressors in

professional life or to enhance sociability and connect with others who use drugs. For some, drug use initially provides a sense of confidence or belonging.

However, there are significant disadvantages to drug use. Addiction is a common outcome, making it nearly impossible to quit even when a person wants to. Initially, drugs excite the brain's reward system, but over time, tolerance develops, requiring more of the drug to achieve the same effect. Without the drug, users experience withdrawal symptoms, including anxiety and irritability. Addicted individuals may engage in harmful behaviors—lying, stealing, or hurting others—to maintain their supply.³

Additionally, the effects vary depending on the type of drug. Marijuana can impair memory and concentration. Opioids can slow heart rate and breathing, potentially causing coma or death. Methamphetamine can cause dangerous body temperature increases, irregular heartbeat, or seizures, while cocaine may lead to violent behavior or panic attacks.⁴

While drugs may offer temporary benefits, such as improved performance and emotional relief, the risks of addiction, health complications, and legal consequences far outweigh these advantages. Drug use often leads to regret, especially in Japan, where strict laws impose heavy fines or incarceration for offenders.

Footnotes

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Causes and Current Status of Drug Addiction

Yutaro Tanaka

Many people around the world, including many Japanese, are addicted to drugs. Drug addiction is a serious problem in families, workplaces, and society. Drug-induced hallucinations and delusions can have a variety of negative effects, and the discussion will focus on the causes of drug addiction.

Why do people use drugs? I think we have all heard this question at one time or another. I believe there are many different reasons for different people. For example, the feel-good effect. Often people use drugs because they want to get "high." They are the euphoric effects that drugs produce. They want to feel better, stop feeling worse, or perform better at school or work. Others use drugs to cope with mental and emotional pain for the feel-good effect. For example, many people with mental health disorders such as depression use drugs to escape their grief. This is called self-medication. Some people use drugs because they are curious about the causes of drug use, which is common among young people. They have heard about the effects of the drug but want to experience it for themselves. This is a special problem for teens and young adults because of the stage of brain development. This is because young people are more likely to act impulsively without thinking about the long-term consequences.¹

Why do drug addicts continue to use drugs, and why don't they quit? The question is why do people continue to use drugs despite the negative consequences? Why do they use drugs when they know they are hurting their family and friends? Why do people use drugs when they know the dangers of abuse and addiction? Why do they put their bodies through it? In the case of many people, it is mostly people who have no choice. Many people choose to try drugs in a social setting, such as experimenting with friends. If they continue to use the drug, it becomes a bigger problem. It brings with it the risk of addiction.²

Drug addiction is a chronic disease of the brain. It is characterized by compulsive and uncontrollable drug craving. The addicted person continues to use and seek out drugs despite the negative impact they have on his or her life. Continued drug abuse also causes permanent changes in the brain. Initially, the drug feels good in the brain, but after regular drug use, the brain becomes accustomed to the sensation and needs more of the drug to feel the effects. Over time, the pleasurable effects diminish, and the desire for more drugs increases.³ Withdrawal symptoms can be very serious and potentially dangerous. Without drugs, the addict feels sick, anxious, and irritable, and the withdrawal symptoms can be very severe and dangerous, so the drug addict is stuck in this swamp.⁴

People use drugs for a variety of reasons, including mental exhaustion, physical reasons such as performance alternatives, and curiosity because people around them are using drugs and they are influenced by their surroundings. However, even if good effects are obtained at first, the brain becomes accustomed to the drug, and the desire for better effects or the desire for the drug becomes uncontrollable, and people become addicted and are unable to get out of the swamp.

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Mega Cities

Yutaro Tanaka

Mega cities and drug addiction are two critical topics that significantly influence societies across the globe. Mega cities, characterized by their immense population density, present unique social, economic, and environmental dynamics. These urban hubs provide opportunities for innovation and economic growth but also come with challenges such as pollution and overcrowding. On the other hand, drug addiction, a chronic societal issue, impacts individuals and communities through its profound health, legal, and social implications. Understanding the advantages and disadvantages of mega cities and the causes and consequences of drug addiction provides insight into the complexities of modern urban and social environments.

Mega cities, with their vast populations and bustling economies, are hubs of growth and innovation. The concentration of people in these urban centers fosters productivity and creativity, enabling the development of new products and services that benefit society. As studies have shown, densely populated areas provide an environment conducive to economic growth and innovation due to their ability to connect diverse talents and ideas¹. However, these advantages come at a cost. Mega cities often suffer from environmental degradation, such as pollution and overcrowding. Streets littered with trash, diminished green spaces, and harmful air quality are common challenges in these areas². Thus, while mega cities drive societal progress, they also present significant environmental and social issues that require thoughtful management.

Drug addiction, a pervasive issue worldwide, stems from various causes, including curiosity, stress, and the desire for enhanced performance or relief from emotional pain. Many people experiment with drugs due to peer influence or the allure of temporary euphoria, particularly during youth when decision-making is often impulsive³. Once addiction sets in, individuals find it nearly impossible to quit due to the drug's impact on the brain's reward system, leading to tolerance and withdrawal symptoms⁴. Addiction not only damages physical and mental health but also strains relationships, disrupts careers, and incurs severe legal consequences, especially in countries like Japan, where drug laws are stringent³. Despite the initial perceived benefits of drug use, the long-term repercussions overwhelmingly outweigh the short-term advantages, highlighting the need for prevention and rehabilitation strategies.

In conclusion, both mega cities and drug addiction reflect the duality of progress and its unintended consequences. Mega cities contribute to economic growth and innovation but grapple with environmental and social challenges. Similarly, while drugs may offer temporary relief or performance enhancements, their addictive nature often leads to severe health and societal problems. By addressing these issues with informed policies and community efforts, societies can harness the benefits of urbanization and mitigate the adverse effects of drug addiction, paving the way for healthier and more sustainable futures.

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How to Save Japanese Giant Salamander

Yu Tokue

I

The Japanese giant salamander (*Andrias japonicus*), an iconic amphibian endemic to Japan, faces an uncertain future due to various threats to its survival. As of 2022, this remarkable creature has been classified as Vulnerable by the International Union for Conservation of Nature (IUCN), highlighting the urgent need for comprehensive conservation efforts. This thesis will explore the challenges facing the Japanese giant salamander and propose strategies for its preservation, focusing on problems and solutions, cause and effect relationships, and comparative analysis of conservation approaches.

II

The Japanese giant salamander faces numerous challenges that threaten its existence. One of the primary issues is habitat loss and fragmentation due to human development. Waterway obstructions such as dams, weirs, and concrete embankments severely fragment and degrade the salamander's habitat, impeding its movement and access to breeding sites.¹⁸⁸ These barriers often leave salamanders stranded below artificial structures, unable to reach critical upstream habitats.¹⁸⁹

To address this problem, several solutions can be implemented. First, the restoration of natural breeding habitats is crucial. This can be achieved through the removal or modification of artificial barriers and the creation of bypass slopes and fish ladders for each obstruction in the river course. Such interventions have shown near-perfect success rates based on field observations and experiments with prototypes. Additionally, the installation of nest boxes in suitable portions of streams can provide artificial breeding habitats, supplementing natural spawning areas.

Another significant threat to the Japanese giant salamander is water pollution, particularly from farming activities. Regular monitoring of water quality at several locations along waterways is essential, along with the enforcement of penalties for polluters. To combat this issue, stricter regulations on agricultural runoff and the implementation of sustainable farming practices in areas surrounding salamander habitats should be enforced.

¹⁸⁸ Protecting Japanese giant salamanders (*Andrias japonicus*) in the Nawa River Basin, Japan: policy recommendations addressing water pollution and waterway disruption

¹⁸⁹ Japanese giant salamander: The fascinating endemic amphibian of Japan

The introduction of invasive species, particularly the Chinese giant salamander, poses a severe threat to the native Japanese species. Hybridization between these two species has been observed, with rapid replacement of native populations by hybrid species in some areas.¹⁹⁰To address this problem, comprehensive surveys using methods such as environmental DNA (eDNA) analysis should be conducted to identify and remove invasive species from Japanese giant salamander habitats.

Lastly, the establishment of official sanctuary areas recognized as important breeding grounds for the Japanese giant salamander can provide critical protection. These sanctuaries should encompass both breeding grounds and areas necessary for maintaining connectivity between breeding and non-breeding habitats. Such protected areas can serve as the foundation for conservation projects and potentially support ecotourism initiatives, providing both ecological and economic benefits to local communities.

III

The decline of the Japanese giant salamander population is a result of complex interactions between human activities and environmental factors. The primary cause of this decline is the extensive modification of natural waterways for human use. The construction of dams and other water management structures has led to the fragmentation of salamander habitats, disrupting their life cycle and breeding patterns.

As a result of these habitat alterations, salamanders often find themselves isolated in small, disconnected populations. This isolation leads to reduced genetic diversity, making the species more vulnerable to diseases and environmental changes. Furthermore, the inability to access suitable breeding sites due to artificial barriers has a direct negative impact on reproduction rates, contributing to the overall population decline.

Water pollution, particularly from agricultural runoff, has far-reaching effects on the salamander's ecosystem. Pollutants can directly harm salamanders and also affect their prey species, disrupting the food chain. This disruption can lead to reduced food availability for salamanders, impacting their growth, reproduction, and overall survival rates.

The introduction of the Chinese giant salamander has had a cascading effect on native populations. In the Kamo River system in Kyoto, for example, it was confirmed that 98% of the existing species were replaced by hybrid species within 30 to 40 years of their introduction⁵. This rapid hybridization threatens the genetic integrity of the

¹⁹⁰ Establishment of the Japanese Giant Salamander Conservation Project Research Center

Japanese giant salamander, potentially leading to the loss of unique adaptations that have evolved over millions of years.

Climate change is another factor affecting salamander populations. Extreme weather events, such as the recent heavy rains in Japan, can cause salamanders to be washed downstream, displacing them from their habitats⁵. These events can also alter water temperatures and flow patterns, potentially affecting breeding cycles and habitat suitability.

The cumulative effect of these factors has led to the reclassification of the Japanese giant salamander from "Near-threatened" to "Vulnerable" on the IUCN Red List.¹⁹¹ This change in status reflects the scientific community's recognition of the increased risk of extinction for this species in the wild, underscoring the urgent need for more effective conservation measures.

IV

When comparing conservation approaches for the Japanese giant salamander, it's essential to consider both in-situ (on-site) and ex-situ (off-site) methods, as well as the efforts of different organizations and regions.

In-situ conservation focuses on protecting the salamander in its natural habitat. This approach includes habitat restoration, the creation of wildlife corridors, and the implementation of protective legislation. For example, the Japanese Ministry of the Environment has designated the Japanese giant salamander as a protected species, and it has been given the highest protection as a "Special Natural Monument" by the Japanese Agency for Cultural Affairs since 1952. These measures aim to preserve the salamander's natural ecosystem and prevent further habitat destruction.

In contrast, ex-situ conservation involves protecting the species outside its natural habitat, primarily through captive breeding programs. The Hiroshima City Asa Zoological Park of Japan was the first domestic organization to successfully breed Japanese giant salamanders in captivity¹. This approach allows for the preservation of genetic diversity and the potential for population supplementation in the wild. However, it does not address the underlying issues causing population decline in natural habitats.

When comparing the efforts of different organizations, we see varying levels of involvement and success. Government agencies have implemented protective legislation, but there have been no conservation programs or actions initiated by these agencies. In contrast, nonprofit organizations such as the Japanese Giant Salamander Society

¹⁹¹ URGENT JGS Conservation Update

and the Hanzaki Research Institute of Japan have taken a more active role, organizing volunteers to conduct population assessments and promoting conservation education.

Regional approaches to salamander conservation also differ. In the Nawa River Basin area, for example, proposed interventions include the implementation of bypass slopes and fish ladders for each obstruction of the river course. This localized approach takes into account the specific needs and challenges of the area. In comparison, the newly established Japanese Giant Salamander Conservation Project Research Center at Hiroshima University takes a broader approach, bringing together researchers with expertise in field research techniques, DNA analysis, and environmental DNA to address conservation challenges on a larger scale.

When contrasting conservation strategies for the Japanese giant salamander with those for other endangered amphibians, we see both similarities and differences. Like many amphibian conservation efforts, strategies for the Japanese giant salamander focus on habitat protection and restoration. However, the unique size and habitat requirements of the Japanese giant salamander necessitate specific interventions, such as the creation of large-scale artificial breeding habitats and the modification of existing water management structures.

The threat of hybridization with the Chinese giant salamander presents a unique challenge for Japanese giant salamander conservation. This issue requires a different approach compared to conservation efforts for other amphibians, involving genetic monitoring and potentially the removal of hybrid individuals from wild populations.

V

The conservation of the Japanese giant salamander requires a multifaceted approach that addresses the various threats to its survival. By implementing a combination of habitat restoration, pollution control, invasive species management, and protected area establishment, we can work towards ensuring the long-term survival of this remarkable species. The involvement of both government agencies and nonprofit organizations, coupled with ongoing research and public education, will be crucial in these conservation efforts. As we strive to protect the Japanese giant salamander, we not only preserve a unique and fascinating creature but also contribute to the overall health and biodiversity of Japan's aquatic ecosystems.

English Education in Japan

Ayaka Tomi

According to Babbel magazine, the number of people who speak English in the world is about 1.35 billion in 2021.¹⁹² KK Miller, in her article (2014), students in China, Korea and Japan are in an arms race to see who can produce students with the best English, and Japan seems to be trailing far behind in third place.¹⁹³ Many of the complaints fell into three main categories: Teaching to the tests, low quality of the text books, and a focus on translating into Japanese and JTEs speaking in only Japanese. In fact, Dr Nicola Galloway, in his persuasive report in British council (2017), illustrates that about 94 percent of research in international, high-impact publications is in English.¹⁹⁴ Therefore, if students want to stay current with their field, it makes sense for them to learn in English, given that the content is mostly in English. When we look at the history of English education in Japan, Christina Lopez, in her article (2016) in Japan points out that the English language landed on Japan's harbors in 1808 and slowly seeped its way into the nation. After the Meiji Restoration (beginning around 1868), the government spread the teaching of English, fascinated now with Western culture.¹⁹⁵ English has been playing a major role in many subjects, including international relation, economics, medicine, and politics. It has also been a basic means of second language learning, and teaching, important measures to earn living, and global communication. Similarly, David McNeill, in his article highlights the reason that English education in Japan is turning off. He says that since students must take through a series of standardized tests created by much older bureaucrats, tailored to university entrance examinations.¹⁹⁶ Hence, this essay will provide information about English education in Japan, including causes, effects, and solutions, regarding the issue that Japan has right now.

I

To begin with, from a social point of view, English is the language of International communication. Although English is not the most spoken language in the world, it is the official language in 53 countries and is spoken as a first

¹⁹² Lyons Dylan, "How Many People Speak English, And Where Is It Spoken?", Babbel Magazine, 2021

¹⁹³ Miller KK, "What's wrong with English education in Japan? Pull up a chair", JAPANTODAY, 2014

¹⁹⁴ Dr Nicola Galloway, "How effective is English as a medium of instruction (EMI)?", British Council, 2017

¹⁹⁵ Lopez Christina, "I. History of English Education in Japan", 2016

¹⁹⁶ McNeil David, "Life in Japan: This country wastes a lot of money teaching English", The Mainichi, 2022

language by around 400 million people worldwide. But that's not all, it is also the most common second language in the world. According to the British Council, by 2020 about two billion people in the world will be studying English. It gives you an open door to the world and helps you communicate with global citizens. Therefore, English can help us to make the range of jobs wider in the future. Additionally, English is currently the language of the internet. An estimated 565 million people use the internet every day and about 52% of the world's most visited websites are displayed in English.¹⁹⁷ This shows that learning English gives access to over half of the internet which might not be available if we couldn't understand English. Whether it is for fun or for work, if you understand English, you will be able to exchange information with more people online and use many more materials.

Second point is on education. One of the reasons to support this idea is that with English, people can study all over the world. According to the World Population Review in 2023, there are a total of 86 countries in the world that speak English as an official language.¹⁹⁸ Since English is spoken in so many different countries there are thousands of schools and universities around the world that offer programmes in English, so if students can speak good academic English, there's lots of opportunities to find an appropriate school and course to suit their needs. Also, because English is spoken in various countries, it allows people to have easier access to multiple cultures. This point can be related to the enhancement of travel experience. Knowing English can make traveling abroad much easier, as it is spoken in many tourist destinations. These experiences will make us grow as a person more than learning the values, habits and way of life in a culture that is different to ours.

The last point is related to entertainment. Dean, in his article in Worlds Rated (2022), the ranking of the number of books published per year illustrates that books written in English were 21.84% of the total and have the highest number of all over the world. However, compared to English books, Japanese books were 6.12% of the total and the rank was 5.¹⁹⁹ Also, Cheryl Rumsey, in his article in studio Cambridge said that good knowledge of English allows us to access films, music and literature from hundreds of countries around the globe. In fact numerous books from across the world are translated into English.²⁰⁰ Not only is English useful for reading various books, but many international conferences, competitions and celebrations are held in English as well as the Olympics, for example. It is useful wherever we go, for business or leisure purposes.

¹⁹⁷ ETS Global, "Why is it important to learn English?", 2020

¹⁹⁸ World Population Review, "English Speaking Countries", 2023

¹⁹⁹ DeanTalbot, "Number Of Books Published Per Year", Worlds Rated, 2022

²⁰⁰ CherylRumsey, "Why it's important to learn English", Studio Cambridge, 2020

II

Comparing the Netherlands, where the number of English speakers ranked the highest, and Japan, similarities exist in the English education in school as a mandatory subject. When we look at the English education in the Netherlands in detail, English is compulsory in all Dutch schools and more than 1,500 university degrees in the Netherlands are taught in English.²⁰¹ Moreover, the role of the English in the Netherlands is related to its global trade and cooperation. Being so active on the global stage requires doing business in English, and also there are only 23 million native Dutch speakers in the world, so Dutch believe that the market for the Dutch language media doesn't make many people rich. Not only in the Netherlands, English education in Japan is also offered as a compulsory subject from the third grade up until the end of high school, and then again through university. Additionally when we look at the role of the English in Japan, Liang Morita, in her essay (2017) highlights that stronger English language skills on the part of the Japanese facilitate alliances and partnerships with establishments outside Japan in research, business, higher education, science, and technology.²⁰² In summary, the similarities between the Netherlands and Japan of English education is the treatment of the English as a subject and also the role of English. Both countries provide English from a young age as a mandatory subject. In addition, the role of English in both countries is to strengthen the global connection and partnerships.

III

Despite English education in the Netherlands and Japan being mandatory in both countries and having the same purpose of English, the Netherlands has differences in the way that the Dutch learn. First of all, the particular situation in the Netherlands is that the Dutch are surrounded by the English language from an early age through television and they don't dub any movies or series and subtitled media consumption provides hours of exposure to listening to the North-American English language.²⁰³ Garrett Andrews, in his article (2023) illustrates that the best way to learn a new language is to have conversations with native speakers. Even it was the beginning of the process,

²⁰¹ Kirsten Colquhoun, "Teach English in the Netherlands", The TEFL Academy, 2023

²⁰² Liang Morita, "Why Japan needs English", Taylor & Francis Group, 2017

²⁰³ Michel Marije, "Language Learning beyond English in the Netherlands: A fragile future?" De Gruyter academic publishing, 2021

speaking with native speakers is an important component of language learning.²⁰⁴ Therefore, the way that the Dutch are learning English, like watching movies or TV in English and speaking with English teachers in schools is the most efficient way. In contrast, some foreign English educators in Japan claim English education in Japan isn't working because of the test system. Most high schools and universities have a test that prospective students must take and pass. Particularly in the case of high schools, there is a mandated set of content that appears on the test, and so Japanese Teachers of English focus on the grammar and vocabulary that will be on the test. In addition, Japanese is only spoken in Japan and there are lots of Japanese TV shows, movies and shows. There is no reason that everyone needs to watch TV shows or movies in English, so people in Japan mostly watch TV shows or movies in Japanese. You can see that kids in both the Netherlands and Japan start learning English from almost the same age, but the Dutch have exposure to English more than Japanese, and especially Japanese learn more grammar or vocabulary for the tests.

IV

The problems of English education in Japan lies in the educational system of Japan itself, which specifically is, junior high school and high school. Eugene Lang reported that more than 99% of students go on to high school, with entrance examinations like those of universities.²⁰⁵ Thus, in the case of public junior and senior high schools, they are divided into three years for junior high school and another three years for senior high school, and the students have to prepare for the entrance exam soon after they enter school. However, as Atsuko Ikegashira from Yamawaki Gakuen Junior College, stated in her article, "Students are stressed being forced to study hard for the entrance examinations by teachers and parents".²⁰⁶ Therefore, students in Japan tend to study English only for the purpose of taking entrance examinations, so most students think that English is not necessary for their lives. For this reason, Japan has a low number of people who speak English and the reason why they have low rates relates directly to the English educational system.

Regardless, to be able to make Japanese students interested in English in real life, innovative proposals on English education in Japan have to be suggested. Barry O'Sullivan, Head of Assessment Research and Development at the British Council claims that "In order to ensure that a reform has any hope of succeeding, it is important to

²⁰⁴ Andrews Garrett, "The Best Ways To Learn A New Language While In College", Forbes Advisor, 2023

²⁰⁵ Lang Eugene, "Foreign students in Japan face big hurdles entering public high schools", Nikkei Asia, 2023

²⁰⁶ Ikegashira Atsuko, "English education in Japan-From Kindergarten to University", Rudolf Reinelt Research Laboratory, 2009

consider the national curriculum, the delivery of that system, and assessment”.²⁰⁷ This is what the British Council suggests as a new educational system for learning English, called the “Comprehensive Learning System (CLS); Curriculum, Delivery, and Assessment”. To improve the English education system in Japan, this CLS will be the key factor. Therefore, from now on, this essay will be focusing on the CLS, and find what is the most important fact to make the English education system in Japan by proposing a measure.

To begin with, each factor of the CLS is divided into three, which is Reformed Vision of the Curriculum, Cognitive & Constructivist Learning Theories, and Classroom Assessment. Beginning with explaining Reformed Vision of the Curriculum, it refers to a curriculum, more than a statement about the knowledge content or merely the subjects which schooling is to teach or transmit or deliver, Professor Barry O’Sullivan discussed.²⁰⁸ Instead, Professor Barry O’Sullivan argues that “it should go beyond this to explain and justify precisely what is to be taught and the likely consequences inherent in the proposed system”.²⁰⁹ Secondly, Reformed Vision of the Curriculum, Cognitive & Constructivist Learning Theories is categorized as the physical environment, school staff, and learning materials, which is textbooks or reading material. Lastly, the Assessment System requires considerable additional attention to the creation of the curriculum as the driving force, with all aspects of the delivery system taken into consideration. As a result, it seems from these three aspects of CLS, that any disconnect which isolates one corner of the triangle means that the system is immediately under threat. However, Professor Barry O’Sullivan, himself argues that such a system can be quite complex to design and deliver.

V

Nevertheless, by discussing the problem of the English educational system in Japan and also the proposal that Professor Barry O’Sullivan from the British Council suggested, effective and fast measures have to be considered, which I think is teaching English as soon as possible, called as “Immersion”. It replicates the way we naturally learn our first language as children, making it an intuitively effective method. “Immersion” encourages active learning, pushing people to use the language in real-life situations, which significantly enhances people’s understanding and fluency. According to the research that Yale University did, “Immersion” is one of the best ways to learn a new

²⁰⁷ O’Sullivan Barry, “What is essential for English educational reform in Japan”, British Council

²⁰⁸ Kelly A. V., “The Curriculum: Theory and Practice, 6th Edition. London: Sage”, 2009

²⁰⁹ O’Sullivan Barry, “What is essential for English educational reform in Japan”, British Council

language, because it requires people to fully immerse themselves in the target language environment.²¹⁰ Likewise, Michael Geisler, the vice president for language schools at Middlebury College in Vermont in the U.S., believes that total immersion is key to mastering a foreign language quickly.²¹¹ The more people immerse themselves in the language they want to learn, by reading, listening to the radio or speaking to people, the more rapid people's progress will be. Therefore, when we think of English as a new foreign language to learn on an educational level in Japan, teaching English as soon as possible and letting students where they can only hear or read English is the most effective solution for a better English education.

To summarize, this essay looked at English education worldwide, particularly on English education in Japan. English allows people to interact with people from many countries, and also easy access to multiple cultures. Thousands of schools, universities, and programs all over the world are provided in English. Students who can speak English can have valuable education compared to students who can't speak English. That means people who speak English can have valuable opportunities to experience new cultures or things as entertainment. In my opinion, English has the power to give me confidence in myself. When I'm trying to speak English, and can't find the correct words, I feel very stressed. It's really frustrating, not remembering the right words to express oneself. However, the growth of my English skills makes me feel valuable in myself. The big difference between countries that have a high rate and low rate of English speakers is the way of teaching English even though English is a mandatory subject for children and they both attach importance to learning from kids. Countries like the Netherlands, enjoy learning English as an entertainment by watching TV and movies in English and then this situation can let people be able to speak English to daily conversation level. The proposal, made by Professor Burry O'Sullivan, the "Comprehensive Learning System (CLS); Curriculum, Delivery, and Assessment", is effective, but quite complex to actually design and deliver. Instead, "Immersion" is the fastest and easiest way to learn a new language as some professors agree. Regarding the English education system worldwide, the solution for an English educational system is to progress "Immersion" education in each school, especially in elementary schools, so that students can learn English as soon as possible in an effective way.

²¹⁰ Yale University, "The best ways to learn a language according to research", 2023

²¹¹ Budden Rob, "Secrets of learning a language-quickly", BBC, 2015

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Differences between Japanese Sign Language and American Sign Language

Seriho Nakagawa

Introduction

Language is more than just a means of communication; it is deeply connected to culture, identity, and community. Sign languages, in particular, play a crucial role in the lives of Deaf individuals, providing not only a way to communicate but also a sense of belonging. American Sign Language (ASL) and Japanese Sign Language (JSL) are two distinct sign languages used in the United States and Japan, respectively. While both serve as vital tools for Deaf education and daily communication, they have developed independently, shaped by their unique cultural and historical backgrounds. This essay explores the key differences between ASL and JSL in terms of linguistic structure, educational approaches, and social recognition, highlighting how these differences reflect the broader cultural and societal contexts of each country.

Current state of ASL and JSL

There are 466 million people in the world who are deaf or hard of hearing. This is approximately one in every 20 people.²¹² On the other hand, there are 70 million Deaf people who use sign language on a daily basis. This is one out of every 100 people.²¹³ Although Deaf people are surprisingly close to us, their existence tends to be "invisible" in a world where the majority of the population is hearing. For example, films. According to the NPO Media Access Support Center, 85 of the 613 films released in theaters in 2018 were subtitled with a subtitle guide to make them accessible to the hearing impaired.²¹⁴ If you look around you, not just at movies, you will notice that the majority of services in the world are designed for the hearing impaired. Can such a society be called equal, where people cannot enjoy what they want to enjoy? I will write about the current state of Japanese Sign Language and American Sign Language.

²¹² "Deafness and hearing loss", World Health Organization, 2023

²¹³ "Why we do it", World Federation of the Deaf, 2016

²¹⁴ "Bringing the excitement of the movie to everyone.", NPO Media Access Support Center, 2018

First of all, I will discuss the current state of Japanese Sign Language. September 23rd is International Day for Sign Language. The theme for 2023 is “To a society where deaf people around the world can communicate in sign language. Therefore, OHK conducted a questionnaire on its website and app about awareness of sign language. The content of the questionnaire is “How familiar do you feel about sign language in your daily life?” A person in his 70s said, “When I watch TV, I think more and more people are able to speak sign language. I don’t want to study sign language because it is not necessary nearby”. A person in his 30s said, “There are deaf people at work, and most of the communication tools are written. I often use tools such as chat”. A teenager said, “I’ve thought about learning sign language by watching it on YouTube or something like that”. According to OHK, the people responded in this way.²¹⁵ When asked where consideration is given to the deaf in the survey, high-publicity items such as “administration” and “media” ranked high. This is a familiar scene and an objective result. When it comes to the environment surrounding Japanese sign language, we have been told several times that good news has arrived. In May 2022, the Act on the Promotion of Measures for Acquisition, Utilization and Communication of Information by Persons with Disabilities was enacted and implemented.²¹⁶The purpose of this Act is to "comprehensively promote measures for the acquisition and utilization of information and communication by persons with disabilities." To this end, the following four basic principles are listed in Article 3. ①allow someone to choose the means according to the type and degree of disability. ②To enable the acquisition of information, etc., equally regardless of the area where daily life and social life are conducted. ③To enable acquisition of information having the same contents as a person who is not disabled at the same time. ④conduct through the use of advanced information and communication networks and the use of information and communication technologies. Once again, we can confirm the significance of information access in our daily and social lives, and confirm that there should be no gap due to obstacles.

Next is the current state of American sign language. In contrast to spoken language, American Sign Language is not generally passed from generation to generation. This is because hearing language is the mainstay of communication, education and cultural information transmission in deaf families. Therefore, these young people are more likely to learn American Sign Language from school and peers than from their parents because more than 90

²¹⁵ “What is your awareness of sign language? Current situation as seen from the OHK survey”, OHK, 2023

²¹⁶ Katsuhisa Matsuoka, “Wecan see light even in the dark time like now”, Kwansei Gakuin University, 2022

percent of deaf children have good hearing.²¹⁷ This situation has led to more linguistic differences between generations of deaf people than speech language. With the increasing use of American Sign Language, young people may learn it from TikTok or YouTube's deaf influencer. American Sign Language has its own rules for grammar and the structure of minutes. However, social media influencers may be able to arrange sign language to teach according to the English rules that viewers are familiar with. Throughout the history of deaf education in the United States, educators have always aimed to develop literacy in English.²¹⁸ However, the best way to achieve these has produced numerous methods and approaches based on underlying philosophical, often polarized differences. In deaf education, the conflict between the two philosophies of clinical and cultural models continues. In clinical models, deafness is treated as a biological disorder. Therefore, educational approaches and goals are focused on complementing and overcoming hearing-impaired people and developing skills to speak, read and write English.²¹⁹ Educational methods used to achieve these skills include amplification to increase auditory access to spoken English, speech reading, and various coded sign language systems that attempt to represent spoken English in the hands with visual modalities.

In conclusion, in Japanese sign language, places where hearing impairment is considered are highly public and are targeted at bread that is familiar to daily life. In American sign language, most deaf parents have good hearing, so these young people are learning American Sign Language from school and friends rather than from their parents. In Japanese sign language, I think we should increase the number of places where people with hearing disabilities are more considerate. I am taking a sign language class in Canada now. While there are sign language classes overseas, there are no sign language classes in Japan, so I think sign language should be incorporated into the class as a language just like learning English in Japan.

History of ASL and JSL

In the previous overseas writing, I wrote about the current status of American Sign Language and Japanese Sign Language. Then, I felt that I needed to know more about the history of American Sign Language and Japanese Sign Language in order to deepen my knowledge of sign language. Therefore, in this essay, I will research the

²¹⁷ Start ASL Social, "How American sign language has changed overtime", Start ASL, 2023

²¹⁸ Erik Drasgow, "American sign language communications", Britannica, 2023

²¹⁹ The Editors of Encyclopaedia Britannica, "deafness medical condition", Britannica, 2023

history of American Sign Language and Japanese Sign Language. Also, Start ASL reports that American Sign Language and Japanese Sign Language are totally different.²²⁰ Therefore, what are the differences will be traced in depth in this essay.

First of all, I will discuss the history of American Sign Language. In the early 1800s there were only a few thousand deaf Americans.²²¹ Standard sign language did not exist at this time. However, various systems were formed in the deaf community. These sign systems are now known as Old American Sign Language. The history of American Sign Language began with Dr. Thomas Hopkins Gallaudet in 1814.²²² Gallaudet was a minister from Hartford, Connecticut. His neighbor, Mason Fitch Cogswell, had a deaf daughter who was nine years old named Alice Cogswell. Dr. Gallaudet noticed that Alice was very smart despite her inability to speak or hear. He then wanted to teach Alice how to communicate. Dr. Gallaudet had little success teaching Alice to read, write, and spell, but he knew nothing about the most effective ways to educate the deaf. This earned Gallaudet the support of the community and enough money to go to Europe. Because Europe had a history of education for the deaf, Gallaudet knew he could learn the best teaching methods in Europe. In Europe, Gallaudet met Abbe Sicard, Jean Massieu, and Laurent Clerc. Abbe Sicard was Abbe de l'Epee's successor at the National Institute for Deaf-Mutes. Laurent Clerc and Jean Massieu were once Sicard's students and became accomplished deaf educators. Gallaudet studied the teaching methods of these instructors and also took private lessons from Clerc, one of the Institute's most outstanding teachers. When Gallaudet was preparing to return to the U.S., he asked Clark to accompany him. Clerc was one of Sicard's best instructors and Gallaudet knew he would be a huge help in starting a deaf school in the U.S. Clerc agreed and joined Gallaudet on his journey. Gallaudet and Clerc's school, which is now known as the American School for the Deaf, was established in Hartford, Connecticut in 1817 as the first public free deaf school in the U.S.²²³ This was a major milestone in the history of the Deaf in the United States. Gallaudet retired in 1830 and Clerc taught at the deaf school until the 1850s. By 1863, 22 schools for the deaf had been established in the United States. They continued to use Clerc's method of educating the deaf in these schools.²²⁴

²²⁰ Start ASL, "Japanese Sign Language", Start ASL, 2021

²²¹ Jay Michelle, "History of American Sign Language", Start ASL, 2023

²²² "History of American Sign Language", Dawn Sign Press, 2016

²²³ Geoffrey Porr, "American Sign Language: Roots and History", Vassar, 2022

²²⁴ "What Is American Sign Language", National Institute on Deafness and Other Communication Disorders, 2021

Next, I will discuss the history of Japanese Sign Language. In the early Meiji Era, many deaf people used gestures (home signs) that could be understood only by family members and those close to them.²²⁵ In 1878, Tashiro Furukawa opened the first school for the deaf in Japan, and educated the deaf by using a method he had invented²²⁶. In 1880, at the Milan Conference in Milan, Italy, a resolution was passed to "prohibit the use of sign language in schools for the deaf and recommend only oral communication", which led to the worldwide adoption of oral communication in deaf education.²²⁷ If they used sign language, even a little, they were sometimes swatted on the hand or made to stand with a bucket and a piece of paper around their necks stating "I used sign language". Therefore, sign language has lived on in groups, with juniors learning sign language from seniors outside school and in boarding houses, and deaf school graduates forming alumni associations and deaf organizations. Sign language was viewed with prejudice in society at that time, so deaf people signed in secret. Then, starting in 1969, sign language gradually spread throughout society.

In conclusion, there are differences between American Sign Language and Japanese Sign Language. American Sign Language was invented by Gallaudet in the wake of a 9 years old deaf girl named Alice. Gallaudet had little success in teaching Alice to read, write, and spell. However, he did not know the most effective way to educate the deaf. So he went to Europe, where there was a history of Deaf education to learn. He went to Europe and studied the teaching methods of his instructors, who were educators of the deaf. He also took private lessons from Clerc, one of the best teachers at the Institute, and asked Clerc to accompany Gallaudet when he returned to the U.S. Clerc was a great help in establishing the School for the Deaf. Clerc was instrumental in establishing the first free public school for the Deaf in the United States. The school grew rapidly, attracting deaf students from all over the United States. Another 22 schools for the deaf were established in 1863. From there, American Sign Language developed and continues to the current. In 1878, Tashiro Furukawa established a school for the deaf to provide education. Then, in 1880, the oral method was adopted at the Milan Congress. However, the use of sign language has been banned in Japanese schools for the deaf since 1993. Even the slightest use of sign language was punished. Sign language has continued to live on in groups, with junior students learning from senior students outside of school and in boarding houses. Since sign language was viewed with prejudice in society, deaf people began to sign

²²⁵ "History of Sign Language", Toyama Prefecture, 2015

²²⁶ Saburo Yagi, "Sign Language Situation in Historical Perspective", Tenri University, 2006

²²⁷ "Knowledge of Welfare from the Ground Up! Sign Language (1) Unknown history and its charm", NHK, 2022

in hiding. 1969, sign language was recognized in society, and sign language spread and continues to the current. Comparing American Sign Language and Japanese Sign Language, I realized that Japanese Sign Language was invented in Japan. In contrast, American Sign Language was created by a man who went to Europe and studied how to teach it to the deaf through various excellent instructors. Therefore, I realized through this essay that American Sign Language was not invented in the United States. I wondered if Japan, being an island nation, could not go to Europe or other countries with more developed sign languages and had to develop its own. However, I felt that both countries share the same desire to help those who cannot speak or hear.

Role of JSL and ASL in education and social support systems

Language is not only a means of communication, but also plays an important role in the formation of culture and identity. Japanese Sign Language and American Sign Language are the representative sign languages of Japan and the U.S. They play an important role in the education of deaf children and sign language users. Both languages have developed from different cultural and historical backgrounds. This essay I will write about the significance of JSL and ASL in education and analyze their impact from a cultural and social perspective. In doing so, it aims to provide a deeper understanding of the role that sign language plays in the education of the hearing impaired and the possibilities it offers.

In this paragraph, I will write about the sign language education system. First is the historical background. In Japan, for a long time, the “oral method” of education, which uses spoken language, has been the mainstay of education. For this reason, sign language has been suppressed in education, and the emphasis has been on having children with hearing impairment learn spoken language. However, since the 1990s, the importance of sign language has gradually been recognized and education using JSL has begun in some schools.²²⁸ In the U.S., on the other hand, ASL developed in the 19th century based on French Sign Language, and sign language-based education took root early on. In particular, Gallaudet University, founded in 1864, played an important role in promoting sign language as a formal language in education.²²⁹ Next is the difference in educational systems. In Japan, education using sign language is not widespread, and the “oral method” of learning spoken language is the norm in many schools.

²²⁸ Toyama Prefecture, “History of Sign Language”, Toyama Prefecture, 2015

²²⁹ “American Sign Language, the common language of signs, and sign language interpretation”, Crimson Japan, 2022

“Bilingual education” combining JSL and Japanese is offered in some special schools, but is not yet widespread throughout the country. In addition, in some areas, there are not enough resources for education, as there is not a sufficient system to train teachers and interpreters who specialize in sign language education. In the U.S., on the other hand, bilingual education that combines ASL and English is common, creating an environment where children with hearing disabilities can learn ASL naturally. In addition, there are many schools where ASL is the first language, and classes are taught using sign language in higher education.

In this paragraph, I write about the social support system. In Japan, the social support system for sign language has been gradually developed in recent years, but it is still not sufficient. Since 2011, the "Sign Language Ordinance" has been enacted in some municipalities, recognizing sign language as a language and promoting the placement of sign language interpreters and the organization of sign language classes.²³⁰ However, these efforts vary greatly from region to region, and there are no national standards. Support to facilitate access to sign language in education and the workplace is also limited. Sign language interpreters and subtitling services are increasingly available to help the hearing impaired access information, but there is still a shortage of sign language interpreters in public facilities and medical settings. In order to solve these problems, the legal status of sign language needs to be better defined and a nationwide support system needs to be established. In the U.S., social support for sign language is relatively well developed: the Americans with Disabilities Act (ADA) of 1990 guarantees the use of ASL in public and educational settings and mandates the assignment of sign language interpreters.²³¹ This facilitates access to information for the hearing impaired in a wide range of settings, including medical facilities, courts, workplaces, and schools. Furthermore, ASL is widely recognized as a second language in universities, providing more opportunities for non-hearing impaired people to learn. Training programs for sign language interpreters are also in place, and communication using sign language is becoming more widespread. In the U.S., there are also many TV programs and movies that utilize sign language, and sign language culture has become an integral part of society.

²³⁰ Kyoto City Official Website, “Enforcement of Kyoto City Sign Language Ordinance”, Kyoto City Official Website, 2024

²³¹ “What is the Americans with Disabilities Act (ADA)”, National Network, 2023

In conclusion, Japanese Sign Language and American Sign Language play crucial roles in the education and daily lives of Deaf communities in their respective countries. While both languages serve as essential tools for communication, their recognition, educational systems, and societal support structures differ significantly. In Japan, JSL is still not legally recognized as an official language, and its use in education remains limited. Although the introduction of the "Sign Language Ordinance" in some municipalities has led to progress in recognizing and supporting JSL, there is still a lack of nationwide policies to ensure equal access to education and public services for Deaf individuals. On the other hand, ASL has been widely accepted in the United States, with legal protections such as the Americans with Disabilities Act (ADA) ensuring its use in educational and public settings. As a result, ASL enjoys broader societal recognition, and Deaf individuals have better access to interpreters, educational resources, and cultural representation. To improve the educational and social environments for Deaf communities, Japan can learn from the American model by enhancing legal recognition of JSL, expanding bilingual education programs, and increasing the availability of sign language interpreters. By doing so, JSL users can gain greater access to education, employment, and social participation. Recognizing sign language as an official language and providing systematic support will help foster a more inclusive society where Deaf individuals can fully participate and thrive.

Conclusion

American Sign Language (ASL) and Japanese Sign Language (JSL) have developed within distinct cultural and historical contexts, leading to significant differences in linguistic structure, educational approaches, and societal recognition. However, both languages play a crucial role in the lives of Deaf individuals, serving as essential tools for communication and as integral aspects of their identity. In the United States, ASL is widely recognized, with well-established educational programs and social support systems that allow Deaf individuals to learn and use sign language naturally. In contrast, Japan still faces challenges in fully integrating JSL into education and society, as its legal status and public awareness remain limited. Moving forward, Japan must work toward greater recognition of JSL and create a more inclusive society that respects and supports sign language. Understanding the differences between ASL and JSL provides insight into the cultural and social issues surrounding Deaf communities in each country. Embracing the diversity of sign languages and promoting inclusivity will be key to fostering a society where both Deaf and hearing individuals can coexist and communicate more effectively.

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Youth and Social Media

Sara Nakajima

According to the Digital 2024 April global stats-hot report, more than half of the world now uses social media (62.6%)²³² Using social media in the classroom is usually thought to disrupt studying. Even though some students use social networks for entertainment and other purposes, many use them to promote many positive and useful activities.²³³ 41% of teachers in different schools and universities reported using social media in their classrooms for learning methods. Furthermore, over 90% of college students worldwide have reported using social media as an academic resource, and it is used in 85% of higher education institutions for educational and professional purposes.²³⁴ By summarizing the benefits and defects of social media from three aspects, relation with youth, daily life, and the future. I will discuss how it concerns to us right now and in the future with practical examples and give my opinion that using social media can truly help us or destroy not.

Social media is only some of what can help students develop basic digital skills that are fundamental for their academic life and their professional future. According to Gregorytown University, students react very positively when a teacher is willing to use their methods such as Social Media, and adapt them as part of the educational process. In practice, Katie Benmar, a Freshman stated “The best teachers I’ve ever had have used technology to enhance the learning process, including Facebook pages and events for upcoming projects” This shows that compared to the classical form of the class it is more likely for students to be more motivated to class by using social media.²³⁵ Additionally, there is an online school called TECH school. There is a program that features expert teaching professionals in ICT and social media for education, alongside specialists from prestigious universities. It uses advanced multimedia technology to provide immersive, real-world learning experiences through a Problem-Based

²³² ProfileTree, “Social Media and Education: Exploring the Pros and Cons with Surprising Statistics in 2024,” ProfileTree, 2024

²³³ Lori Wade, “How Social Media is Reshaping Today’s Education System,” Center for Social Impact Communication, Georgetown University, n.d.,

²³⁴ ProfileTree, “Social Media and Education: Exploring the Pros and Cons with Surprising Statistics in 2024,” ProfileTree, 2024

²³⁵ Center for Social Impact Communication, “Social Media Is Reshaping Today’s Education System,” Georgetown University, n.d.

Learning approach. Students solve professional scenarios with support from an innovative interactive video system developed by experienced educators in the field.²³⁶

According to School Is Easy Tutoring, in the era of technology, it is essential to develop students' conversation skills, despite the prevalent use of modern technology. This is one of the disadvantages of social media in education as it potentially hinders students' ability to navigate real-life interpersonal communication.²³⁷ A study called "Posts About Students on Facebook: A Data Ethics Perspective," was conducted by six researchers from various schools and universities and published in Educational Researcher, the journal of the American Educational Research Association (AERA). They used CrowdTangle to access public posts on all U.S. public schools and found that nearly 14 million pages contained individual images.²³⁸ There is also data showing the Highest fines issued for General Data Protection Regulation (GDPR) violations as of January 2024. In the Mata platform (May 2023, Ireland) there were 1,200 fine issues in million Euro.²³⁹ From these studies, if we are not posting or using social media, we still have no choice but to protect ourselves from the surveillance of social Media. Even though Social Media is an efficient tool for education with so much personal privacy at stake, we may need to reconsider our dependence on the internet.

Daily Life and Social Media

According to Statista, in October 2024, about 5.22 billion, or 63.8 percent of the world's population, were social media users.²⁴⁰ Nowadays social media is essential for our daily lives to make contact with friends and family, education, source of news and information, and it allows charities to reach a vast audience quickly and easily. The need for social media increases as more concern has grown due to more time spent on social media, which may lead to cyberbullying, mental problems, and exposure to content that is not age-appropriate. Stacy Jo Dixon stated that the number of global social network users 2017-2028 will grow from 2.73 billion to 6.05billion.²⁴¹ Social media use is usually considered to have a negative psychological impact. However, contrary to this opinion, research has proven that adolescents feel more socially involved and connected through social media. 81% of teens in the U.S. said they

²³⁶ Tech Institute, "Practical Application of ICT and Social Media in Teaching," Tech Institute, n.d.,

²³⁷ <https://www.schooliseasy.com/tutor/tutor-blog/social-media-in-the-classroom/>

²³⁸ The Journal, "Study Shows Millions of Student Privacy Breaches on Social Media," The Journal, 2022

²³⁹ Statista, "Largest fines issued under the GDPR," Statista, 2020.

²⁴⁰ Statista, "Digital population worldwide," Statista, 2023.

²⁴¹ Statista, "Number of worldwide social network users," Statista, 2023.

feel more connected to their friends by following social media and 69% think it helps teens interact with a more diverse group of people. Roughly two-thirds of teens say these sites help people their age interact with individuals from diverse backgrounds, find different points of view, or show their support for causes or issues. From these results, digital environments are important spaces for youth to connect with others.²⁴² To date, most scholarly reporting on digital media use often emphasizes access over how marginalized youth use technology that has been focused on White and college samples. Also, it is worth noting that in the US context, racial and ethnic minorities refer to individuals who self-identify as non-white. Cambridge University Press, Linda Charmaraman, J. Maya Hernandez, and Rachel Hodes stated that “since these histories are being told and readily accessible in the Internet era, exposure from an earlier age to these perceptions is bound to influence the development and well-being of children and teens.”

Although social media is worth using, researchers have raised many concerns. For example, the U.S. surgeon general deposed that almost every social media app requires users to be at least 13 years old. However, nearly 40% of children 8 to 12 and 95% of children 13 to 17 use social media apps. There is a fact also mentioned by a U.S. surgeon general, that teens have double the risk of being depressed or anxious by using social media more than three hours a day.²⁴³ Thus while children feel like staying connected to others, there is also a high risk of mental illness. Child psychologist Kate Eshleman, PsyD, explains the reason for these symptoms. She said “Social media makes it easy to compare oneself to another,”²⁴⁴ For instance, most people post what they want you to see on social media. And by using them, all of us can access endless information anytime we want to, which can be very hard for kids.

Future of Social Media

Since many people regularly use social media to connect and acquire information, news updates, and so on. Now governments use it more than ever to share information. Social media helps governments reach more people, including local leaders and gives them a way to hear their concerns and questions. Social media engagement by the government enhances communication within communities which in turn increases transparency and trust. As an example, Cook County which is Chicago, has a Twitter for the openness of the policy. Cook County Secretary to the

²⁴² Pew Research Center, "Teens, social media and technology 2018," Pew Research Center, 2018.

²⁴³ Common Sense Media, "The Common Sense Census: Inside the 21st-Century Classroom," Common Sense Media, 2018.

²⁴⁴ Cleveland Clinic, "Dangers of social media for youth," Cleveland Clinic, 2023.

Board of Commissioners Mr. DeLeon posts links to agendas for county meetings, start and stop times for county board and committee meetings, and summaries of discussion on important agenda items and actions taken on all agenda items in real-time.²⁴⁵ In 2019 Tiktok became very popular among youth. Since the 2019 General Election, TikTok has become another battleground for the parties to hash it out and to sway opinion. Nigel Farage and his Reform Party have greatly emphasized the platform. Farage engages more with his TikTok content than any other leader or party. Reform polls better among 18-24-year-olds (11%) than the Conservative Party (5%), with commentators arguing this is in part due to its TikTok success.²⁴⁶ From these practical examples, there is a high opportunity that social media will included in government and policy in the future.

In terms of the environment, social media is used by researchers and climate advocates with proper oversight, to share research and involve people in global warming discussions. It also showcases activists like Greta Thunberg, who use their platforms to support climate research and pressure politicians to act. For instance, understanding the circumstances of natural disasters for people who are not there will be hard, however by using Social media as a platform for sharing the impact it is easy for people to realize the severity. Clime Policy published a study called “Social Engagement with Climate Change” which proposed that social media is the perfect platform to share climate research with the public and make people raise awareness and convince of “shared responsibility to address climate change”²⁴⁷ However, constant connectivity and device recharging require significant amounts of electricity, which has consequences when we consider carbon emissions and natural resource usage. Compare the Market analyzed 10 of the most popular social media platforms and found that using TikTok generates the most emissions per minute of use at 2.63 grams of carbon dioxide, followed by Reddit (2.45 grams of CO₂) and Pinterest (1.3 grams of CO₂). Using YouTube, in contrast, is just responsible for 0.46 grams of CO₂ per minute of use, but since YouTube tends to involve longer videos, it might have a higher cumulative emissions total.²⁴⁸

In conclusion of three topics, social media has impacted us in various ways. In any case, how and when we use them is necessary. Thus, in my opinion it is essential to learn online literacy in compulsory education. Therefore

²⁴⁵The Civic Federation, "Tweeting Towards Transparency, Part 1," The Civic Federation, 2011

²⁴⁶Henry Jackson Society, "The evolution of social media in politics and our elections," Henry Jackson Society, 2024

²⁴⁷ Earth.Org, "How social media can influence climate change awareness," Earth.Org, 2022

²⁴⁸ Global Citizen, "How social media impacts your carbon footprint," Global Citizen, 2022

children can learn the correct way to use them and have a positive effect on their and our future. Also, having more people who have the right way to use social media and other problems caused by social media will decrease such as fake news.

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Theatre and Education

Momoka Nakatsuka

I

Theatre education plays a vital role in shaping individuals' personalities, fostering creativity, and enhancing social skills. While the United Kingdom has successfully integrated theatre into its educational system, Japan lags behind in offering performing arts courses, with limited opportunities for students to engage with theater both in and outside the classroom. Despite Japan's rich history in traditional theater, such as Kabuki and Noh, its current approach to theatre education has faced numerous challenges, from insufficient curricular integration to a lack of governmental support. This essay will explore the differences between Japanese and British theatre education, examining how the UK's approach has contributed to its success in fostering well-rounded individuals, while Japan's underdeveloped theatre education system has struggled to keep up with global trends.

According to Top universities²⁴⁹, there are only 10 universities which has performing arts course like people can learn acting in Japan but in England there are least 77 universities, More over, according to Nihon Keizai Shimbun²⁵⁰, Japan has 778 universities and England has only 167 universities. It shows that Japan does not have a good education in the performing arts. However, theater education is very important for us because according to Solomon Theatre Company²⁵¹, this education helps people to develop empathy, tolerance and social awareness, cooperation and collaboration with fellow students, communication and concentration skills. It also helps students learn to express themselves and increases their sense of self-esteem. In fact, according to the Cabinet Office,²⁵² only 45% of Japanese view themselves positively. In contrast, in the U.K., where theater education is popular, the figure is 83%. From this, one can sense the decline of theater education in Japan.

The first difference between Japanese and British theater education is the attitude toward theater. According to Tomiko Shimizu²⁵³, in England, "drama" classes, like art and music classes in Japan, are common and

²⁴⁹"University and Program Search", TOPUNIVERSITIES, 2023

²⁵⁰ "Number of universities tops the world, advancement rates rise, and quality is a challenge", Nihon Keizai Shimbun, 2011

²⁵¹ Violet Bootman, "What are the Benefits of Theatre in Education?", Blog, 2020

²⁵²"Special Feature: Attitudes of Young People Living Today: What We Can See from International Comparisons", Cabinet Office, 2014.

²⁵³ Toyoko Shimizu, "History and Current State of Drama Education in the United Kingdom"

are taught by full-time teachers. Drama education is actively incorporated into educational settings. For example, children in the England are required to utilize "drama" theater education in the classroom from the age of five. On the other hand, FNN prime online²⁵⁴ showed that in 2023 Korea has introduced theater education in public high schools. Also, not only Korea, but most of the developed countries in the world have incorporated some form of theater into public education, so Japan lags a little behind other developed Asian countries.

The second difference between Japanese and British theater education is quality of this education. According to GOV.UK²⁵⁵ in 2017, the England government has updated content for the GCSE in drama and A level in drama and theater studies. This update specifies that all pupils will now have the entitlement to experience live theater, reaffirming the government's commitment to providing pupils with an enriching arts education. In fact, according to Ministry of Education, Culture, Sports, Science and Technology²⁵⁶, drama materials were effective in language teaching, especially for oral expression, and were included in textbooks in the 1950s. However, with the shift from oral to silent reading and the decrease in the number of class periods, theatrical materials disappeared. So, Japanese theater company Yamanote Jijosha²⁵⁷ showed that making theater education a general education has only just begun. Theater education in compulsory and higher education is still very limited, and opportunities to see plays in theaters are the main venues for general education.

II

In the UK, theatre education has been integrated into the education system since the early 20th century as a contribution to 'character building' and 'creativity development'.²⁵⁸ Particularly from the 1960s onwards, creative drama methods became widespread, and emphasis was placed on the improvement of expressive and communicative skills as a central aim of education. In addition, as a result of the Government's active promotion of arts education, drama was integrated into the national curriculum and teachers with special qualifications in drama education were

²⁵⁴ Suzuki, Itaru, "The world's leading countries have introduced theater into public education," Interview with Oriza Hirata on the current situation in Japan, FNN prime online, 2023

²⁵⁵ Nick Gibb, "The importance of high-quality arts education", GOV.UK, 2017

²⁵⁶ Ouchi Zenichi, "Reviving Theatrical Teaching Materials", Ministry of Education, Culture, Sports, Science and Technology, 2007

²⁵⁷ Masahiro Yasuda, "The Current State of Lifelong Education in Theatre," Yamanote Jijosha Co

²⁵⁸ Hironori Kimura, "Trends in 'drama education' in the UK", Bunkyo Gakuin University Faculty of Humanities Research Minutes, 2011

trained. This system has resulted in drama being used extensively in primary and secondary education, giving children the opportunity to express their ideas freely and hone their social skills.

In Japan, on the other hand, theatre education never fully took root, even though it was based on the Western education system during the Meiji era.²⁵⁹ Particularly during the period of rapid economic growth after the war, the emphasis was on science and mathematics subjects and the acquisition of practical knowledge directly related to economic development, and artistic education was given less priority. As a result, the position of theatre in school education has been extremely limited and there is currently no support system in place for teachers and educational establishments. Against this background, theatre education in Japan has been slow to develop, but as the example of the UK shows, theatre education is important for nurturing expressive and creative skills, and there is a need to re-evaluate its value in Japan and actively introduce it into the education curriculum.

However in recent time there are some efforts to develop the theatre education. According to Chunichi shimbun, since the 2000s, schools in Japan have increasingly incorporated theatre into Japanese or moral education classes and have invited theatre professionals to hold special lessons.²⁶⁰ In fact, this year, Aichi Prefectural Kariya Higashi High School has established a new subject based on theatre. The aim is to establish an educational method that can be advanced even if the students have never been exposed to theatre before. In class held in early November, about 30 students were divided into four groups for discussions on their plays. Each group worked on production based on four different themes. Mr. Hyodo said "By adding the setting just before the presentation, the students watch the other groups" plays more intently. "In situations where ad-libbing is required, verbal exchanges are created in response to the students in front of them. It's just like communication with people is not scripted", he reveals his aim. When one group acted out the story of their mother as a 'pachinko player', the groups that presented afterwards also centred their stories around 'pachinko'. One female student who presented said: 'I saw the presentation of the previous group and we talked about it right before and added the word "pachinko". I feel that we were able to come to a cohesive whole through making the play'.

²⁵⁹ Hironori Kimura, "Trends in 'drama education' in the UK", Bunkyo Gakuin University Faculty of Humanities Research Minutes, 2011

²⁶⁰ Chunichi Shimbun, "Aichi school uses theater to foster communication skills", Japantimes, 2025

III

Did you know which country was the first to give birth to theater culture? Surprisingly, Japan was the first country in the world. According to the chronological tables of theater culture²⁶¹, the “Noh” was born in around 1200 in Japan and also the Kabuki was born in 1603. Compared to the world, the opera was born in around 1597 in England and then the opera has been very popular among the people for ages. Finally, in 1927, Broadway musical was born in America. These theater culture are still popular as traditional culture. In fact, according to the site by Japan Endless Discovery²⁶², in 2008, kabuki, noh-gaku (noh and kyogen), and bunraku puppet theater became the first Japanese performing arts to be inscribed in the UNESCO list, underlining their importance to the nation's performing heritage and history.

The most significant issue facing Japanese theater culture is the lack of succession, which threatens the survival of traditional theatrical arts such as Kabuki and Noh. A 2019 report by the Japanese Agency for Cultural Affairs revealed that half of the surveyed population had no exposure to the arts in the past year, with 34% citing a lack of interest as the primary reason, and 50.8% of this group stating they had no particular reason to be interested.²⁶³ This decline in interest is reflected in the dwindling number of successors in traditional theater arts. For instance, the Japan Arts Council, which has been training successors since 1972, reported receiving several applications annually, sometimes as many as 18.²⁶⁴ However, in 2023, for the first time, no applications were submitted. Additionally, the government's low cultural spending exacerbates the problem. A comparative study by the Agency for Cultural Affairs found Japan's cultural budget for FY2016 to be the lowest among seven countries, at just 0.1% of the national budget, highlighting the government's insufficient recognition of the importance of culture.²⁶⁵ This lack of investment not only impacts traditional arts but also limits the development of theater education, contributing to the broader decline in cultural engagement.

In conclusion, while Japan boasts a proud heritage of traditional theater, it has yet to fully recognize the importance of theatre education in shaping future generations. The disparity between Japan and the UK in terms of theater education highlights the need for a reevaluation of its value within the Japanese educational system. Efforts

²⁶¹ "chronological tables of theater culture", Engekicho, 2006

²⁶² Japan National Tourism Organization, "Kabuki, noh-gaku (noh and kyogen), and bunraku puppet theater make up the essential forms of Japanese theatrical entertainment", Japan Endless Discovery

²⁶³ Agency for Cultural Affairs, "Public Opinion Survey on Culture Report", 2019

²⁶⁴ "More efforts needed to secure next generation of performers " Yomiuri shimbun, 2022

²⁶⁵ Agency for Cultural Affairs, "Cultural Expenditure Comparison", 2021

are being made to incorporate more theatre into education, but substantial changes are required to foster a more vibrant, inclusive, and expressive cultural environment. By looking to the UK's successful integration of theatre in education, Japan can find a path forward to ensure that its rich theatrical traditions are preserved and passed on, while also nurturing the personal development of its students.

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Boosting Japan with Luxury Brands

Momoka Nishimura

Which country comes to mind when you hear the word “leading fashion country”? At least, not many people think of Japan. Many people probably think of France (Paris), the United States (New York), the United Kingdom (London), and Italy (Milan), where the world's four major fashion shows are held. What these four countries have in common is that they have world-famous luxury brands. According to Ready To Fashion Mag, luxury brands are those that offer products or services associated with rarity, excellence, and high prices, and also, they are often seen as status symbols and are popular among high-net-worth individuals and aspirational consumers.²⁶⁶Each, in order of country, includes Dior, Coach, Burberry, and Gucci. In “Luxury Marketing: A Deep Dive into High-End Branding”, Sotheby’s Institute of Art claims that there are not many Japanese world-class luxury brands to compete with these, and although there are world-class high brands such as “Yohji Yamamoto” and “ISSEY MIYAKE,” they are not luxury brands.²⁶⁷Rather, are there more fast fashion brands such as UNIQLO that are expanding globally, and why are there so few luxury brands from Japan? and how can we make Japanese luxury brands successful? To answer these questions, I will look at the state of brands and the characteristics of fashions in Japan and the world's four major fashion show countries through fashion shows.

I

Fashion shows allow us to learn about current fashion trends, brand concepts and targets. Let's look at fashion shows in Japan. To begin with, how were fashion shows held in Japan? ESMOD Fashion Work Media noted that the first fashion show in Japan was held in 1927 at the Mitsukoshi kimono store in Nihonbashi, Tokyo. However, the clothes shown at the show were kimonos, and the performance was not a walking show, but a Japanese dance performance.²⁶⁸This suggests that Western culture was not very widespread in Japan at that time. In fact, Michimasa Ogata, in his “Kimono as Everyday Wear and Making Clothes - Part 2,” states that in the “Tokyo Ginza Street Dress Record” conducted in Ginza in May 1925, 99% of the people were wearing kimono and only 1%

²⁶⁶ Ready To Fashion Mag, “ラグジュアリーブランド | 意外と知らないアパレル用語辞典,” Ready To Fashion Mag, 2023

²⁶⁷ Sotheby’s Institute of Art, “Luxury Marketing: A Deep Dive into High-End Branding,” Sotheby’s Institute of Art, 2024

²⁶⁸ ESMOD JAPAN Public relations department, “日本におけるファッションショーの変遷。日常で着回ししやすい「リアルクローズ」へ,” ESMOD Fashion Work Media, 2025

were wearing Western clothes.²⁶⁹ Indeed, at this time and during the war, the slogan “luxury is the enemy” was used, and the “national uniform,” which was legislated to streamline and simplify the clothing lifestyle, was adopted. This type of clothing could be made from simple fabrics, so it is beneficial for buying and making clothes at home at a time when supplies were poor. In addition, during wartime, both men and women had to work, disaster prevention activities, and evacuation, so it would have been necessary for their clothes to be easy to move like the national uniform. From these points, we can see that at this time, the war and Japan's unique rules prevented the spread of western clothing in Japan, so that even in fashion shows, shows were held that were changed to be uniquely Japanese.

Secondly, there is a reason why fashion shows as we know them today became popular in Japan. According to the ESMOD Fashion Work Media, in the 1950s, fashion shows became popular around the world, and in Japan, fashion shows using formal fashion models began to spread in earnest.²⁷⁰ By this time, with the end of the war, the rules against speaking English and restrictions on flamboyant clothing had been removed, and various fashion trends, knowledge, and cultures were likely to have come in from abroad. ESMOD Fashion Work Media also claims that in the 2000s, “real clothes” began to be emphasized in fashion shows held in Japan. Real close refers to clothing that is easy to wear and functional on a daily basis, in line with the changing lifestyles and occasions of modern people.²⁷¹ With this change, fashion shows, which once attracted the attention of industry professionals only, have become familiar to the general public, as is the case today.

Last of all, the reason why Japanese fashion shows emphasize real clothes is because Japanese fashion is in the general youth. In Japan, there are two famous collections and fashion shows including “Rakuten Fashion Week TOKYO” (Tokyo Collection) and Tokyo Girls Collection. The “Rakuten Fashion Week TOKYO” has the same holding period as the four major collections in the world and is held twice a year, in spring and fall, which is why it is sometimes called the “five major collections in the world” in Japan. However, there is a clear difference between “Rakuten Fashion Week TOKYO” in Japan and other countries. In FASHIONSAP, Nobuyuki Ota (then fashion editor in New York) said that this collection was characterized by the fact that many of the brands in New York

²⁶⁹ Ogata Michimasa, “Kimono as Everyday Wear and Making Clothes - Part 2,” 生活着の着物と衣服を作ること, 2018

²⁷⁰ ESMOD JAPAN Public relations department, “日本におけるファッションショーの変遷。日常で着回しやすい「リアルクローズ」へ,” ESMOD Fashion Work Media, 2025

²⁷¹ ESMOD JAPAN Public relations department, “日本におけるファッションショーの変遷。日常で着回しやすい「リアルクローズ」へ,” ESMOD Fashion Work Media, 2025

were targeting wealthy women, while many brands in Japan were targeting young people, and he was convinced that the fashion leaders in Japan were the youth. Therefore, while overseas, the shows were basically for buyers, at the Tokyo Collection, from the very first show, the general public was invited, and there was no reserved seating for industry professionals, he said.²⁷² Surely, fashion shows have the role of showing the direction of the brand, so it is necessary to convey the characteristics and make an impact on the young people who are the leaders of fashion shows in Japan. A good example of a domestic fashion show that fulfills such an effect is the “Tokyo Girls Collection. This fashion show targets young women and is a real clothes fashion show with guests associated with popular entertainers and YouTubers, which is a popular fashion show in Japan. In fact, W TOKYO shows that the fashion show has a 94% domestic recognition rate, and because of its popularity among young people, the total number of followers and the rate of diffusion on social networking sites are overwhelmingly high.²⁷³ As Mr. Ota says, in Japan, holding collections and fashion shows for young people is probably the best way to gain recognition and buzz. In addition, in these respects, the Japanese fashion industry is characterized by the fact that highly entertaining fashion shows for the general public, such as Tokyo Girls Collection, are more effective in promoting brands.

II

On the other hand, look at the four major fashion shows in the world that feature collections of brands that target affluent consumers. First of all, about the history of the world's four major fashion shows. In “The History of Fashion Week”, Cowboy Leather Jacket states that in Europe in the late 19th and early 20th centuries, people began to seek more exclusive and sophisticated clothing to show their status and positions. Then came haute couture, in which designers tailored one of a kind luxury items for their customers. In other words, the ultimate luxury was born. In addition, the haute couture collection began in Paris, and the Parisian tradition of showing this latest collection to customers was brought to New York by a store called Erich Brothers. Then, in the 1920s, fashion shows became established and recognized as a way to promote collections. This was followed by Milan Fashion Week (MFW), which brought men's fashion to the world's attention, Paris Fashion Week (PFW), and the newest of the

²⁷² FASHIONSAP, “東京コレクションはどのようにして始まったのか？歴史と変革,” FASHIONSAP, 2017

²⁷³ W TOKYO, “ABOUT TGC,” W TOKYO, 2024

four major fashion shows, London Fashion Week (LFW). These are all “prêt-à-porter collections,” and the haute couture collections that used to be held in Paris as the haute couture collection section still remain.²⁷⁴ It is clear that luxury brands are an integral part of the world's four major fashion shows. The haute couture collections that began in Paris would have showcased luxury brands, just as they do now, and would have been popular with those seeking more exclusive and sophisticated clothing. It would also have been the place where those brands would have grown into well-known brands, and as mentioned in the previous paragraph, this historical background is probably the reason why the target audience for the world's four major fashion shows is the wealthy.

Nextly, the reason why the world's four major fashion shows target women and the wealthy can be seen in the brands representing haute couture and prêt-à-porter. Brands representing haute couture include Chanel and Dior, while those representing prêt-à-porter are mainly Louis Vuitton, Prada, and Gucci. For Example, noted by Chanel, in order to show the image of a free and independent woman who is not bound by old values, they abolished the corset and designed clothes that are functional and easy for women to wear. Also, the fact that Chanel only has ladies' wear reflects its concept of clothing for women.²⁷⁵ Moreover, according to Dior, it, with its concept of elegance, continues to pursue the question, “What is elegance for women?” and continues to pursue it.²⁷⁶ The influence of these two leading haute couture brands with a concept mainly for women would have been significant. As discussed above, at a time when only haute couture collections were originally held in Paris, the presence of brands such as Chanel and Dior, which catered to women, would have attracted more female visitors and likely created the impression that the fashion shows were for women. In addition, it is likely that more and more brands that produce elegant women's clothing followed these brands. As an example of prêt-à-porter, Gucci claims in their websites, the Gucci concept is “to create products that reflect the finest traditions with the highest quality, while reflecting the good things of the past in the present.”²⁷⁷ Prada's concept is to “decorate the everyday with luxury” from their websites.²⁷⁸ Prêt-à-porter brands seem to emphasize quality and gorgeousness, as in the case of these two brands. This identity is also seen in haute couture brands, but this identity seems to be more targeted to both men and women of all ages. Haute couture and prêt-à-porter are both manufactured using high-quality materials and advanced techniques, and both have in common that only the wealthy can buy them. Therefore, most of the people who gathered at the fashion shows must

²⁷⁴ Jacket Leather Cowboy, “The History of Fashion Week,” GLAM OBSERVER, 2024

²⁷⁵ CHANEL, “The History,” CHANEL

²⁷⁶ Dior, “Discover the richness of the House through the work of Christian Dior and his six successors,” Dior

²⁷⁷ GUCCI, “History of GUCCI,” GUCCI, 2022

²⁷⁸ Prada, “Prada,” Prada, 2025

have been wealthy. And even now, since the categories of fashion shows and collections remain the same, haute couture and prêt-à-porter, the organizers' target audience would be women and wealthy people.

Lastly, another characteristic of the world's four major fashion shows is their emphasis on customers and buyers. According to “The History of Fashion Week”, in the early 1900s, fashion shows were fairly intimate events. Only customers and buyers attended, they were not open to the public, and few people even brought cameras to the shows for fear that their designs would be imitated. However, a “fashion weekend” is held after LFW now. This is open to the public and mainly aimed at retailers, in contrast to Fashion Week, so that information can be passed on to the general public here.²⁷⁹This shows that in the past, fashion shows were not relevant to the ordinary person. Nowadays, even the common people have access to the contents of fashion shows, but in the last order. These factors indicate that the world's four major fashion shows are less prioritized by the general public and more focused on the wealthy, customers, and buyers, and therefore the brands featured in the collections are also those of luxury brands.

III

Firstly, just comparing the state of fashion shows in Japan with those in the four countries that lead the world in fashion-France, Italy, the U.S., and the U.K., it is clear that Japan does not place much emphasis on luxury. Not that there is anything wrong with that, but there are certainly advantages to having a luxury brand. It can contribute greatly to a country's economy. Zenken mentioned that Luxury brands sell products based on the uniqueness of their brands, and once the value of the brand is recognized, even high-priced products sell consistently.²⁸⁰Thus, the consistent sale of high-priced products means that the brand's profits will be high. This also means that the brands will have to pay a large corporate tax to the government, and if this tax is paid to the government, it will make a significant contribution to the government's finances. For instance, the Dior and Louis Vuitton brands mentioned above are all leading French luxury brands. TOKYO KEIZAI ONLINE shows that these are brands under the umbrella of an international company called the LVMH Group, which achieved a significant increase in sales and profits in 2018, with operating income of about 1.23 trillion yen, up 21% from the previous year. An operating profit margin of about 21% is more than twice as profitable as the Japanese apparel industry,

²⁷⁹ Jacket Leather Cowboy, “The History of Fashion Week,” GLAM OBSERVER, 2024

²⁸⁰ Zenken, “ラグジュアリーブランドが売れるマーケティング戦略の秘訣,” キャククル, 2024

where few companies even exceed 10%. Hermes, a member of the LVMH Group, has an operating profit margin of over 30%, a remarkable difference in profitability from Japanese companies.²⁸¹ It is probably thanks to these brands that the French economy is being helped. Also, these luxury brands probably contribute to the fact that France is able to exist as the center of fashion in the world. This is because of the international exchange and the international influence of these brands through fashion shows that deal with these brands. These economic and international advantages of luxury brands are necessary for Japan to be noticed in the global fashion industry and to succeed in the fashion industry.

Second of all, in order to market such a luxury brand in Japan, it is necessary to develop a strategy specific to luxury brands. In “Luxury Marketing: Strategies for Success in the High-End Market“, Sandy B. states that luxury brand marketing is a method of selling high-priced, high-quality products to affluent consumers, using limited distribution channels to preserve product value. It does not rely on mass advertising, but rather emphasizes the rarity and uniqueness of the product to attract customers.²⁸² If a luxury brand were to operate in Japan according to this marketing approach, it could manufacture fashion items using cloth dyed with Japan's world-class Japanese clothing techniques or cloth made with the traditional Japanese hand-sewing technique called sashiko, which is used to make strong cloth, to promote uniqueness, scarcity, and high quality. Also, they could produce unique and functional items that fuse fashion and technology, such as UNIQLO's HEATTECH and AIRYTHYTHM. Another idea is to commission leading Japanese designers such as Yohji Yamamoto and Issey Miyake to design brands. Products that incorporate such high technology, uniqueness, rarity, and luxury in return are perfect for targeting affluent consumers who demand high quality. However, in order to sell products to a larger audience, it is necessary to increase the number of times the brand's products are seen by people, to make them understand the value of the products, and then to make them want them. Therefore, by having an influential person like a celebrity promote the brand and make people admire the brand, it could be expected to attract more customers. In this way, it could be believed that Japanese luxury brands can be successful if they manufacture products with high technology unique to Japan, and if they operate with the strategy of having celebrities promote their unique, rare, and high-value products.

Finally, Another idea for the development of luxury brands in Japan is to incorporate luxury brands into Japanese fashion shows. As discussed above, the fashion leaders in Japan are ordinary young people, and therefore,

²⁸¹ Fukuda Minoru, “外国人が欲しがる日本の高級ブランド 5 特徴,” TOKYO KEIZAI ONLINE, 2019

²⁸² B.Sandy, “Luxury Marketing: Strategies for Success in the High-End Market,” Rock Content, 2024

fashion shows are fashion shows that display real clothes. However, according to FASHIONSAP, among Japanese Generation Z (aged 20-26, including students and working adults), 52.7% said they were “interested” in luxury brands, while 53.9% of all respondents said they “admire” them. In addition, the top five high brands favored by Generation Z were, in order from top to bottom, Gucci, Dior, Louis Vuitton, Chanel, and Coach. As for owning a high brand, some respondents said that "owning a high brand makes them feel more confident about themselves."²⁸³ This does not mean that Japanese youth are not interested in luxury brands, and in fact, more than half of them are. This suggests that the inclusion of luxury brands in Japanese fashion shows, where real clothes are featured, is not likely to generate a bad reaction. Besides, since celebrities and influencers appear in Japanese fashion shows, having them advertise will generate admiration and interest. These factors suggest that changing the way Japanese fashion shows are organized from real clothes to adding luxury brands will help luxury brands develop.

IV

In Japan, we hold real clothes fashion shows because they focus on the general youth who are the fashion leaders, but the four major fashion shows in the world focus on the wealthy and they hold prêt-a-porter fashion shows using luxury brands including a haute couture collection section. This is the reason why there are not many luxury brands from Japan. However, luxury brands often develop into an international exchange, and in addition to having an international impact, it is good to have a luxury brand in terms of helping the country's economy, as it can provide a steady and large profit. If people want to start a luxury brand business, they need to manufacture unique, high-priced, high-quality products with scarcity. Therefore, to develop such products in Japan, it is necessary to add value to the products by using Japan's unique Japanese clothing techniques, stitching, technology, and leading Japanese designers. Moreover, it is necessary to add luxury brands to Japan's real clothes-centered fashion shows to attract people's admiration and interest. In my opinion, the Japanese fashion industry will be boosted by the development and success of luxury brands that can easily attract global attention in this way. To this end, it is important to nurture designers and technicians, and I believe that the inheritance and evolution of technology will be required in the future. Therefore, I would very much like to see technicians and those working in the field actively

²⁸³ FASHIONSAP, “ハイブランドは誰もが憧れるものではない、Z世代のブランドに関する意識調査,” FASHIONSAP, 2023

give lectures at clothing schools, and I hope that fashion will become an option in Japanese school classes, deepening the interest of children who are interested in fashion and their love of it.

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Relationship between humans and animals

Rika Hatsuda

According to the Ministry of the Environment, approximately ²⁸⁴18.45 million dogs and cats were kept in Japan in 2009, and dogs and cats are an indispensable part of our homes and lives. On the other hand, according to the Ministry of the Environment's data²⁸⁵ For fiscal year 2021, 24,102 dogs and 34,805 cats were taken in by shelters, and 34,805 dogs and 11,718 cats were killed. In November 2021, France made the following laws regarding the treatment of animals. Prohibit the sale of dogs and cats in pet stores. The display of animals in showcases is prohibited. Prohibit the sale of dogs and cats by the general public on the Internet. This is the content of the law. If you want to keep a dog or cat, you must buy it from a legitimate pet store, over the Internet, directly from a breeder, or from a shelter. These factors have led to the idea that pets are not a commodity in France. In addition to banning the sale of dogs and cats in pet stores, France will further tighten its animal regulations by banning dolphin and orca shows in 2026 and the use of wild animals in traveling circuses in 2028. I believe that tens of thousands of lives can be saved by buying dogs and cats from shelters instead of from pet stores. In this essay, I will write about the history of why dogs and cats came to live with humans, and how the pet business relates to the Japanese economy.

According to the history of dogs²⁸⁶ Humans and dogs have lived together since the Jomon period. At that time, dogs enriched the lives of humans by catching prey and barking at foreign enemies. According to Koji Masuda's essay Interacting with animals can heal the mind. This is called animal therapy. Animal therapy is, for example, when a dog takes care of an elderly person, and the elderly person walks the dog or shampoos the dog. In this way, both parties are healed and a symbiotic relationship is established between the human and the dog. In 2017, researchers in the United Kingdom published Companion Animals and Child and Adolescent Development: a Systematic Review of the Evidence. In it, they write, "Studies have shown that pet ownership from an early age tends to promote the healthy development of children's emotional and social cognitive skills. This suggests that living with pets has a positive impact on children's emotional and social skill development. In addition, In 2018, the Tokyo Metropolitan Government also conducted a survey on pet ownership in Tokyo. Of the respondents, 11.3%

²⁸⁴ Environmental government, 人と動物が幸せに暮らす社会現実プロジェクト

²⁸⁵ Environmental government, 動物の愛護と適切な管理

²⁸⁶ Ps'-first, 犬の起源

stated that the reason for keeping a pet was "for children's emotional education. By living with animals, one can grow as a human being in many ways, including an appreciation of the value of life, the development of communication skills, and an improved sense of self-esteem. And also they have to take walks, so exercise becomes part of their lifestyle and their health.

The Japanese pet market has been expanding in recent years due to the aging of the population and the increase in the number of single person households, bringing significant benefits to pet related businesses. According to NIKKEI, the total pet related market size in FY2023 is expected to reach 1862.9 billion yen, up 4.5% from the previous fiscal year.²⁸⁷ This growth is due to the proposal of high value added products and the introduction of products for cats. According to NIKKEI, in the pet food market, demand for premium food is expanding against the backdrop of growing health consciousness.²⁸⁸ In particular, products promoting domestically produced food, natural ingredients, and additive free products are performing well. The pet goods and services sector is also becoming more diversified, with services such as fashionable clothing, furniture, trimming, and pet hotels expanding. In addition, the pet business creates many jobs. There are jobs for pet stores and breeders, animal hospital veterinarians and pet nurses, pet trainers, as well as jobs making and transporting pet food and goods. These jobs also help keep local economies and small businesses healthy.

The pet industry makes people's lives better and helps the economy, but it also has ethical and environmental problems. One big problem is breeding too many animals and raising them in bad conditions. According to NHK, in Japan, dogs are used for breeding until they are 6 years old and then often abandoned. Also, some dogs live in bad conditions, such as having their vocal cords removed.²⁸⁹ They focus on making money and keep animals in small, dirty spaces. This makes the animals sick and can be a big problem for their owners too. The pet industry also hurts the environment. Making pet food and goods uses a lot of resources, and transporting them creates carbon dioxide. Many pet foods are packed in single-use plastic, which makes the world's garbage problem worse. Some countries are solving these problems by using eco-friendly products and supporting better ways to breed animals. In Japan, it is also important to create more eco-friendly pet goods and teach people how to be responsible pet owners. By caring for animals and reducing harm to the environment, we can make the pet industry

²⁸⁷ Nikkei, 国内のペットビジネス市場の調査結果を発表

²⁸⁸ Nikkei, 国内のペットビジネス市場の調査結果を発表

²⁸⁹ NHK, クローズアップ時代

better. Pet owners need to learn the right way to take care of animals and choose options that are kind to both animals and the Earth.

In conclusion, Pets have been an integral part of human lives for thousands of years, enriching us with companionship, love, and even practical assistance. However, the responsibilities of pet ownership must not be taken lightly. By addressing issues such as abandonment, unethical breeding practices, and the challenges of urban living, society can move toward a future where pets are treated with the respect and care they deserve. By adopting pets from shelters, promoting responsible ownership, and implementing supportive policies, we can save countless lives and strengthen the bond between humans and animals. As we continue to share our lives with these beloved companions, let us strive to create a world where every pet has a loving home and every owner is equipped to provide the care their pets need.

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Surviving in a Global Society

Aoi Fujii

In recent years, the world has seen increasing globalization in various fields, including economics and politics. However, according to a survey conducted by Japan's Ministry of Economy, Trade and Industry of 1,000 people aged 20-69 in 14 countries in the Asia-Pacific region, more than half of the respondents in Japan (57.0%) wanted to work only within their own country, compared to 24.2% in China and 9.3% in Korea. Thus, many people in Japan are reluctant to work abroad.²⁹⁰

Furthermore, according to the "World Competitiveness Yearbook" survey of overall rankings of international competitiveness in 2021, Switzerland ranked first out of 64 countries, with the Nordic countries and Singapore firmly entrenched at the top. Japan ranks 31st, up slightly from 34th the previous year, but remains stagnant in the medium term. Thus, the globalization of the Japanese economy is progressing slowly.²⁹¹ However, in order to achieve economic growth, Japan, which faces such problems as a declining birthrate and an aging population, needs to incorporate capital and technology from developed countries.

Therefore, we will discuss the current status of Japan's globalization, the impact of globalization, and solutions to Japan's current situation, and present what Japan should do to survive in the global society.

I

There are two main reasons why Japan currently lags behind the rest of the world in globalization.

The first is the difference in English proficiency. Comparing China and Japan, both Asian countries, a survey conducted in 2021 by Education First, a global educational research organization, shows that Japan's English proficiency index ranks 78th out of 112 countries in the world, while South Korea's ranks 36th.²⁹² Thus, the English proficiency of Japanese people is in a very low position in the eyes of the world. This is due to English education in Japan. According to the Nikkei Shimbun, the number of English classes in elementary schools in Japan, even after educational reform, is one class per week in grades 3 and 4 and two classes per week in grades 5 and 6, while in

²⁹⁰ 経済環境省, “グローバル社会の実現”, 経済環境省, 2021

²⁹¹ Hirotugu Sakai, “IMD 「世界競争力年鑑 2021」 からみる日本の競争力”, 三井総合研究所, 2021

²⁹² Education First, “World's Largest English Proficiency Index Rankings”, 2022

Korea, the number of classes is two classes per week in grades 3 and 4 and three classes per week in grades 5 and 6, a difference of about 1.5 times.²⁹³ At this point, we can see how little exposure to English students have in Japan. Furthermore, English education in Japan emphasizes preparation for entrance examinations and focuses on memorizing, reading, and writing, so there are few opportunities for students to actually use the English they have learned to communicate. Therefore, when I actually studied in Canada, I realized that the English grammar I had studied in Japan was not really necessary for daily conversation. In contrast, Korean education, according to the Chiba University Faculty of Education, emphasizes communication rather than rote memorization from childhood.²⁹⁴ Students learn English conversation that is closely related to their daily lives through mainly hands-on classes, and they have English language skills that can be used to some extent when they actually go abroad. Thus, even in Japan and South Korea, which are both in the same Asian region, there is a big difference in education, and this leads to a lack of human resources who can manage technology with a global perspective, which delays globalization.

Second, there are cultural differences. Cross-cultural understanding is very important in working. According to Tomohiro Sekiguchi, Vietnam is characterized by a high rate of disputes and strikes, with strikes against foreign companies, including Japanese companies, accounting for 79.3% of the total.²⁹⁵ The causes include demands for improved wages, bonuses, and benefits, as well as increased vacation time, nap time, and the quality and quantity of food.²⁹⁶ As can be seen, there is a wide variety of cultures in each country. Between Japan and Vietnam alone, there is a great difference in "uncertainty aversion" and "masculine or feminine culture."²⁹⁷ Because of these problems, many people are reluctant to work in foreign countries, which delays globalization.

II

Globalization has a variety of impacts. The benefits are expansion of trade area coverage, technological innovation, and economic growth. First, let's talk about the expansion of trade area coverage. The way consumers purchase products and services has changed in recent years: according to TIDIO's Maria Fokina, 70% of Americans

²⁹³ 日本経済新聞, “小学校英語、総合学習枠で 18 年度から年 15 コマまで”, 2017

²⁹⁴ Oi Kyoko, “Comparison of Junior High School English Language Textbook Japan and Korea, 2005

²⁹⁵ Tomohiro Sekiguchi, “中小企業の海外展開におけるリスクとその対応策”, 日本政策金融公庫, 2015

²⁹⁶ Masayuki Frusawa, “新興国における人事労務管理と現地経営”, 白桃書房, 2015

²⁹⁷ Kazuo Ueda, “リスクのグローバル化とリスクマネジメント”, 2015

now shop online in 2022, there were 268 million digital buyers in the U.S., and by 2025 this number is projected to reach 285 million. By 2025, this number is projected to reach 285 million.²⁹⁸ Thus, all countries will have access to a wider area. Next, let's look at technological innovation. The emergence of remote work after the pandemic was also made possible by the technological innovations of globalization: according to a WFH Research study, only 7% of paid workdays in the U.S. were worked remotely in 2019. However, we see this number increasing to 29% by January 2024.²⁹⁹ Thus, because many countries in the world are constantly connected, knowledge and technological advances can be transmitted quickly. The last one is about economic growth. We know that globalization promotes economic growth as resources are distributed more efficiently. In China, the country that has seen the most significant positive changes from globalization, according to the GDP of the world bank, increased integration led to a growth rate in 2000 that was 2.33 percent higher than in 1975.³⁰⁰ Thus, globalization is having a significant impact on many aspects of daily life.

However, there are also disadvantages associated with globalization. The disadvantages are disproportionate growth and a widening gap between rich and poor. The potential for disproportionate growth, both inter- and intra-nationally. Developed countries would lose jobs, which would be relocated to lower-cost countries. According to Robert Scott of the Economic Policy Institute, giving MFN treatment to China has cost 3.2 million jobs, including 2.4 million manufacturing jobs. He puts the net loss from the trade deficit with Japan at 896,000 jobs and estimates that an increase in the Mexican-U.S. trade deficit between 1994 and 2010 will add 682,900 jobs.³⁰¹ Next one is about the widening gap between the rich and the poor. Global free trade is beneficial to the system as a whole. However, individual businesses, organizations, and workers can be disadvantaged by global competition. According to the "Trends in Wealth by Income Group in the United States" by the Ministry of Economy, Trade and Industry, only the high-income group rose about 10% from 1962 to 2013 as a percentage of the country's total income. And the incomes of the low-income and middle class decreased by about 10%.³⁰² This indicates that income is concentrated in the upper income brackets. It seems that high-income earners, who have been able to move capital more easily due to the

²⁹⁸ TIDIO, "Number of digital shoppers in U.S from 2017 to 2025", 2024

²⁹⁹ WFH Research, "Working from Home Around the Globe", June 2023

³⁰⁰ THE WORLD BANK, "GDP of growth (China), 2024

³⁰¹ Robert E. Scott, "A Conservative Estimate of 'The Wal-Mart Effect'", December 2015

³⁰² 経済産業省, 「米国における所得層別の富の割合推移」, 2014

development of information and communication technology, are in a better position to gather wealth than the rest of the population. These disadvantages must be carefully managed economically and morally.

III

In order to resolve the globalization lag that Japan is facing and to remain competitive in the international community, the following specific measures are needed.

First, This is the enhancement of early English education from elementary school. According to a study by the Organization for Economic Cooperation and Development, starting English education early has a significant impact on its effectiveness.³⁰³ For example, in countries where English education started early, such as Finland and Singapore, English grades at age 15 were 10-15% higher than the OECD average. In Japan, English classes are held once or twice a week in many places, so increasing the number of classes to three or four times a week is expected to increase the level of learning retention. As an example, in Finland, English classes are offered from the early elementary grades, and students' English proficiency is consistently ranked high in oecd surveys. For example, the average English test score of Finnish 15-year-old students is more than 10% higher than the OECD average.

The second is economic incentives. In Japan, the introduction of tax incentives for companies related to English language education tends to increase corporate investment in education. For example, the Japanese education support program for small and medium-sized enterprises announced in 2018 saw an average increase of about 25% in education investment due to the introduction of tax credits.³⁰⁴ This shows that economic incentives for companies to enhance English language education can be effective. For example, in Singapore, the government's introduction of a "skills development tax credit" for companies has resulted in a significant increase in training expenditures and investment in English language education. Data show that this measure has improved the English language skills of corporate employees by more than 15%.³⁰⁵

IV

³⁰³ 豊永耕平, 小学校英語教育の効果に関する研究

³⁰⁴ pwc, 「2018 年度税制改正大綱」, 2017

³⁰⁵ Tax academy in singapore, “SkillsFuture Credit”

In conclusion, I believe that the main reasons Japan has missed the wave of globalization are low English proficiency and cultural differences. In particular, with regard to English education, the major problem is that there are extremely few opportunities to actually "use" English. When I myself lived abroad, I felt that the grammatical knowledge I had learned in Japan was not very useful. On the other hand, in countries where the environment is conducive to learning and using English from an early age, the younger generation is naturally fluent in English. This difference has clearly contributed to Japan's declining international competitiveness. We also believe that the reluctance of Japanese people to work overseas is due in part to differences in cultural values. However, in order for Japan to continue to achieve economic growth as its birth rate declines and its population ages, it will be essential to incorporate foreign capital and technology and develop business from a global perspective. To this end, I believe that we can change the mindset of the younger generation by incorporating stories from people with overseas experience into school education and by proactively providing companies with opportunities for overseas training. I feel that it is very dangerous for Japan to continue with its inward-looking attitude. The world is changing rapidly and international competition is becoming increasingly fierce. In order for Japan to adapt to these changes and survive in a global society, I believe that society as a whole needs to share the values that "speaking English is a matter of course" and "working abroad is not something special. Of course, it is difficult to make a big change immediately, but a gradual change in each individual's awareness will make Japan's future much brighter.

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Crimes using social media

Mihana Fujimatsu

How old were you when you started using social media? With the spread of various social networking services, the age at which people start to have their own smartphones and use social networking services is getting younger every year.³⁰⁶ As a result, crimes caused by social networking services are increasing. Many people know that social media has a negative impact on people's mental health and their studies, and they try to be careful about overuse and how they handle them.³⁰⁷ However, there are still few people who fully understand the dangers of social media and try to use them correctly to prevent crimes. The popularity of social media platforms such as Facebook, Twitter and Instagram have transformed the way we understand and experience crime and victimization.³⁰⁸ Therefore, to understand the correct way of treating social media, this essay will talk about the crimes using social media and their solutions.

I

There are many types of crimes committed using social media, but the most common cause is the leakage of personal information.³⁰⁹ Using social media without thinking would leak a lot of personal information. In fact, it can be easy to find out the school you attend or the location of your home, from a photo that shows a good view of your neighborhood. It is very dangerous for this personal information to be disclosed to people you do not know. This is because someone may try to use this information to harm you. For example, if your address and phone number are publicly available, someone who sees your social networking account may become interested in you and stalk you, hang around your home or start calling you. There is also the possibility that publicly available personal information will be collected and used to commit other crimes such as junk mail or bank transfer fraud. All crimes that misuse personal information are dangerous, but the most dangerous crime is robbery. The burglars use social media to discover when a potential victim is on vacation. Many people take pictures and upload them to social networking sites when they go out somewhere, but they may become victims of crime because of this behavior.

³⁰⁶ Smriti Agrawal, "SOCIAL MEDIA AND CRIMES: AN ENTANGLED RELATIONSHIP", The Daily Guardian, 2021.

³⁰⁷ Yasmyne Ronquillo; Matthew Varacallo, "Defamation", NCBI Bookshelf, 2023.

³⁰⁸ Ministry of Internal Affairs and Communications, Internet Trouble Casebook, MIAC, 2021.

³⁰⁹ No writer's name, "Criminal Use of Social Media, Office of Justice Programs, 2011.

To protect yourself from these crimes, it is important to avoid uploading information about yourself on the Internet.³¹⁰ Even if the information you are uploading on one site is only a fragment, it is very likely that someone can identify you by combining different pieces of information on the Internet because search technology is improving.³¹¹ In addition, once information is uploaded on the Internet and spread by copying, it is difficult to delete it completely. For these reasons, you should be very careful in your decision to upload information about yourself or others. Furthermore, personal information of family and friends should not be posted without their permission. Information uploaded on the Internet may be viewed by a lot of people. Therefore, understanding the risks of uploading personal information on the Internet, such as name, age, address, phone number, and a picture of oneself, is a good measure to avoid becoming a victim of crime.

In conclusion, crimes using social media are often caused by personal information leaked. You may become a victim of stalking or robbery due to the leakage of personal information. The users of social media should take appropriate security measures to protect their own personal information and privacy. Why don't you check again to see whether you are using social media correctly?

II

The number of children involved in internet crimes, particularly those involving smartphones, has been increasing along with the rising usage of these devices. According to the National Police Agency, in 2022, the number of child victims of crimes related to social media was 1,732. Although this is a 4.4% decrease from the previous year, the number is still high. Among the victims, 89.5% were high school and middle school students. Additionally, 114 elementary school students were victims, which represents a 37.3% increase compared to the previous year.³¹² In this essay, I will discuss the current situation of internet crimes targeting children and the measures to prevent them.

In recent years, there has been an increase in serious and malicious crimes that target children's physical and mental well-being, such as child prostitution and child pornography, often through community websites. According to data from 2015, crimes like violations of the Juvenile Protection Ordinance, child pornography, child prostitution, and violations of the Child Welfare Law have been on the rise. These crimes are not about money or goods, but about

³¹⁰ Ministry of Internal Affairs and Communications, "Internet Trouble Casebook", MIAC, 2023.

³¹¹ Adrien Guille, "Information Diffusion in Online Social Networks", Archive ouverte HAL, 2013.

³¹² National Police Agency, "Prevention of Criminal Damage to Children Related to Internet Use", National Police Agency, 2022.

exploiting children's physical and emotional well-being. The number of children under 18 who fell victim to crimes on dating and community sites decreased from nearly 1,600 in 2009 to just under 1,300 in 2012. However, since 2013, the number has been rising again, reaching 1,745 in 2015. Also, when looking at specific site types, the number of children affected by dating sites decreased from 453 in 2009 to 93 in 2015. On the other hand, the number of children affected by community sites has fluctuated but has consistently exceeded 1,000 victims annually.³¹³ Regarding the proper use of the internet, some schools and parents may provide proper guidance and caution to children. However, according to a survey by the Tokyo Metropolitan Police on crimes related to community sites, about 30% of the children who were victims of such crimes never discussed their use of these sites with their parents, so they never received any warnings. Around 25% of the children reported that they had never been cautioned, indicating a lack of supervision. When including those who discussed gaming sites with their parents but did not receive any warnings, nearly 60% of children had not received any caution at all. This suggests that many parents were unaware of their children's internet usage.³¹⁴

There are several ways to prevent children from getting involved in crimes. The first method is to establish rules about smartphone usage with your child. For example, when using the internet to play games or watch videos, children may be asked for personal information like their name or address. They may also be required to enter a parent's credit card number for payments, which can lead to significant harm if misused. It's important for parents to explain these dangers to their children and ensure they understand why these rules are necessary. Additionally, parents should decide with their children what actions to take if the rules are broken. The second method is to set up filtering on your child's smartphone. Filtering services help protect children from harmful information that could lead to criminal activity or delinquency. These programs sort websites into categories based on specific criteria, preventing access to harmful content. There are various filtering services available, some free and others with more advanced features for a fee. A 2021 survey by the Ministry of Internal Affairs and Communications found that 38.1% of respondents used filtering services. However, 13.7% had previously used them but later removed the service, and

³¹³ Information Technology Crime Unit, "Current Status and Countermeasures for Incidents Caused by Dating and Community Websites", Cybercrime Division, 2015.

³¹⁴ National Police Agency, "Survey of smartphone filtering use by child victims of online crime", National Police Agency, 2020.

48.2% had never used them.³¹⁵ This shows that filtering services are not yet widely adopted. Nonetheless, filtering is a useful tool to keep children safe online, especially for younger children using smartphones.

Recent children have grown up with mobile phones and the internet being a part of their everyday life. Therefore, it's easy to think, "They must be used to it" or "They must know about the dangers of the internet." However, even adults with experience, common sense, and good judgment can become victims of internet-related crimes. It goes without saying that children, with less life experience, are at a higher risk of falling victim. Moreover, if children have not fully developed their understanding of social morals and rules, they are not only at risk of becoming victims, but may also unknowingly become involved in criminal activities. Therefore, to protect children from online crimes, it is essential for adults to educate them thoroughly and consider using filtering services.

In conclusion, adult support is crucial for tackling internet crime among children. Specifically, it is effective for parents to closely monitor their children's internet usage and use filtering services to limit access to harmful sites. Additionally, building a trusting relationship with children and creating an environment where they can seek help when needed plays a key role in preventing internet crimes.

III

On the internet, there are also crimes like harassment and bullying. Cyberbullying refers to bullying carried out through social media, where a specific child or student is targeted with hurtful or abusive behavior. For example, it can involve posting negative comments about them on social media, deliberately ignoring or excluding them in online interactions, sharing their personal information on public forums, or impersonating them online to post harmful or offensive messages. Cyberbullying has several serious characteristics that make it a big problem. First, because the internet allows for a high level of anonymity, harmful comments or harassment can be directed at a specific student or child, sometimes causing severe harm in a very short time. At the same time, it is often difficult to identify the person responsible, which makes it hard for the victim to get proper help or support. Additionally, bullying through social media or online forums spreads information very quickly. Once photos, videos, or personal details are shared online, it is extremely difficult to remove them completely. This means the damage can continue

³¹⁵Ministry of Internal Affairs and Communications, "Survey on Filtering for Internet Use by Young People in Japan", MIAC, 2021.

and even grow over a long period. Furthermore, this type of bullying is often hard for adults to notice. Teachers and parents may find it challenging to monitor children's internet use, which can delay discovering the bullying and taking action to stop it. Another problem is that cyberbullying is often invisible from the outside, and sometimes the targeted child may not even realize they are being bullied. However, even if the victim does not feel hurt, it is still important to give proper guidance to the child who acted as the bully, based on the law and social values. Cyberbullying can harm both the victims and those who engage in bullying behavior. This is why society as a whole must work together to address this issue.

The Ministry of Education conducts an annual survey on bullying and school absenteeism in public, private, and special needs schools, including elementary, junior high, and high schools. The results are published as part of the "Survey on Student Guidance Issues such as Problematic Behavior and Non-Attendance." According to the survey results from 2015 to 2020, the percentage of schools recognizing bullying increased overall but showed a decrease in 2020. However, data on the types of bullying from 2015 to 2022 reveal that cases of bullying involving computers or mobile phones have steadily risen. There were 9,187 cases in 2015, 17,924 cases in 2019, and 23,920 cases in 2022.³¹⁶ Because cyberbullying is often difficult for adults to notice, the actual number of victims is likely higher than the statistics suggest. This highlights the growing importance of early detection and effective measures to address the problem.

To protect children and students from cyberbullying on social media, it is essential for schools and families to take appropriate actions. Students need to learn how to handle information online, and teachers must work to identify cases of cyberbullying. There are two key measures that schools and parents can take to address cyberbullying effectively. The first approach is to strengthen information literacy. From elementary school, students should begin learning how to act responsibly and safely in the digital world. Information literacy refers to the ability to use the internet and digital tools in a proper and responsible way.³¹⁷ Specifically, it includes respecting rights such as human rights and intellectual property, taking responsibility for one's actions in the information society, using information safely and correctly, and understanding the impact of using digital devices on one's health. To effectively promote information literacy education, it is essential to improve the teaching skills of educators.

³¹⁶Ministry of Education, "Results of a survey on various issues of problematic behavior of children", NEXT, 2024.

³¹⁷National Police Agency, "information morality", National Police Agency, 2020.

Teachers need to regularly check websites that may pose risks to students, stay informed about incidents involving students, and gather information about online dangers. Participating in seminars for information literacy educators organized by the Ministry of Education can also be a helpful step. Strengthening cooperation between schools, families, and the local community is another important element. To enhance this collaboration, schools can host workshops, and education boards can organize training sessions, creating a system where society as a whole supports the education of children. As the use of ICT (Information and Communication Technology) in education continues to grow, teaching information literacy is essential for ensuring that students can live safely and responsibly in the digital age. Given that students frequently use the internet and social media outside of school, it is also important for society as a whole to understand the importance of information literacy and the risks involved. To make information literacy education more effective, it is crucial to improve teachers' skills while fostering a deeper understanding through joint efforts by schools, families, and communities, rather than relying on one-sided instruction from schools. The second measure is conducting internet patrols in collaboration with PTAs, education boards, community volunteers, and related companies. During these patrols, they check unofficial school websites, blogs, and social media to ensure there are no harmful or abusive posts. In a 2018 survey by the Ministry of Internal Affairs and Communications on anti-bullying measures, 65% of the 60 education boards surveyed reported that they were conducting internet patrols.³¹⁸ It is important to increase this percentage in the future. When harmful or abusive content is found during an internet patrol, it is crucial to respond quickly and appropriately by following the "Response Manual" provided by the Ministry of Education.

IV

In conclusion, the rise of cyberbullying with the widespread use of smartphones and computers is a serious issue. The anonymity and spreadability of social media make it particularly harmful and difficult for teachers and parents to detect and resolve. Cyberbullying can escalate quickly, causing significant physical and emotional harm to victims. Once information is shared online, it is extremely hard to completely remove. Additionally, there are cases where victims are unaware of the bullying, further delaying the discovery of the problem. To protect students from such cyberbullying, it is crucial for schools and parents to provide adequate information literacy education.

³¹⁸Ministry of Internal Affairs and Communications, Survey on the promotion of anti-bullying measures, MIAC, 2018.

Students need to learn how to use the internet safely and understand the risks, as well as receive education that helps them empathize with both victims and perpetrators. Moreover, it is important to strengthen internet patrols by PTAs, education boards, and community volunteers to ensure issues are identified and addressed quickly. Furthermore, it is essential to have a cooperative approach that involves not just schools but the entire community. This includes regular training for parents, information sharing, and setting up support systems, so that adults surrounding students can provide appropriate help. Collaborating with local authorities and specialized organizations to strengthen prevention efforts and support victims is also critical. Through these multifaceted measures, we can work toward creating a society where children and students can grow up safely and with confidence.

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Entrepreneurs are thinkers and artists

Kotoko Busujima

“Entrepreneurs are thinkers and artists”³¹⁹This is the title of an audio book and a thought by Kazuma Ieiri who is an entrepreneur. In the audio book, he mentioned that “this thought itself is the kind of thing that convinces me that I wanted to be an artist and ended up not being one.” However, his passion for art never diminished; instead, it was sublimated into his entrepreneurial endeavors. Through entrepreneurship, Ieiri realized he could express himself and impact society in ways similar to art. His statement, “I express myself through business”³²⁰, reflects his understanding that entrepreneurial activities are fundamentally akin to artistic creation. This essay provides logical proof of Ieiri's idea.

The idea of Kazuma Ieiri that "entrepreneurs are thinkers and artists" can be understood as a form of human religious thought. According to a survey by NHK, “60% of Japanese people identify as non-religious.”³²¹ However, they actually possess a profound sense of spirituality and religious awareness. One of the essential functions of religion is to provide meaning to life and the world. According to an article from Toyo Keizai Online, religion is described as "an imaginary world centered around spirits or gods," where "humans rely on its power, follow its will, uphold its teachings, and strive to grasp its essence."³²² This suggests that religion functions to provide people with a worldview and guidance for life. Similarly, Ieiri's philosophy assigns profound meaning to the feeling of failure associated with giving up on dreams. He views entrepreneurship not merely as a means of making money but as a form of self-expression and a guiding belief in life.³²³ By viewing entrepreneurs as "artists," Ieiri imbues the act of entrepreneurship with creativity. Just as artists express themselves and influence the world through their works, entrepreneurs express themselves and impact society through their businesses.³²⁴ This mirrors the religious thought pattern of assigning

³¹⁹ 家入一真, 起業家は思想家でありアーティストである, Audible com, Audible Studios, 2016

³²⁰ 九龍ジョー, 自己表現としてのビジネス極意 入江悠×家入一真対談, Ciara, Dec 26, 2012

³²¹ 世論調査部(社会調査)小林利行, 日本人で宗教を信仰している人は何%? 増えてるの 減ってるの?, NHK, May 24, 2019

³²² 中村圭志, 世界のどの宗教にも共通する 3 つの大事な役割, 東洋経済オンライン, Apr 10, 2020

³²³ 畑田康司, 知識創造理論とは? 基礎から実践まで分かりやすく解説!, Techno Producer, Jan 20, 2021

³²⁴ FasterCapital, The Power Of Artistic Expression In Business, FasterCapital

meaning to things that inherently lack it. By perceiving entrepreneurs as thinkers, Ieiri assigns philosophical significance to their actions and outcomes. Thinkers are responsible for understanding, interpreting, and offering new perspectives on the world. Similarly, entrepreneurs analyze existing social structures and markets, presenting fresh perspectives to the world through innovative business models and products.³²⁵ Ieiri's philosophy could be described as a new form of "faith" for him. It replaces traditional religion by providing him with a sense of meaning, purpose, and reason for living. It is a powerful belief that helps him come to terms with, and even transform, the reality of not becoming an artist.

Kazuma Ieiri's philosophy that "entrepreneurs are thinkers and artists" shares many commonalities with Ikujiro Nonaka's theory of knowledge creation.³²⁶ The knowledge creation theory systematizes the process of creating and utilizing knowledge within organizations, but its essence lies in creativity and innovation—qualities that closely resemble the artistic creation process. The core of the knowledge creation theory lies in the interaction between "tacit knowledge" and "explicit knowledge." Tacit knowledge is personal, experience-based, and intuitive, while explicit knowledge is codifiable and shareable. This theory emphasizes the process of converting tacit knowledge into explicit knowledge, sharing it across the organization, and generating new knowledge from this dynamic interaction. This process is strikingly similar to the artistic creation process. Artists transform their inner emotions and thoughts (tacit knowledge) into tangible works of art (explicit knowledge). When these works are shared with society, they generate new value and meaning. In Ieiri's philosophy, entrepreneurs are thought to undergo a similar process. They convert their ideas and intuition (tacit knowledge) into concrete business models or products (explicit knowledge). When these businesses are embraced by society and make an impact, they create new value and meaning. In the theory of knowledge creation, innovation is said to arise from new combinations of existing knowledge. This mirrors the process by which artists combine established techniques and concepts in novel ways to produce groundbreaking works. Similarly, entrepreneurs create innovative ventures by recombining existing business models and technologies. Moreover, the knowledge creation theory emphasizes the importance of an organization's vision and philosophy. This is akin to how artists aim to convey their ideas and worldview through their creations. In Ieiri's philosophy,

³²⁵ FasterCapital, The Power Of Artistic Expression In Business, FasterCapital

³²⁶ 家入一真, 物語を綴るように起業しよう, AngelBase, 2017

entrepreneurs are also seen as individuals who possess their own vision and philosophy, expressing them through their businesses and striving to make an impact on society.³²⁷ In this way, the theory of knowledge creation and Ieiri's philosophy are deeply interconnected through their emphasis on creativity, innovation, vision, and challenge. Both prioritize the process of expressing an individual's inner knowledge and ideas outwardly to make an impact on society. From this perspective, it becomes clear that there are essential commonalities between entrepreneurs, artists, and thinkers.

Steve Jobs' concept of "connecting the dots"³²⁸ is deeply connected to Kazuma Ieiri's philosophy and helps explain why Ieiri, despite not becoming an artist, finds fulfillment in his life as an entrepreneur. Jobs explained that various life experiences only gain meaning later on. "You can't connect the dots looking forward; you can only connect them looking backward." This idea resonates with Ieiri's belief that his journey, including his initial setbacks and unfulfilled dreams, eventually led him to entrepreneurship, where he could express himself and create new meaning in his life. This way of thinking also applies to Ieiri's own experience. Initially, Ieiri aimed to become an artist but eventually gave up on that path. However, after finding success as an entrepreneur, he realized that those experiences were not wasted. The creativity and expressiveness he developed as an artist were channeled into the business world. As Jobs said, "You have to believe in something—your gut, destiny, life, karma, whatever."³²⁹ Ieiri's belief in his own path allowed him to see how his past experiences, though seemingly unrelated at the time, contributed to his entrepreneurial success. Similarly, Ieiri believed in his own experiences and trusted that they would hold meaning in the future. His entrepreneurial activities became a new form of self-expression for him. He has said, "I express myself through business," which is a direct practice of Jobs' "connecting the dots." The experience of not becoming an artist led to his success as an entrepreneur with a unique perspective. Just as Jobs mentioned, "If I hadn't taken a calligraphy class, personal computers might not have had the wonderful typography they do today,"³³⁰ Ieiri's aspirations to be an artist brought creativity and originality to his business, shaping it in a way that might not have been possible without that background. In this way, Ieiri's life is a perfect example of "connecting the dots." His experience of not becoming

³²⁷ Nucleus_AI, Steve Jobs' Creativity Secret: The Art of Connecting the Dots, YOURSTORY, Sep15, 2023

³²⁸ Steve Jobs, Connecting the dots, June 12, 2005

³²⁹ Vicky Oettle, Connecting the dots- a theory by steve jobs, I-ASC, 2020

³³⁰ Younus Y. Mirza, Connecting the Dots: What we can learn from Steve Jobs, college drop-out, NetVUE, May 2, 2018

an artist fostered a unique perspective and creativity that eventually shaped his success as an entrepreneur. This process ultimately became the key factor in finding meaning and fulfillment in his life.

In conclusion, Kazuma Ieiri's philosophy is constructed from these three perspectives of “religious thought”, “The theory of knowledge creation”, and “Connecting the dots by Steve Jobs” offering a new value proposition for the profession of entrepreneurship. Then it emphasizes that even apparent failures can lead to current success, validating the idea that life's events only make sense in retrospect. Therefore, entrepreneurs are thinkers and artists.

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The difference in English education between Japan and others

Kizuru Masuda

My involvement with many international students during my study abroad experience made me realize the difference in English language proficiency that consists of fundamental English language education. Comparing Japanese and Western approaches to English education reveals interesting insights into cultural values, educational philosophies, and societal priorities. As globalization continues to shape the interconnected world, the ability to communicate effectively in English is becoming increasingly important. This essay explores the major differences and similarities between Japanese and Western English-language education systems, examining the strengths, weaknesses, and cultural context that influence their respective methodologies.

In Japanese schools, students stay in the same classroom while teachers rotate for different subjects. This setup creates a strong sense of community, as students spend most of their day with the same classmates. Over time, this consistency helps them form close friendships, develop teamwork skills, and build a shared identity. The stable learning environment also reflects Japan's cultural emphasis on harmony and group cohesion, encouraging students to support one another and work together rather than compete.

On the other hand, in many Western schools, students move between classrooms for different subjects. This means they interact with a wider range of peers and experience various teaching styles throughout the day. While this approach fosters adaptability and independence, it can also feel less structured. Students learn to navigate different environments, manage their schedules, and take responsibility for their own learning. This reflects the Western emphasis on individual growth and self-reliance, where students are encouraged to make choices that align with their interests and strengths.

Both systems have their strengths and challenges. The Japanese model helps students build deep, lasting connections and a strong sense of responsibility toward their peers. However, it may limit exposure to different perspectives and teaching styles. Meanwhile, the Western approach promotes flexibility and personal development but can sometimes make it harder for students to form close bonds.

Ultimately, these differences go beyond just classroom organization—they reflect the values of each society. Japan’s education system prioritizes stability and teamwork, while Western schools focus on independence and adaptability. Neither system is perfect, but understanding these differences can help us appreciate the unique strengths of each approach, especially as education continues to evolve in a more globalized world.

The Japanese education system adopts a unique approach to teacher assignment. Teachers are usually employed by local boards of education and are periodically reassigned. This practice ensures an equitable distribution of teacher talent and promotes diverse educational experiences among teachers. It also encourages innovation in teaching methods and prevents stagnation.

In contrast, Western education systems typically allow teachers to remain in one school longer and have more stability.¹ This stability allows teachers to develop deeper relationships with their students and to fully understand the school community. The Western approach emphasizes continuity and fosters a cohesive school culture over time.

The differences in organization in the teacher workspace further illustrate these contrasting philosophies. Japanese schools have a communal space called the “teacher’s office,” which serves as a central workspace for lesson planning, collaboration, and informal interaction among teachers.

Western schools, on the other hand, typically provide individual classrooms or offices for teachers¹. This practice supports teacher autonomy, individuality, and personal teaching styles, allowing educators to create unique environments tailored to their students’ needs.

In Japanese schools, club activities and school events play a crucial role in shaping students beyond academics. These extracurricular activities emphasize teamwork, discipline, and personal growth while fostering a strong sense of belonging within the school community. Unlike in some Western systems, where competition often takes center stage, Japanese club activities prioritize dedication, perseverance, and collective effort over winning. Students commit deeply to their chosen clubs, often practicing daily and forming tight-knit relationships with teammates and mentors. This long-term commitment reinforces important values such as responsibility, resilience, and cooperation—qualities that extend beyond school life into adulthood.

School events are another vital aspect of Japanese education, deeply rooted in tradition and community spirit. Ceremonies such as entrance and graduation events are highly formal, symbolizing major life transitions and reinforcing a collective identity among students, teachers, and families. Cultural festivals (bunkasai) and athletic festivals (undokai) are also central to school life, providing opportunities for students to showcase creativity, teamwork, and school pride. These events often involve extensive preparation, requiring students to collaborate in organizing performances, exhibitions, and competitions. Through these experiences, students learn the importance of working toward a common goal, respecting traditions, and contributing to a shared culture.

In contrast, Western schools take a different approach to extracurricular activities, placing a stronger emphasis on individual talent, competition, and achievement. Sports teams, academic clubs, and performing arts programs often focus on skill development and recognition, with students competing at regional or national levels. This competitive element reflects broader cultural values that prioritize personal success, ambition, and excellence. Participation in extracurricular activities is often seen as a way to build a strong resume for college applications, emphasizing individual accomplishments rather than collective effort.

School events in Western countries also tend to be more informal and inclusive, allowing students to express themselves in diverse ways. Events such as school dances, talent shows, and spirit weeks are designed to be open to all students, encouraging participation at different levels. Unlike Japan's structured ceremonies and festivals, these events often allow for more flexibility and personal expression, reflecting a preference for individual choice and a less rigid social framework. Rather than reinforcing collective traditions, Western school events aim to celebrate diversity, creativity, and the unique identities of students.

Ultimately, both systems reflect the cultural values of their respective societies. The Japanese model nurtures a strong sense of group identity, discipline, and tradition, while the Western approach prioritizes self-expression, competition, and personal growth. While Japanese schools foster deep-rooted connections and a shared sense of responsibility, Western schools provide students with opportunities to explore different activities and define their own paths. Neither system is inherently better, but understanding these differences helps highlight the diverse ways education shapes students' experiences, preparing them for the challenges of an interconnected world.

Japanese English education excels in developing students' reading comprehension and grammatical understanding. From an early age, students are exposed to complex grammatical concepts, including particles and auxiliary verbs². This strong foundation enables students to tackle challenging English texts, such as newspapers and novels, as they progress in their education.

The emphasis on grammar and reading comprehension in Japanese schools aligns with the traditional goal of English education in Japan: to understand and incorporate English literature and academic texts². This approach has proven effective in developing students' ability to analyze complex sentence structures and grasp nuanced meanings in written English.

Vocabulary and Spelling Proficiency

Another strength of Japanese English education is its focus on building a robust vocabulary and strong spelling skills. The intensive study methods employed in preparation for entrance examinations contribute significantly to this aspect of language learning². Students often acquire an extensive range of vocabulary, including advanced and academic terms, which proves beneficial for higher education and professional contexts.

The emphasis on accurate spelling aligns with the Japanese cultural value of precision and attention to detail. This focus not only aids in written communication but also enhances students' overall language awareness and literacy skills.

Challenges in Japanese English Education

Limited Speaking and Listening Practice

One of the most significant challenges in Japanese English education is the limited emphasis on speaking and listening skills. The traditional focus on reading and writing often comes at the expense of oral communication practice². This imbalance can result in students who are proficient in English grammar and vocabulary but struggle to engage in real-time conversations or comprehend spoken English.

The lack of exposure to native English speakers and authentic spoken English in many Japanese classrooms further exacerbates this issue. As a result, many Japanese students find themselves ill-equipped to communicate effectively in English-speaking environments, despite years of study.

Insufficient Class Time

Another notable challenge is the limited time allocated to English instruction in Japanese schools. Despite recent increases in English class hours, the current allocation remains insufficient for developing comprehensive language skills². For instance, as of 2022, third and fourth-grade elementary students receive only 35 hours of English instruction per year, while fifth and sixth graders receive 70 hours. In middle school, the annual English instruction time is 140 hours.

While these figures represent an improvement from previous years, they still fall short of the time required to achieve fluency, especially in a non-English speaking environment. The limited class time makes it challenging to cover all aspects of language learning adequately, often resulting in a focus on test preparation rather than practical language use.

Reliance on Translation

The Japanese approach to English education often relies heavily on translation methods. Many students are taught to understand English by first translating it into Japanese in their minds². This approach, while helpful for comprehension in some contexts, can hinder the development of natural English language processing and fluency.

The reliance on translation can lead to slower processing of English and difficulties in spontaneous communication. It also reinforces the tendency to think in Japanese while using English, which can result in unnatural expressions and sentence structures.

Western Approaches to English Education

Early Introduction and Immersion

Many Western countries, particularly those in Europe, introduce English education at an early age. For example, in the Netherlands, widely recognized for its high English proficiency among non-native speaking countries, English education begins as early as age 4 or 5. This early start allows for a more natural acquisition of language skills and builds confidence in using English from a young age.

Moreover, Western approaches often emphasize immersion techniques, where students are encouraged to think and communicate in English without relying on translation. This method promotes more natural language acquisition and helps students develop the ability to process English directly, rather than through the lens of their native language.

Emphasis on Practical Communication

Western English education typically places a strong emphasis on practical communication skills. This approach prioritizes speaking and listening abilities alongside reading and writing. Classes often incorporate interactive activities, role-playing exercises, and group discussions to provide students with ample opportunities to practice using English in realistic contexts.

The focus on practical communication reflects the Western cultural value of individual expression and the importance placed on verbal articulation. This approach aims to prepare students for real-world situations where they need to use English for work, travel, or social interactions.

Integration of English in Other Subjects

Many Western education systems integrate English into other subject areas, a practice known as Content and Language Integrated Learning (CLIL). This approach allows students to learn English while studying subjects like science, history, or art. By using English as a medium of instruction for various subjects, students gain exposure to a wide range of vocabulary and language structures in context.

This integrated approach not only enhances language skills but also prepares students for academic and professional environments where English is the primary language of communication. It reflects the Western emphasis on interdisciplinary learning and the practical application of language skills.

Cultural Influences on English Education

The differences in English education between Japan and Western countries are deeply rooted in their respective cultural values and societal norms.

Collective vs. Individual Focus

Japanese culture emphasizes collective harmony and group cohesion, which is reflected in its education system. The focus on uniform learning experiences, shared responsibilities (such as classroom cleaning), and the importance of school events that foster unity all stem from this cultural value¹. In English education, this translates to a more structured, uniform approach to language learning.

Western cultures, particularly in countries like the United States, place a higher value on individuality and personal expression. This is evident in the more diverse and flexible approaches to English education, where individual learning styles and personal interests are often taken into account¹.

Attitude Towards Mistakes

The Japanese cultural attitude towards mistakes and the concept of "saving face" can impact English language learning. There may be a reluctance to speak English for fear of making errors, which can hinder the development of speaking skills. This cultural factor contributes to the emphasis on accuracy in grammar and writing over fluency in speaking.

In contrast, many Western educational approaches encourage risk-taking in language learning. Mistakes are often viewed as a natural part of the learning process, and students are encouraged to speak and experiment with the language even if they are not perfectly fluent.

Role of English in Society

The role of English in society also shapes educational approaches. In Japan, English has traditionally been viewed as a subject to be mastered for academic and professional advancement, rather than a tool for daily communication. This perspective influences the focus on exam preparation and academic English.

In many Western countries, particularly those where English is the native language or widely used, English is seen as an essential skill for everyday life, work, and social interaction. This view leads to a more practical, communication-oriented approach to English education.

Conclusion

The comparison between Japanese and Western approaches to English education reveals significant differences rooted in cultural values, educational philosophies, and societal needs. Japanese English education excels in developing strong foundations in grammar, reading comprehension, and vocabulary. However, it faces challenges in fostering practical communication skills and providing sufficient exposure to spoken English.

Western approaches, on the other hand, tend to emphasize early language immersion, practical communication, and the integration of English across various subjects. These methods aim to develop well-rounded language skills with a focus on fluency and real-world application.

Both systems have their strengths and areas for improvement. As the world becomes increasingly interconnected, there is a growing need for educational approaches that balance academic proficiency with practical communication skills. The ideal English education system would likely incorporate elements from both Japanese and Western approaches, adapting to the specific needs and cultural contexts of learners.

Moving forward, continued cross-cultural exchange and adaptation of best practices from various educational systems will be crucial in developing effective English education strategies. By understanding and appreciating the unique aspects of different approaches, educators and policymakers can work towards creating more comprehensive and effective English language programs that prepare students for success in our globalized world.

Mono-lids

Yamashita Hinata

First of all, What is your eyelids type? There are about two types of eyelids. Mono-lids and Double-eyelids. They can be subdivided into other types, but they are broadly of two types. If you are Asian, some people are mono-eyelids. And some people are double-eyelids. Only Asian people have mono-eyelids. Most people of not Asian people have double-eyelids. So The Asian Upper Eyelid:³³¹ An Anatomical Study With Comparison to the Caucasian Eyelid said “There are not many papers on eyelids abroad because they do not think much about mono-lids and double-lids”.

Now in Japan, A lot of people think. “Double-eyelids are cute. I want to be a person who has double-eyelids.” And people change their eyelids with makeup. And some people do cosmetic surgery to change mono-eyelids to double-eyelids. It is becoming more and more accessible these days. Because, The Asian Eyelid: Relevant Anatomy - PMC³³² said “Eyelid skin is the thinnest skin on the body” So changing from mono-eyelids to double-eyelids is easy and cheaper than changing other face parts by cosmetic surgery. So a lot of people do that. However, Is Beauty In The Eye(Lid) Of The Beholder? : Code Switch : NPR³³³ said “The old world cosmetic surgery is not for beauty. The surgery was for people who had suffered facial injuries during the war. However, nowadays many people use it to look beautiful.”. Currently, it is being used for a different purpose. This is thought to be due to the end of the war, advances in technology and medical tools, and people becoming more concerned about their appearance.

I

The Journal of the Japanese Society of Cosmetic Chemistry³³⁴ and The Evolution of Looks and Expectations of Asian Eyelid and Eye Appearance - PMC³³⁵ said “In old Japan, a lot of people think mono-eyelids

³³¹ BN Lemke, R K Dortzbach, Y G Park, H K Kang, “An Anatomical Study With Comparison to the Caucasian Eyelid”, The Asian Upper Eyelid, July 7th, 1999.

³³² Kidakorn Kiranantawat, Jeong Hoon Suhk, Anh H Nguyen, “The Asian Eyelid: Relevant Anatomy”, PMC, August 29th, 2015.

³³³ Kat Chow, “Is Beauty In The Eye(Lid) Of The Beholder?” Code Switch NPR, November 17th, 2014.

³³⁴ Alex Brown, “Changes in beauty in Japan” Japanese Society of Cosmetic Chemistry 2020.

³³⁵ Abdulla Fakhro, Hyung Woo Yim, Yong Kyu Kim, Anh H Nguyen, “The Evolution Looks and Expectations of Asian Eyelid and Eye Appearance”, NIH, August 29th, 2015.

are beautiful.” To this day, the standard of beauty has changed from mono-eyelids to double-eyelids. However, The Michigan Daily³³⁶ said “Mono-eyelids are not ugly.” Not only this site. But, every site said like that without an Asian site. So asian people think mono-eyelids are not good. Double-eyelids are better than mono-eyelids. However, not Asian people think mono-eyelids are beautiful. Asian people and not Asian people have a big difference of thinking between mono-eyelids and double-eyelids. That is because Asian people have two types of eyelids, double-eyelids or mono-eyelids. However, not all Asian people have double-eyelids. Nobody has mono-eyelids. From this it can be said that they are not very involved in mono-eyelids.

So, as I said, the reason the paper does not say much about mono-eyelids is they are not having it. So they are not really interested in double-eyelids and mono-eyelids. From this, mono-eyelids are a characteristic unique to Asian people, and other than Asians who do not have these characteristics, it is difficult to understand the feelings of people with mono-eyelids. But that can not be helped because there's also the issue of race.

II

Kyoritsu Cosmetic Surgery said³³⁷ “Double-eyelids look cute, Because people who have double-eyelids make people's eyes look big. Big eyes make them look cute. However, Mono-eyelids do not look really cute, they make them look beautiful. Because people who have mono-eyelids make people look cool. Cool eyes make people beautiful.” So I think no changed standard of beauty, just changed people's thinking and changed the way they want to be face from beautiful to cute.

Old asian people want to have a beautiful face. However, Now Asians think they want to have a cute face. But not all people think they want to have a cute face of course. Many people think they want to have a beautiful face. Recently, makeup is more advanced than in the past, and people can change the look they want. So they makeup their eyes sharply like mono-lids or use some makeup items, then make up to big eyelids like double-eyelids. So why do people do cosmetic surgery? The Kansai university³³⁸ said “It is for the improvement of the complex.” So It means that many people who want to be beautiful or pretty have a mono-eyelid complex. Makeup

³³⁶Jakin Zhang, “My monolids (do not) mean I'm ugly”, Michigandaily, March 12th, 2019.

³³⁷Patrik Schumacher, “Introducing 17 conditions to look beautiful! What are the ideal parts and balance?”, Kyoritsu Cosmetic Surgery, May 22nd, 2022.

³³⁸ Kansai University Newsletter, "Reed", June 14th, 2024

has evolved and people's interest in beauty has increased to change their own complexities.³³⁹ It is possible to go from double-eyelids with cosmetic surgery to mono-eyelids with makeup.

III

Overall, old Japan's standard of beauty is mono-eyelids. However, now in Japan, people's standards of beauty have not changed. That changed people's desire to have faces from beautiful to cute. It means past people have wanted to have a face that is beautiful. However, now people want to have the face that they want to be. And now, with today's beauty technology and makeup tools, these things are now possible. With the advancement of makeup, people can change their face to what they want.

At the same time, people's sense of beauty is also rising, and they are using cosmetic surgery to change their complexes to become more attractive even when they are not makeup. If people want a beautiful face, they can use make-up items and change eyelids from double-eyelids. However, people do cosmetic surgery and change eyelids. It means that many people think mono-eyelids are complex. The reason for all this is the improvement of people's sense of beauty toward themselves due to the advancement of makeup items and their techniques. The Kansai University Newsletter Reed said "Double-eyelids are not always attractive. Double-eyelids and mono-eyelids have nothing to do with beauty. This is purely a matter of aesthetics." So our eyes are attractive in both double-eyes and mono-eyelids. Nowadays, you can have the face you want with beauty technology. Complexes can also be cured. There's no need to worry about your eyelids. Be the face you want to be.

³³⁹ Shens Clinic "Why Are Double Eyelids Attractive?", Shens Clinic, May 22nd, 2023.

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Future of the Film Posters

Ei Yokoyama

As of 2018, there are approximately 470,000 films in the world according to IMDb statistics.³⁴⁰ Moreover, according to BoxOfficeMojo, the film which shows the highest lifetime grosses was “Avatar” in 2009 with more than 2.92 billion dollars followed by a lot of popular and well-known films such as “Titanic” or “StarWars”.³⁴¹ These numbers clearly show how the film industry is tremendous and traditional. Moreover, accompanying that, this refers to the fact that a huge number of advertisements have been released to the world to make people interested in them. Film posters, which are known as one of the most famous ways of advertising, together with film trailers, have a long and distinctive history. Personally, I am interested in art and design and I am learning Graphic Design at college nowadays. From this personal experience, I have decided to analyse the history of the film industry from the perspective of art and design. Therefore, in this essay, I will explain the history and background of film posters from the beginning of the film industry to the present with factual findings of the industry not my points of view about the designs.

I

First of all, the film's history's beginning is quite ambiguous and difficult to define. Thereby, in this section, I define the beginning of the film industry as the first commercial-published film. In this way, ten of the Lumière brothers' short films in Paris on 28 December 1895 can be said to be the beginning of the film industry. The screening consisted of ten films and lasted roughly 20 minutes. Sarah Pruitt describes that the brothers had come up with their own device, the Cinématographe which is much smaller and lighter than the Kinetograph and operated with the use of a hand-powered crank.³⁴² After the innovation of the Cinématographe, films gradually spread to the public mainly from Europe or the U.S. When World War 1 started, French and Italian films which were very popular at that time suffered a lot from the war. According to Matt Millikan, during the war, German films that mainly had “intellectual themes” became mainstream, and *The Cabinet of Dr. Caligari* (1920) and *Nosferatu* (1922) are known for having

³⁴⁰ IMDb, “IMDb Statistics,” imdb.com, 2023.

³⁴¹ BoxOfficeMojo, “Top Lifetime Grosses,” BoxOfficeMojo.com, 2023.

³⁴² Pruitt, Sarah, “The Lumière Brothers, Pioneers of Cinema,” history.com, 2023.

affected movements or the war they committed.³⁴³ In the same period, *The Adventures of Prince Achmed*, the oldest surviving and oldest European animated film made by Lotte Reiniger was published in 1926.³⁴⁴ In the 1930s, there was a significant innovation in sounds starting from *The Jazz Singer* and leading to other famous musical films. During World War 2, many films were created as propaganda which means information, especially of a biased or misleading nature, used to promote a political cause or point of view. This essay will not introduce or focus on propaganda films since their popularity or the tendency of the design might be biased.

After World War 2, the film industry was getting out of the role of propaganda and grew more and more, and a kind of diversity in cinema could be seen. Hannah Saab and Diego Pacheco explained that *12 Angry Men* (1957) is known as one of the most successful films of the 1950s and in the same way, *Seven Samurai* (1954) was made by Akira Kurosawa who is a very famous Asian producer received excellent reviews and popularity.³⁴⁵ In the 1960s, more films were being made in other countries, or using studio facilities abroad, such as Pinewood in the UK and Cinecittà in Rome. *Mary Poppins* (1964) and *The Sound of Music* (1965) are said to have given the industry a lot of benefits. During the 1970s, Asian films became very popular again in Hong Kong and Chinese traditional martial arts, and its greatest icon is known as Bruce Lee. *Enter the Dragon* (1973) created a significant boom in kung fu. On the other hand, when looking into the overall global highest-grossing films of the 1970s, *Star Wars: Episode IV* (1977) is in first place with 322.74 million dollars whereas *Enter the Dragon* is in fourth place with 25 million dollars.³⁴⁶ This suggests that American films still had great power and popularity then. In the 1980s, there were many sequels to successful films made in the 1970s, such as *Star Wars* and *Indiana Jones*. In addition, Japanese films experienced a resurgence during this period due to some Anime films. *Nausicaa of the Valley of the Wind* (1984), *Akira* (1988), and even *Mobile Suit Gundam*, which was made for a TV series and was remade as a film, were very successful in Japan and highly rated all over the world. During the next decade, new technology like VFX and CGI boosted the growth of films. *Jurassic Park* (1993) and *Titanic* (1997) are good examples of successful films that used VFX. Also, *Toy Story* which was the first feature-length computer-animated feature was made by Pixar Animation Studios in 1995.

³⁴³ Millikan, Matt, "Out of darkness: the influence of German Expressionism," acmi.net.au, 2021.

³⁴⁴ McGowan, Andrew, "The Oldest Animated Feature Came Out Over a Decade Before 'Snow White'," collider.com, 2023.

³⁴⁵ Saab, Hannah, and Pacheco, Diego, "The 20 Best Films of the 1950s, Ranked According to IMDb," collider.com, 2023.

³⁴⁶ IMDb, "The 20 Highest Grossing Movies of the 70s," imdb.com, 2018.

From the 2000s, the technology of cinema continued to grow faster and faster and there could be seen a distinct tendency during the period. Since home entertainment such as video games or YouTube has led to the rise of people around the world, movies created tended to be fantasy and superhero stuff with spectacular 3D technology. For example, Harry Potter and the Chamber of Secrets (2002), Avatar (2009), and Iron Man (2008) are known as the most successful films of the 2000s. On the other hand, Hong Kong and Chinese martial arts continue to have an impact to the present day. Kill Bill (2003) is a famous example that showed people great kung fu action. In addition, around the 2010s, Disney became a very large force in the industry by making a lot of successful films such as Froszen (2013) and Zootopia (2016). Since around the late 2010s, there has been a trend of live-action adaptations of successful animated films from the past. For instance, Beauty and the Beast (2017) and Aladin (2019) have exceeded 1 billion dollars at worldwide gross. During the COVID pandemic, many theatres were closed and events for films were cancelled. It significantly damaged the industry and major film companies chose to publish films in the Subscription Service. Ginger Abbot describes that the number of movies being released in theatres declined 66% in 2020, and the revenue accordingly sharply decreased.³⁴⁷

To summarise, this part showed the history of the film, industry from a general perspective in order to understand how it has significantly developed so far. The film industry has evolved consistently over time by experiencing several dramatic changes. It began with pioneering films in 1895 and has seen changes in focus during technological advancements such as sounds and CG. In the 2000s, 3D technology was brought, and a shift to fantasy and superhero genres could be seen. Moreover, globalisation and the rise of Disney during the 2010s have been famous and popular trends. The COVID pandemic led to a big shift towards digital releases of films. In the next section, I will focus on the analysis of the trends in the film posters, that this essay has described, from objective and different perspectives.

II

³⁴⁷ Abbot, Ginger, “How COVID-19 Impacted the Film Industry Post-Lockdown,” raindance.org, 2021.

According to gruvi, the average film marketing budget is at least 50% of the production costs, which is a huge amount of money as the scale of the film grows.³⁴⁸ There are several components making whole film marketing such as trailers or interviews with casts, yet the significance of film posters is surely dominant. In this part, I will discuss and analyse the features of famous films from the decades mentioned before. In order to do so, this part will use several articles about film posters, which include well-observed perspectives. In this part, two articles were mainly referenced, written by The Poster Collector and Meghan Dubitsky³⁴⁹³⁵⁰. In addition, it will discuss the limitations of the analysis in the conclusion. To avoid the bias of selecting films to analyse, I decided to refer to the information on highest-grossing films in the US.³⁵¹ Furthermore, all posters analysed are main posters, teaser posters, and character posters are not included in this analysis. In this part the main posters are defined as theatrical release posters. Incidentally, here is a link to a Google Document summarising the film posters by decade. [Film posters](#)

To begin with, there are several common features of film posters in the 1920s. Firstly, they tend to have one key person or thing such as Robin Hood and a big ship. Many of the words are placed at the bottom with simple fonts and typography predominantly. In terms of the colours used, there are printing circumstances, but there is less use of gaudy colours. In the 1930s, typography started to be used, and different types of arrangements appeared. One interesting tendency is that the colour yellow can be seen in several poster designs. According to Adobe Express, the colour yellow has been regarded as the symbol of warning, which enables designers to attract viewers' attention.³⁵² Also, the main characters began to be illustrated in several ways. For example, a group photo style in Snow White (1937) and style that only crops the faces in You Can't Take It with You (1938). Next, in the 1940s when Disney films were gaining power, film posters began to be more colourful. However, experimental use of typography can be seen in fewer than the 1930s. The style in which main characters and certain scenes became even more obvious. Information in posters has been increasing gradually. In addition, the small number use of photos in poster design can be seen. The poster for Duel in the Sun (1940) used black-and-white photos of the main characters. In the next decade, a trend towards abstraction was observed. Especially, Cinderella (1950) has quite an abstract design with soft colours such as deep yellow or pale pink. Moreover, larger title texts began to appear in contrasting colours so that the whole

³⁴⁸ Gruvi, "Movie Marketing Budget 101: Where To Get Your Funds and How To Spend It Wisely," gruvi.tv, 2023.

³⁴⁹ Poster Collector, "History of Movie Posters," postercollector.co.uk, 2016.

³⁵⁰ Dubitsky, Meghan, "The History of Movie Posters," centralcasting.com, 2021.

³⁵¹ Filmsite, "All-Time (Domestic) Box-Office Hits and Top Films By Decade and Year," filmsite.org.

³⁵² Adobe, "The Color Yellow," adobe.com.

design was outstanding. According to Studio Rubric, larger font sizes can help hierarchy and stimulate powerful emotions even more effectively.³⁵³ In the 1960s, it is more difficult to define the trend of the poster designs. Different types of typography, abstraction, realism, photography, and illustration are used based on what the film is about. On the other hand, the use of photography has increased further. In addition, the development of the printed word boosted the diversification of design, and the fusion of simplification and developed typography created a distinctive atmosphere such as *2001: A Space Odyssey* (1968) and *West Side Story* (1961). Then in the 1970s, the trend of simplification was still mainstream at that time. Specifically, things, characters, and even square screens are placed in the centre of the posters. Concerning colours used, they are mainly 3 or 4 colours including black and white, which can give a simple and sophisticated impression. *The Godfather* (1972) and *Rocky* (1976) are good examples of this. According to Ollie Mercer, black and white can express simplicity, old school, good and evil, and so forth.³⁵⁴ Furthermore, the typography of casts and directors tended to be thin. During the 1980s, in contrast to the previous decade, poster designs often used the whole screen and the trend of simplification faded away. It is difficult to identify specific trends but what is slightly common might be that main characters or things appear in some way, for instance, *E.T. the Extra-Terrestrial* (1982), in which two index fingers appear, and *Return of the Jedi* (1983) which main characters are simply arranged. In the 1990s, the trend became even more difficult to analyse. Some of them have similar features that include big faces of characters, iconic things placed in the centre, or even both such as *Titanic* (1997) and *Armageddon* (1998). On the other hand, some poster designs looked like one scene from a film, for example, *Terminator 2: Judgment Day* (1991) and *Toy Story* (1995). Overall, the modern poster design was almost complete at that time. In the 21st century, the one strong trend that has been popular today appeared. The trend is that main characters are placed all over the screen staring at one point with a mysterious look on their faces, for example, *Harry Potter and the Philosopher's Stone* (2001) and *The Lord of the Rings: The Two Towers* (2002). Specifically, this trend is common in action, fantasy, and science fiction films. Moreover, title logos are often placed at the centre or bottom of the poster. Following that, in the 2010s, the trend was still strong in many mass-market films such as Disney and Warner Bros. However, on the other hand, several components such as typography, colour tone, and density of objects depend on films. Finally, in the 2020s, when looking at recent highest-grossing films, many of them show a strong trend.

³⁵³ Studio Rubric, "Font size matters — why you should design with a larger font," studiorubric.co.

³⁵⁴ Mercer, Ollie, "Do Black and White Designs Still Matter?," designwizard.com, 2019.

In conclusion, there are several things to consider in this research. First of all, the analysis may lack representativeness as there are not enough research subjects. This essay could only introduce a small number of films from a huge number of films. This means that the analysis is not completely accurate, and may not be representative. Additionally, another research limitation is that there may be confounding variables. The connection between high-grossing films and their posters is correlational, not causation. For instance, there may be other factors such as film trailers, genre, or their contents. In fact, according to François A. Carrillat, when a film is released, it is the “star power” of popular actors which has a strong impact on its box office.³⁵⁵ This suggests that the analysis of film posters may explain little about their influence on the box office. However, Iain Alexander claimed their significance. He noted that they have an important role in conveying the subtlety of the film, its characters, and its genre. In the next part, I will focus on the recent trend of posters and figure out the reason why it has been popular for such a long period. Then, the impact of the trend and how it should/will be for the further development of the film industry will be discussed.

III

In November 2023, Disney CEO Bob Iger was reportedly exhausted by the multiple box office failures the company experienced that year, according to The Wrap.³⁵⁶ As this shows, Disney which has taken over several major film production companies is now struggling to make successful films. According to The Numbers, after a considerable decline in the number of tickets sold in 2020 when the pandemic damaged many industries all around the world, the figure has recovered from approximately 220,000,000 in 2020 to approximately 820,000,000 in 2023. However, it remains low compared to pre-corona pandemic figures which are around 1,300,000,000.³⁵⁷ Of course, there have been several films which were a huge hit such as Barbie (2023) and DUNE: Part Two (2024). Furthermore, according to Variety, during a press conference at the Berlin Film Festival, world-renowned film director Martin Scorsese said he prefers to think of the film industry as “transforming”, not dying.³⁵⁸ Therefore, it may be inappropriate to determine that the industry is dying as there are infinite ways of thinking when it comes to the current situation. In

³⁵⁵ Carrillat, François A, “Debates and assumptions about motion picture performance: a meta-analysis,” 2017.

³⁵⁶ Connelly, Eileen AJ, “Bob Iger Found Disney in ‘Worse Shape’ Than He Expected, Now ‘Overwhelmed and Exhausted’ Bloomberg Reports,” thewrap.com, 2023.

³⁵⁷ The Numbers, “Domestic Movie Theatrical Market Summary 1995 to 2025,” the-numbers.com.

³⁵⁸ Shafer, Ellise, “Martin Scorsese Doesn’t Think Cinema Is ‘Dying,’ but ‘Transforming’: ‘It Was Never Meant to Be One Thing,’” variety.com, 2024.

the two previous sections, both the history of the film industry and poster designs were discussed. In the last section, I will discuss the current situation of the film industry and its problems and possible solutions related to poster designs and other features of films.

There are internal and external reasons why some blockbuster films are not successful. In this essay, films whose box office revenue did not reach the break-even point are defined as unsuccessful films. On the one hand, a film itself may be the reason for failure such as a miscast star which may prevent the audience from focusing on the film and a sloppy script which simply makes it unconvincing and faltering. The shocking box office failure of *Morbius* (2022) which left an audience score of 71% on Rotten Tomatoes is still fresh in our minds.³⁵⁹ According to several top critics from Rotten Tomatoes, the film adheres to a formulaic approach that feels lethargically mechanical and is busy running through a series of events with a choppy plot making the main character's purpose ambiguous despite the great acting of Jared Leto.³⁶⁰³⁶¹ Those can affect critics' audience reviews either making other people want to see the film or not and consequently decrease revenue if the reviews do not go well.

On the other hand, factors outside the film itself can hugely influence the success of films. There are several external elements including poor press, miscalculated marketing, too high cost, and so forth. Firstly, poor reviews from critics and the general public affect film scores. If the reviews are low, people who have not seen the film retreat from going to the cinema. Research revealed that people are influenced by the contents of the reviews especially those written by consumers, not critics, according to Jacob R. Pentheny.³⁶² Secondly, extremely high production costs increase the risk of failure. In recent years, major film production companies have raised their budgets for films. For example, according to *Variety*, *DUNE: Part Two* (2024) cost \$190 million compared to *DUNE: Part One* (2021) which cost \$165 million.³⁶³ Despite the fact that it is typical that more money is spent on a sequel film whose first film was successful, a \$25 million increase in one film is enormous. Another famous film known for its budget must be the Japanese film *Godzilla Minus One* (2023), which became very popular all around the world and was made on a meagre

³⁵⁹ Rotten Tomatoes, "Morbius," [rottentomatoes.com](https://www.rottentomatoes.com), 2024.

³⁶⁰ Schager, Nick, "Surprise! Jared Leto's 'Morbius' Isn't the Epic Disaster We Expected," [thedailybeast.com](https://www.thedailybeast.com), 2022.

³⁶¹ Miller, Liz Shannon, "Morbius Review: Maybe It's Time for Sony to Give Marvel Back Its Toys," [consequence.net](https://www.consequence.net), 2022.

³⁶² Jacob R. Pentheny, "The Influence of Movie Reviews on Consumers," University of New Hampshire, 2015.

³⁶³ Rubin, Rebecca, "'Dune 2' Aims for Blockbuster Glory: How a Strike Delay, Imax and 'Oppenheimer' Success Can Boost Denis Villeneuve's Sequel," [variety.com](https://www.variety.com), 2024.

production cost of around ¥1.5 billion which is worth about \$9.5 million according to nippon.com.³⁶⁴ More money is spent on film production, and there is a higher possibility of failing as the break-even point gets higher as well. Finally, miscalculated marketing has an impact on the success of films. This includes trailers, posters, and how and what part of the film producers emphasise in advertisements. If trailers or posters are not attractive enough, people will not go to see the film and wait for it to be available on a subscription service instead. A personal example: I did not go to see *Elemental* (2023) and decided to see it after it was available on Disney+ because I was not attracted to the film trailers. However, I liked it and regret that I did not go to the cinema. In fact, on Rotten Tomatoes, its critics' score is 73% and its audience score is 93% which is quite high.³⁶⁵ This suggests that trailers can influence a person's willingness to go to the cinema. In addition, if the difference between impressions in trailers or posters and actual content is too big, audiences who have false expectations will be disappointed and may give the film low scores leading to a decline in revenue. For example, in *The Cable Guy* (1990) Jim Carrey was one of the biggest comedy stars of all time but it is about an obsessive cable TV repairman which was a much darker story than people were used to. However, the trailer introduced the film as zany and lighthearted, resulting in the disappointment of fans. Moreover, a recent example related to marketing failure is *Mufasa: The Lion King* (2024) which is planned to be released in the Christmas sales season. This film is a spin-off of *The Lion King* (2019) in which Beyonce is the voice actor for one of the characters and in the spin-off film, her actual daughter plays the daughter of the character she played. What made people disappointed or even angry was the disparity between the message of the film and its casting. Even though the film is said to be about the denial of the pedigree principle, the casting is based on nepotism and that fact offended the public. The film has not been released yet but it is said that this will be a great headwind. As stated, there are several internal/external factors that explain why films are unsuccessful.

Then, how can posters which are external features affect the success of films? As stated in the previous thesis, film posters certainly have an impact on the willingness of the audience to see the films. HKIFC explained that well-crafted film posters have the power to engage and captivate the film audience. Also, iconic posters become synonymous with the films represented and leave a lasting impression on the audience.³⁶⁶ As explained in the second part, the recent trend (2020s) of blockbuster film posters is that main characters are placed all over the screen staring

³⁶⁴ Itakura, Kimie, ““Godzilla Minus One”: Exceeding Expectations with Efficient Effects,” nippon.com, 2024.

³⁶⁵ Rotten Tomatoes, “Elemental,” rottentomatoes.com, 2024.

³⁶⁶ Hong Kong International Film Carnival, “Impact of Film Posters on Films,” hkifc.co, 2024.

at one point with a mysterious look on their faces. This can often be seen in films in which many characters appear such as Disney films and Longevity series. On the assumption that the reason why major film production companies use that kind of design is simply because it has been successful in attracting the general public, there may be some features preferred by filmmakers and audiences. Firstly, it can evenly introduce every actor by cutting and pasting characters on one big screen. This is good for the production side as they can appeal to casting. Next, it is easy for audiences to understand what the films are about as that type of poster tends to cram important elements such as items or places. In addition to this, as this type of poster clarifies who is good and who is evil, viewers start to believe the film is simple poetic justice and lower the bar to go and watch it. Are there any good posters that include these elements? *Challengers* (2024), *The Menu* (2022), and *Thunderbolts** (2025) are recent good examples. The main characters are all visible and the designs are in line with the contexts. In the poster of *Challengers*, two male characters playing tennis are reflected in each lens of sunglasses worn by a female character acted by Zendaya. This tells people that the film is about romance and tennis would be an important element without words. Also, emphasising Zendaya's face which is well-known to many people makes the poster very attractive. This film reached the break-even point earning 96 million dollars worldwide.³⁶⁷ *The Menu* (2022), whose poster represents the main characters in a restaurant stylishly, also reached the break-even point. In the poster of *Thunderbolts** (2024), characters with superpowers fighting each other fill the screen. This design makes viewers realise that the film is different from usual Marvel films where good superheroes work together to fight evil. It has not been released yet, but is expected to receive positive reactions compared to *Captain America: Brave New World* (2025) which is another film to be released by the Marvel Cinematic Universe.

To sum up, the film industry has experienced significant changes, from the silent film era to the introduction of sound in the 1930s, through propaganda films during war periods, and the modern age of digital technology and streaming services. Significant milestones include the rise of VFX and CGI in the 1990s, the emergence of fantasy and superhero genres in the 2000s, and the dramatic impact of the COVID-19 pandemic on theatrical releases. Similarly, film poster design has evolved reflecting artistic and technological trends of each period. In the 1920s, posters featured simple designs with minimal text, while the 1930s introduced more complex typography. The 1950s saw a trend towards abstraction, and by the 2000s posters typically featured characters arranged across the screen,

³⁶⁷ Box Office Mojo, "Challengers," [boxofficemojo.com](https://www.boxofficemojo.com), 2024.

particularly in action and fantasy genres. In my opinion, film posters are better created in this style. If the design is more in line with the film's content and gives the viewer a concrete image of the film, it will encourage people to visit the cinema. Even if posters have little power to motivate people to watch films, they surely have some unconscious influences that give positive impressions. I hope that the film industry will continue to attract people and continue to produce iconic posters to be remembered.

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Impacts of society by Sports

Seru Yoshioka

Sports are significant part of life for millions of people in the world, going beyond just a form of recreation. In the world, 500 million people play volleyball, 450 million play basketball, and 300 million people play table tennis.³⁶⁸ These numbers show just how popular sports are worldwide. They have a deep impact on society, influencing our lives, culture, economy, health, and social connections. It is more than hobbies, It is powerful force that shapes both individual and collective experiences. An example of how sports unite people is soccer, the most watched sport globally. The 2022 FIFA World Cup final, for instance, attracted 1.5 billion viewers.³⁶⁹ Events like these give countries, communities, and individuals the opportunity to show their pride, celebrate victories, and strengthen their bonds. I will show the important role sports play in our lives and society in this essay. From promoting health and teamwork to encouraging leadership and unity, sports have far-reaching effects that enrich individuals and build stronger social connections. By examining these aspects, we can understand the true value of sports and why they are so vital in our world.

I

There are some benefits and disadvantages of sports on Social and Cultural. Sports have the power to unite people and bring them together³⁷⁰, inclusive in all manners. Sports events make people coming from different cultures and backgrounds to unite in a way with each other. For instance, international events like the Olympics and FIFA World Cup do not revolve around the basic factor of competition alone, but it is a chance to celebrate diversity and worldwide friendship. These events enable countries to share their culture and traditions and vice versa. People support their favorite teams, and this shared enthusiasm brings down cultural barriers and helps in understanding among people in the world. Sports can make people feel they belong and are together, regardless of their origins. However, sports are not always positive in their effects on society. Sometimes, sports heighten the differences between nations or cultures. This causes tension and, at times, conflict. Excessive nationalism in international events

³⁶⁸ Top-10 List of the World's Most Popular Sports, topend sports,2022

³⁶⁹ Royal Geographical Society, Sport and Its Impacts, Royal Geographical Society Website, 2024

³⁷⁰ 加藤 久和, 超高齢社会における転倒リスクの現状と課題, 家計経済研究, 2023

makes the participating nations argue or at times be hostile which is exactly opposite of the goal of unification that sport is intended to effect. Fans are sometimes uncontrollable and get too passionate. This leads to disputes or violence. Moreover, the pressure to win in competitive sports can create pressure that leads some athletes to turn to unethical actions such as doping. The use of performance enhancing drugs not only causes many unfair advantages but also causes damage in the integrity and fairness of sports³⁷¹. These negative aspects show that while sports can bring people together, they also have the potential to cause division and ethical problems. The key emphasis should be on fairness and inclusivity in ensuring that the impact of sports remains positive within society.

II

The impact sports has several positive effects and negative effects. The global sports market generates an estimated \$756 billion in direct economic impact annually³⁷², further establishing this mega industry that opens up a wide field of job opportunities³⁷³ for athletes, coaches, event staff, marketers, and broadcasters. In fact, the sports industry supported more than 11 million jobs around the world in 2020³⁷⁴. These jobs help local and national economies, providing stable employment and income for many people. Besides, sports events bring in tourists, boosting the local tourism industry. Major events like the Olympics attract millions of fans from around the world. These tourists spend money on hotels, restaurants, transportation, and souvenirs, bringing a lot of revenue into the host city. In addition to that, there is also the multiplier effect of sports events on related industries, such as transportation, food services, and hospitality, which increases their economic impact. Hosting such an event encourages innovation and infrastructure development. These include the construction of new stadiums, upgrading of public transport systems, and new broadcasting technologies. These infrastructural improvements can persist after the event and support long-term economic development of the host city or country. Despite some positive aspects of sports as a factor of economic growth, there are substantial flaws. The holding of great sports events is very costly. Billions of dollars are normally spent by the government on building stadiums, raising better infrastructure, or organizing the event itself. These costs can sometimes pressurize a host city or country's economy to the fullest,

³⁷¹ 文部科学省, 我が国の学校体育・スポーツの現状と課題, 文部科学省公式サイト, 2011

³⁷² Sports Value, Coronavirus's Economic Impact on the Sports Industry, Sports Value Website, 2020

³⁷³ Amir Somoggi, Coronavirus's Economic Impact on the Sports Industry, Sports Value Website, 2020

³⁷⁴ Sports Venue Technology, Sports Industry's Economic and Social Impact, Sports Venue Technology Website, 2021

which is why one would find money spent on temporary structures or projects that are not useful after the event a complete waste. Secondly, the funds intended for these events are at times diverted to the detriment of the amounts that should be invested in the priority social needs of health care, education, or public housing. This invites criticism and disgruntlement among citizens, especially when the economic climate in these countries is not the best.

Although sport undoubtedly drives business, careful planning will have to be undertaken to ensure that the potential benefits outweigh the risks and costs.

III

Sport provides positive impacts on both physical and mental health improvement of general fitness, weight control, and a reduction in the risk of such chronic diseases as diabetes and heart conditions³⁷⁵. Sport and physical activities can significantly reduce the risk of falls among the elderly through improvement of balance and muscle strength, contributing to a healthy and safer life. Moreover, sports have cognitive benefits, regular exercises have been proven to increase concentration and improve memory. For instance, some kinds of sports, such as yoga or tennis, sharpen mental focus and keep the mind active. Beyond the physical benefits, sports also foster mental health. Exercises release endorphins, chemicals in the brain that help decrease stress and improve mood. After taking part in sports, many people feel much happier and energized. Team sports, such as soccer and basketball, are excellent ways to meet people, make friends, and learn teamwork and communication. Sport also teaches many valuable lessons in life of persistence and resilience. Athletes learn to overcome obstacles, rise above failure, and maintain their drive, which may heighten their confidence and self-discipline in other aspects of life.

However, there are also disadvantages to engaging in sports, especially in competitive settings. One of the most serious issues is the possibility of physical injuries. An estimated 5.2 million sports-related injuries occur among high school students annually, which shows just how hazardous intense physical activity can be. Sprains, fractures, and concussions are common, and repeated injuries can lead to chronic health issues later in life. Other challenges are mental stresses, especially for those athletes who undergo pressure to perform. Most competitive sports require improvement and continuous efforts that may result in anxiety, burnout, and depression. Professional athletes are

³⁷⁵Andrea M. Kriska et al., Physical Activity and Brain Health, National Center for Biotechnology Information (NCBI), 2019

more at risk due to the scrutiny they receive from the general public, making these issues become more serious. Besides, commercialization of sports challenges inherent values. As events are increasingly about money, sponsorships, and advertising, athletes' well-being and the true meaning of their game may suffer. For example, some sports organizations put profits over player safety: "It's a landscape in which profit trump's personal development or enjoyment."

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Health and diet

Hanari Wakamatsu

Women of all ages are often concerned about their own body shape. According to DO something org, Approximately 91% of women are unhappy with their bodies and resort to dieting to achieve their ideal body shape.³⁷⁶ However, dieting the wrong way can have bad effects on their body. According to health line, Rapid, short-term weight loss lead to the loss of muscle mass, nutrient deficiencies or gallstones.³⁷⁷ There are ways to lose weight through diet and simple exercise, etc. According to healthy vegan diets coupled with moderate exercise are also known to decrease body fat. This is associated with the improved ability to use oxygen to power movement, leading to better endurance.³⁷⁸ I will discuss the healthiest and best diet, especially for young women. Eating vegetables is good for our health. According to a healthy vegetarian diet is often lower in calories and full of that beneficial fiber, plus there are the inherent benefits of vegetables themselves.³⁷⁹ I will explain in detail how to lose weight without putting a burden on their body.

I

To begin with, there are several good points of a vegan diet. First of all, it is possible to have a healthy diet. According to ZURICH, a vegan diet can be healthy as it is typically higher in fiber and lower in cholesterol than an omnivorous diet. As a result, some studies find a vegan diet lowers the risk of heart disease and premature death, helps manage type 2 diabetes and reduces the risk of cancer.³⁸⁰ Next, Vegan food can boost our mood. According to It's a given that following a compassionate lifestyle that avoids harming animals will give you a clearer conscience, and studies show that vegans may actually be happier than meat-eaters. In fact, vegans and vegetarians had better scores on depression tests and mood profiles than those who ate fish and meat.³⁸¹ Finally, we can Reduce Pain From Arthritis. According to WIDERY ORGANIC, one of the benefits of being vegan is the lower chance of experiencing pain for people living with inflammatory arthritis. Research shows that eating red meat increases the risk of developing

³⁷⁶ Stephanie Lincoln, PROMOTING POSITIVE BODY IMAGE TRAINING WITH DR. CARYN BELLO, THE JUNIOR LEAGUE OF BOSTON, INC.,

³⁷⁷ "11 FACTS ABOUT BODY IMAGE", DO something org, 2014,

³⁷⁸ "WHY PLANT-BASED IS THE OPTIMAL DIET FOR FITNESS AND HEALTH", Vegan Easy,

³⁷⁹ Stephanie Romine, "Can I Lose Weight on a Vegetarian Diet?", BODi, March 20, 2023,

³⁸⁰ "Is a vegan diet really healthy?", ZURICH, January 5, 2023,

³⁸¹ "7 Fantastic Health Benefits of Eating Vegan", RETAUK,

inflammatory arthritis, while vegan diets have anti-inflammatory potential. A study published in 2015 explored the effects of veganism on osteoarthritis³⁸²

On the other hand, there are many bad points of a vegan diet. For one, it's the negative effects of unbalanced nutrition on the body. According to Tufts Medicine Tufts Medical Center, like any eating plan to restrict specific food groups, vegan diets can come up short in essential nutrients such as protein, calcium, iron and vitamin B12.³⁸³ Second of all, we cannot consume enough calcium. According to Another nutrient deficiency that can occur with dairy-free, vegan, and plant-based diets is calcium deficiency. While you can get calcium from plant-based foods, there is generally less calcium than in dairy products. And, plant foods often contain phytates and oxalates that inhibit the absorption of calcium. A long-term risk of inadequate calcium intake is an increased risk of bone fractures.³⁸⁴ Lastly, Promote Tooth Decay. Raw vegan diets may also increase your likelihood of tooth decay. This may be especially true of diets which include a lot of citrus fruits and berries. These fruits are thought to be more acidic and more likely to cause erosion of your tooth enamel.³⁸⁵

II

There are several effects of non-sugar pop on our body. For example, non sugar pop like coke. First of all, drinking has positive and negative effects on our body and health. The first positive effect is Skin tone improves and skin looks better. According to open access government, to maintain clear skin, you should reduce your sugar intake. Healthier skin is one of the sugar-free diet benefits. The body produces more insulin and similar hormones when you consume excess sugar. These hormones may trigger some changes in the skin, causing acne.³⁸⁶ The second positive effect is that it can be relaxing and refreshing anytime. According to Food zilla, With approximately 34 milligrams of caffeine in a 12-ounce (355ml) can, Coke Zero offers a moderate dose of this invigorating stimulant. So, whether you're looking for a pick-me-up in the morning or a refreshing afternoon treat, Coke Zero can help keep you energized

³⁸² “The Top 13 Benefits of a Vegan Diet”, WILDLY ORGANIC, November 1, 2022,

³⁸³ Darcie Fisher, Tufts Medical Center Correspondent, “Vegan: Is it really a healthier way to eat?”, Tufts Medicine Tufts Medical Center, January, 2020,

³⁸⁴ CARRIE FORREST, “10+ Vegan Diet Dangers (& How to Avoid Them)”, CLEAN EATING KITCHEN, April 8, 2023,

³⁸⁵ Alina Petre, “How to Follow a Raw Vegan Diet: Benefits and Risks”, healthline, July 3, 2023,

³⁸⁶ Vickie Chin, “Physical and mental health benefits of a sugar-free diet”, open access government, November 1, 2022

without the added sugar.³⁸⁷ However, there are some negative effects of drinking coca-cola zero. The first bad effect of drinking non-sugar pop is that the dental condition becomes worse. According to healthline, similar to regular soda, drinking diet sodas like Coke Zero is associated with an increased risk of tooth erosion. One of the main ingredients in Coke Zero is phosphoric acid. One study on human teeth noted that phosphoric acid causes mild enamel and tooth erosion.³⁸⁸ If the teeth are left in this condition, bad effects on the teeth will occur. According to Oral Health Online, When the enamel is dissolved, the soft dentin underneath is exposed, and the friction of chewing and brushing wears away at a rapid rate. If left unchecked, this can lead to various problems such as sensitivity to cold foods and the rapid progression of tooth decay.³⁸⁹ The second negative effect is Health risks posed by the sweetener sucralose in Coca-Cola Zero. According to SCIENCE Alert, In the study, the researchers ran a series of lab tests on human blood cells and gut wall tissue to see the reaction to both sucralose and the sucralose-6-acetate compound. Tests were also done on the genetic activity of the gut cells, all using standardized analysis procedures for detecting DNA damage. The tests confirmed mechanisms that were genotoxic and clastogenic (breaking strands of DNA), as well as showing increases in the expression of genes that are linked to inflammation, oxidative stress, and cancer. What's more, the gut lining was also damaged.³⁹⁰

III

There are several solutions to gaining weight by stress, eating too much, and a lack of exercise. I will explain wholesome diets for women. According to JOHNS HOPKINS MEDICINE illustrates “losing weight and keeping it off, you need to make permanent changes in your diet and exercise routine”³⁹¹.

Firstly, women should do some exercise for 150 minutes during 1 week, so they need to do exercise for 20 to 25 minutes each day. According to JOHNS HOPKINS MEDICINE said while your diet plays the biggest role in weight loss, exercise is also important for weight management. Your workout routine should include both aerobic (cardio) exercise and strength training every week Get 150 minutes of moderate-intensity exercise weekly. If you exercise

³⁸⁷“Internet Asks: “Does Coke Zero Have Caffeine?””, Foodzilla,

³⁸⁸ Amy Richter, “Is Coke Zero Bad for You?”, healthline, March 20, 2023,

³⁸⁹ Nagamura Shugo, “Ha ga tokeru!? Sanshokushou toha?”, Oral Health Online, February 7, 2023,

³⁹⁰ David Nield, “This Common Artificial Sweetener Can Break Down DNA, Scientists Warn”, SCIENCE Alert June 6 2023,

³⁹¹ HEALTHY EATING, MADE SIMPLE: A Guide for women, JOHN HOPKINS MEDICINE,

vigorously such as running, swimming or dancing.³⁹²In this way,they need to do whatever they want but they need to do it for 150 minutes weekly. Secondly, they need to think how to eat three meals like nutrients, calories, some like that.According to Harvard Health Publishing illustrates a healthy diet favors natural, unprocessed foods over pre-packaged meals and snacks. It is balanced, meaning that it provides your body with all the nutrients and minerals it needs to function best. It emphasizes plant-based foods—especially fruits and vegetables—over animal foods. It contains plenty of protein. It is low in sugar and salt. It incorporates “healthy fats” including fish, olive oil and other plant-derived oils.³⁹³ We need to eat a variety of foods, but we just change to different products that are good for health. For instance, if there are higher calories of cheese and lower calories of cheese, the latter is better than the former. Thirdly, yoga is also a wonderful way of losing weight. Doing yoga can be relaxing and they can do it everywhere like inside and outside of the house. It can be enjoyed with some friends and families. According to Harvard Health Publishing, Yoga can decrease stress and cortisol levels, enhance mood, decrease anxiety and depression, improve sleep, and improve chronic conditions such as hypertension and diabetes, reducing the need for medications that can cause weight gain.³⁹⁴

IV

In conclusion, there are many good points and bad points of a vegan diet. I think going on a vegan diet is good for our health, because we can have a good lifestyle. According to THE HUMANE LEAGUE,Fish, in particular, can contain relatively risky levels of dangerous chemicals. Farmed salmon has even been found to contain chemicals including dioxins and methylmercury. Both wild-caught and farmed fish can also contain persistent organic pollutants, polychlorinated biphenyls, and other compounds that can cause damage to the human body.By removing these foods and other meat products from your diet, you can avoid these toxic risks and live a cleaner, healthier lifestyle.³⁹⁵There are many effects of drinking coca cola zero. It is important to consider the effects of sweeteners on the body and drink for weight loss, rather than continuing to drink with the peace of mind that "because it has no sugar, it won't make you fat. In my opinion, If they want to eat snacks and drink pop, they should eat fruits. Eating fruits is good for their health and body. According to Keck Medicine of USC, High-fiber diets that include many fruits may also help with weight

³⁹² HEALTHY EATING, MADE SIMPLE: A Guide for women, JOHN HOPKINS MEDICINE,

³⁹³ HARVARD MEDICAL SCHOOL, “Diet & weight loss”, Harvard Health Publishing,

³⁹⁴ HARVARD MEDICAL SCHOOL, Yoga for weight loss: Benefits beyond burning calories, Harvard Health Publishing,

³⁹⁵“REASONS TO GO VEGAN IN 2023”,THE HUMANE LEAGUE, January 3,2023,

management. Since fruit is high in water and fiber, but low in calories, eating them can help increase fullness, while reducing hunger and calorie intake.³⁹⁶ Finally, there are many solutions to gaining weight by stress, eating too much, and a lack of exercise for women. I would say that the best diet for women is doing some exercise for 150 minutes during 1 week³⁹⁷ because they can do whatever exercise for 150 minutes weekly, if they are busy. It is not too difficult for them. Losing weight has lots of good effects like improving sleep quality, some like that. According to Harvard Health Publishing shows “So one possibility with the results of this study is that weight loss reduced sleep apnea and improved sleep quality,” says sleep expert Dr. Lawrence Epstein, an instructor in medicine at Harvard Medical School. Weight loss also improves blood sugar control which, in people with diabetes or prediabetes, could reduce restless legs syndrome and periodic limb movement disorders, two sleep disorders that people with diabetes are prone to having.³⁹⁸

³⁹⁶ Mollie Barnes, “7 Fruits That Can Help You Lose(or Maintain Your) Weight”, Keck Medicine of USC, January 13, 2023,

³⁹⁷ HARVARD MEDICAL SCHOOL, “Diet & weight loss”, Harvard Health Publishing,

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Importance of Archeology

Shizuku Arita

On October 5, 2022, a mirror that was shaped like a shield was found at the biggest kofun in Japan, Tomio Maruyama-kofun in Nara. This mirror had never been found before. Also, a sword that measured around 2m30cm was found. It was the oldest serpentine sword in Japan and the longest same type of sword that was found in East Asia. Tomio Maruyama-kofun was built in the late 4th century.³⁹⁹ The 4th century is called a blank 4th century so this finding might connect to know about the 4th century. New things are found even now. This essay will discuss why archeology is important and what impact it has on people's life until now in use.

I

First, I will explain about archeology. According to Masato Anzai, archeology is a field of study that was started by geologists such as Augustus Pitt Rivers and William Flinders Petrie from the end of the 18th century to the 19th century.⁴⁰⁰ The Dictionary of Japanese History defines it as a field of historical science whose purpose is to reconstruct human life and reconstruct its history through the study of artifacts. The temporal scope of archeology is from the time humans first appeared on Earth to the present moment, and the spatial scope covers the entire world. Archeology refers to all traces of human activity left on material. For example, pottery and stone tools, shells found in houses and garbage dumps, etc. Archeology can reveal the era before the advent of writing. You can also look up things that aren't recorded.⁴⁰¹ In this way, archeology allows us to reconstruct the situation at that time using artifacts, ruins, and ruins, so we can learn more accurately.

Next, I will introduce general research methods in archaeology. According to the Uenohara Jomon Forest in Kagoshima Prefecture, excavation is the process of digging up and examining ruins buried underground. The excavation is divided into four main steps. The first is a distribution survey. It refers to walking around mountains and rice fields to look for fallen debris. If any of these items are found, that location will be determined as the scope of the ruins because there is a high possibility that there are artifacts buried underneath. The second is a confirmation survey. Driving stakes in the area to be surveyed. Then, we will do some trial digging to see if there are any ruins. The

³⁹⁹ Chitose Yashiro, “鏡と剣 国宝級の大発見 歴史の謎は解けるか,” サイカル journal, 2022

⁴⁰⁰ Masato Anzai, “『KASHIWA 学術ライブラリー06 理論考古学入門』,” 2004

⁴⁰¹ 公益財団法人 かながわ考古学財団, “第 2 回ようこそ考古学,” 2012

third is a real survey. Remove surface soil with a power shovel. After that, dig by scraping. If you find any artifacts, use a transplanting trowel or bamboo skewers to remove the soil and mark them. Place the artifacts in a plastic bag along with the label. In addition to relics, the different colored areas of the surrounding soil are often the remains of dwellings or pillar holes, and these are called remains. Excavate the ruins. In addition, some parts are left behind to examine how they were buried, or they are recorded in drawings or photographs. The fourth step is report creation.⁴⁰²

In conclusion, In this essay I explained why archeology is important and what impact it has on people's life until now in use. Archeology reproduces The situation at that time more specifically by excavation and research and has a big impact on history and modern life. Archeology is learning about old things and then getting new knowledge from old things. Archeology is learning about old things and then getting new knowledge from old things. So, I think Archeology is essential to modern life and it impacts people's life until now and from now on.

II

First, let's talk about Egypt. Ancient Egypt was a great civilization in the Nile River valley. The Nile River was very important because it flooded every year, leaving behind rich soil that made farming easy. This helped the people grow enough food, and the civilization became strong and stable. The geography of Egypt, surrounded by deserts and the Mediterranean Sea, also made it safe from invaders.

The government of Ancient Egypt was ruled by a Pharaoh. Pharaoh was seen as a god and had absolute power. The Pharaoh was in charge of making laws, collecting taxes, and leading the people in times of war. The country had a system of government that helped the people live peacefully and organize their work by the Pharaoh. Ancient Egypt also had awesome buildings and art. The most famous buildings are the pyramids that were built as tombs for the Pharaohs. These big tombs were made of stone and took many years to build. The Egyptians also built temples. It was for worshipping gods and goddesses. Those art showed important scenes from daily life and religious beliefs. Especially the paintings and sculptures.

Another important part of Ancient Egypt is hieroglyphs. Hieroglyphs were symbols that represented words and ideas. The Egyptians used hieroglyphics to write on the walls of tombs and temples, leaving behind important records of their history, religion, and culture.

⁴⁰² 鹿児島県上野原縄文の森, “発掘調査の方法,”

Next, I will show you how Egyptian culture affects modern society. The history of Ancient Egypt has a big impact on modern society. Many of the things that they created and found still affect our lives. One of the most important things is building techniques. The ancient Egyptians built massive structures, like the pyramids that used special methods that inspired modern architecture. Many buildings are designed with ideas based on Ancient Egypt. In addition, Ancient Egypt has a writing system that hieroglyphs. The Egyptians used pictures to express words and ideas. It helped improve communication. This writing influenced other civilizations and to develop the written language.

The Egyptian calendar is another important thing. It was based on the study of the stars and helped Egyptians know the time. This calendar was 365 days in a year. It is still used now to measure time.

Also, the myths, art, and culture of Ancient Egypt have inspired pop culture around the world. Movies, books, and designs often take inspiration from Egyptian stories and images, such as the famous Sphinx or the gods and goddesses they worshipped.

In conclusion, Ancient Egypt helped build the modern world. Ancient Egypt civilizations showed how creative and strong people can be. Many things from these ancient civilizations still affect us today.

Ancient Egypt influenced buildings, religion, and science. The pyramids are still symbols of human creativity, and their ideas are important to many religions. Those civilizations helped start writing and laws. Civilization reminds us that we should study and remember our shared history.

These ancient civilizations show how the past is connected to the present. The things that they created and thought about still affect our lives today. Learning about them helps us understand how our world started.

III

Firstly, I will explain about Paleontology and Dinosaurs . Paleontology is the scientific study of life that existed in the past, mainly investigating fossils. Fossils are the preserved remains of the animal or nature things that lived millions of years ago. Those include bones, footprints, and even plant impressions. One of the most exciting groups of animals studied in paleontology are dinosaurs. Dinosaurs lived during the Mesozoic Era, which lasted from about 252 to 66 million years ago. This era is separated into three periods: the Triassic, Jurassic, and Cretaceous

periods. Dinosaurs have different size, shape, and behavior. Some were huge, like the long-necked Brachiosaurus or Others were small and quick, like the Velociraptor.

Also, There are two major groups of dinosaurs: Saurischia and Ornithischia. Saurischians include both the carnivorous dinosaurs like Tyrannosaurus rex and the plant-eating dinosaurs like Brachiosaurus. On the other hand, Ornithischians were mostly herbivores and included famous dinosaurs like Triceratops that had three horns and a frill around its neck for protection. Paleontologists use fossil evidence to study these creatures, using their bones, teeth, and footprints, to understand how they lived, moved, and interacted with each other. Fossils found all over the world, showing important things about Earth's ancient past and the different ecosystems in which dinosaurs thrived.

Secondly, I will introduce the Impact of Dinosaur Research on the Modern World. Dinosaur research impact on science, education, and even technology. Studying dinosaurs helps scientists understand the history of life on Earth. By researching fossils, paleontologists can know when different species lived, how they evolved, and how the Earth's climate and ecosystems changed over time. This knowledge also helps scientists understand how species adapt to different environments. It is necessary to study the survival of animals today.

It is important in biology and Earth sciences and dinosaur research influenced technology. Modern paleontologists use cutting-edge technology such as 3D imaging and scanning techniques to create detailed models of dinosaur skeletons. Scientists can examine fossils without damaging them and help to find new things about how dinosaurs moved and interacted. Researchers can also reconstruct dinosaur habitats and study how ancient ecosystems worked by using these technologies.

The study of dinosaurs also influenced significant culture. Dinosaurs are a popular subject in movies, books, and museums. Movies like "Jurassic Park" and documentaries become dinosaurs attracting people of all ages. Museums around the world display dinosaur fossils, allowing people to connect with the past and learn about Earth's history.

In conclusion, paleontology is the study of ancient life through fossils and dinosaurs is one of the most important and exciting subjects for research. Dinosaurs lived millions of years ago during the Mesozoic Era and they are separated into two main groups: Saurischia that includes both carnivores like Tyrannosaurus rex and herbivores like Brachiosaurus, and Ornithischia that mostly consists of herbivores such as Triceratops. Paleontologists continue to study dinosaur fossils to learn more about the past, including how dinosaurs lived, moved, and evolved over time.

Dinosaur research impacted modern science. It has helped us understand the history of life of Earth, the development of ecosystems, and how species evolve. It is also influenced by modern technology, as researchers use 3D imaging and other advanced methods to study fossils. Dinosaur research inspired popular culture such as movies like "Jurassic Park" to the creation of dinosaur exhibits in museums. Through this research, we not only learn about the ancient world but also get a deeper appreciation for the life that once existed on Earth and how it connects to the present day.

IV

This essay introduced the importance of archaeology, ancient Egypt, and paleontology, showing how they connect the past to the present and influence modern life. Archaeology is the study of human history through artifacts and ruins. For example, at Tomio Maruyama-kofun in Japan, researchers found a unique shield-shaped mirror and a 2.3-meter-long serpentine sword, the oldest and longest of its kind in East Asia. These discoveries provide clues about the blank 4th century, helping us understand more about human life during that time. Archaeology uses methods like excavation and analysis to reconstruct history and uncover stories not written in records, making it essential for understanding our past.

The essay also discusses the significance of ancient Egypt, one of the most remarkable civilizations. The Nile River's fertile soil helped Egypt flourish, while the Pharaoh's leadership ensured stability. The Egyptians built pyramids as tombs for their rulers, developed hieroglyphs for writing, and created a calendar with 365 days, which is still in use today. Their advanced architecture, art, and cultural ideas have inspired modern buildings, communication systems, and even pop culture. Ancient Egyptian myths and symbols like the pyramids and Sphinx continue to influence movies, books, and design.

Paleontology, another field connecting the past to the present, focuses on the study of fossils, including dinosaurs. Dinosaurs lived millions of years ago during the Mesozoic Era and were divided into two main groups: Saurischia, which included carnivores like Tyrannosaurus rex and herbivores like Brachiosaurus, and Ornithischia, which included plant-eaters like Triceratops. Fossils reveal how dinosaurs lived, evolved, and adapted to their environments. Modern paleontology uses advanced tools like 3D imaging to study fossils without damage, reconstruct ancient ecosystems, and understand Earth's history. Dinosaurs also have a significant cultural impact, inspiring movies like "Jurassic Park," museum exhibits, and books that educate and entertain people of all ages.

In conclusion, archaeology, the study of ancient Egypt, and paleontology are crucial for understanding the history of humanity and Earth. These fields reveal how the past shaped modern society, from building techniques and written communication to cultural inspiration. They also demonstrate the importance of preserving history and learning from it. By studying these subjects, we connect with the ancient world and gain deeper insight into how it influences our lives today. The past is not just a memory—it's a foundation for the future.

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Use of ICT in Education

Meisa Ando

The global education technology market size was valued at USD 123.40 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 13.6% from 2023 to 2030.⁴⁰³ These days, ICT shows eye-opening growth. As of July 2023, there were 5.19 billion internet users worldwide, which amounted to 64.6 percent of the global population. Of this total, 4.88 billion, or 59.9 percent of the world's population, were social media users.⁴⁰⁴ This trend can be seen in education. For example, online classes, adaptive learning, and making use of VR and AR. Kahoot, LMS, and Google Classroom are popular tools. Can schools make efficient use of them? Japanese schools are starting to adopt ICT authenticity, however, actually, they may be too late to adopt this trend. According to Shinpei Toyofuku, "The penetration rate of electronic blackboards to the total number of classrooms in Japan in 2013 was 6.5%, compared to 80% in the UK, 53% in Denmark, 41% in the US, and 9% in South Korea already in 2011."⁴⁰⁵ In this essay, I will compare education in the US and Japan through history, advantages and disadvantages of digitalization in education, and the way to use ICT effectively in Japanese education. It is important to know Japan's education lags behind that of other countries and the way to use ICT successfully in the future.

I

In June 1985, the Provisional Council on Education proposed in its first report the need to respond to information technology, saying, "In order for the informatization of society to be truly useful for improving people's lives, it is an important issue for the future that citizens acquire the ability to use information through their own independent choices. In response, the Ministry of Education held a "Conference for Cooperative Research and Survey on Elementary and Secondary Education in the Information Society," and in the same year, 2 billion yen was appropriated to provide subsidies for specialized equipment for the development of educational methods, and the introduction of computers into schools began. In 1987, a total of 135535 computers were installed in elementary,

⁴⁰³ Grand View Research, "Education Technology Market Size, Share & Trends Analysis Report", Grand View Research

⁴⁰⁴ Ani, Petrosyan, "Worldwide digital population 2023", Statista, 2023

⁴⁰⁵ Shinpei Toyofuku, "Why Is School Informatization Stagnating in Japan - The Shift to Learner-Centered ICT Use," Information Processing Society of Japan, 2014.

junior high, and high schools throughout Japan. By 1992, this number had increased by 2.5 times to 335,071 computers.⁴⁰⁶ In the Courses of Study published in 1998 (1999 for high schools), a part of the information field of technology and home economics in junior high schools became required.⁴⁰⁷ In the Courses of Study published in 1989, "Fundamentals of Information" was newly established as an elective subject in the technology and home economics courses at junior high schools.⁴⁰⁸ In 1998, the percentage of schools with computers averaged 96% in elementary, middle, and high schools. In the same study, the percentage of schools with Internet access was 18%.⁴⁰⁹ The percentage of public schools (elementary, middle, and high schools) with super-high-speed Internet access increased from 35.0% in 2007 to about 80% in 2014, and the percentage of regular classrooms equipped with in-school LAN also increased from 44.3% in 2005 to 85.6% in 2014.⁴¹⁰ A 2018 amendment to the law allows for the use of paper textbooks in its place starting in the 2019 school year. However, this must be completely identical to the paper textbooks.⁴¹¹ In May 2020, during COVID-19, the percentage of elementary and middle school students who were receiving online education was 45.1%.⁴¹² According to GlobalData, The Japanese Edtech market had total revenues of \$2.9 billion in 2022, representing a compound annual growth rate (CAGR) of 11.4% between 2017 and 2022.⁴¹³ In 2019, 5.4 students per educational PC.⁴¹⁴

R. Coley, J. Cradler, and P. K. Engel reported "The federal government supported technology for schools as early as the late 1950s, largely through funding from the National Science Foundation and the Department of Education"⁴¹⁵ Seymour Papert introduced microcomputers into the classroom at first by teaching basic programming at the beginning of 1980s.⁴¹⁶ He was born in South Africa and has only one kid who is white in that area, so he starts

⁴⁰⁶Benesse Institute of Education, "Progress in Introducing Computers into School Education," Benesse Institute of Education.

⁴⁰⁷ MEXT, "Courses of Study for Junior High Schools (December 1998)", MEXT, 1998

⁴⁰⁸MEXT, "Chapter 2, Each Subject, Section 8, Technology and Home Economics," "Courses of Study for Junior High Schools, March 1989," (Ministry of Education Announcement No. 25 of 1989), MEXT, 1989.

⁴⁰⁹Ministry of Internal Affairs and Communications, "Japan-U.S. Comparison of Environmental Facilities for School Internet," Ministry of Internal Affairs and Communications, 1998

⁴¹⁰Ministry of Internal Affairs and Communications, "2015 White Paper on Information and Communications," Ministry of Internal Affairs and Communications, 2015.

⁴¹¹MEXT, "About Digital Textbooks for Learners," MEXT, 2020

⁴¹² Ministry of Internal Affairs and Communications, "Status of Remote and Online Classes in Data," Ministry of Internal Affairs and Communications, 2020.

⁴¹³GrobalData, "Japan EdTech Market Summary, Competitive Analysis And Forecast To 2027", GrobalData, 2023

⁴¹⁴ MEXT, "Results of the Survey on the Actual State of Informatization of Education in Schools in Academic Year 2008 (Summary)," MEXT, 2019

⁴¹⁵ R. Coley, J. Cradler, and P. K. Engel, "Computers and Classrooms: The Status of Technology in U.S.," Educational Testing Service, 1997

⁴¹⁶Debi, Christensen, "The history of the emergence of technology in education", Classcraft, 2019

night classes for illiterate people. He also led the revolutionary socialist circle around *Socialist Review* in London in the 1950s. He did some research like applied mathematics and the style of learning for children, he invented Constructivism learning theories. He developed the programming language Logo in the late 1960s. The main goal of the research group of the Logo Foundation is to enhance the ability to learn knowledge.⁴¹⁷ In the same year, PLATO IV was also invented. It was designed to control 4,000 student terminals that were at varying distances from the central computer as CERL.⁴¹⁸ It was really affected? To arrange computers at school teacher have to instruct on the basic way to use them to their students. In 1983, programming and computer literacy activities to conduct it were constituted nearly three-quarters of all time spent by secondary school students on school computers.⁴¹⁹ And also In 1985, computer programming by itself occupied 42% of all computer time spent by high school students.⁴²⁰ In 1989, approximately 40% of math and science teachers had their students use computer software, however, they use them irregularly and infrequently in class.⁴²¹ Actually, the rate that frequent use of computer-based learning tools was very low. Henry, Becket said, “Only 3% of computer-using math teachers had students use graphing programs on more than five occasions during the school year, and amazingly, only 1% had students use spreadsheets in their math class that often. Similarly, only 1% of computer-using science teachers used (on more than five occasions) computer programs that interfaced with laboratory equipment.”⁴²² However, on the whole, computer use in schools is steadily increasing. In 1991, 98 percent had them. In 1981, 16 percent of schools used computers for instructional purposes; by 1991, 98 percent did so. In 1981, there were, on average, 125 students per computer; in 1991, there were 18. In 1985, students used computers in school labs just over 3 hours a day; in 1989, that figure had risen to 4 hours a day.⁴²³ In addition, by 1998, the public had become convinced of the value of computers in schools. “An MCI nationwide poll in 1998 found that nearly 60% of the public answered ‘a great amount’ when asked ‘How much do you think computers have helped improve student learning?’”⁴²⁴ In 1996, the percentage of schools with

⁴¹⁷Henry, Kronk, “Seymour Papert, Logo turtles, and the origin of educational robots”, *Elearning inside*, 2019

⁴¹⁸D. L. Blitzer and D. Skaperdas, “Plato IV - An economically viable large-scale computer-based education system”, University of Illinois, 1968

⁴¹⁹Henry, Becket, “Teaching with and about Computers in Secondary Schools”, *Communications of the ACM*, 1993

⁴²⁰Henry, Becket, “Teaching with and about Computers in Secondary Schools”, *Communications of the ACM*, 1993

⁴²¹Henry, Becket, “Teaching with and about Computers in Secondary Schools”, *Communications of the ACM*, 1993

⁴²²Henry, Becket, “Teaching with and about Computers in Secondary Schools”, *Communications of the ACM*, 1993

⁴²³Kevin, Parker, Bill, Davey, “Computers in Schools in the USA: A Social History”, *HAL open science*, February 10, 2016

⁴²⁴Ronald, Anderson and Amy, Ronnkvist, “The Presence of Computers in American Schools”, Center for Research on Information Technology, 1999

computers averaged almost 100% in elementary and secondary schools. In the same study, In 1997, the average percentage of elementary and secondary schools with Internet access was 78%.⁴²⁵ In 2008, 3.1 students per educational PC.⁴²⁶ This means it is 10 years faster than Japan to adopt them in schools. The National Education Technology Plan (NETP), was updated in 2017 to promote Edtech.⁴²⁷ According to the National Center for Education Statistics, “During the COVID-19 pandemic in the spring of 2020, seventy-seven percent of public schools reported moving classes to online distance-learning formats.”⁴²⁸ Edtech market size was valued at USD 254.80 billion in 2021 and is expected to reach USD 605.40 billion by 2027.⁴²⁹ According to the National Center for Education Statistics, “During the COVID-19 pandemic in the spring of 2020, seventy-seven percent of public schools reported moving classes to online distance-learning formats.”⁴³⁰

II

First of all, it promotes personalized learning. There's no other person in the world the same as you. It can improve students' strong points and overcome their weak points at their own pace. According to Regina Schmid, private initiatives and initiatives at the national level in mainly Anglo-American countries encourage schools to change their teaching towards personalized learning. Digital learning can make the best plan to progress their study individually. Especially, it is adopted to increase the students' choices.⁴³¹ Approximately 60% of K-12 teachers in the United States have integrated personalized learning elements into their classrooms.⁴³² Students can easily adjust learning materials using digital tools to process information and show their understanding in their preferred way. The scalability and consistency provided by technology have led to the development of tools that offer personalized

⁴²⁵Ministry of Internal Affairs and Communications, “Japan-U.S. Comparison of Environmental Facilities for School Internet,” Ministry of Internal Affairs and Communications, 1998

⁴²⁶ Michael, Proctor, Yaela, Marks, “A survey of exemplar teachers' perceptions, use, and access of computer-based games and technology for classroom instruction”, 2012

⁴²⁷Office of Educational Technology, “Reimagining the Role of Technology in Education: 2017 National Education Technology Plan Update”, 2017

⁴²⁸National Center for Education Statistics, “Fast Fact: Distance learning (79)”, National Center for Education Statistics, 2022

⁴²⁹Alexandra, Baruffati, “Technology In Education Statistics: 2023 Trends”, Gitnux, 2023

⁴³⁰National Center for Education Statistics, “Fast Fact: Distance learning (79)”, National Center for Education Statistics, 2022

⁴³¹Regina, Schmid, “Examining the use of digital technology in schools with a school-wide approach to personalized learning”, Springer Line, 2022

⁴³²The Financial Express, “Unleashing the power of AI in personalised learning”, The Financial Express, 2023

learning paths, allowing teachers to challenge, intervene, and support students as needed.⁴³³ Secondly, students can use their time more flexibly. According to UNICEF, schools for more than 168 million children globally have been closed for almost a year because of COVID-19.⁴³⁴ However, digital technology could help this situation. For example, schools could open the classes online with Zoom or Google Meet. Also, teachers could give the assignments to work on at home. In the spring of 2020, 77 percent of public schools reported moving classes to online distance-learning formats.⁴³⁵ However, by spending this period, some hidden benefits were found before COVID-19. In Amy Roy's survey, of more than 600 parents, researchers found the second-most-valued benefit of distance learning was flexibility—not only in the schedule but in the method of learning.⁴³⁶ Some students live far away from school. They also can study transportation but it has some limitations. They can't open laptops textbooks and notebooks freely, even if they want to do so as soon as possible. However, by staying at home, they can save time to go to school and use the time they want. Muhammad said online education removes boundaries, allows students to learn without time and place constraints, and facilitates ubiquitous learning.⁴³⁷ In this way, students can gain the basic skill to use time effectively by making the best use of digital technology.

On the other hand, digital technology is distracting. Students are curious about SNSs, websites, and chats while working. Lauraine Langreo said, that 65 percent of students in countries that are part of the OECD said they get distracted by digital devices.⁴³⁸ The average person checks their phone around 85 times a day, roughly once every 15 minutes.⁴³⁹ Their work will stop 15 minutes each. That's still better. Some people need a lot of time to finish the rest time and go back to work. Nick Skillicorn found the workers need 23 minutes and 15 seconds on average to focus back on their original task.⁴⁴⁰ A lot of modern people have digital device addiction. Secondly, from a medical perspective, these devices are toxic to people's health. Most people are worried about the effect on the eyes. Sharon Tsang said, that watching the digital screen for a long time becomes a cause of CVS which is

⁴³³Nicola Branagh, "How can technology support personalized learning?", Texthelp, 2020

⁴³⁴UNICEF, "COVID-19: Schools for more than 168 million children globally have been completely closed for almost a full year, says UNICEF", UNICEF, 2021

⁴³⁵U.S. Department of Education, "Impact of the Coronavirus (COVID-19)", IES, 2022

⁴³⁶Amy, Roy, "A Preliminary Examination of Key Strategies, Challenges, and Benefits of Remote Learning Expressed by Parents During the COVID-19 Pandemic", PsyArxiv Preprints, 2021

⁴³⁷Muhammad, Ashar, "Ubiquitous Learning Environment for Smart Improving Disruption Activities in Classroom on Media", IGIM, 2020

⁴³⁸Lauraine, Langreo, "Digital Distractions in Class Linked to Lower Academic Performance", Education Week, 2023

⁴³⁹Sally Andrews, "Beyond Self-Report: Tools to Compare Estimated and Real-World Smartphone Use", 2015

⁴⁴⁰Nick, Skillicorn, "It takes 23 minutes to regain focus after a distraction: Task Switching", V idea to value, 2023

associated with a set of specific symptoms, including burning sensations, dryness, and tearing in the eyes.⁴⁴¹ Today, 80% of children ages 10-17 experience blurry vision and burning, itching, and tired eyes after using a digital device.⁴⁴² It is not only the eyes that suffer terrible negative effects. It also causes backaches and neck aches. Nagwa E found that this has led to complaints of neck and shoulder pain and numbness or tingling in the fingers, and caused loss of productivity, sick leave, and even disability by using desktop computers.⁴⁴³ In addition, In the study, by Yanfei Xie, 59.6 % of students suffered from some form of neck pain, 52.82 % from shoulder pain, and 54.4 % from upper back pain.⁴⁴⁴ Thirdly, Not all people are comfortable using digital devices and the internet. It's called the "Digital divide". According to the American University School of Education, about 17% of students cannot complete their homework due to their limited access to the internet.⁴⁴⁵ They are mainly divided into 2 kinds. The first category is household income. 50 percent of low-income families don't have the technology required for online education.⁴⁴⁶ Also, Siraji reported that 60% of lower-income students receive low-quality virtual instruction.⁴⁴⁷ The second category is region. According to NTIA, 75% of people living in urban areas used the Internet, compared with 69% of people living in rural areas in the U.S.(2015).⁴⁴⁸ If people need to use the internet, they can't even participate in the new style of education, so the unequal situation becomes more serious.

III

Firstly, the government should improve the Internet environment in schools. In fact, only 20% of schools met the "immediate recommended bandwidth" that MEXT shows by 2023.⁴⁴⁹ Because of this, the internet

⁴⁴¹Sharon, Tsang, "Excessive use of electronic devices among children and adolescents is associated with musculoskeletal symptoms, visual symptoms, psychosocial health, and quality of life: a cross-sectional study", NIH, 2023

⁴⁴²Amanda, Chu, "Digital screens can cause eye strain for children and adults. Are blue light glasses the solution?", National Center for Health Research

⁴⁴³Nagwa, Saad, "Computer Vision Syndrome and Associated Factors among Students of Faculty of Medicine, Cairo University", The Medical Journal of Cairo University, 2019

⁴⁴⁴Yanfei, Xie, "Prevalence and risk factors associated with musculoskeletal complaints among users of mobile handheld devices: A systematic review", ELSEVIER, 2016

⁴⁴⁵American University School of Education, "Understanding the Digital Divide in Education", American University School of Education, 2020

⁴⁴⁶ American University School of Education, "Understanding the Digital Divide in Education", American University School of Education, 2020

⁴⁴⁷ Sirajii, Akmal "The Digital Divide In Education", GRC insight, 2023

⁴⁴⁸ Edward, Carlson, "The State of the Urban/Rural Digital Divide", NTIA

⁴⁴⁹Shiro Terashima, "Achievements and Challenges of the GIGA School Initiative," Ministry of Education, Culture, Sports, Science and Technology, June 21, 2024

connection to schools is still slow, and it takes lots of time to connect to it. Some teachers said, “The internet connection is so slow” as an answer for the survey by MEXT.⁴⁵⁰ As a solution to this problem, the Japanese government has shown that it will provide financial support (2.3 billion yen in supplementary budget for FY2023 for subsidized projects) and review telecommunications contracts.⁴⁵¹ In addition, MEXT posted the guidebook it’s called “Realization of the GIGA School Concept School Network Improvement Guidebook”⁴⁵², for local governments, so they should discuss what they should do under this guideline. Secondly, The government should change the teachers' training systems. By providing digital devices for each student they can learn the basic knowledge by themselves on the internet or the videos such as “NHK for School”. It takes only a few minutes to finish each unit while teachers take an hour. Then, teachers are confusing how they will teach to their students. This anxiety comes from the previous teaching standard that one teacher teaches something to an entire classmate in the same phase under the textbook or the guideline the government provided. However, Masahiro Nasu said, “In fact, teachers can teach for their students is plenty beyond that. This is because many questions will arise from the basic knowledge that each child has acquired on his or her own.”⁴⁵³ For example, preparing a wide range of knowledge about areas that might interest children, and connecting statements that teachers should make that allow students with different opinions to deepen their own ideas among them. By putting this kind of ways of teaching practice in the teaching training, they can learn how to deepen children's learning along with ICT. Lastly, the local government should guide each school according to the AI using guidelines by the government. These days lots of students are addicted to AI such as Chat GPT. When the usage and dependency of AI are increased, this will automatically limit the human brain’s thinking capacity. This, as a result, rapidly decreases the thinking capacity of humans. This removes intelligence capacities from humans and makes them more artificial.⁴⁵⁴ This is the reason why teachers are concerned about the use of ICT in the classroom. According to the survey by Kawaijuku, About 60% of teachers believe that there should be restrictions or bans on the educational use of AI, citing “poor thinking skills” and “lack

⁴⁵⁰ MEXT, “Current Status of School Education Informatization,” MEXT, September 9, 2021

⁴⁵¹ MEXT, “The State of the School Network,” MEXT, April 2024

⁴⁵² MEXT, “Realizing the GIGA Schools Initiative: A Guidebook for Improving School Networks,” MEXT, April 2024

⁴⁵³ Masahiro Nasu, “Individual Optimal Learning and Collaborative Learning,” Toyokan Publishing House, December 27, 2021

⁴⁵⁴ Sayed Ahmad, “Impact of artificial intelligence on human loss in decision making, laziness and safety in education”, Humanities and Social Sciences Communications, June 9, 2023

of creativity” among students, as well as “reduced motivation to learn”.⁴⁵⁵ For this situation government published the guideline of using AI, then By considering certain limitations and situations in which they can be used, we believe that more teachers will be more willing to adopt these tools if they know that they can be useful tools for children in the future.

IV

In this essay, I looked at how differences in improving ICT in Japan and the US, the advantages and disadvantages generated by adopting digital technology, and the way to use ICT in Japanese education effectively. At first, the government of the US helped the development of technology at schools faster than in Japan. So researchers could invent wonderful technology very fast. On the other hand, Japan also adopted them gradually but just a little steps. The good point of digital technology is fitted each student's learning pace. Students can improve their weaknesses efficiently by individually analyzing them with the help of digital technology. However, it has several temptations in the devices and distracts their work. Also, it causes an unhealthy body if people use digital devices for a long time. Then, unfortunately, it makes education unfair. When a student needs to work with digital technology, they need to have a computer and a comfortable connection to the internet, however, it depends on their income and region. To use ICT effectively at school, the government should improve the internet systems to give a satisfactional environment equally, change the teacher training from just teaching what the textbook is saying to make students' opinions deeper, and each teacher should know the right way to students use AI. Adopting ICT in Japanese schools was later than in other countries schools, however, the government should not be lush and think about the policies gradually. This is because it has some cons and teachers are not used to it yet. Analog and digital work should be balanced to concentrate on the work, protect the health, and fair education. I hope that lots of students can have a good command of ICT, instead of being dominated by ICT.

⁴⁵⁵ Kawaijuku, “High School and University Teachers Concerned about “Thinking Skills Deterioration” in the Use of Chat GPT and Other Generated AI”, Kawaijuku, June 16, 2023

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Maintaining Democracy in an Increasingly Authoritarian World

Tatsuro Isaji

According to a report by the V-DEM Democracy Report, a Swedish research institute, the percentage of the world's population living in dictatorships will be 70% in 2021. This figure is a significant increase from 49% in 2011.⁴⁵⁶ The organization also reports that the global trend is toward a rapid increase in the number of people who believe that democracy is obsolete and who seek powerful, autocratic leaders. A major challenge in this issue is the growing trend toward authoritarianism, even in democracies.

I

What is the Authoritarianism? Professor Kazunori Kawamura in the Graduate School of Information Science and Technology, Tohoku University defines it.⁴⁵⁷ Authoritarianism is a form of democracy and totalitarianism in between, a system that holds elections and has an opposition party but imposes strong restrictions on political activity. Authoritarian regimes also differ from country to country. Which type of authoritarianism is more common in the world today? In her book "Authoritarianism", Erica Franz divides authoritarianism into four main types.⁴⁵⁸ Personal type, military type, dominant party type, and monarchical pattern. The most common of these is personal-type authoritarianism. In the individual type, power is in the hands of a particular leader. The leader may have the support of a specific political party to conduct politics, but not over the leader's power to make important policy decisions or control access to key government positions. Key government positions, known as the "elite class," are monopolized by their loyalists. The reasons for the increase in personal types are not clear. The reasons for the increase in personal types are not clear. However, it is believed to be due to the loss of trust due to the policy failures of dominant party types such as the Communist Party, and military types such as military dictatorships during the Cold War. It has been pointed out that the failure of these regimes may have made ideological authoritarianism, the so-called Personal type, a recent trend, and discussed later I think that the increase in authoritarian regimes is the cause of the economic disparity.

⁴⁵⁶ V-Dem INSTITUTE. "DEMOCRACY REPORT 2024 Democracy Winning and Losing at the Ballot". V-Dem INSTITUTE. Updated date unknown.

⁴⁵⁷ Saburi, Masatuka, "Digital Democracy - How will the world politics change? Research Institute of Economy, Trade and Industry. 2022-06-13.

⁴⁵⁸ Erica Franz (2021), *Authoritarianism: The History and Transformation of Dictatorship*, Hakuuisha, Japan.

The majority of non-democratic regimes in the world today are classified as authoritarian. Authoritarian regimes cause a difference in each country but share a consistent lack of political impartiality. Recently, Russia, Turkey, and Hungary have been cited as examples of authoritarian governments. Consider Russia as an example. In 2020, the assassination attempt on Russian opposition leader Alexei Navalny, who had long been anti-Putin, took place.⁴⁵⁹ Poisonous substances were found in Mr. Navalny's body. After recovering, Mr. Nawarinuy cooperated with an investigative journalism group to search for the perpetrator. As a result, the perpetrator was identified as an agent of the Russian Federal Security Service. In 2021 Navalny was arrested when he returned to Russia. Also, according to a report published by the Public Security Investigation Agency in 2022, the crackdown on anti-government groups became more severe following Nawarinui's arrest.⁴⁶⁰

Since before, the European Union has emphasized democratic values. In Hungary, a member of the European Union, the government and many citizens are beginning to question the EU's common goal of democracy. In 2022, a Hungarian far-right group raised the symbol of the Russian army and claimed. 'Don't drag us into your wars. Ukrainians are not masters of the world.' Hungarian Prime Minister Orbán announced that Hungary would put its national interests first without getting involved in the war.⁴⁶¹ In February 2022, Prime Minister Orbán visited Moscow, where he was one of the first to secure stable natural gas supplies as the EU countries distanced themselves from Russia and were the only EU member states to oppose the proposed economic sanctions against Russia. Prime Minister Orbán has also strengthened relations with China. He has also taken a cue from China in controlling media critical of him. Independent media outlets that had not been under his control for some time were suddenly taken over by businessmen with ties to the prime minister. The person whose editor-in-chief was removed in 2020 said, "The government intervened in the content of our coverage and personnel. But we can't even object because they have our money." He described the reality of the Orbán government's control of information. Signs of authoritarianism are also evident in Turkey, where Prime Minister Erdoğan, who has been prime minister since 2003, has concentrated power in his own hands since 2013. That same year there were demonstrations against the authoritarian prime minister, but he regulated social networking sites. Erdoğan, who was elected president in 2014,

⁴⁵⁹ BBC NEWS JAPAN. "Russian opposition leader releases audio of officials 'confessing' to poisoning".BBC NEWS JAPAN.2020-12-23.

⁴⁶⁰ Public Security Intelligence Agency. "Retrospect and Prospect of the Domestic and Foreign Situation, January 2022.

⁴⁶¹ NHK. "The Century of Confusion 'Part 3: Democracy at the Crossroads: Why Authoritarianism is Expanding'.NHK

amended the constitution in 2017.⁴⁶² President Erdogan places great emphasis on Islamic teachings. This has led to a widening divide among the Turkish people, who value secularism. Turkey's democracy index has declined in recent years, according to an EIU survey.

II

So, why do people support authoritarianism? According to V-DEM Institute Director Lindberg, as the conflict between political parties over widening inequality, political corruption, and immigration issues becomes more extreme, citizens are becoming less concerned about democratic values and more concerned about the powerful as long as they can be represented by someone who will represent their position. The tendency is to seek leaders who are not concerned with democratic values, as long as they can represent their positions.⁴⁶³ A Hungarian government spokesman also told NHK, “What has become clear in the 21st century is that the successful global economies are not necessarily democracies. Countries that do not follow democratic traditions, such as China, Russia, and Turkey, have achieved great success. It proves that democracy is not all that the West stands for.” He responded. Authoritarian states are often examples of economic success. Hungary's opposition to EU sanctions against Russia has allowed it to import oil from Russia cheaply. Hungary's friendship with China is due in part to its economy, which suffered a downturn in the U.S. and EU economies when Lehman Brothers collapsed in 2008. At that time, Hungary's unemployment rate exceeded 10%.

Meanwhile, China's economy grew. Since then, Prime Minister Orban has come to believe that the country cannot become prosperous with liberal democratic values, an example similar to those found in other authoritarian states. In Europe, GDP per capita in Central and Eastern Europe is less than half that of Western Europe.⁴⁶⁴ Considering the crisis of democracy in light of these examples, Professor Diamond of Stanford University says, “No political system is better than democracy at building peace or achieving justice and equality, but if it were a simple system, it would have prevailed more in the history of the world. In the past, whenever democracies have

⁴⁶² Sano, Akihiro. “Turkey Concentrates Authority on Erdogan, Fully Transitioning to Presidential System, Economic Issues, Achilles Cane of Strong Governance”. Japan Sankei Shimbun.2018-07-09.

⁴⁶³ NHK. “The Century of Confusion ‘Part 3: Democracy at the Crossroads: Why Authoritarianism is Expanding’”.NHK

⁴⁶⁴ Delegation of Japan to the European Union. “The Current State of Economic Inequality in the European Union”. Delegation of Japan to the European Union.2019-03.

experienced social change, increased immigration, or other insecurities in people's lives, authoritarian political forces have skillfully played on their fears.” He pointed out.

It can also be said that governments and leaders of authoritarian states adopt democratic values to rule their regimes. This can be read from the authoritarian system of rule. Authoritarianism is often thought of as a system of government violence and undemocratic rule, but recent authoritarianism is not always like that, according to political scientist Erica Franz. The authoritarian state's system of rule is one of “introduce” and “oppression”. “Introduce” is defined as the deliberate offering of benefits to potential challengers in exchange for their loyalty. The purpose is to prevent other key actors from exercising obstructive power. It also spreads the benefits to its supporters, prevents defections from the regime, and proposes that the opposition accept the benefits offered by the government. The effect is to divide the opposition over whether or not to “accept” the concessions. As an example, the Chinese Communist Party has incorporated ethnic minorities as a potential political threat by creating a disproportionate amount of public works projects in areas dominated by ethnic minorities.⁴⁶⁵

In recent years, the authoritarian state has also developed innovative methods. 2005 President Vladimir Putin created the Citizens' Assembly of the Russian Federation. It provides an official forum for activists to consider the wishes and interests of citizens, but what is discussed there is tightly controlled by the regime. Such organizations are called “GONGO” and exist in Belarus, China, Cuba, and elsewhere.⁴⁶⁶ It is pointed out that these organizations appear as if the regime is cozying up to the citizens, but in essence, they are run by regime supporters to suppress genuine dissent. Repression aims to eliminate challengers to the leadership and maintain the system.

Authoritarian states commonly oppress their citizens, but not all authoritarian states use cruel violence to oppress. For example, in countries such as Belarus and Singapore, there have been confirmed cases of legal suits against opposition parties for defamation rather than arrest. In fact, in Singapore, the opposition party lost a lawsuit and paid damages, resulting in the opposition party's bankruptcy. Improvements in information technology have also changed the methods of repression. In Russia, a pro-Putin think tank has developed software that can predict the outbreak of protests by monitoring social media.

As these examples show, authoritarian states in recent years have not stopped repressing, they have just changed to methods that are not perceived by others. Low-intensity repression is difficult for those around them to

⁴⁶⁵ Erica Franz (2021), *Authoritarianism: The History and Transformation of Dictatorship*, Hakusuisha, Japan.

⁴⁶⁶ Erica Franz (2021), *Authoritarianism: The History and Transformation of Dictatorship*, Hakusuisha, Japan.

catch, and media attention in other countries may not focus on it, or vague repression strategies may make it difficult for dissidents to take decisive action. The imitation of democracy is also thought to deflect domestic and foreign opposition. Authoritarianism in recent years has intentionally caused “indifference” from within and outside the country.

III

We have mentioned the current state of authoritarian states and the challenge of the authoritarianization of democracies. Is there a solution to the problem? I believe that at the very least, Japan's democracy can be preserved. And I believe that the solution lies in education. According to a survey by⁴⁶⁷ the Ministry of Internal Affairs and Communications, the implementation rate of election outreach classes in higher education was only 31% for the total number of high schools in 2018. The number was higher than in other years, at 38% in 2016, when the right to vote was revised to 18 years of age or older for men and women in accordance with the law revision, but the number has been dropping for 29 consecutive years and for 30 years in a row. In the latest survey, it was 29% for the total number of high schools. In addition, sovereignty education is promoted by the Ministry of Education, Culture, Sports, Science, and Technology which makes it seem that sovereignty education in Japan is somewhat inadequate. In Germany⁴⁶⁸, another democratic country, sociology classes for sovereign education are mandatory. If they wish, they can reduce the number of hours they take the course. In light of these current conditions, I believe that expanding sovereign education is the first step toward preserving democracy in Japan. And my proposed solution is first, to make sovereign education compulsory, and second, to enhance education content. By making it compulsory, the goal is to have more people become aware of their sovereignty and develop interest and concern in politics, not only at election time, but also at all times, or what is called political literacy.⁴⁶⁹ Comparing the Ministry of Internal Affairs and Communications survey with sovereignty education in other countries, it is clear that Japanese mock

⁴⁶⁷ Ministry of Internal Affairs and Communications. “Outline of the Survey on Sovereignty Education by the Election Administration Commission in 2022”. Ministry of Internal Affairs and Communications. Update date unknown.

⁴⁶⁸ Ministry of Education, Culture, Sports, Science and Technology. “Sovereignty Education in Other Countries (Outline of Visit)”. Ministry of Education, Culture, Sports, Science and Technology. Update date unknown.

⁴⁶⁹ Nishino Takehiko. “What is Sovereignty Education?”. Sovereign Education & the Right to Vote for 18-Year-Olds Nishino Takehiko, Weihiko.2017-07.

elections are conducted in the form of voting for imaginary political parties⁴⁷⁰, whereas in Sweden, mock elections are held at the primary education level in which students study the manifestos of actual political parties and vote for them at the timing of national elections. We can assume that the Japanese-style mock election is in consideration of Article 14 of the Fundamental Law of Education⁴⁷¹, but we feel that the fictitious mock election is a little less powerful in getting students to become aware of their own sovereignty. According to a 2022 survey by the Ministry of Internal Affairs and Communications, about 6% of the high schools that held mock elections used “actual elections” as the theme, plus “actual elections held in the past” as the theme. In light of this example, we believe that it is possible to hold mock elections in Japan that are based on actual elections. This would help the younger generation to become more interested in politics and improve their political literacy. In turn, this will lead to the preservation of democracy.

IV

I have been thinking about the value of democracy through this survey. I believe that the true value of democracy is its ability to change course. In a democracy, one can monitor and correct the course of power, but in a country that has become authoritarian, one is not even allowed to point out contradictions and correct them. The greatest enemy of democracy is indifference. We need to raise our voices in politics with sovereign education and other means to change our politics to be more democratic.

⁴⁷⁰ Ministry of Internal Affairs and Communications. “Outline of the Survey on Sovereignty Education by the Election Administration Commission in 2022”. Ministry of Internal Affairs and Communications. Update date unknown.

⁴⁷¹ E-GOV Law Search. “Basic Law on Education (Heisei 18th Year Law No. 120)”. E-GOV Law Search. 2006-12-22.

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Causes of educational differences between the working and middle classes

Erena Ueda

I

Many children from disadvantaged backgrounds are already up to a year behind more privileged youngsters educationally by the age of three.⁴⁷² There are 37% middle class and 63% working class in the UK.⁴⁷³ These figures have been stagnant for four years. That these figures have not changed is a bit of a problem. This number, of course, also affects educational attainment. There are several causes, including the income gap and the differences in parental education between the working class and the middle class in the UK.

One of the biggest causes of educational difference in the UK is due to the gap of income. Professional people from working class backgrounds are paid £6,800 less than their colleagues from more affluent backgrounds.⁴⁷⁴ High income leads to give enough education to their children. As a simple example, middle class children are able to enter private schools. 13% of respondents from professional social group A sent their eldest child to a private/independent school,⁷ compared with less than 2% of those from C2 (the skilled working class).⁴⁷⁵ In private high schools, education is more consistent and teachers are more supportive than public schools. This is because students can get high grades easily. As a consequence, it also has a significant impact on their career path after school. For example, it is easier to enter a higher-level university or to find a job in a company with a higher income. However, working-class pupils are not allowed to enter private schools. In the worst case, they may not even be able to go to school. This refers to cases where the parents cannot live on their income alone and the children themselves have to work. This becomes a burden that stays with you for life, even after your education is over because if students cannot get enough education because minimum skills such as reading, writing and communication may not be acquired.

In addition, this aspect can arise from income inequality. Middle class parents can afford educational toys and books, and middle class children can attend lessons outside of school and educational trips. Of families earning

⁴⁷²Media enquiries “Disadvantaged children up to a year behind by the age of three” Center for longitudinal studies, 2007, accessed October 22

⁴⁷³Mike Savage, “Eikokujin no kaikyuu ishiki ni hi o tsuketa shougeki repooto” Toyokeizai onkine, 2019, accessed October 22

⁴⁷⁴Social Mobility Commission, “New research uncovers 'class pay gap' in Britain's professions” Gov.uk, 2017, accessed October 22

⁴⁷⁵Becky Francis, Merryn Hunchings, “PARENT POWER?” 2013

more than \$75,000 a year, 84 percent say their children have participated in organised sports over the past year, 64 percent have done volunteer work and 62 percent have taken lessons in music, dance or art. Of families earning less than \$30,000, 59 percent of children have done sports, 37 percent have volunteered and 41 percent have taken arts classes.⁴⁷⁶ It read that working children cannot get specialised skills that cannot get inside school. As evidence, there was an even lower proportion of working class people (16%) across all creative occupations. The research used a Department for Digital, Culture, Media and Sport (DCMS) definition that identifies 30 creative job categories including roles in advertising, IT, film and performing arts.⁴⁷⁷

The second major cause of the educational difference is also caused by differences in parental education. Children with parents who had a degree were four times more likely to obtain at least five A* to C grades at GCSE than those with parents who did not go to university.⁴⁷⁸ This is because parents' support has a lot of affection for children's achievement. They obviously have a knowledge of education because they experienced it. Also, highly educated parents also tend to have been brought up by highly educated parents and therefore understand how to raise their children. These are knowledge that can be used in the long term, from the time the child is born until they reach university age. Therefore, there is a big difference between the working class and the middle class without this knowledge.

In conclusion, there are many reasons for the educational differences between working class and middle class in the UK. I showed two causes: income differentiation and parents' educational background. These problems are passed on from generation to generation and these are always interrelated. I think the biggest cause is the income because if children can enter private school they can go to a clever university and then they can get a job that is good income and they can be middle class. In 2019, the at-risk-of-poverty rate in the EU was more than twice as high for adults (aged 25 to 59) whose parents had a low level of education (20.3%) than it was for people whose parents had achieved a high level of education (8.6%). The corresponding rate was 12.0% for people whose parents had a medium level of education.⁴⁷⁹ The good cycle, in which highly educated families raise highly educated children, and the dad cycle, in which poorly educated families raise poorly educated children, will continue forever. In the next essay, I will introduce educational methods to break out of or enter such a cycle.

⁴⁷⁶Claire Cain Miller, "Class Differences in Child-Rearing Are on the Rise" 2015

⁴⁷⁷Jonathan Knott, "Working class under-represented in curator and archivist roles" 2020

⁴⁷⁸Jessica Shepherd and John Stevens, "Children of university-educated parents more likely to excel at school" 2010

⁴⁷⁹"Children of low-educated parents more exposed to poverty" 2021

II

About Gifted and teaching styles

After the pandemic, the number of truants have been increasing because during the pandemic most schools started teaching on the Internet instead of teaching at school.⁴⁸⁰The number of students categorized as "truant" in the 2022 school year survey reached 299,048, an increase of 54,108, or 22.1%, from the year prior. Recent years have seen a particularly rapid surge, with an increase of over 100,000 during the two-year period since the 2020 school year, when there were 196,127 truant students. It makes it difficult to go to the school for students because they are not used to going to the school. Each child needs an adapted educational teaching style because they have different characteristics.

One type of child is gifted. There is no clear definition of the term in Japan. A report from the United States, where gifted education is advanced,⁴⁸¹ defines gifted children as those who already have, or have the potential to have, excellent performance skills in the areas of intelligence, creativity, specific academics, leadership, and the arts, and who require services and activities not provided in the regular school system. According to U.S. data,⁴⁸² about 6% of children in public schools are considered gifted. A wide range of abilities are covered, and these cannot be measured by IQ alone. However, most gifted individuals have an IQ of 130 or higher, whereas the general IQ threshold is 90-100. So it is really difficult to find someone who is gifted.

There are two main categories of gifted.⁴⁸³The Genius and the 2E. The Genius type is characterized by high ability in all areas of school life and is easily understood by others, while the 2E type has uneven development and is often described as having "a large gap between what they are good at and what they are not good at. In other words, they are highly gifted, but also have developmental disorders such as autism spectrum disorder (ASD), attention deficit/hyperactivity disorder (ADHD), learning disability (LD), tic disorders, stuttering. The term "twice exceptional" is used in the sense of having two characteristics that do not fit into the general framework and having special needs. Currently, there is no strict definition or criteria for 2E, as there are medical diagnostic criteria for

⁴⁸⁰ Makoto Fukazu, "Record-high truancy, bullying at Japan schools: gov't survey" 2023

⁴⁸¹ Noriko Porter, "Amerika no gifuteddo kyoiiku jijou", 2011

⁴⁸² "Percentage of public school students enrolled in gifted and talented programs, by sex, race/ethnicity, and state: Selected years, 2004 through 2017-18", National Center for Education Statistics, 2021

⁴⁸³ Keiko Takayama "2E Tokui na koto nigate na koto ga kyokutan na kimi e", 2021

developmental disorders such as ASD and ADHD, but no official definition or identification criteria to measure giftedness. Therefore, a child who appears to have a developmental disability may be gifted and vice versa.

They have some trouble with the difference between the normal children. According to the results of the gifted children interview, ⁴⁸⁴They were not allowed to study at their own level by their teachers and were scolded to adapt to their surroundings, they have trouble talking to my classmates and prefer to talk to adults. They are not very understanding around me. Their friends treat me like an unusual child. They want to spend my time at school doing what I want to do. In this way, they are struggling with these problems. They have to live with these stresses and also children easily get stressed so they might be easily illness, disability.

What can we do for gifted children? Current State of Education in Japan doesn't have enough of an approach for them. For example, ⁴⁸⁵in New Zealand, specialized teachers for gifted children tour public schools, provide weekly out-of-school special programs, and establish private specialized schools exclusively for gifted children, and other programs are now well established. An interesting thing is that we have not introduced a diagnostic test for giftedness. This is to ensure that children who do not happen to meet the criteria are not dropped, and rather than being strictly gifted, the availability of programs for gifted students is obtained through the recommendation of the parents or guardians, or the individual themselves. Also, ⁴⁸⁶in Asia, Taiwan has been actively introducing gifted education under a government initiative since 1973. In addition to extensive programs for children, efforts are also being made to educate teachers, so much so that it is mandatory for teachers to earn credits for gifted education in their teaching programs. With proper support and education, talented people can develop their natural talents and have a positive impact on themselves and society. In Japan, where the population is declining and the birthrate is aging, and strictly speaking, ⁴⁸⁷the population aged 15-64 peaked in 1995 (87.26 million) and is declining, with 11.81 million fewer people aged 15-64 in 2008 (75.45 million) than at its peak, education must be rethought and tailored to the needs of each and every child in order to foster talented individuals. In order to nurture talented individuals, it is necessary to rethink education and tailor it to the needs of each child.

⁴⁸⁴“Tokutei bunya ni tokui na sainou no aru jidou seito ni taisuru gakkou ni okeru shidou · shien no arikata nado ni kansuru yuushikisha kaigi ankeeto kekka matome”, Monbu Kagakushou, 2021

⁴⁸⁵Valerie Margrain, Caterina Murphy, Jo Dean, “You are here Giftedness in the early years: Informing, learning and teaching”, 2015

⁴⁸⁶Jill Bevan-Brown, Shirley Taylor, “Nurturing gifted and talented children : a parent-teacher partnership”, 2008

⁴⁸⁷“Jinkou genshou shakai, shoushi koureika”, Soumu-shou, 2018

III

Causes of and ways to deal with truancy

Truancy has become a problem in recent years due to an increase in the number of pupils who refused to go to school. ⁴⁸⁸The number of elementary, junior high and high school children who refused to go to school in Japan hit a record high of 415,252 in fiscal 2023. Truancy is a problem that affects education systems worldwide. Whether it's missing classes or skipping entire days of school, absenteeism can have serious consequences at both individual and societal levels. So in this paragraph I will write about cause of truancy and ways to deal with it.

What is the cause of truancy? There are many factors that contribute to absenteeism in students, including online studying by pandemic, depression, academic boredom and disengagement, bullying and violence at school. Especially, ⁴⁸⁹depression is experienced by 87 % of Gen Z youth. Depression is the main factor of the truancy because of the high number of students who are experienced. ⁴⁹⁰However, fewer than 20% of children and adolescents with depression receive treatment, and studies in the UK and the USA have demonstrated that young people with internalizing difficulties such as anxiety and depression are less likely to be in contact with mental health services and other support services, compared to young people with other psychiatric disorders such as neurodevelopmental or conduct disorders. It means they need help by parents and who near with them such as teacher, or school counselor. ⁴⁹¹According to National Institute of Mental Health, in 2021, an estimated 61.0% U.S. adults aged 18 or older with major depressive episode received treatment in the past year. It means adult is supported than children,

The other factor is bullying. Unfortunately, teenage bullying is very common. ⁴⁹²The National Center for Education Statistics (NCES) show that one out of every five teens (ages 12–18) reports being bullied at school. Bullying is a traumatic experience that can lead to depression in high school. Ongoing bullying can catalyze suicidal

⁴⁸⁸ <https://www.japantimes.co.jp/news/2024/10/31/japan/truancy-record-high-fiscal-2023/>

⁴⁸⁹ <https://news.blueshieldca.com/2023/08/03/new-poll-mental-health-challenges-prevalent-among-gen-z-youth-more-than-three-in-four-have-discussed-their-struggles-with-others>

⁴⁹⁰ <https://www.sciencedirect.com/science/article/abs/pii/S0165032718312977>

⁴⁹¹ <https://www.nimh.nih.gov/health/statistics/major-depression>

⁴⁹² https://www.newportacademy.com/resources/empowering-teens/being-bullied/?_gl=1*1gngaeu*_up*MQ..*_ga*Mjk2MTUyNjAwLjE3MzY5NTM2NDU.*_ga_1PK2BCB9LV*MTczNjk1MzY0NS4xLjAuMTczNjk1MzY0NS4wLjAuMA..

ideation and suicide attempts.⁴⁹³ According to Newport academy, Returning from online to in-person education was associated with an increase in the rate of teen suicides of as much as 18%. Furthermore, adolescent victims of cyberbullying are four times as likely to attempt suicide and self-harm. Moreover people bully others, they are at higher risk for aggressive and anti-social behaviors, substance abuse, dropping out of school, early sexual activity, and criminal convictions. In the research of⁴⁹⁴ The National Library of Medicine (NIH), when parents were more involved and engaged, and offered support and caring, the children experiencing adolescent bullying had better mental health overall. The more parents were aware of their teens' daily activities and understood their distress about bullying at school, the higher the level of mental health of the adolescents. Validate their emotions, and don't downplay something that feels hard for them.

In conclusion, truancy need support by other people. For example, parents, A school guidance counselor, therapist, social worker, psychologist, or other mental health professional. The important thing is Instead of getting angry or punishing your child, talk to them about what's keeping them from going to school.⁴⁹⁵ According to the educational ministry, 46.1% of the public elementary and junior high schools in the nation had set up school education support centers. This support can boost teen's self-worth and help them become engaged, content, and confident even without children is truancy or not.

⁴⁹³ https://www.newportacademy.com/resources/empowering-teens/being-bullied/?_gl=1*1gngaeu*_up*MQ..*_ga*Mjk2MTUyNjAwLjE3MzY5NTM2NDU.*_ga_1PK2BCB9LV*MTczNjk1MzY0NS4wLjAuMTczNjk1MzY0NS4wLjAuMA..

⁴⁹⁴ <https://pubmed.ncbi.nlm.nih.gov/articles/PMC8874992/>

⁴⁹⁵ <https://www.japantimes.co.jp/news/2024/11/10/japan/society/support-for-truant-children/>

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The effect of AI ~How to Treat Them?~

Toshiki Ueno

Do you like to use AI? These days AI already gets into our society or social system. Many people use AI sources such as chat gpt, car AI. According to tryeting⁴⁹⁶, AI is used by more than 40 percent in their company with almost all developed countries. In this essay, I would like to discuss their history backgrounds, effects, solutions, future, and so on.

I

Then I will write about AI history. First of all, what is the AI definition? As the information of council of Europe portal⁴⁹⁷ There is a definition of AI from 1956. Actually, there was an AI definition a long time ago that we can guess. At first, in the summer of 1956, there was a conference by Dartmouth college of Rockefeller Institute. He decided AI is the “construction of computer programs that engage in tasks that are currently more satisfactorily performed by human beings”. This definition will affect all over the world in the future. From 1957 to 1974, ai can be kept more information and sources than before. More faster, cheaper, and easier AI developed significantly. Many researchers believe AI is good for our future’s society. In 1980, AI developed more and more. They could do “deep learning” which can study by using the past experience. In addition, in 1984, AAAI⁴⁹⁸ warned the need money to develop AI, but it’s too much, so they can not spend money for AI because of lack of funds. From 1990 to 2000 centuries, it developed the Chess AI, and they won the person who got the championship of the chess! It happened to surprise a lot of people in the world, and that was the first time that humans lost AI resources. Also, it developed the voice recognition system of AI. However, that AI was not perfect. Sometimes, AI makes an error in the system. Also, AI won the IGO match of IGO against the Chinese champion. The researchers explained how to win against humans with AI. They can understand the 100 or 1000 of futures at the match, so it is impossible for humans. The speed of AI is becoming faster. And now, we live in the case of “Big Data”. There is countless information and sources which only humans can not understand. It is used by bank workers, marketing,

⁴⁹⁶<https://www.tryeting.jp/column/4862/tryeting>, “what is the percentage of AI implemented in a company? What’s the point?”, Trteting, 2022

⁴⁹⁷ [https://www.coe.int/en/web/artificial-intelligence/history-of-ai/Coe cas](https://www.coe.int/en/web/artificial-intelligence/history-of-ai/Coe%20cas), “History of AI”, COE, 2023
<https://www.tableau.com/data-insights/ai/history,Tabelau>, “what is the history of Artificial intelligence(AI)?”, TABLEAU, 2025

entertainment, and so on. Recently, AI has developed in any direction of the world. Additionally, there are some people who use AI to write their homework, essays, and presentations. This is because there is a lot of convenient AI to write many sentences such as chat gpt and deep L. They affect all of the people of the world actually, and some countries warned against AI, and they are stopping using some AI resources to protect their privacy and security of the country. They can use AI incredibly, but sometimes AI changes dangerous things for us. We need to use AI smarter , faster, and safer. They can make many answers, but it's not the best idea all the time.

II

There are several pros and cons of AI being effective to humans. Then I would like to discuss the advantages of AI. First of all, AI gives a lot of business technology to us. According to The Appen State of AI Report for 2021, all businesses and companies need AI technology in the future. Some intelligent companies improve AI more and more, and they make our job more effective. Secondly, they help our life security. In the information of NHK#They can also organize people's activities, the possibilities, and their psychology. This is so important for our safety, and if that technology spreads all over the world, even in the dangerous city, we can live more safely. Additionally, AI makes our communication system more easier, and clearer. For instance there are translation applications which are greater than ever before. In the future we may be able to communicate without learning languages.

On the other hand, there are several disadvantages while we are using AI. To begin with, we may use AI in an illegal way or wrong way and we may break the system. According to Japanese Zaimusho. It's still experimenting right now, so AI is still not completed. That means we are not used to using AI yet. And then, there is a risk of using AI the wrong way. We have to use them more carefully and safely. Finally, many workers may lose their jobs in the near future. As a result of NHK and Japanese health competition# #There is a lot of possibility that AI took our job. AI helps our jobs a lot however they can also take us to the fire.

4 <https://www.tableau.com/data-insights/ai/advantages-disadvantages>, Tableau, "What are the advantages and disadvantages of Artificial intelligence?", TABLEAU, 2025

5 <https://www.soumu.go.jp/johotsusintokei/whitepaper/ja/h28/pdf/n4200000.pdf>, 総務省, "AI's now and future", 総務省, 2023

III

So what is the affection of AI society? I would like to give you some ways to use AI in work from NTT6. First, we can use them in the medical industry. AI Instantly analyzes a patient's conditions and symptoms, and they immediately judge how to solve them. The advantage of them is that they will never fail the decision. By doing that, we can expect high quality medical care and a growing domestic life span in the future. Second, manufacturing and heavy industry are the industries in which we can use AI technology efficiently. They can distinguish whether the product's defective or not. If this technique is implemented in the main industry, employers can diminish personal expenses and no need to use humans anymore. Also, we do not have to teach techniques to workers who are not used to working in the workplace. Because AI automatically learns what I should do and executes that perfectly without one mistake. We will no longer depend on humans in that kind of industry. AI can use whatever we want and it fits in our society perfectly. And we will live a more convenient life than before as technology improves by massive scientists. However, is that all? Is that truly what we want in the future society? I do not think there is only a bright future with Artificial Intelligence. AI is defined as "Artificial reproduction of various perceptions and intelligence realized by humans." by NHK.7 In this information society, AI already has greater intelligence than any humans. AI learns numerous new information as well as years past. What I would like to say is we have to prepare society with AI. They are not a tool we can use any more. Perhaps in the future, we can not take control under human laws. Beforehand, we need to make a limit of what an AI can attain. AI is truly clever, smart, intelligent, and excellent. Some people might think we should let AI and be a leader of humanity. In my opinion, only humans can make a good decision from every perspective by debating with each other. Basically, AI can not make a decision out of their intelligence. They will learn massive amounts of information, but eventually they determine on their own. They do not doubt their decisions at all. How about humans? We can think about the problems, doubt about decisions, and discuss with each other. Making the right decision is not an easy thing. Humans are always blamed or praised by others and sort out their minds. Nobody knows the answer. Even me, I do not understand why I'm writing this essay. We are just believing in our own mind and trying to live the ideal life. Therefore, even if we have to follow AI, we need to make multiple robots and debate with them.

6<https://www.nttdata.com/jp/ja/services/data-and-intelligence/001/#:~:text=AI%E3%81%AF%E3%80%81%E4%B8%80%E8%88%AC%E7%9A%84%E3%81%AB,%E7%B6%9A%E3%81%91%E3%81%A6%E3%81%84%E3%82%8B%E9%A0%98%E5%9F%9F%E3%81%A7%E3%81%99%E3%80%82,> NTT, what is the AI to human?, NTT Japan, 2024

7https://www3.nhk.or.jp/news/special/tag-generative_ai/article/face/, NHK, “what is the definition of AI”, NHK, 2024

IV

In conclusion, AI has a history, negative and positive effects, and impacts for our society. They are already deeply into our society. These days, students use them for their homeworks. At the same time, teachers update how to recognize them as well. For youth, AI is a convenient tool to search whatever you want immediately and access every information. Over the past 30 years, humans have been involved in a sheer scale of greatest electronic devices by huge technology. By doing that, our living became convenient dramatically, but in my opinion, people are forgetting to figure out the essence of things. Basically, we use the internet to search for things. AI is a kind of upward technology of the internet, and it can even help how to search on the internet. Therefore, people are getting lazier and take the information just from little surface. I think it is a dangerous thing to do, because it causes serious problems sometimes. These days, AI is improved by some clever people, and let us use them to search more easily. That is why the world is homogenized. Many people follow the rules of the internet not for their own. We will need the power to reject it sometimes. We should use them more smarter and have our own opinion to make happiness.

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Using ICT in Education

Sara Egusa

As of October 2024, there were 5.52 billion Internet users worldwide, which amounted to 67.5 percent of the world's population.⁴⁹⁹ Information and communications technology (ICT) enables users to access, obtain, save, send, and control information in digital form, such as the Internet, social networking, and wireless networking. ICT in the classroom helps teachers present information in text, images, and video to fit a variety of learning styles. Also, students can access knowledge from around the world, work with their friends, and learn at their own pace. On the other hand, too much use of ICT negatively affects students. According to the Canadian Sedentary Behavior Guidelines, children are recommended to spend less than 2 hours per day watching a screened device.⁵⁰⁰ Unfortunately, students usually spend over 2 hours per day staring at a device, and that is just to complete their school work.⁵⁰¹ In the future, Virtual Reality (VR) and Augmented Reality (AR) will be used for education. I will explain the two examples of ICT education, three negative effects, and using VR and AR in education.

I

Firstly, there are two examples of ICT education for the teachers. One of the examples is Webinars. The term “webinar” is a combination of the words “web” and “seminar.” A webinar is an online, audience-only event allowing real-time interaction between educators and learners. Based on a study of the effectiveness of webinars during a pandemic, 67 percent of participants said webinars were joint or discussion-based learning, and 81 percent said they allowed participants to share knowledge learned in their area of study.⁵⁰² This shows that webinars are an effective tool for knowledge sharing among students and teachers, even in a critical situation such as a pandemic. Understanding the effectiveness of webinars will help educators continue to use webinars to help students

⁴⁹⁹ Petrosyan, Ani, “Number of internet and social media users worldwide as of October 2024 (in billions),” Statista, 2024

⁵⁰⁰ Faught, E. L., Ekwaru, J. P., Gledlie, D., Storey, K. E., Asbridge, M., & Veugelers, P. J., “The combined impact of diet, physical activity, sleep and screen time on academic achievement: a prospective study of elementary school students in Nova Scotia, Canada,” *International Journal of Behavioral Nutrition and Physical Activity*, 2017

⁵⁰¹ Scarpellini, F., Segre, G., Cartabia, M., Zanetti, M., Campi, R., Clavenna, A., & Bonati, M., “Distance learning in Italian primary and middle school children during the COVID-19 pandemic: a national survey,” *BMC Public Health*, 2021

⁵⁰² Calambro, Den Kriszel, “Teachers’ Feedback on the Usefulness and Assessment on the Effectiveness of Webinars,” *SciMatic*, 2022

understand and learn together as an educational tool, even beyond the pandemic. While schools are closed, webinars allow students and teachers to connect remotely to keep learning uninterrupted. Then, socio-academic attributes of respondents and their preference for mode of learning survey results showed that the percentage of respondents who preferred webinars was higher in 68 percent of semi-urban and 51 percent of rural areas relative to respondents in metropolitan and urban areas. The preference for webinars over seminars was lowest among 36 percent of urban respondents, followed by 50 percent of metropolitan respondents.⁵⁰³ Webinars can help online education reach a wider audience because anyone with an Internet connection can access it. This suggests that webinars can be useful in reducing educational gaps between different geographic locations. A gamification platform called Kahoot! is another example. Kahoot! is a game-based learning platform that creates, shares, and plays learning games and trivia quizzes in minutes. Kahoot! was successfully applied in the histology and cell biology lab sessions. The student participation rate for the Kahoot! game-based formative assessment was 100% in most lab sessions. The overall average student enjoyment rating score for Kahoot! was 4.65 out of 5.⁵⁰⁴ It shows that using Kahoot! as a learning tool allows students to participate in class and improve their learning actively. It promotes active participation and creates a positive and fun learning environment. Especially in difficult subjects, Kahoot! can increase student motivation and engagement. In 70 percent of the studies that included statistical significance testing, Kahoot! was shown to significantly improve students' final grades or test scores compared to other teaching methods.⁵⁰⁵ Therefore, it appears that Kahoot! promotes better understanding and retention of the course material by actively engaging students and reinforcing their learning. It suggests that gamified methods are important in modernizing teaching strategies and addressing various learning.

Secondly, there are two examples of ICT education for the students. One of the examples is Quizlet. It is a digital learning platform that enhances learning through various interactive tools, focusing primarily on flashcards and games. It can be a powerful tool to enhance the educational experience, promote active learning, and foster student collaboration. The study population was 35 students enrolled in classes at a public university during a 6-week summer semester during the 2021-2022 academic year. The use of Quizlet resulted in a significant increase

⁵⁰³ G.K., Chetan Kumar and K.B., Rangappa and S., Suchitra Davangere University, Davangere University, Davangere University, "Effectiveness of Seminar and Webinar in Learning Experience: An Empirical Analysis," Munich Personal RePEc Archive, 2021

⁵⁰⁴ Nagwa Kostandy Kalleney, "Advantages of Kahoot! Game-based Formative Assessments along with Methods of Its Use and Application during the COVID-19 Pandemic in Various Live Learning Sessions," PubMed, 2020

⁵⁰⁵ Alf Inge Wang, "Dozens of studies show learning benefits of using Kahoot!," Kahoot!, 2020

from 40% of students who were Band 4.1-6.0 (Average) on the pre-test after the 6-week summer session to 52.5% on the post-test.⁵⁰⁶ Quizlet's flashcards, quizzes, and interactive learning tools suggest that Quizlet helps improve knowledge retention and support academic achievement in a short time. Quizlet allows students to achieve better results in a limited time and can be particularly supportive in intensive courses and supplemental learning. The another example is Duolingo. Duolingo is an American educational technology company that creates learning apps and offers language certification. It offers courses in 40+ languages, ranging from English, French, and Spanish to less commonly learned languages such as Welsh, Irish, and Navajo, as well as building languages such as Klingon. There is Duolingo for Schools, an extension of the original research-based Duolingo app that provides personalized language lessons for students that can be assigned inside and outside the classroom. There is a dashboard for teachers to track student progress and keep track of grades automatically. More than 90% of educators support Duolingo's utility in language learning, with 97% believing it helps students improve their language skills. In addition, 96% would recommend Duolingo to their learners.⁵⁰⁷ The high approval rate reflects the platform's ability to provide accessible and engaging opportunities for students to improve their language skills. This highlights the importance of integrating such tools into the curriculum to support diverse learning needs and improve language skills.

II

Firstly, one negative effect of using ICT in education is the digital gaps, which lead to inequalities. According to the DataReportal, in early 2024, there were 12 countries with Internet access rates below 25 percent, and North Korea was below 10 percent. However, in Europe, such as Norway and Denmark, and in wealthy Middle Eastern countries like Saudi Arabia and the United Arab Emirates, the Internet penetration is over 97 percent.⁵⁰⁸ Limited access to the Internet in specific regions leads to unequal educational opportunities and reduces the potential impact of ICT in improving educational quality. Lack of Internet access reduces the effectiveness of ICT such as personal learning devices and learning management systems in education. This creates an educational gap, where

⁵⁰⁶ Nong Thi Hien Huong, Nguyen Thi Tuyet, "The Impact Of Quizlet Application In Improving Students' Word Retention At A Public University In Vietnam," ISOR Journal, 2023

⁵⁰⁷ Freeman, Cassie, Kittredge, Audrey, Hopman, Elise, Jiang, Xiangying, "Educators' perceptions of Duolingo efficacy," Duolingo, 2024

⁵⁰⁸ Kemp, Simon, "Internet Use in 2024," DataReportal, 2024

students in areas with good Internet access have an advantage in learning, while those without Internet access are left behind.

Secondly, there are distractions when using ICT causing decreased concentration. According to the results of the 2022 Program for International Student Assessment, about two-thirds of U.S. students said they were distracted by the use of digital devices, and about 54 percent said they were distracted by other students using those devices.⁵⁰⁹ This suggests that ICT, while beneficial, creates an environment in which students cannot learn effectively if not managed well. Distractions caused by digital devices hurt academic performance. According to the OECD (2023) International PISA 2022 report, on average across OECD countries, students who reported being distracted in all or most math classes performed 15 points lower in math than those who reported no or few distractions. Then, 20 points represents the average annual pace of learning for 15-year-olds in the countries participating in PISA, and a 15-point difference equates to about three-quarters of a year's worth of learning.⁵¹⁰ Therefore, teachers need to take advantage of the educational potential of digital tools and implement strategies, such as setting clear guidelines. It is critical to address this issue to ensure that digital tools are included in teaching and learning to support student progress.

Finally, there are negative effects both physical and mental. According to a research article, youth who use computers and mobile devices for more than 4 hours have the highest prevalence of overweight or obesity at 36.6 percent, compared to 29.5 percent for youth who use them for 1 to 3 hours and 27.5 percent for youth who use them for less than 1 hour.⁵¹¹ Using screens for long periods leads to sitting and lack of exercise, all of which contribute to weight gain. According to J Sport Health Science, women and men who sat more than 8 hours per day had 1.9 percent and 1.84 percent higher total fat, respectively, than those who sat less than 4 hours per day.⁵¹² Then, in mentality, a study of Internet addiction among Chinese teenagers in 2022 reported the prevalence of Internet addiction was 13.4% out of 7,990 students in vocational high schools, with more students showing severe symptoms

⁵⁰⁹ Langreo, Lauraine, "Digital Distractions in Class Linked to Lower Academic Performance," Education Week, 2023

⁵¹⁰ Broadley, Andrew, "Insights from PISA: Digital distractions in the classroom," Teacher Magazine, 2024

⁵¹¹ Mansuri, Fahad, Johns-Rejano, Courtney, Crozier, Michelle, Wilson, Ronee, Sappenfield, William, "Association between screen time and obesity in US adolescents: A cross-sectional analysis using National Survey of Children's Health 2016–2017," PLOS, 2022

⁵¹² Liao, Jingwen, Hu, Min, Imm, Kellie, Holmes, J Clifton, Zhu, Jie, Cao, Chao, Yang, Lin, "Association of daily sitting time and leisure-time physical activity with body fat among U.S. adults," PubMed Central, 2022

of depression, stress, anxiety, and insomnia.⁵¹³ This suggests that excessive digital use can have psychologically harmful effects. This problem needs to raise awareness among students about Internet addiction, and teachers and parents need to support them. For example, counseling and digital literacy need to reduce the risk of developing mental illness and support happiness.

III

The first is an immersive learning experience using VR. Firstly, the 1943 Berlin Blitz in 360° is a virtual reality application developed by the BBC and Studio Immersive VR Education. It brings back to life recordings made by journalists to immerse us in the flight of bombers during World War II on the night of September 3, 1943. According to the article, the combination of real images, sound effects, and narration allows learners to experience history from a first-person perspective, resulting in a 50% higher retention rate of details about historical events compared to traditional learning methods.⁵¹⁴ This means virtual reality places the learner in a realistic first-person scenario, mobilizing multiple senses and increasing understanding and retention in a non-traditional educational method. This highlights the ability of technologies such as VR to make learning more interactive and impactful and revolutionize education by providing students with engaging and experiential learning opportunities. Secondly, the SkyView app uses AR to allow students to explore the night sky and identify stars, constellations, and planets. According to the article, VR training is 76% more effective for learning than traditional methods, and teachers can train four times faster in VR courses than in the classroom.⁵¹⁵ This means that with VR technology, increased efficiency allows educators to learn and use new skills faster than traditional methods. Educators can use VR to improve training outcomes and prepare learners for real-world applications in various fields.

The second is using AR to enable individualized and diverse needs such as Brain Power's Empowered Brain. It is an AR smart glasses system designed to help children and adults on the autism spectrum (ASD) develop important social and cognitive skills. According to a medical journal, 89% of children were able to wear and use

⁵¹³ Gao, Menghui, Teng, Ziwei, Wei, Zirou, Kun, Jin, Jingmei, Xiao, Hui, Tang, Wu, Haishan, Yang, Yi, Yan, Hu, Jindong, Chen, Wu, Renrong, Zhao, Jingping, Wu, Ying, Huang, Jing, "Internet addiction among teenagers in a Chinese population: Prevalence, risk factors, and its relationship with obsessive-compulsive symptoms," PubMed Central, 2022

⁵¹⁴ Koblyakov, Peter, "Virtual Reality in eLearning. Top 10 Use Cases," Raccoon Gang, 2024

⁵¹⁵ Olarreaga, Izakun, "VR Stats for the Training & Education Industry in 2025," Virtual Speech, 2024

Empowered Brain, and most, 87.5%, reported no adverse effects on their physical condition.⁵¹⁶ The Empowered Brain AR system was well accepted by most children, suggesting that it is an accessible tool for young users and a tool to support social development. Empowered Brain's minimal reported side effects make it an important resource for educators to enhance development with little to no harm to students.

Finally, VR and AR are important parts of the future of education for students and teachers. The first is teachers' high expectations for VR and AR-based teaching. According to Pangarkar's article, 93% of teachers believe that VR is beneficial in the classroom and are strong supporters of immersive technology in education. This means that the majority of teachers recognize the value of VR in improving the learning experience by making the classroom more interactive. This means that the majority of teachers recognize the value of VR in improving the learning experience by making the classroom more interactive. Schools and educators will be encouraged to invest in VR and AR to create more effective learning environments that meet the needs of varied students. In addition, students improve their academic performance through the use of VR and AR. According to the Uludağ University Journal of The Faculty of Engineering, students' test scores improved by 39.7% when they were taught using an AR-based system to teach geometry. In contrast, the control group using traditional teaching methods showed only a 17.2% improvement.⁵¹⁷ This means that AR can improve learning outcomes in subjects such as geometry by providing a visual learning experience. This is the way AR could revolutionize education by making abstract subjects more accessible. The teachers can use AR to improve students' comprehension and performance and motivate them to learn.

IV

In conclusion, ICT has transformed education by providing tools to improve the learning experience, such as webinars and Quizlet, but overuse of ICT hurts physical and mental health. In the future, VR and AR have the opportunity to make a significant difference in education by providing personalized and effective learning

⁵¹⁶ Sahin, T Ned, Keshav, U Neha, Salisbury, P Joseph, Vahabzadeh, Arshya, "Safety and Lack of Negative Effects of Wearable Augmented-Reality Social Communication Aid for Children and Adults with Autism," Pub Med Central, 2018

⁵¹⁷ R. Arslan, Abdil Kuş, Derya Emreli, E. Unver, Omar Huerta, "Investigation of the Effects of Using Augmented Reality Apps on Students' Learning Achievement And Motivation in Engineering Drawing Courses," Consensus, 2021

opportunities. If they are supported by teachers and proven to improve student achievement, VR and AR can make education more accessible and engaging.

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Promoting the Spread of Japanese Musicals

Sae Okamoto

What do you come up with when it comes to famous areas of musicals? I suspect that most people would say Broadway in New York City or maybe London. Musicals have long been a beloved form of entertainment in many parts of the world, blending music, drama, and dance into a captivating experience. However, while musicals from Broadway and Westend have gained worldwide recognition, Japanese musicals remain relatively underrepresented both domestically and internationally, which does not mean musicals from all Asian countries are not famous, because there was a work specifically done by a Korean musical called “Maybe Happy Ending” on Broadway.⁵¹⁸ This does not imply that musicals in the whole Asian countries are not famous, but specifically musicals made by Japan and also musicals in Japan are underrepresented. From the example of Korea, I believe that Japanese musicals also have the potential to be famous and popular in the kind of famous performing arts place. Promoting the spread of musicals in Japan, particularly those based on Japanese stories and history, could play a significant role in both cultural enrichment and education. By increasing the number of original Japanese musicals, focusing on historical and literary themes, and integrating them into educational programs, musicals can become more than just entertainment—they can become a powerful tool for learning and cultural connection. Regarding the current situation of musicals in Japan, this essay will provide the benefits of the integration of original Japanese musicals into educational programs, regarding the underrepresentation of Japanese musicals including the way to promote more Japanese-kind media content.

I

Thinking of the promotion of musicals in Japan, a key strategy is to increase the production of original Japanese musicals. Michael Beek, from the BBC music magazine stated that the best stage musicals of all time are *Les Misérables*, *West Side Story*, and *The Sound of Music*.⁵¹⁹ All of these musicals are performed both in Broadway and Westend. While popular Western musicals such as *Les Misérables* and *The Phantom of the Opera* have large followings in Japan, original works rooted in Japanese culture are not yet popular, which indicates that Japanese

⁵¹⁸ Broadway’s New Musical Adventure, “Maybe Happy Ending”, Broadway’s New Musical Adventure, 2024

⁵¹⁹ Michael Beek, “Best Stage Musical: 14 of the most beloved all-singing, all-dancing stage shows of all time”, BBC Music Magazine, 2024

original musicals have great potential to attract audiences. Currently, many Japanese musicals are adaptations of anime, manga, or existing Western stories.⁵²⁰ While these productions have their benefits, they often lack the depth of the story and cultural resonance that could be achieved by focusing on Japan's own rich history and literature. From this perspective, developing musicals based on traditional stories such as *The Tale of Genji* or *The Tale of the Heike* could offer audiences a unique blend of entertainment and historical education. These stories are deeply rooted in Japanese culture and could provide a fresh perspective for both domestic and international viewers. Furthermore, musicals depicting the lives of famous historical figures such as Oda Nobunaga, Murasaki Shikibu, or Ryoma Sakamoto could bring history to life in a way that textbooks cannot. By blending drama, music, and performance, such musicals could evoke a deeper emotional connection to these figures, fostering a greater appreciation for Japan's cultural heritage. Therefore, I assumed that Japan has their own way to provide their original story of musicals for Japanese audiences, by contributing a lesson of a unique blend of entertainment and historical education more efficiently.

II

Talking about the benefits of education by the production of entertainment-education blend musicals in more detail, we can say that it is the renovation of education. William Benedict Russell III, from the National Council for the Social Studies claimed that “With the popularity and availability of film, it is natural that teachers attempt to engage students with such a relevant medium”.⁵²¹ As most students spend 7 hours a day using media, nearly 50 percent of students’ media use per day is devoted to videos and television. From this essay, students may be better prepared to study history by using media contents. Therefore, by experiencing the emotions and struggles of the characters through performance, students may gain a deeper understanding of the cultural context and themes of the work. Moreover, as we learn the historical contents with music, it might be easier for some students to remember and be memorable. Additionally, musicals depicting historical events, such as the Meiji Restoration or the Sengoku period, could provide a vivid and memorable way for students to learn about Japan's past rather than merely reading about these events in textbooks, students would have the opportunity to see and hear them come to life on stage.

⁵²⁰ Wonderland Japan WAttention, “Here are some Popular Japanese original Productions”, 2020

⁵²¹ William Benedict Russell III, “The Reel History of the World: Teaching World History with Major Motion Pictures”, National Council for the Social Studies, 2012

III

Beginning with the example of musicals to popularize Japanese musicals, 2.5-Dimensional is the most popular one in Japan. In recent years, there have been many Japanese musicals such as Toho, Takarazuka and 2.5-Dimension musicals. This new genre has been more famous since each musical was born. Japan has many one-of-a-kind expressions, such as traditional performing arts. They keep going well and are popular now, but Japan also has unique cultures, such as anime, manga, and novels. To do so, some Japanese theatrical companies have started to play Japanese-style performances. The 2.5-Dimension stage industry has a vast number of fans who are very into it. We can say it achieved remarkable rapid growth because there is a dedicated theatre that began in operation in 2023 to play 2.5-Dimension musicals in Kobe. According to Crunchyroll CEO Rahul Purini, the worldwide anime fanbase is expected to reach one billion in the coming years.⁵²² From these statistics, foreigners will be willing to accept anime-based musicals rather than classical Japanese musicals.

Furthermore, Japanese traditional performing arts have a long history and still, they have been enjoyed by people all over the world. Noh is based on “Sangaku”, which was brought from China in the eighth century. It is as the sangaku pieces included a wide variety of performing arts, such as acrobatics, magic, and puppet plays. During the Heian period (894-1185) “Sangaku” changed greatly under the influence of the city and court cultures.⁵²³ Around the beginning of the Edo period (start of the 17th century), the kabuki-odori performed by Okuni - a woman who worked as a shrine maiden from Izumo Taisha shrine in Shimane - became extremely popular in the imperial capital of Kyoto. Kabuki-odori was a dance that came into style at the time. People became crazy about this performance, and the audience included not only common folk but also even samurai warriors and nobility.⁵²⁴ Last is “Bunraku”. The term bunraku comes from Bunraku-za, the name of the only commercial bunraku theatre that has survived into the modern era. Bunraku is also called ningyo joruri, which points to its origins and essence. Ningyo means “doll” or “puppet,” and joruri is the name of a style of dramatic narrative chanting accompanied by the three-stringed shamisen. Together with kabuki, bunraku developed as part of the vibrant merchant culture of the Edo period. In the Heian period, control puppeteers known as kugutsumawashi travelled around Japan for donations. This is said to be the origin of performance with dolls. In the 16th century, puppeteers from these groups were called to Kyoto to perform for the

⁵²²A.R. Madillo, “Number of Anime Fans Worldwide is Expected to reach one billion, says Crunchyroll President Rahul Purini”, IMDb, 2024

⁵²³ Miyamoto Keizō, “The Origins and Development of Nō”, THE NOHGAKU PERFORMERS’ ASSOCIATION

⁵²⁴ INVITATION TO KABUKI, “The Beginning”, INVITATION TO KABUKI

imperial family and military leaders. Spending time, they became a performance for common people as well.⁵²⁵ From these features of Japanese tradition, it is seen that Japanese tradition is complicated to understand for foreigners because it has a unique sense that only Japanese people can understand. Therefore, I suggest reforming Japanese performing arts into 2.5-Dimensional musicals, which is more understandable and can be one of the best ways to spread Japanese culture worldwide.

IV

As a solution for the promotion of Japanese musicals, collaboration can be one of the effective ways. Beginning with the examples of collaborations from BBC News, the title of this article says that musical collaborations between musicians are backfired.⁵²⁶ This article suggests that the industry of media content specifically, musicals, should try to collaborate between countries and associations rather than individuals, to expand the possibility of the musical industry. Therefore, I would like to suggest a different approach for the better education of Japanese musicals, as well as English education in Japan. According to Grace Brennan from IELTS company, the best way to learn English is to immerse ourselves into an English-exclusive environment.⁵²⁷ By constantly exposing yourself to English, people start getting used to organically speaking, listening, reading, and writing in English. From this perspective, I would like educational organizations to introduce curriculums that can help students plunge themselves into the environment. As one example of the curriculums, creating works by themselves and playing a role in their musicals is practical and meaningful. The advantages of this, they can improve their pronunciation and relieve their fear of speaking English in front of people. In addition, when it comes to playing a role in musicals, as students use a lot of songs in the musicals, it is much easier to memorize useful and frequent phrases in daily English conversation from the practice of the musical lines. This innovation of Japanese English Education can help students to learn English as well as, the development of Japanese musicals. According to the Agency of Cultural Affairs, the Government of Japan, already there are opportunities to watch musicals to improve communication skills in the art classes.⁵²⁸ However, there are nearly zero opportunities to create musicals by students to promote their English skills. Creating musicals in English helps them immerse themselves in the

⁵²⁵ Ministry of Foreign Affairs Website, “BUNRAKU Puppet theater brings old Japan to life”, Japan Fact Sheet

⁵²⁶ Phil Hebblethwaite, “6 musical collaborations that backfired”, BBC news, 2017

⁵²⁷ Grace Brennan, “How English immersion can Help Prepare for IELTS, British Council, 2024

⁵²⁸ The Agency of Cultural Affairs, the Government of Japan, “Arts and Culture”

English environment more enjoyably. This is why I mentioned that the Education industry should introduce programs related to musicals.

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Gender Gap and advertising

Riri Katada

There are several differences in the impression of female and male models using advertising, and this comes with some problems. Recently, social networks are growing so that people have a lot of opportunities to see advertising in their lives. There are many advertisements that can be seen on the street, but it is clear that there are various characteristics of those that interest customers. For example, some people decide to buy products such as clothes, electric products, and food when they see the advertising. Advertising is good because advertising is a first impression of goods or services. I focus on the difference between female and male models, and several countries. I will explain the impression of differences in gender. Also, differences in gender use of fashion models by country and the difference in public awareness that can be seen from this.

I

First difference is female and male. I compare myself with some companies. First company is ZARA. It is a famous company in the world. There are some people who buy clothes and other things in Japan. Various moods can be discerned from this advertisement. This company's advertising uses both models, female and male, that is similar with atmosphere but there are differences in the way a few clothes and models are shown. For example, women models match their face and clothes, also some models wear men's clothing but men's models don't wear women's clothes. Also, ZARA does advertising on YouTube.⁵²⁹ This advertisement shows separate adverts for women and men. The adverts show a marked difference between the male and female adverts. In particular, the female advertisement shows the face in full view, while the male advertisement has the face hidden by the sunglasses.⁵³⁰ Next company is Apple. Apple is selling iPhone, iPad, and several electric things. This company has several ads. For example, YouTube advertisements and TV advertisements. This company's advertisement is almost all women, women are often shown in advertisements as facing mechanical problems when using apple products in their basic daily lives, in contrast to advertisements in which men are shown taking action or actually using the

⁵²⁹ ZARA, "Women ZARA Studio FW23," YouTube video, 2023

⁵³⁰ ZARA, "Men ZARA Studio," FW23, YouTube video, 2023

product.⁵³¹ It is possible to feel a gap between male models and female models, for example, male models are not in a relationship because some mens models hide their face, however, some womens models appear their face. According to “The impact of Female Empowerment in Advertising”. Victoria E. Drake says “ Whereas many female-targeted ads still use stereotypical representations of women, Dove has succeeded in connecting with “real” women in their “real” lives.”⁵³² It means many advertisements using natural females. Also, as Toyama University has noted “Pretending to be a woman and how to live in order to get a man”. It means Women do makeup and housework in a feminine way.⁵³³

The second difference is between some countries. I focus on the differences in the perception of advertising in different countries. The first country is Japan, according to the Plan International. TV commercials and other advertising use many models who are almost beautiful, thin, tall and have a clear-cut look in their eyes, and many male models who are tall, have a clear-cut look in their eyes.⁵³⁴ These are similar to males and females. Also, male models are muscular. The writer of a BBC article declares that A ban on adverts featuring "harmful gender stereotypes" or those likely to cause "serious or widespread offense" has come into force. For example, women miss driving or the wife does housework.⁵³⁵ Also, England is banned advertising women who have lost weight are successful in their relationships, and men are taking leadership and women are saying about it, according to the CSA website. In France, men's roles as experts are almost exclusively occupied by men. However, two-thirds of commercials containing sexual content feature women.⁵³⁶ In France, there is a growing number of advertisements that seem to clearly reflect the differences between men and women. Next is Canada, according to the "Sexism in advertising: What Canadian men and women find unacceptable" country. Sometimes men and women are treated unfairly in advertising. For example, men and women models appear in their body lines and men models treated them depicted as stupid-dumb-unreliable.⁵³⁷As can be seen from comparing four countries, many countries have a difference in the gender gap and people complain about advertising. However, it is different little by little. In Japan

⁵³¹ Apple, “Apple Pay | Captcha | Apple,” Youtube video 2023

⁵³² Victoria E. Drake, “The Impact of Female Empowerment in Advertising (Femvertising),” brought to you by CORE, 2017

⁵³³ Toyama University, “About Female Magazines”, no date

⁵³⁴ “Youth Attitudes Survey on Gender Portrayal in Advertising,” Plan International Japan Foundation, 2019

⁵³⁵ “‘Harmful’ gender stereotypes in adverts banned,” BBC, 2019

⁵³⁶ “THE IMAGE OF WOMEN IN TELEVISION ADVERTISING: REPORT BY THE FRENCH CSA,” european platform of regulatory authorities, 2017

⁵³⁷ SUSAN KRASHINSKY, “Sexism in advertising: What Canadian men and women find unacceptable,” The Global And Mall. 2016

many advertising beauty actors, and some companies seriously consider their face or style, it resembles Canadian advertising but Canada is sometimes unfair in using people. However, in England, there is a rule about advertising. It is about gender gaps. Other 3 countries sometimes feel bad about ads.

Lastly, about the problem of gender gap and the use of models for advertising. According to the document *Ethical Issues in Advertisement: Ethnic-Racial and Gender Discrimination in Advertising* by Norihiro Mizumura. A problem happened in Japan that is called IKEA Japan-gender role sharing. A commercial direction for the GLADOM tray table released by IKEA Japan on Instagram has come under controversy. Specifically, the composition of the figures - a man and a child sitting on a sofa watching television and a woman carrying food on a table - was inflamed on Twitter for evoking a "pursuit of the division of labor in gender roles" and "discrimination against women".⁵³⁸ This problem happens frequently in this background in progressing SNS such as Twitter, Instagram, google ads, and other ads. However, many men feel bad. Previously Canadian ads that men act like bad people and good body shape people often perform. For example, diet ads, and fashion ads. In Europe, governments see sexual advertising as a problem. The European parliament says that "Gender stereotypes have been recognised as harmful when they limit women's or men's capacity to develop their personal abilities, pursue their professional careers and make choices about their lives and life plans".⁵³⁹ It is interpreted that distinguishing females and males is bad for the progressing economy. Also, using models of males and females is good for economic impact. In countries that ban advertising that symbolizes the human model's body and those that do not, people's feelings about advertising are divided into positive and negative. It is important because buying products is the decision of first impression.

In conclusion, female and male models have differences in the economy and mode of expression, which is the same in the country. The gender gap has a bad effect on economic impact because distinguishing gender is suppressing the growing economic impact. When advertising, it is possible to obtain even better economic income from advertising by eliminating the differences between men and women as described in this essay. In many countries and companies, stereotypes such as women being feminine and men being masculine still persist, and these trends persist in current advertising strategies. However, in the UK, a law was passed to eliminate stereotypes

⁵³⁸ Norihiro Mizumura, "Ethical Issues in Advertisement: Ethnic-Racial and Gender Discrimination in Advertising," *Journal of the Japan Society for Business Ethics*, 2023

⁵³⁹ "Sexism in Advertising," European parliament, 2018

in advertising. This will lead to positive impacts on the people and businesses. Be careful that the gender gap is important for releasing new advertising.

II

First of all, this body will analyze the influence of advertising. Advertising has a big influence on selling products. It is said to be one way to increase consumer demand. In addition, companies are putting out advertisements that are easy to grab people's attention and advertisements that are targeted to their customers to get them to buy their products. For example, MacDonal'd's advertising in Japan. This advertising uses famous actors, such as Takuya Kimura and Masato Sakai, every year in the same season. Using celebrities can help consumers remember MacDonal'd's advertisements. It is a famous way of advertising. In this way, advertisements often use famous models because Companies want to create advertisements that suit consumers. Therefore, I think that using celebrities would be effective regardless of gender. According to Tellis(2004) "classifies elements of advertising expression into three types. In other words, there are linguistic elements such as advertising messages that use logic to persuade, nonverbal elements such as music and colors that stimulate emotions and the placement of advertising photographs, and advertising endorsers such as celebrities and experts."⁵⁴⁰ Also, David Sandin and Patrik Widmark(2005), they describe benefits of using celebrity endorsement that are Image polishing, Brand Introduction, and brand repositioning.⁵⁴¹ Based on these words, companies can support the quality of their brand by using celebrities. There is no difference between men and women; the main difference is the popularity of the person themselves.

Next subject is about the good effect of using female and male models for consumers. A lot of companies use people who match with companies' image and their targets because using a match model can have a wide sympathy for products and customers can feel loyalty and company quality endorsement. For example, Tinder's advertising. Tinder is a free dating app available on both iOS and Android that allows users to view potential matches within a specific geographical radius in the world. Tinder's advertising often uses female models because Tinder's users are a Large number of males. Tinder's Female and male ratio is: Male 75% and Female 24%.⁵⁴² This suggests that female models are used to further increase the number of male users. They may also advertise using male models with a view

⁵⁴⁰ Gerard J. Tellis, "Effective Advertising,"University of South California, 2004

⁵⁴¹ David Sandin, "Celebrity Endorsement, Motives and Risks," Bachelor's Thesis, 2005,

⁵⁴² "Distribution of Tinder monthly active users in the United States as of March 2021, by gender," Statista, March, 2021

to attracting female users. It is conceivable that the company's commercials use adverts that are tailored to customer ratios. Next good example of advertising is Sanitary Napkin advertising. One company is Sofi. Sofi is a famous Sanitary napkin company in Japan. This company's advertising uses only women. Also, always use women. Always is UK's sanitary napkin in England. Moreover, Korean sanitary napkin's advertising is using women. The reason for this is thought to be that sanitary products are used only by women and the consumers are women only, so the advertisements are designed to be sympathetic to women. By using women, the psychology that women feel on a daily basis can be expressed in detail. In this way, they can raise the desire to buy the product. If a man had been used in the advertisement, consumers would have felt uncomfortable, wondering why a man was used as a model for a product that is only used by women. When advertising such products that are only in demand on one side of the market, distinguishing between men and women can be expected to make advertising more effective.

Lastly, genderless advertising. Recently, many companies have increasingly used genderless advertising and people with different gender identities. The use of such adverts allows for a wider target audience. In Western countries there is a development on LGBTQ, with most advertisements using homosexual couples and transgender people. In Japan, this is not often seen in advertisements, so it is refreshing. In the first place what is LGBTQ? LGBTQ is an acronym used to describe lesbian, gay, bisexual, transgender, queer or questioning persons or the community. Avoid using the term "gay community," as it does not accurately account for the community's diversity. For example, Zexy advertises same sexual couples. This company is Zexy, which is a marriage information magazine published by Recruit in Japan and the People's Republic of China. It is released at the end of each month, depending on the region. This advertising detail is according to the Asahi News paper, Up until now, the magazine has often focused on 'marriage between female and male', that one is legal marriage. This time, the magazine focused on same sex couples.⁵⁴³It decides the catchphrase "If you are happy, that's fine." They decide this catch phrase because they think even if they cannot legally marry, with the catchphrase. From December, a campaign was launched to display outdoor advertisements featuring couples who have made a variety of choices, with the new catchphrase, in multiple locations in Tokyo. The magazine's managing editor, Naoko Mori, says: "We would like to convey our stance of supporting couples who have made diverse choices to the world as well". Many people think this company's campaign is good

⁵⁴³ Nakai Natsumi, "If you're happy'... Zexy, in its 30th year of publication, has a wish in its new copy.," Asahi newspaper, December 1, 2023

because it is very rare in Japan for such a large company to advertise about homosexuality until now. Although there are pros and cons, such a campaign can further raise the company's profile, which may have a high economic impact.

In conclusion, many companies use advertising that matches with their target audience because they use match models, they can possibly be famous and can get awareness. Also, they can advertise more efficiently. One more, they use kinds of sexual orientation people that one is good impression for many people.

III

This paragraph gives solutions to these problems for males and females. This paragraph gives solutions to these problems for males and females. The first method is gender-neutral advertising production. This would eliminate gender stereotypes in advertising and promote equal participation of men and women in society. Furthermore, the creation of gender-neutral advertisements not only gains the sympathy of consumers, but also improves the company's brand image. This is because consumers feel that the company is fulfilling its social responsibility as a company and showing acceptance of diversity. In particular, gender-neutral advertising can reach people who have previously been excluded from advertising, as the content is also considerate of LGBTQ+ consumers. Gender-neutral advertising can also lead to the development of new consumer groups.

Another effective solution in ad creation is the introduction of an 'ad feedback system' that reflects the views of viewers. This system allows viewers to directly express their opinions on adverts through social networking and dedicated platforms. There have been many cases where adverts have been criticised on social networking sites. For example, an advertisement for an IKEA JAPAN table depicted a father watching TV with his children on the sofa while the mother carried the food. The advertisement was pointed out to contain the message that housework is a woman's role, and was inflamed on social networking sites. If there were a system in place to check the content of advertisements with consumers in advance, such problems could be prevented. The system would also make it possible to incorporate consumers' opinions at the stage of creating advertisements. Such advertisements that reflect the views of consumers are likely to be more sympathetic to viewers and are expected to increase their willingness to purchase products and services.

In conclusion, female and male advertisements Advertising is more than just a means of selling products and services; it plays an important role in influencing society's values and gender attitudes. However, the current

situation is that many advertisements promote gender stereotypes, which leads to criticism and increases inequality. Therefore, there is a need to produce advertisements that promote gender equality and embrace diversity.

Gender-neutral advertising has the potential not only to resonate with consumers, but also to reach segments of the population that have previously been excluded from advertising. In addition, using social networking and feedback systems to reflect the views of the audience is a means of not only increasing the effectiveness of advertising, but also improving a company's credibility.

Leveraging the influence of advertising for a fairer and more inclusive society benefits not only companies, but also consumers. In the future, the advertising industry's pursuit of creativity that transcends gender barriers and respects diversity is expected to develop in a socially meaningful way.

In conclusion, Gender-neutral ad production and the introduction of a system that reflects viewers' opinions are effective in resolving gender-related issues in advertising. Gender-neutral advertising can gain sympathy from consumers by promoting gender equality and demonstrating acceptance of diversity. This also allows them to reach out to segments of the population that have previously been excluded from advertising, which can lead to the development of new markets. Furthermore, the introduction of an 'advertising feedback system' using social networking and dedicated platforms will enable the production of advertisements that reflect consumers' opinions in advance. This system is expected to produce socially acceptable advertisements and increase the willingness to purchase products and services. It will also prevent problematic advertisements from occurring and contribute to fulfilling corporate social responsibility. Through such initiatives, the advertising industry will be able to strengthen trust with consumers and build a fair and inclusive future that overcomes gender stereotypes.

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Religious Identity as a Kyoto Resident

Ayumu Kitamura

Religion provides people with a guide for how to live and think and encourages people to cooperate with others in the societies in our world. In many countries, people express their religion to others, and it is widely believed that those who believe in religion and entrust their faith to a transcendent being, such as God, are trustworthy. In the United States, for example, religious belief is often considered part of an individual's identity, and especially for politicians and candidates for public office, the explicit statement of one's faith is deemed an important factor in building trust with voters. According to the Pew Research Center, 65%⁵⁴⁴ of Americans identify as Christian, and a politician's faith is an important factor for 67%⁵⁴⁵ of voters. In schools and local communities, religious events such as Christmas and Easter are widely celebrated, and there are examples of cultures in which religious beliefs are made public. In other words, religion is a part of them, and knowing their religion is a great support for understanding their background and national culture. While religion is often at the core of identity in many countries, Japan has a unique style of religious diversity and non-religious self-identification. What does religion mean to the Japanese? Japan is known as a country where diverse religions coexist. Buddhism, Shinto, and Christianity, each with unique aspects, are deeply rooted in daily life and culture. In contrast, in today's Japanese society, 63%⁵⁴⁶ of Japanese people identify themselves as non-religious, according to a recent survey. On the other hand, religious events such as Hatsumode, Christmas, and Buddhist funerals are widely accepted. According to the Cabinet Office's Public Opinion Survey on Religion (2023), 62%⁵⁴⁷ of Japanese people respond that they are non-religious, however, it is reported that approximately 72% of the population, or approximately 90 million people, participate in Hatsumode, the first shrine visits of the year each year. This shows that the religious identity of the Japanese is complex and multi-layered. In this thesis, I discuss Kyoto as an example of Japanese religious diversity and identity, and the potential paradoxes and flexibilities found between traditional religious rituals and the religious views of modern society. In order to do so, I will compare the three religions that can be said to be popular in Japan, Buddhism, Shinto, and Christianity, from the perspective of history and culture and the three elements of religion:

⁵⁴⁴ Pew, In U.S., Decline of Christianity Continues at Rapid Pace

An update on America's changing religious landscape, Pew Research Center, 2021

⁵⁴⁵ Kristian Noll, For God and country? The role of faith in US electoral politics revisited, LSE, 2023

⁵⁴⁶ World Affairs Data Chart, Catalog, Religions of the World, Horika, 2022

⁵⁴⁷ Chara Scroope, Japanese culture; Religion, Cultural Atlas, 2021

an object of belief, doctrine, and precepts, and then, using Kyoto, an iconic religious and cultural city, as a model case, analyze how people in Japan embrace religious plurality in their everyday lives.

I

To comprehend the religious background of Japan, it is essential to compare the characteristics of Buddhism, Shintoism, and Christianity in Japan. While each of these religions has different worship, tenets, and commandments, they have inspired and coexisted with each other in Japanese society.

Buddhism in Japan holds the highest share of followers, at 36%.⁵⁴⁸ Buddhism in Japan has a history of more than 1,500 years and there are more than 77,000⁵⁴⁹ Buddhist temples across the country. Almost every town and city has at least one temple, several protected as national cultural properties. Traditionally transmitted in the 6th century, it profoundly influenced Japanese culture from the Nara period (710-794) through the Heian period (794-1192). Particularly, spreading sects such as Zen and Pure Land Buddhism have had a strong influence on spiritual cultivation and views of life and death. Buddhist temples continue to serve as centers of culture in architecture, the arts, and local communities, and Buddhism has advanced in a range of styles and traditions since its inception in Japan. Today there are about 13 Buddhist sects in Japan, divided into four Buddhist denominations according to doctrine. Among the major Buddhist sects, the first to spread in Japan was Mahayana Buddhism, which provides a psychological path for overcoming the suffering of existence. To comprehend the religious background of Japan, it is essential to compare the characteristics of Buddhism, Shintoism, and Christianity in Japan. While each of these religions has different worship, tenets, and commandments, they have inspired and have coexisted with each other in Japanese society. Mahayana Buddhists believe in various Buddhas as objects of faith. This is because their purpose is to become a Buddha like Sakyamuni through ascetic practice and at the same time to be saved by those Buddhas. The teachings of these Buddhas are written in sutras for example. Their contents are diverse, including the life of the founder Shakyamuni, the teachings he preached, and commentaries on each of them. Despite this, it centers on the teachings of the Buddha, not the texts of the sutras. People primarily visit temples for cultural or religious events or to commemorate the death of a family member. They tend to attend funerals of deceased family members and to

⁵⁴⁸ 西 久美子, 宗教的なものに弾かれる日本人, NHK 及び ISSO 国際比較調査, 2019

⁵⁴⁹ Kaitlyn Maurer, The abundance of shrines and temples in Kyoto and their contribution to the city's history and culture, SJMC japan, 2024

remember past family members on the anniversary of their deaths. While most funerals have been Buddhist, this trend has changed and become increasingly diverse in recent years. Therefore, the daily role of Buddhism is changing day by day.

Another large area of Japanese religion is the Shintō religion. Shinto is an indigenous Japanese belief, as old as Japanese culture itself, and is based on nature worship and ancestor worship. Shinto has neither a founder nor a scripture. As Shinto is deeply rooted in the Japanese people and their traditions, it is not generally preached or propagated. According to the International Report on Freedom of Religion, in terms of religious belonging, which is deeply connected to the behaviour of the Japanese people, the percentage of Shinto followers is 48.5%.⁵⁵⁰ The “Shinto gods” are called “Kami.” They are divine spirits that take the form of things or concepts that are important to life, such as wind, rain, mountains, trees, rivers, fertility, and so on. The underlying idea is that to everything and everything, there is a kami, as in the expression (Yaoyorozu no Kami), "all the gods of the world." Apart from these, there is also a deity called Ujigami, who is honoured as Kami when a human being dies and is venerated by family members as the Kami of their ancestors. Shrines are everywhere in Japan. Some shrines are dedicated to specific Kami. For example, “Amaterasu Omikami,” the sun goddess, is considered one of the most important Kami in Shinto and is enshrined as the ancestral deity of the Japanese Imperial Family. Rituals and ceremonies conducted at shrines are an important part of the daily lives of the Japanese people. Strong ties to the emperor are a source of identity in Japanese culture and tradition. Since the Heian period (794-1185), Buddhism and Shintoism have been regarded together as one and the same faith, giving rise to a form of faith unique to Japan known as the syncretism of Shinto and Buddhism.

On the other hand, Christianity in Japan is said to be one of the least populated among developed countries, with the percentage of Christians said to be only 1%. The breakdown is about 60% Protestant and 40% Catholic.

⁵⁵¹It was introduced by missionaries in the 16th century, but due to its prohibition by the government of the time, and its narrower areas of redemption compared to Buddhism, Christianity did not diffuse widely. Although it was historically suppressed and eventually revived and persecuted, it has made valuable contributions in the fields of education and medicine in the latter part of the modern era of Japan. Through educational institutions such as Doshisha University and Rikkyo University, in particular, have contributed to the development of a cultural role in

⁵⁵⁰ (Japanese) Agency for Cultural Affairs, The number of Japanese religions, 2022

⁵⁵¹ Catholic bishops' Conference of Japan, FABC 50 GENERAL CONFERENCE — Preparatory response from the Church in Japan, 2021

Japanese society. In modern Japan, the Christmas holiday is widely accepted as a social event that deepens relationships between families and/or lovers, and also Christian wedding ceremonies are becoming popular regardless of religious beliefs as a symbolic ceremony of “purity” and “holiness”.

II

I will discuss religious diversity and symbolism using Kyoto as an example. The ancient capital of Kyoto, along with the Emperor, has long been the cultural center of Japan. Kyoto has more than 1,600 Buddhist temples and more than 400 Shinto shrines.⁵⁵² It is one of the major tourist cities in Japan, visited by more than 50 million people annually for sightseeing. Before the Edo period, it was known as Heian-kyo which is considered the center of Japanese and still full of traditional cultures. Kyoto symbolizes the diversity of Japan's religious culture. There are various religious facilities scattered throughout the city, including Buddhist temples such as Kinkakuji and Kiyomizu-dera, Shinto Fushimi Inari-taisha, and the Christian Doshisha University Chapel. These facilities are more than just tourist attractions, they work as cultural and religious centers for the local community. For example, the Gion Matsuri, a Shinto festival to pray for the extermination of plague and disease, is conducted at Yasaka Shrine. Likewise, Hatsumode and Shichi-Go-San are religious events held at these shrines and temples.

These examples represent the unique religious flexibility of the Shinto-Buddhist syncretism, which can still be seen today. But today, many people participate in these events without any religious awareness. To give an example, the Gion Festival, one of the three major festivals in Kyoto, attracts more than 1 million people each year and generates approximately 15 billion yen⁵⁵³ in economic benefits for the local economy. The Gion Festival is not only a tourism resource, but also an important opportunity for the citizens of Kyoto to preserve their own culture. Many residents feel that they are the ones making the Gion Festival since some city tax funds are used, and the community's involvement in the production and operation of the Yamahoko floats helps to maintain connections between the generations as well. In other instances, the Yasaka Shrine's chief⁵⁵⁴ priest has criticized tourism policies that had cost seats for the Hoko parade, demonstrating the values of the people in Kyoto seeking to preserve their traditions. Furthermore, local temples and shrines strengthen the bonds between residents through Buddhist

⁵⁵² My kyoto, Kyoto's Temples and Shrines, mykyotomachiya, 2018

⁵⁵³ Kentaro Suzuki, 150,000 spectators view huge float parade for Kyoto's Gion Festival, The mainichi, 2023

⁵⁵⁴ Nishizaki, Yasakajinja gunji, 2024

memorial services and annual events, and function as spiritual support. These examples show that religion plays an important spiritual role in local communities, even though it has become a formality.

III

I would like to talk about the contradiction between the “non-religious” status of the Japanese people and religious events. According to the Cabinet Office's “Public Opinion Survey on Religion” (2023), 62% of Japanese people report no religion, yet many participate in religious events such as Hatsumode, Obon, and Christmas. These events function more as cultural rituals than religious beliefs, serving as occasions for social connection and personal wishes. For example, Hatsumode is recognized as an event for greeting the New Year and making wishes, while Christmas is recognized as an occasion for socializing with family and friends. In this way, religious events are unique in Japan in that they are integrated into daily life and do not involve a specific sense of religious belonging. This flexible attitude is an important element in shaping the religious identity of the Japanese, allowing for a balance between tradition and modernity.

The concept of “Nihon-kyo”⁵⁵⁵ is behind this religious outlook. According to Shichihei Yamamoto, Nihon-kyo is a unique mode of behaviour shared by the Japanese people, a natural religious practice rooted in daily life that does not depend on any particular doctrine or deity. This way of behaviour emphasizes harmony with nature and others and is expressed through prayer and ritual. Kyoto is a symbolic example of this, where Kiyomizu Temple (Buddhism) and Jishu Shrine (Shinto) coexist side by side, and Christian wedding ceremonies can also be seen. In addition, festivals such as the Gion Matsuri are not only religious ceremonies but also symbolize the unity of the local community. It would be misleading to define the religious identity of the Japanese as “non-religious” alone. If religion is broadly defined as “activities related to transcendent beings such as God and Buddha,” then Hatsumode and Obon festivals are truly religious activities. This is not to deny the existence of transcendent beings, but to make religious rituals cultural practices. The Japanese spirit of hospitality, humility, and the feeling of *mottainai*⁵⁵⁶ are instances of this. Through this contradiction, the religious identity of the Japanese should be reevaluated. Beyond a sense of belonging to a particular religious sect, Japanese religious beliefs are rooted in culture and social behaviour, and play an important and valued role in coexistence with other cultures and international exchange.

⁵⁵⁵ Yamamoto Shichihei, *日本教について*, 2018

⁵⁵⁶ Kavin, *Mottainai: A Japanese Philosophy of Waste*, Japan up close, 2023

In closing, Japan's religious identity is complex and multilayered, with Buddhism, Shintoism, and Christianity coexisting, each playing a unique role in the culture and society. The fact that many Japanese identify themselves as non-religious, while naturally accepting religious observances and cultural practices as part of their daily lives, symbolizes a unique tolerance and flexibility. This is evident in the low level of inter-religious conflict and the acceptance of different religions and cultures that have entered the modern era. Understanding how religious values are expressed as a spirit of hospitality in modern tourism and international exchange can provide clues to a deeper appreciation of diversity.

Nevertheless, in more recent years, there have been growing concerns about disrespect for cultural properties, temples, shrines, and Buddhist temples, and these are seen as an insult to the identity and values of the Japanese people. Specifically, examples include foreign tourists taking nuisance videos in inappropriate places, spray-painting on temples and shrines, and mischievous acts that harm national treasures. These occurrences should serve as an opportunity to reaffirm the importance of religious and cultural values and to promote a spirit of mutual understanding and respect in the international community. The open-mindedness and flexibility that Japan prides itself on have the potential to overcome divisions through an attitude of understanding and acknowledging the claims of others. Areas such as Kyoto, where religion is integrated into lifestyle and local culture and forms social bonds, are symbolic examples of this. Continued efforts to deepen cultural sharing and awareness will be key to Japan's ability to maintain its uniqueness and harmony in the face of globalization. The fact that many Japanese do not have a strictly defined religious identity, such as praying every day or publicly professing one's religion, but that it is still ingrained in their lives, can be an advantage in cross-cultural exchanges with the rest of the world. The values of tolerance and diversity demonstrated by a region such as Kyoto could be a model for Japan as a whole to learn from in solving the problems of modern society and building a sustainable society.

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Language Diversity

Mao Sasaki

Why do some people speak different languages depending on the region or area? Most likely, our ancient predecessors shared one common language. However, in recent times, people use more than 7,000 different languages in daily life. Many of these languages are different from each other. Why do these differences occur? For example, why is French and Greek so different from each other? Also, why are the languages used in European countries so similar? Many people believe that our ancestors initially used basic sounds (grunts and calls voice) and hand gestures for communication. As time passed, these sounds became more advanced and diverse, allowing humans to convey the location of objects they encountered in their daily lives and to discuss simple ideas and plans. Various theories exist regarding how language evolved in early humans and how our brains and bodies adapted to handle more complex communication. However, when examining why modern languages differ significantly from each other, the most crucial factor is to consider the environment in which each language developed and the length of time over which this evolution took place.

In this thesis, three periods will explain why many languages are different in each country and the features of the Asian language.

The Indo-European language family includes most of the languages spoken in Europe.⁵⁵⁷ However, Hungarian, Finnish, and Estonian are different because they belong to the Finno-Ugric language family. In 1786, Sir William Jones noticed a connection between Greek, Persian, Latin, and Sanskrit, linking them to the same language group. Greek and Persian had a strong influence in the southern Balkans and the Mediterranean, while Latin was dominant in Western Europe. The Aryans, one of the earliest known groups, used Sanskrit to write ancient Hindu texts. Greek, one of the oldest Indo-European languages, spread through colonization and the influence of people like Alexander the Great.⁵⁵⁸ Greek became widely spoken in the Mediterranean and mixed with local languages. The history of European languages is marked by the impact of Latin and Greek, and the influence of Sanskrit and Greek is still felt today.⁵⁵⁹

⁵⁵⁷ Matt Norton, Where do European languages come from?, Cambridge, 22 September 2023

⁵⁵⁸ Seth Davis, The Conquerors Perspective: Why Europe Has so Many Different Languages, History guild, Jan 25, 2022

⁵⁵⁹ George Cardona, Sanscrit language, Britannica, Dec 18, 2024

The languages in Europe changed a lot after the Roman Empire fell. Different Germanic leaders ruled in different places and had their own languages. Latin became less common in England and Germany but stuck around in Italy. The Franks didn't understand Latin, so they made their own language, French. People in different regions started talking in special ways, creating new dialects. Even though people spoke their own languages, they still used Latin for religious stuff, and this created a gap between priests and regular folks.⁵⁶⁰ Arabic had an effect in Spain, and Slavic languages became strong in Eastern Europe. In England, after the Norman Conquest, French became the language for fancy people, while regular folks kept speaking English. Medieval French influenced English a lot. Latin was used in education, but over time, local languages became more important for writing and talking in books and smart stuff. The Ottoman Turks didn't change the language much.

During Early Modern times, languages began to take on their modern forms. Enlightenment philosophers primarily wrote in French, Italian, English, and German. The Bible was translated into local languages, and French gained prominence in Europe, particularly among the elite.⁵⁶¹ Today, German, English, and French are widely spoken in Western Europe. In Eastern Europe, Russian is commonly spoken as a second language. Throughout history, Europeans played a significant role in disseminating their languages to other regions, resulting in over 1.3 billion English speakers and more than 500 million Spanish speakers today.

On the other hand, what different East Asian language's origin or history.⁵⁶² Chinese belongs to the Sino-Tibetan language family and is one of the oldest recorded languages. The use of Chinese characters characterizes it and has influenced all of East Asia. There are many local dialects of Chinese, and the Chinese language used today is standardized based on Mandarin Chinese. Also, Chinese is a "tonal language," meaning that the same pronunciation has different meanings in different tones. For instance, "ba" has different meanings depending on the tone, such as "ba" ("par" or the shape of an object), "拔" (to pull out), "把" (to hold or grasp), "爸" (father). These help show the historical significance, influence in East Asia on its neighboring linguistic traditions.

⁵⁶⁰ Why are so many languages spoken in some places and so few in others?, PBS News, Aug 25, 2019

⁵⁶¹ Eve-Lucille, How Did the World Get So Many Languages?, ITC Gloval, August 21, 2019

⁵⁶² Tlhogi Lethabo, Chinese vs. Japanese vs. Korean: 8 Key Differences in East Asian Languages, The talklist, August 22, 2024

The Japanese language is uniquely developed and is particularly influenced by China. This is because through ancient exchanges, cultural influences in the Middle Ages, and the process of modernization, many Chinese-origin vocabulary and expressions have been adopted into the Japanese language. In addition, there are three types of vocabulary in Japanese, such as Japanese, Chinese, and foreign. The “漢語” vocabulary is from China and uses Chinese characters. Japanese is grammatically similar to Korean in that it is SOV (subject-object-verb) in style. In addition, Japanese does not have a tone of voice, however, a pitch accent is used, and the meaning of the same word can change depending on the accent. Although this emphasizes Japan’s linguistic history and its borrowing from other cultures, it also illustrates a divergence from its Chinese roots especially with the limited tonal variation compared to Chinese.

Korean belongs to the Korean language family, and its language system is SOV-type, similar to that of Japanese. Moreover, Korean also contains many “kanji words” imported from Chinese, which are especially frequently used in academic and legal texts. The Korean language's forced use of Hangeul reflects the influence of Chinese Kanji culture in the historical context and the language policy of Japan. During the Japanese colonial period, Japanese language was forced and the use of Hangeul was suppressed, but after independence, Hangeul was back in power and its spread was forced in order to establish the originality of the Korean language. In addition, as is the case with both Chinese and Japanese, Korean has respectful and humble words, which are used according to social status and age.

There are some similarities and differences between the languages of East Asian countries.⁵⁶³ It is important to understand the historical, structural, and significant influences, in the comparison with neighboring languages to highlight cultural and linguistic exchanges in East Asia. In terms of similarities, Japanese and Korean are influenced by Chinese to a large extent. The two languages generally include many Chinese words, especially those used in academic and legal contexts. Japanese and Koreans also have a developed honorific word system and similarities in how words are used depending on social status and age.

However, the Chinese have a tone of voice, whereas Japanese and Korean do not. Japanese uses pitch accents, while Korean uses vowels harmony and double consonants called “ patchim ” to separate the sounds. In addition,

⁵⁶³ East Asia Via the Humanities Module 4: Languages of East Asia, Pressbooks

Japanese and Korean have SOV-type grammatical structures, while Chinese is SVO-type, showing significant grammatical differences. Finally, in terms of writing systems, Japanese uses three different writing systems Kanji, Hiragana, and Katakana, while Korean generally uses Hangul, Chinese primarily uses Kanji and has two different writing systems, Simplified Chinese and Traditional Chinese.

Next, I will discuss the national awareness of honorifics in Japanese, Korean, and Chinese languages. According to Shaofeng Wang's *The Difference Between National Character and Interpersonal Communication by Honorifics*, in Japan, which has strong social rules for organizations and groups, the use of honorifics is decided based on factors such as internal and external relations within organizations, hierarchical relationships, relationship closeness, and specific situations. Japan uses a relative honorific system.⁵⁶⁴ In Korea, which is a religious society, kinship is the most important human bond. An absolute honorific system is used, where people show complete obedience to parents and elders. In contrast, in Chinese society, a strict honorific system is not used. Within groups, personal abilities are valued more than relationships based on age or seniority, and equal human relationships are formed. In addition, the difference in honorific systems among Japan, Korea, and China can be explained by their linguistic classifications. Japanese and Korean both belong to the Altaic language family and are agglutinative languages. A common feature of these languages is the presence of three types of honorific verb forms: respectful language, humble language, and polite language. On the other hand, Chinese belongs to the Sino-Tibetan language family and is an isolating language. As a result, Chinese does not have a systematic honorific structure, such as respectful, humble, or polite forms in its vocabulary.

Japanese and Korean languages share similarities in grammar and honorific forms. However, the way honorifics are used differs greatly due to cultural and national characteristics. Japan is often described as having "collectivism," Korea as having "clan-centered collectivism," and China as having "individualism." These differences are strongly influenced by each country's natural environment, history, and social conditions. Japan is an island nation surrounded by the sea, which has made it less influenced by other ethnic groups. This has led to the formation of a homogeneous society, fostering a strong sense of belonging and group identity. In contrast, Korea, as a peninsula, has experienced repeated invasions and foreign rule. These historical experiences led to the development of clan-centered collectivism based on kinship. Additionally, the influence of Confucianism spread the use of absolute honorifics in

⁵⁶⁴ Shaofeng Wang, *The difference between national character and interpersonal communication by honorifics*, 人間科学研究 21 号

Korea. China, being a vast continent with diverse ethnic groups, has different values across regions. In this environment, individualism is stronger, and honorifics are rarely used. According to research by H.G. Triandis, all societies have both collectivist and individualist elements, but the balance differs by country. Japan is a typical collectivist society, Korea is more balanced between the two, and China shows a stronger tendency toward individualism.

Language is not only a tool for thinking and communication but also a medium of culture. It reflects a nation's way of thinking, values, national character, and social structure. Language and culture, as well as language and national character, influence each other and evolve together. In particular, the presence or absence of honorifics and the way they are used reflect a nation's character and can even influence it.

The use of honorifics and national characteristics in Japan, Korea, and China have the following features.⁵⁶⁵ Japan is a collectivist society that uses "relative honorifics," where honorifics are adjusted based on internal and external relationships, hierarchical positions, and the closeness of relationships. This system strengthens the culture of valuing hierarchy and group relations. In contrast, Korea is a clan-centered society influenced by Confucian values, where "absolute honorifics" are used. These honorifics reflect a social structure centered on kinship and family. On the other hand, China does not have a strict honorific system, which has fostered an individualistic culture. This allows for more equal relationships and makes it easier for individuals to express their opinions, even to those in higher positions. These differences in honorifics are deeply connected to each society's national character. The relationship between honorifics and culture can be seen as a circular one, like the question of the chicken and the egg.

In conclusion, Indo-European languages are common in Europe, but Hungarian, Finnish, and Estonian belong to the Finno-Ugric language family. In 1786, Sir William Jones noticed that Greek, Persian, Latin, and Sanskrit share a common origin. Greek and Persian had a significant impact on the Mediterranean, while Latin dominated Western Europe. The ancient Aryans used Sanskrit. After the fall of the Roman Empire, different Germanic leaders brought their languages, reducing Latin's influence. French emerged in Frankish territories, and dialects developed. Even though people spoke their own languages, Latin remained important in religious contexts, creating divisions. Arabic influenced Spain, Slavic languages thrived in Eastern Europe, and French gained prestige.

⁵⁶⁵ 韓 惠盛, 待遇表現に関する日本語と韓国語の対照研究, 関西外国語大学, November 2019

Today, Western Europe predominantly uses German, English, and French, while Russian is widespread in Eastern Europe. European language dissemination has resulted in over 1.3 billion English speakers and more than 500 million Spanish speakers worldwide. In this essay, I analyzed how the languages of East Asian countries influence each other. Japanese has imported many words from Chinese and uses Chinese characters. On the other hand, the Korean language has also been influenced by Kanji while developing its own Hangeul. Through the differences in languages, the interaction of each country's history and culture was also revealed. The spread of Hangeul was an event that reminded us of our cultural identity and made us realize the power of language. It will continue to be important to deepen the understanding of each country's culture through its language. Also, the use of honorifics in Japan, Korea, and China shows the differences in their cultures, history, and societies. Japan, with its focus on group and hierarchy, uses relative honorifics based on relationships and positions. Korea, influenced by Confucianism and family values, uses absolute honorifics to show respect for elders. On the other hand, China's individualistic culture does not have a strict honorific system, promoting more equal relationships. These differences in honorifics reflect the values and national identities of each country, showing how language and culture influence each other.

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Nidec Company Limited Corporate Strategy Analysis

Satsuki Shiga

According to Forbes, the World's Most Innovative Companies 2023, Nidec was ranked in 80th place and it announced the company increased 21.23% of sales in 2023. This ranking is the definitive of the 100 firms investors think will create profitable new ideas. Nidec Corporation was established by Shigenobu Nagamori in 1973 and creates next-generation drive technology to meet society's needs based on "For Everything That Spins and Moves". The company has wide products lined up such as motors, fans, compressors, transmissions, sensors, robotic technology, and utilized Automobiles, home appliances, machinery and equipment, information, and telecommunications in various fields. In addition, Nidec is expanding its business in North America, Asia, and European countries, and it has manufacturing facilities throughout the world. In this thesis, I will provide the strengths and problems of Nidec Corporation in utilizing SWOT analysis.

I

NIDEC produces Brushless DC motors the most in the world and small brushless DC motors have 80% of the world's share in HDD spindle motors, 60% of the world's share in DVD optical disk drive motors, 40% of the world's share in fan motors and has overwhelming achievements.⁵⁶⁶ In addition, the company operates in the area of precision small motors, of which brushless motors have the most rapid progress, among them, the company took on the challenge of mass-producing brushless motors ahead of its competitors and succeeded in taking the top position. Also, the company currently incorporates new technology constantly to maintain the number one in the world. Furthermore, although motors occupy over 50% of electronic power consumption in the world, Nidec contributes a large growth and energy saving through manufacturing high-efficiency and high-quality motors. Secondly, NIDEC introduced the Tradable Green Certificates System which embodies the non-electric value of electricity generated from renewable energy sources in the form of Green Power Certificates.⁵⁶⁷ So that 450,0000 kWh or approximately 25% of NIDEC institute's annual power consumption will be generated from renewable energy sources, which is expected to reduce CO2 emissions by approximately 200 tons per year. Also, the company focuses on promoting

⁵⁶⁶ NIDEC, "Brushless Motors", NIDEC

⁵⁶⁷ Japan Quality Assurance Organization (General Incorporated Foundation), "About Green Power Certificates", Japan Quality Assurance, April, 2018

climate change countermeasures to realize a decarbonized society. As part of this movement, in April 2019, NIDEC started the SMART 2030 project and set the goal of reducing greenhouse gas emissions by 30% in 2030 compared to the 2017 results. Thirdly, to provide a prompt and constant supply of high-quality products, this company designs and develops all development cycles. In addition, it promotes generating important parts to self-manufacture. Also, to give customers the fastest and most exacting service, NIDEC company has bases throughout Asia, the US, and Europe. In order that the company can realize making products for high-quality, and high-speed.

II

However, there are some weak points. Nidec conducts a substantial portion of its business activities in the United States, Europe, and other regions, including China, and thus has by far the highest ratio of overseas production.⁵⁶⁸ Therefore, there are risks such as economic downturns in related industries in overseas markets, political instability, labor shortages, and labor disputes in China and Southeast Asia, as well as difficulties in recruiting human resources to conduct global management activities. Furthermore, Nidec relies heavily on external suppliers for raw materials, particularly semiconductors and rare metals. Given the ongoing global supply chain disruptions, ensuring a stable production system remains a critical challenge. If export restrictions are tightened in certain countries or regions, the procurement cost of raw materials could increase, affecting the company's production schedule. Additionally, heightened geopolitical tensions may lead to restrictions on supply from specific countries, further exacerbating the risk of supply shortages. Nidec Corporation has grown into a global motor manufacturer under the strong leadership of its founder and chairman, Shigenobu Nagamori. However, recent management changes have raised concerns about stability and long-term growth. Issues such as leadership instability, succession challenges, corporate culture problems, global expansion risks, and declining investor confidence are key weaknesses. In 2022, Nagamori stepped down, appointing Shigenobu Shigemori as CEO, but differences in leadership style caused internal conflicts and uncertainty about the company's direction.⁵⁶⁹ Frequent CEO dismissals, including Jun Seki in May 2022, have disrupted long-term strategies and raised concerns over succession planning. Nagamori has repeatedly intervened in management, indicating a lack of a stable leadership transition. Additionally, reports suggest excessive deference to Nagamori stifles independent decision-making, creating a rigid corporate structure that discourages innovation and

⁵⁶⁸ NIDEC, "Business and Other Risks", NIDEC

⁵⁶⁹ Takashi Arimori, "Nidec Chairman Nagamori has returned to the position of CEO after cutting off his successor.", Business Journal, November 2, 2023

adaptability. This leadership style has reportedly led to mass resignations and difficulties in attracting top talent.⁵⁷⁰ Nidec's aggressive expansion into the EV motor market also poses financial risks. The company has heavily invested in this sector, but intensified price competition in China and increasing production costs threaten profitability.⁵⁷¹ While Nidec aims to establish itself as a dominant player in the EV industry, execution challenges and fluctuating demand create uncertainty. The company must balance rapid expansion with maintaining financial stability. These challenges have impacted investor confidence, with stock price fluctuations reflecting concerns over leadership stability and strategic consistency. If Nidec fails to establish a clear and stable leadership framework, it may struggle to maintain long-term growth and competitive advantage.

III

Nidec has numerous growth opportunities in the global market. One of the most notable is the expansion of the electric vehicle (EV) market. With the global push towards decarbonization, EV sales surpassed 14 million units in 2023, and continued growth is expected.⁵⁷² Nidec, with its strength in E-Axle technology, has the potential to expand its market share in the EV motor sector. Additionally, government policies and subsidy programs promoting EV adoption in China, Europe, and North America provide a significant boost to the company's business expansion. Another major opportunity lies in the growth of the renewable energy sector. As global electricity demand increases, renewable energy sources such as wind and solar power are becoming more prominent. Nidec is advancing the development of energy-efficient motors, enabling more efficient energy utilization. The company's introduction of the "Tradable Green Certificates System" allows the securitization of renewable energy value, contributing to sustainable economic growth, and similar initiatives are expected to expand.⁵⁷³ Furthermore, factory automation (FA) and the robotics market are rapidly growing due to labor shortages. In logistics and manufacturing, demand for industrial robots is rising, and Nidec's precision small motor technology is increasingly being utilized in these sectors. Additionally, the expansion of 5G infrastructure is driving growth in data center demand, which in turn increases the need for cooling fans and server motors. Nidec has the potential to capitalize on this growing sector. Lastly, Nidec's

⁵⁷⁰ Money Post WEB, "Mass retirement at Nidec: Former senior employee confesses, "Excessive discovery against Chairman Shigenobu Nagamori is widespread.", Money Post WEB, March 1, 2023

⁵⁷¹ Shukan Gendai, "Executives are dismayed, employees are fleeing... Nidec's "Nagamori Empire" has finally begun to collapse.", Gendai.Media, July 25, 2022

⁵⁷² IEA, "Global EV Outlook 2023", IEA, 2023

⁵⁷³ NIDEC, "Sustainability", NIDEC

growth strategy includes aggressive business expansion through mergers and acquisitions (M&A). The acquisition of Emerson Electric has broadened its business scope and laid the foundation for further growth. Integration with leading companies in Europe and North America is advancing the development of high-value-added products, and further technological advancements through M&A are anticipated.⁵⁷⁴

IV

On the other hand, Nidec faces several threats in the global market. One of the most pressing challenges is increasing competition in the Chinese market. Domestic companies such as BYD and CARL are growing rapidly, intensifying price competition in the EV sector. To maintain its competitive advantage, Nidec must not only focus on technological innovation but also enhance cost competitiveness.⁵⁷⁵ Additionally, Chinese industrial policies may reduce the market share of foreign companies, posing a risk to Nidec's operations. Geopolitical risks also have the potential to impact Nidec's business. The intensifying U.S.-China trade conflict is exacerbating trade frictions, which could affect supply chains and exports. Restrictions on semiconductor and rare metal (such as neodymium and cobalt) exports could increase production costs and lead to supply shortages.⁵⁷⁶ Additionally, Europe's tightening environmental regulations under carbon neutrality policies require companies to adapt their business operations. Rising raw material costs also pose a significant challenge to Nidec's profitability. The impact of the Ukraine war has led to fluctuations in metal and energy prices, driving up the costs of semiconductors and rare metals. This increase in production costs could lead to lower profit margins.⁵⁷⁷ Moreover, Nidec generates approximately 80% of its revenue from overseas markets, making currency fluctuation risks a critical issue. If the Japanese yen strengthens, overseas sales could decline, negatively impacting profitability. Conversely, a weakening yen could increase import costs, putting pressure on earnings.⁵⁷⁸ Managing exchange rate risks, particularly concerning the U.S. dollar, euro, and Chinese yuan, remains a key challenge for the company. Finally, global management challenges include talent

⁵⁷⁴ Renuters, "Acquisitive Nidec snaps up another Emerson unit for \$1.2 billion", Renuters, August 2, 2016

⁵⁷⁵ Stefan Nicola and Linda Lew, "How China's Car Companies Built So Wide a Lead in the Race to Make EVs", Bloomberg, November 1, 2023

⁵⁷⁶ Mike Bird, "America and China's trade war will rock the world", The Economist, November 18, 2024

⁵⁷⁷ Emiko Terazono and Neil Hume and Nic Fildes", Financial Times, March 2, 2022

⁵⁷⁸ Lisa Kim and Jaewon Kim, "Asian currencies' plunge raises alertness over coordinated intervention", April 18, 2024

shortages. As Nidec expands its production bases worldwide, labor shortages are becoming severe, particularly in China and Southeast Asia, leading to rising labor costs. Additionally, cultural differences and delays in decision-making processes could become obstacles to effective global management.⁵⁷⁹

V

In conclusion, Nidec Corporation has global leadership in the motor manufacturing industry, especially in the brushless DC motor market, where it holds a dominant share. Through the development of energy-efficient products and business expansion through an aggressive M&A strategy, the company is striving to realize a sustainable society and increase its corporate value. In addition, Nidec utilizes its global production and sales network to meet diverse market needs. Through these efforts, Nidec is at the forefront of motor technology and continues to contribute to industry worldwide. However, several issues have emerged in the current business environment. One of these is management stability. In recent years, frequent changes in management have been observed, and it has been pointed out that this may affect the stability of the company and the execution of its long-term strategy. In particular, the company has grown under the charismatic leadership of its founder, Shigenobu Nagamori, and there is an urgent need to establish a succession structure. Supply chain risk is also a major issue. As Nidec expands its global operations, it has many production bases overseas, but at the same time, there are concerns about its vulnerability to geopolitical risk and supply chain disruptions. In particular, supply shortages of critical components such as semiconductors and rare metals could have a serious impact on product production. In order to cope with this situation, it will be necessary to diversify procurement sources and diversify production bases. In addition, intensifying market competition is an unavoidable issue. In the Chinese market in particular, price competition with local firms is intense, which could lead to a decline in profitability. Although Nidec is strong in technology, the company must shift to high value-added products and strengthen its proprietary technologies to avoid being caught up in low-price competition. To overcome these challenges and achieve further growth, several improvement measures are needed. First, in order to stabilize management, it is important to promote succession planning and leadership decentralization, and to move away from one-man management. In addition, the company must clearly present its long-term vision internally and externally

⁵⁷⁹ Douglas A. Ready, Linda A. Hill and Robert J. Thomas, “Building a Game-Changing Talent Strategy”, Harvard Business Review, January-February, 2024

and establish a sustainable growth strategy. In addition, it is desirable to diversify supply risks and establish a more stable production system by strengthening the supply chain. Furthermore, it is also essential to optimize manufacturing bases and achieve business operations that are resilient to geopolitical risks. In response to market competition, it is necessary to accelerate the development of high value-added products and strengthen R&D investment to differentiate itself from competitors. In particular, Nidec will be able to further enhance its competitiveness by focusing on technological development in areas that are expected to grow in the future, such as EV motors and industrial robots. It is also important to strengthen partnerships with customers and evolve into a company that provides comprehensive solutions rather than merely supplying products. By working to stabilize its management, strengthen its supply chain, and improve its market competitiveness under a new vision, rather than simply extending its past growth strategy, Nidec will be able to maintain its dominance in the global market in the future.

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The status of African Women

Miyuki Shikata

What is the difference between American Women, European women, Asian women, and African Women? These days, globalization is spreading quickly and people are moving more actively, but many issues about the race of people still remain in all over the world. Race discrimination separates people by race, color of skin, ethnic group, and birthplace, and discriminates people in the situation that everyone should be equal, such as political, social, economical, and cultural situations. One of the famous of race discrimination is White supremacy, in which white race people are better than other yellow race people and black people. Apartheid, which was used in South Africa from 1948 to early 1990, was the system of racial segregation, and discrimination. A lot of rights of black people was damaged by the law such as, group area act, population registration act, separate amenities act, and natives land act. After the abolition of apartheid in 1994, discrimination of white people and black people is changing in the world. However, even now, the discrimination about black people is still continuing deeply in many social situations. In fact, in 2015, Ariana Miyamoto, who has Japanese mother and African American father was selected for Miss Universe as a representative of Japan, but critics on the internet said that she was not good for representative of Japan, because of mixed race. Also professional tennis player, Naomi Osaka has been the target of racism in Japan. Many people may unconsciously have discrimination mindset by stereotypes, and old customs. Also, recently various opinions of the gender gap are spreading.⁵⁸⁰ The gender gap is that the role of male and female was divided from a long time ago, and appear some difference of treatment between men and women. According to Global Gender Gap Report 2023, top 3 countries were Scandinavian Peninsula, the lower the ranking, there are more African countries. The gender gap exist in the African countries, which are more easily to be the targets of discrimination in the world, and it shows that there are many countries , which the status of women is weak.⁵⁸¹ Therefore I would like to examine that current situation of the status of African women in African countries and abroad, including old costumes and history.

⁵⁸⁰ Andreas Illmer, “Black Lives Matter pushes Japan to confront racism”, BBC News, 2020

⁵⁸¹ “Global Gender Gap Report 2023”, World Economic Forum, 2023

Firstly, I would like to state the current situation of the status of African women about work. More than 60% of African women, who are in SubSahara are working in agriculture, and they are engaging in unpaid or low- paid hard labor. Also, 40% to 50% of African women are working with non regular employment in some part of Subsahara countries. Also they are taking on house work, which is non paid, such as child care, and nursing care. On average, African women are working at least about 2,5 times of unpaid domestic care work more than men. Also, in North Africa, the number of unemployment is high, especially, the percentage of it of women is more higher, which is about 2 times higher than men.⁵⁸²Therefore there are big barriers to women's intervention of business market in African countries, and it shows that women have a small voice in business situations.

Then, how about outside African countries? In European countries, 8% of African people, who are living in there are working general occupations, but more than a third of African people, who are in European countries are working with elementary occupation.⁵⁸³ Elementary occupations are cleaning, garbage collecting, agriculture, forestry, fishing, and so on. According to the blog of African Workers in Europe, many African worker also often work without contracts, wage instability, and long term security guarantees. Like the findings of EU- MIDIS II, the paid work rate is substantially higher among men of African descent (76%, compared with 79% in the general population in the EU-27) than among women of African descent (65%, compared with 68% in the general population in the EU-27). Thus, the author states that African workers have some possibility that they feel alienation, and will be taking these treatments in the future.⁵⁸⁴

In North America, according to the article of Women of color and the wage gap, in 2020, black women earned only 64 cents when white men and non hispanic men earn every one dollar. In this way, the wage gap by race and gender will make a big gap between them. It shows that black women will lose about 964,400 dollars in a career spanning 40 years.⁵⁸⁵ Also according to the U.S. Census in 2021, the salary, which was paid for black women in America was 64% of wage, that was paid for white men. Black women, who are working in North America have the highest possibility that they work low paid work, such as service, including food service, and housework, so the percentages that they work as a high wage occupation, like engineer and manager are very low.⁵⁸⁶

⁵⁸² "Addressing gender gaps in Africa's labour market", International Labour Organization, 2016

⁵⁸³ "Being Black in the EU Experiences of people of African descent", European Union Agency for Fundamental Rights, 2023

⁵⁸⁴ ROAPE, "African Workers in Europe", Review of African Political Economy, 2016

⁵⁸⁵ Robin Bleiweis, "Women of Color and the Wage Gap", Center for American Progress, 2021

⁵⁸⁶ "Black Women & the Pay Gap", AAUW

In Asia, Niesha Davis, who are working in Asia felt that Asian countries were not as racist place as United states. However, she saw some jobs available that said “only white teacher” and “ Obama skin is OK". Like this case, losing freedom of selecting occupation by skin color is possible in Asian countries.⁵⁸⁷ These days, Japan is accepting many workers from various countries. In 2011, there were 12,000 people as foreign worker in Japan. Many African people, who go to Japan are migrant workers, and most of them engage simple work, so it is very difficult to gat stable occupation for them and the percentage of losing job is high.⁵⁸⁸ They also work for very low wage of 977 yen per a hour.⁵⁸⁹

Also, in Japan, custom of male supremacy is still deeply, so the number of gender gap is very high in Asian countries. Therefore getting job is difficult for black women by the reason of being foreigner, and they are paid more lower salaly by the reason of being female.

In these ways, African women who are working in African countries, or abroad are often forced hard work, the salary is lower than man, and work more long time than man by reason of race and gender. Also they are engaged in house work, which is non-paid work, so it is difficult to participate in society.

II

Secondly, I would like to state the political participation of African women to clarify the social status of them. The percentage of women politicians are not reached in many countries, including African countries. According to Global Note, all countries below the top 7 countries are below 50%, and the world average was 26,90%.⁵⁹⁰ In 2021, the percentage of women politicians in parliament in Africa was 24%.⁵⁹¹ However the numbers of them are different among African countries. In 2022, the highest number of women politicians was Rwand, 61,25%. Senegal, South Africa, Namibia were also high number, which were 46,06%, 45,61%, and 44,23%.⁵⁹² In East Africa, the average percentage was 32,9%, in South Africa it was 30,9%, while in Central Africa it was 22,5%, and West Africa was

⁵⁸⁷ Niesha Davis, ”I’m A Black Woman Living In Asia. This Is What It’s Like To Date.”, Huffpost, 2019

⁵⁸⁸ Hisashi Matsumoto, “在日アフリカ人の定住化とトランスナショナルな移動ーナイジェリア出身者の経済活動を通してー”, 2014

⁵⁸⁹ “在留資格区分別にみた一般労働者の賃金”, 厚生労働省

⁵⁹⁰ “世界の女性議員割合 国別ランキング・推移”, Global Note, 2024

⁵⁹¹ Sifisosami Dube, “Enhancing Women’s Political Participation in Africa”, International Idea, 2022

⁵⁹² “Proportion of seats held by women in national parliaments in Africa as of 2022, by country”, Statista, 2024

15,8%. Compared with East Africa, and South Africa, the number in West Africa was half of them.⁵⁹³In this way, the amounts of female politicians is different between many countries, and in many countries, the number of female legislator is very small. The situation, that women do not participate in politics, or can not participate in that will make male-centered contents of discussion and policies, and these are difficult to solve deep problem about women.

III

As I stated in paragraph 1 and 2, there are many problems caused by race and gender in the world. Why is there a big barrier to participation in society by African women?

The first big reason is that the custom that man's job and women's job that remains throughout the world, including African countries. The rural area in Africa, making food, getting water, house work child care, and nursing care had been women's work. These are called Care labor, and it is unpaid job, so they are hard to understand these value. On the other hand, working outside, and job that related selling and buying had been men's work. In these work, men can take salary by cash, so it is easy to understand value. More than half of the cash income of the family is men's salary, so it is difficult to say own opinion and make a decision for women in a family. Also, recently, the working hour for women is increasing, because economic globalization and changing society, such as changing public service, AIDS, spreading HIV, and climate change, so it is hard to work two jobs, which are social work and domestic work in a African family with large number of people. Therefore, their daughter, who is a girl, often stop school to help their mother. That lose the opportunity to take education and the situation of inequality and poverty will passed to next generation.

The second big reason is the image that people have of African people. In the age of exploration, which was from the 15th century to the 19th century, mainly, North America and Europe connected with Africa, and African people were traded as plantation labor. After that, in the 19th century to 20th century, some scholars made pseudo theory, which said that black people were naturally criminal and mentally defective to justify racial domination. Also, politicians and financial expert said that black people were monster to justify political domination. Caroline Hutchinson (1998) said that modern individual and racial discrimination have been created by rulers. He said that the

⁵⁹³ “Fact Sheet –アフリカのいま #4 アフリカとジェンダー”, UNDP

myth that was created during Europe conquests African countries grew up in the slave era, and became more sophisticated and insidious in that era that they could not discriminate openly.

Oxford dictionary also defined that Black is dirty, irritating, Malicious, spooky, and frightening, and White is Pure Blood, Virtue, and Honor. Japanese customs also define White as innocent and pure. When western culture started to spread to Japan, they stated stereotypes that African people were savage, uncivilized, and dark.⁵⁹⁴ Thus, the image of black includes bad meanings in the whole world, and many people do not have a good image of African people, who have dark skin colour.

IV

In conclusion, these days, African women are living with many barriers from society. In African countries, they are forced to engage in work longer than men, and care for work in a house. Also, African women, who are living abroad, getting a high salary, and a stable job is difficult because of race, and gender, so many of them are working as elementary occupations. And the number of participation of politics by women is very low, and the deep problem about women is not solved. The reason of them is the stereotypes of gender. Women, who receive various restriction by gender are weak, compared with men. Also, Slave trade era is one of the big reason. Many bad image to African people was created by the theory made by rulers to justify their race and individual discrimination. Therefore, even now, African women are forced to live with many restriction in African countries and other abroad countries, and the status of them are very low.

I believe that everyone, who were born every country has own their good points and equal rights. Therefore I think that more people need to understand each other to make the equal world regardless of race, gender.

⁵⁹⁴ Tomohide Banzai, “人種・民族差別・偏見と態度研究 (I) : 近代・現代の「人種」・「民族」差別と偏見”, Journal of Saitama University. Faculty of Education, 2017

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Regional Revitalization and tourism

Haruka Shichino

The number of immigrants to Calgary is increasing year by year.⁵⁹⁵ According to Calgary Real Estate Board, the amount of migration to AB provens was 45,297 increasing in the second quarter of 2023. This was an increase of 77.9% from the second quarter of 2022. This statistic represents a huge population moving to Calgary.⁵⁹⁶ According to Domestic Tourism in Calgary and Area Tourism Region 2019, the number of travelers is 7.6 million. They came here all season. Why did they come to Calgary? In this essay, I describe how Calgary succeeded in creating a great city, describe some problems with Alberta province's view of tourism and I explain the strategy of Calgary's view of tourism.

Why did Calgary succeed in doing regional revitalization? It is concerned about the increasing migration, and background of Calgary. In 1877 the United Kingdom and Canadian governments signed an agreement with a number of First Nations which are Native American peoples, and the region rapidly converted to solving ranching frontier based on⁵⁹⁷ Britannica was written by Brett McGillivray. This year, the population has been increasing rapidly because of this, it was selected from the stops along the Canadian Pacific Railway (CRO). It was between the East area of Calgary and Vancouver so they were easy to deliver something that was useful to live in Calgary. Calgary has also been developing as a migrating city.⁵⁹⁸ In their article (2023), Stephanie Bebych that in the fourth quarter of 2022, Alberta logged a net growth of nearly 29,680 international migrants and 11,534 interprovincial migrants. “ 72% is migration from a foreign country, although 28 percent is interprovincial migration to Alberta,” Das said Wednesday “The majority of this population growth is driven by international migrants.” It represents the majority of migration from other provinces or countries so Calgary has so many attractions.

Calgary is located in Alberta province. There, the tax is only 5% which represents the Alberta province's stable finances. Somehow other provinces are taking much higher taxes. It is related to the amount of gas produced.⁵⁹⁹ According to the Calgary- natural gas production, Calgary made 623,300 m³ of natural gas in 2021 but actually the gas resources are very unstable thus Calgary needs other income. They were affected by Banff and stampedes. First

⁵⁹⁵ Changes in population from migration and immigration, Calgary Migration, 2023

⁵⁹⁶ Domestic Tourism in Calgary and Area Tourism Region 2019, Alberta Canada, 2019

⁵⁹⁷ History of Calgary, Brett McGillivray, Oct 7, 2023

⁵⁹⁸ With economy on the rise, Alberta leads country in interprovincial migration, Stephanie Babych, March 22, 2023

⁵⁹⁹ Calgary- natural gas production, Alberta, February 28, 2023

of all, Calgary and Banff are close so it takes only one hour from Calgary to Banff so a lot of people visit Banff from Calgary. ⁶⁰⁰According to Environmental groups raising concerns about the proposed Calgary-to-Banff passenger train, the Calgary-to-Banff passenger train is chugging along without addressing some key environmental issues in and around the national park. Calgary has an air station so they can access it easily from other countries and provinces because they can take off from Calgary after that, they can go to Banff. ⁶⁰¹According to train Banff-Calgary, the cost of the ticket is only \$ 15.5 CAD per adult. It is cheap and the station is located at Banff station which takes 10 minutes from downtown using the train.

Here are some strategies for Calgary's tourism. ⁶⁰²According to the website macrotrends shows the growth of Calgary's population. In 2023, the population of Calgary is 1,640,000. The percentage of growth rate is 1.8% increase from 2022. Similarly, the population of Calgary in 2022 was 1611000, a 1.9% increase from 2021. Approximately they have grown between 1.7 and 1.9 for the past 10 years. How did we grow into a city of one million people? In Calgary there is the biggest festival called Stampede. ⁶⁰³According to the 'Fantastic year': Calgary Stampede attendance just short of all-time record, Calgary Stampede in 2023 was a definite hit, with 1,384,632 visitors showing their support for the "Greatest Outdoor Show on Earth." The most popular Cowley show was fully occupied and all the tickets were sold out. There were also a lot of great meals and amenities to attract visitors. Moreover, ⁶⁰⁴According to the same article, there were about 3,000 citizens who came to the stampede to volunteer. Will Osler, who is the president and chair of the Stampede board, expressed his appreciation for the contribution of the 3,000 volunteers. In their article(2023) Darren Krause that, a 2019 study by the Conference Board of Canada estimates the annual economic impact of the Calgary Stampede to be over \$540 million. The main well-known sources of revenue are hotel stays, restaurant and retail sales, and wages that circulate through the economy.

In conclusion, Calgary has a huge number of migration people because of this Calgary through the Canadian Pacific Railway so it is very easy to carry anything. Additionally, this city has a big status as an Air Canada's home. Those represent that Calgary is a developed city. Calgary has a lot of benefits to attract tourists. One of the good points is that it is close to the banff, so a lot of people who live in other countries and provinces come to Calgary to

⁶⁰⁰ Colette Derworiz, Environmental groups raise concerns about proposed Calgary to Banff passenger train, 2022

⁶⁰¹ Train Banff to Calgary, go ticket, 2023

⁶⁰² Calgary, Canada Metro Area Population 1950-2023, Macrotrends, 2023

⁶⁰³ Boshika Gupta, 'Fantastic year': Calgary Stampede attendance just short of all-time record, CBC, July 17, 2023

⁶⁰⁴ Darren Krause, Post Stampede: The economic impact in Calgary after the 10 days, Livewire Calgary, July 14, 2023

use airplanes and trains, so some people stay in Calgary. The biggest one is the “Stampede” which is one of the most famous events in the world. On the stampede, there are about 3,000 civilians who come to this event to volunteer. I think this event is loved by many of Calgary's citizens. I felt that such an event revitalized a community.

II: The problem of Japanese regional revitalization and solution

These days we have overcome the threat of covid-19. Concomitantly big cities of Japan which are Tokyo, Osaka, and Kyoto have a branch of the tourists.⁶⁰⁵ According to the Tokyo Metropolitan Government, over 540 million travelers came to Tokyo in 2021. In addition, according to⁶⁰⁶ Tokyo Metropolitan, 3 million foreigners came there which is almost the same as before the covid-19 flumination. It affects the city more actively. However, in the countryside few tourists come and they obtain so many issues. In accord with the⁶⁰⁷ The Ministry of Land, Infrastructure, Transport and Tourism, they show residents of the area around Tokyo are 29% of the total. It is a giant population and indicates that the population is extremely concentrated in Tokyo. In this essay, I'll describe issues of Japanese regional revitalization and cite the initiative of the Japanese government.

As stated by the Headquarter for Overcoming Population Decline and Vitalizing Local Economy in Japan, the population of the city happens to be urban migration. On the other hand, the district of the countryside rapidly declines in population.⁶⁰⁸ According to Ministry of Internal Affairs and Communications, "Issues and Current Situation Concerning Regional Development," metropolitan areas including Tokyo and Osaka are in the first stage of the aging population increase and the youth working population decrease, while rural areas are already in the second and third stages of the aging population decrease and the youth working population decrease. As claimed by⁶⁰⁹ Shigeru Ishiba who belongs with the national strategic special zones, the countryside excludes around the district of big cities; Tokyo, Osaka, and Nagoya remarkably move the population to the massive city. According to the⁶¹⁰ Statistics Bureau Home Page, in 2016, 106,000 people moved out of the local area. In the same year, about 136,000 people moved into

⁶⁰⁵ Results of the Survey on the Number of Visitors to the Tokyo Metropolitan Area in 2022, Tokyo metropolitan government, July 24, 2023

⁶⁰⁶ Results of the Survey on the Number of Visitors to the Tokyo Metropolitan Area in 2022, Bureau of Industrial Labor Affairs, December, 2022

⁶⁰⁷ Population movement, Ministry of Land, Infrastructure, Transport and Tourism, 2020

⁶⁰⁸ Headquarter for Overcoming Population Decline and Vitalizing Local Economy in Japan, Current Situation and Issues Concerning Regional Development, July, 2017

⁶⁰⁹ Shigeru Ishiba, Challenges and Prospects for Regional Development, the national strategic special zones, September 14, 2024

⁶¹⁰ Statistics Bureau of the Provincial Department of Statistics, 2016

the Tokyo area, expanding the population. As stated by ⁶¹¹Ministry of Education, Culture, Sports, Science and Technology. “College Destinations of High School Graduates in Each Prefecture in 2016” represents the East area where Japanese students often enter university, which is around the district of Tokyo. Students from the West side of Japan usually go to university located nearby Osaka. The same graph shows the district, Tohokku and North- Kanto. Over 40% of people move out because of the university. In addition, a high percentage of university graduates from the Kanto region have obtained jobs in the Tokyo area.

According to the ⁶¹²Headquarter for Overcoming Population Decline and Vitalizing Local Economy in Japan, government set the goal as a long term between 2015 and 2020. The four strategies established include those two strategies below: Create 300,000 employment opportunities for young adults in rural areas over the five-year period until 2020. The index of desired marriage and the index of expected number of children for married couples will be increased to 80% and 95%, respectively. So far those goals are not complete. Thus the government needs to think long term. ⁶¹³As claimed by Cabinet officials, economic and fiscal policy suggests “local abenomics” which is a measure promoted by the Shinzo Abe previous Japanese administration to regional revitalization of industry. It is an initiative aimed at correcting the extreme concentration of business in Tokyo and developing regional development. Lately it is not available so the government suggested another plan that would solve issues of regional revitalization. Basically, it is the same as local - abenomics: Promotion of regional globalization, Creation of knowledge-based industries by promoting innovation based on regional industrial clusters, Creation of attractive areas through land use conversion of vacant houses, stores, closed factories, and abandoned land, Steady implementation of withdrawal from low-density residential areas, and Creation of regions where it is easy to have and raise children, regardless of whether it is a big city or a regional city.

In conclusion, there are several huge issues concerning regional revitalization. One of the biggest factors is the declining birthrate and aging population, and people, especially young adults, are moving out from the countryside to the big city which is Tokyo. In order to stop them, governments are undertaking a variety of projects. These efforts are not just limited to the government, but involve the entire community and society. Local Abenomics, for example,

⁶¹¹ Publication of the Basic School Survey, Ministry of Education, Culture, Sports, Science and Technology, December 22, 2016

⁶¹² official of the Headquarter for Overcoming Population Decline and Vitalizing Local Economy in Japan, 2021

⁶¹³ Local Abenomics to Restore Earning Capacity, Cabinet official, March, 2016

has attracted greater public interest by making it "visible" to the public. By focusing the attention of the youth, the coming generation, in this way, we may be able to promote solutions for regional development.

III: Regional revitalization and tourism

During high school, I have taken an advanced placement class at Kyoto university of advanced science. In this class, I learned about tourism from different perspectives and we conducted a case study to learn about the issues of the Japanese tourism industry especially in rural areas. In this essay, I'll explain about the problem which rural areas face, and give some solutions through the classes, and social media.

According to the Travel voice⁶¹⁴ 59.7% of people in residence areas and 63.4% of people in business areas realized that tourists are crowded or slightly crowded. It is evident that urban areas face overtourism, and it is one of the biggest serious problems Japan currently faces. In order to deal with these issues, it is necessary to invite tourists to other places , especially rural areas. In rural areas, there are so many tourist attractions however they face mainly two issues; lack of accommodation and low awareness of the variety of tourism attractions.

Firstly, they suffer from lack of accommodations in Rural areas. According to the surveyance of Uji city⁶¹⁵, only 6.1% of tourists who visit Uji for sightseeing were staying overnight in Uji. The percentage of tourists who stayed in Kyoto city is 77.6% in 2024. It is evident that the majority of tourists come to Uji for sightseeing and they go back to the hotel in Kyoto city. There are some background reasons: convenience of transportation infrastructure, and many choices for accommodation. According to the Kyoto city tourism association⁶¹⁶, in kyoto there are 6 million international tourists who stay overnight, and it increased approximately 13.9% from 2018 to 2019. Additionally, after the pandemic of covid-19, the number of tourists have been recovering.

Secondly, they suffer from low awareness of various places in rural areas. According to the JNTO, the analysis of visits by province. Each country has a different pattern of visitation and attributes. I especially picked up three regions in this graduate thesis. First of all, the biggest number of international tourists is Korean. 14.4 % of Koreans went to Fukuoka prefecture⁶¹⁷ 13% of tourists visited Osaka prefecture, 12.3% of tourists visited Tokyo as well. It is evident that the Korean prefecture is close to Korea, however there is only Fukuoka prefecture for tourism.

⁶¹⁴ The research about over-tourism in Japan finds that 60% of all regions realize over-crowded tourists, and the biggest challenge is traffic, Travel Voice, November 28, 2024

⁶¹⁵ Servey of the torusim industry in Uji, Uji city, March 2023

⁶¹⁶ Kyoto Tourist Association Data Monthly Report, Kyoto city, July 2024

⁶¹⁷ Analysis of visits by province, Japan tourism agency, 2023

On the other hand, European people prefer to visit several places in the Tokyo area which includes Tokyo, Kanagawa, Tiba as well. From this evidence, international tourists prefer to visit urban areas. Additionally, they do not choose to visit rural areas.

In order to deal with the lack of accommodations in rural areas, there are some initiatives. One of the practical solutions is making attractive accommodation which is called Kominka. Building Kominka is helping to promote the city as well. Through the class in KUAS, I learned that by making accommodation itself a tourism purpose, new worth can be brought to the rural area. According to the survey from JNTO⁶¹⁸ of “the purpose of international travel”, recently staying in luxury hotels is one of the popular reasons for traveling. In Asian countries, 21.5% of people responded that staying in a luxury hotel is one of the reasons for travel. In contrast, 28.4% of the European people responded that staying in a luxury hotel is one of the reasons for travel as well in recent years. It is evident, increasing the number of attractive accommodations, especially Kominka in Japan, is an effective way to solve the problem of lack of tourists in rural areas.

Iya valley⁶¹⁹, a famous thatched house village in Tokushima prefecture, renovated Kominka to promote tourism. They have faced declining birth rates and an aging population. From those issues, they bring other issues such as population outflow and financial issues. In order to solve those problems, it is essential to take action as a tourism industry. CHIORI⁶²⁰, which is a Japanese style of accommodation, is one of the popular tourist destinations in Iya valley. In 2012, Alex Kerr decided to recreate an accommodation facility based on his desire to preserve a thatched house that still exists after more than 300 years. There are so many tips that attract tourists, especially foreign tourists. According to Alex Kerr, foreign tourists do not prefer to take a bath, rather they prefer to utilize a shower, so at CHIORI, they provided a shower room even though they have a wooden bathroom. It shows, it is definitely necessary to be fitted to the tourists requirements.

In order to deal with the lack of low awareness of tourism destinations. Surprisingly, low awareness of tourism destinations happens not only in rural areas, but famous tourism destinations do. According to The Mainichi⁶²¹, a woman has translated the principles of sportsmanship into the travel world, promoting the idea of better manners

⁶¹⁸ Attitudes, trends and market size towards inbound travel, as seen in quantitative surveys in 22 markets worldwide, JNTO, February 23, 2023

⁶¹⁹ Yoshihiro Ueda, Big challenges for small tourist destinations, 2014

⁶²⁰ Chiori official website

⁶²¹ 'Touristship' raises awareness about problems with too many travelers in Kyoto, beyond, The mainichi, September 2023

through "touristship." There is background of the overtourism in Kyoto. At the same time, Kyoto faces huge negative impacts of tourism. Chieko Tanaka has organized a project which promotes Touristship to the tourists in kyoto. As a result of her efforts, in 2021 she orgnized the term "touristship," describing a mindset for tourists to strive for coincidents with the communities they visit on their travels. Some examples of touristship include "researching the manners of the region before visiting" and "following the tourist spot's methods of garbage disposal," as well as "actively consuming things locally made at the tourist spot." This article shows that low awareness gives huge issues for both tourists and local residents.

In conclusion, tourism is one of the key factors for solving the regional revitalization. In order to achieve regional development, it is necessary to solve those two problems: lack of accommodation, and low awareness. From that research, it is possible to do the same things in urban areas as well.

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The impact of music on physical and mental health

Gakuho Shimazu

Over the world, so many people are not good at their mental health. This world has many problems relation our mental health—for instance, economic stress, the global pandemic, population growth, global warming, etc. In recent years, there has been increasing acknowledgement of the important role mental health plays in achieving global development goals, as illustrated by the inclusion of mental health in the Sustainable Development Goals. Depression is one of the leading causes of disability. Suicide is the fourth leading cause of death among 15-29-year-olds. People with severe mental health conditions die prematurely – as much as two decades early – due to preventable physical conditions.⁶²² In addition, Some chronic physical conditions can cause high blood sugar levels and disrupt the circulation of blood, which can impact brain function. People living with chronic physical conditions often experience emotional stress and chronic pain, which are both associated with the development of depression and anxiety. As a result, physical health issue connects to the mental health issue. In addition, physical health too. In this essay, I will discuss three types of effects dose music has on our mental and physical health.

Firstly, If people are not good at mental health, try listening to or making music to improve their mood or relieve feelings of depression. Dance, sing or move to music. These activities not only provide physical exercise, but they can also relieve stress and build social connections — and they're fun ways to stimulate your brain.⁶²³ The teen and young adult years have long been known as the most pivotal in developing a personal taste in music, and for many, it's the time that music matters the most. The average teen spends 2.5 hours per day listening to music, and over half of young adults, ages 18 to 29, report streaming music daily (compared to 24% of all adults). And listening to music has 10 psychological effects. 1:Music Can Improve Cognitive Performance, 2:Music Can Reduce Stress, 3:Music Can Help You Eat Less, 4:Music Can Improve Your Memory, 5:Music Can Improve Your Memory, 6:Music May Help You Sleep Better, 7:Music Can Improve Motivation, 8: Music Can Improve Motivation, 9:Music May Reduce Symptoms of Depression, 10:Music May Reduce Symptoms of Depression.

Secondly, performing or listening to music activates a variety of structures in the brain that are involved in thinking, sensation, movement, and emotion. These brain effects may have physical and psychological benefits. For

⁶²² WHO, “mental health”, WHO, 2023

⁶²³ Sarah Elizabeth Adler, “Music Can Be a Great Mood Booster”, AARP, 2020

example, music releases brain chemicals (neurotransmitters and hormones) that can evoke emotional reactions, memories, and feelings and promote social bonds. Music can even affect the structure of the brain. Certain structures in the brain are larger in musicians than nonmusicians, with particularly noticeable changes in people who started their musical training at an early age.⁶²⁴

In conclusion, in this essay, I wrote about the impact of music on physical and mental health. However, as a result, I thought physical and mental health issues were not the same but I researched about it there's a bit of a difference between physical and mental problems, but ultimately we get to mental problems. So if you listen to a lot of music or do music therapy, even if you have physical health problems, you can stop them before they become mental health problems.

II: Music and Mental health

Today, in modern society, so many people have mental disorders. In 2019, 1 in 8 people worldwide, or 970 million people, were living with a mental disorder, with anxiety disorders and depression being the most common among them; by 2020, the COVID-19 pandemic had significantly increased the proportion of people with anxiety disorders and depressive disorders. Early estimates suggest 26% and 28% increases in just one year alone. Effective prevention and treatment exist, but people with those mental disorders have not had access to effective prevention or treatment.⁶²⁵ Music has been around for many years and has been loved for various rituals, psychotherapy, and people's entertainment. Today, music has developed as a part of human life with the emergence of many different genres of music. It is not certain when music was born, but archaeological evidence indicates that humans have been making and using musical instruments made of wood, bone, and other materials for as long as 40,000 years ago.⁶²⁶ In this essay, I will discuss about music and mental disorders.

To begin with, there are many types of mental disorders. First of all, “there are more than 200 types of mental illnesses.”⁶²⁷ For example, Anxiety disorders, Depression, Bipolar disorders, Post-Traumatic Stress Disorder (PTSD), and Schizophrenia. “In 2019, 301 million people were living with an anxiety disorder including 58 million children and adolescents. Anxiety disorders are characterized by excessive fear and worry and associated

⁶²⁴ National Center for Complementary and Integrative Health, “Music and Health: What You Need To Know”, 2022

⁶²⁵ World Health Organization, “Mental disorders”, WHO, 2022

⁶²⁶ Study.com, “History of Music”, Working Scholars

⁶²⁷ Cleveland Clinic, “Mental Health Disorders”, Cleveland Clinic,

behavioural disturbances. Symptoms are severe and can cause significant distress and significant functional impairment.”⁶²⁸ In 2019, 280 million people were living with depression including 23 million children and adolescents. A person experiences a depressed mood or loss of interest in activities almost daily. Some other symptoms include difficulty concentrating, excessive guilt and low self-esteem, hopelessness about the future, thoughts of death or suicide, lack of sleep, loss of appetite and weight changes to large leaves, fatigue, and loss of strength. In 2019, 40 million people will be living with Bipolar disorders. Bipolar disorder (manic-depressive) is a form of mixed depression and mania. During the manic state, symptoms include euphoria and irritability, increased activity and energy, talkativeness, faster thinking, increased self-esteem, less need for sleep, distractibility, and impulsive and reckless behaviour. PTSD may develop after exposure to a threatening or frightening event. For example, re-experiencing a trauma that occurred in the past, engaging in an activity that reminds or reminds one of a trauma that occurred in the past, etc., can cause PTSD. In 2019, 14 million people experienced eating disorders including nearly 3 million children and adolescents. Eating disorders can be divided into two categories: bulimia nervosa, which is an abnormal obsession with food and eating, and bulimia nervosa, which is an abnormal concern about weight or body shape that prevents eating at all. Anorexia nervosa often develops in adolescence or early adulthood.

Secondly, several powers of music. Boost your mood, enhance attention and focus, recall fond memories, promote relaxation & restful sleep, boost motivation and energy, and cultivate connection.⁶²⁹ This is not all the power of music. You can see from the previous examples that they all trace back to the spiritual system. There is a type of music therapy in the world that uses this property to treat people with mental illness by listening to music or singing music. Music therapy has many benefits. For instance, it helps to relax, reduces anxiety and depression, and relieves stress.⁶³⁰ Even those with mental or physical disabilities who have difficulty speaking or communicating can communicate more easily through music.⁶³¹

To begin with, there are several results of anxiety and depression from music therapy. “We included 26 trials (2051 participants). All studies used listening to pre-recorded music. The results suggested that music listening may have a beneficial effect on preoperative anxiety. Specifically, music listening resulted, on average, in an anxiety

⁶²⁸ World Health Organization, “Mental disorders”, WHO, 2022

⁶²⁹ GRAHAM psychology, “The power of music”, GRAHAM psychology

⁶³⁰ Cleveland clinic, “music therapy”, Cleveland clinic, 2022

⁶³¹ 健康長寿ネット, “音楽療法”, 公益財団法人長寿科学振興財団, 2016

reduction that was 5.72 units greater (95% CI -7.27 to -4.17, $P < 0.00001$) than that in the standard care group as measured by the State-Trait Anxiety Inventory (STAI-S), and -0.60 standardized units (95% CI -0.90 to -0.31, $P < 0.0001$) on other anxiety scales.”⁶³² “We included in this review nine studies involving a total of 421 participants, 411 of whom were included in the meta-analysis examining short-term effects of music therapy for depression. The findings of the present meta-analysis indicate that music therapy provides short-term beneficial effects for people with depression. Music therapy added to treatment as usual (TAU) seems to improve depressive symptoms compared with TAU alone.

Music therapy plus TAU is not associated with more or fewer adverse events than TAU alone. Music therapy also shows efficacy in decreasing anxiety levels and improving functioning of depressed individuals.”⁶³³ Through these results, music therapy using music for people with mental disorders has shown harmful results, such as reduced anxiety levels and symptoms in depressed patients.

In conclusion, Music can help relieve the symptoms of anxiety or depression if you listen to it when you are feeling anxious or depressed. Music therapy can also be used to help people with mental disorders, neurological disorders, dementia, and other conditions. When I feel anxious about my schoolwork or friendships, listening to the music of my favourite genre or artist can help me feel more relaxed and motivated to work harder. Throughout this essay, I have wondered if music has a better effect on the brain than ordinary therapies, antibiotics, or drugs.

III: The effect of music on mental health

In 2019, COVID-19 started affecting China, and it is sharply increasing worldwide. According to the Johns Hopkins University COVID-19 dashboard, the total number of cases is 676,609,955, and the total number of deaths is 6,881,955.⁶³⁴ There are various sequelae of this. For example, it has a major impact on various institutions, including the respiratory system, cardiovascular system, nervous system, psychological and physical. In particular, the psychological problem is huge. In the first year of the COVID-19 pandemic, the global prevalence of anxiety and depression increased by a massive 25%, according to a scientific brief released by the World Health

⁶³² PubMed, “Music interventions for preoperative anxiety”, Joke Bradt, Cheryl Dileo, Minjung Shim, 2013

⁶³³ PubMed, “music therapy for depression”, Sonja Aalbers 1, Laura Fusar-Poli, Ruth E Freeman, Marinus Spreen, Johannes Cf Ket, Annemiek C Vink, Anna Maratos, Mike Crawford, Xi-Jing Chen, Christian Gold, 2017

⁶³⁴ Center for Systems Science and Engineering (CSSE), “COVID-19 Dashboard”, Johns Hopkins University (JHU), 2023

Organization (WHO).⁶³⁵ And music in medicine has shown that music can reduce stress, anxiety, depression, and even chronic physical pain. Music has many positive influences on us. So I will talk about music and our mental issues.

To begin with, why has the global prevalence of anxiety and depression risen by a massive 25% during the pandemic? The main reason for this increase is the unprecedented stress brought on by the social isolation caused by the pandemic. In conjunction with this, people have been unable to work, seek support from loved ones, or participate in their communities. Many people cite loneliness, fear of infection, suffering or death from a loved one contracting an infectious or other disease, grief after bereavement, and worry about financial matters are all stressors that can lead to anxiety and depression. Specifically, women and younger people were affected. Global Burden of Disease study shows that the pandemic has affected the mental health of young people and that they are disproportionately at risk of suicidal and self-harming behaviours.⁶³⁶

Secondly, how can music affect our mental health? Music helps relieve stress and heal the mind while also serving as a means of self-expression and communication. Listening to or singing music increases serotonin and dopamine levels, enhancing happiness and mood. Additionally, it improves memory and cognitive function, making it a powerful tool that brings comfort and joy to those facing difficult situations.⁶³⁷ And then music is also used for therapy, its name is music therapy. Music therapy uses musical elements to reduce stress and improve quality of life. The music therapist discusses with the patient, learns more about the patient's musical preferences and experiences with music, and creates a session tailored to the patient. Music therapy is an evidence-based therapy that uses music to address an individual's physical, emotional, cognitive, and social needs. So music therapy is not for only mental problems. It can separate two kids from music therapy. Physical and Psychological Music Therapy. Physical includes singing, dancing, and playing instruments. These physical responses stimulate different organs and systems in the body. For example, music therapy increases the heart rate and improves blood circulation. Psychological music therapy attention can be directed to oneself. In addition, the sound of music synchronizes brain waves and induces a

⁶³⁵ Alison Brunier and Carla Drysdale, "COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide", World Health Organization, 2022

⁶³⁶ Alison Brunier and Carla Drysdale, "COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide", World Health Organization, 2022

⁶³⁷ David Victor, "How Music Helps People Heal: The Therapeutic Power of Music", Harmony & Healing, 2024

state of deep relaxation similar to meditation, which helps reduce anxiety and stress. In addition, music therapy stimulates the release of endorphins, promotes a sense of well-being, and reduces symptoms such as nausea.⁶³⁸

Thirdly, what kind of music is good for mental health? For instance classic, Jazz, and instrumental. There are a lot of types of music now. The most popular one is classic, western classical music has been reported to positively correlate with an individual's mental health and daily behavior, reducing anxiety and alleviating depression in patients with schizophrenia and other mental illnesses. Some researchers have demonstrated that classical music has a powerful decongestive effect, helping to reduce tension and relax listeners.⁶³⁹ According to investigating the effects of different types of music on tension, mood, and mental clarity. Psychological changes in 144 subjects before and after listening to four types of music(grunge rock, classical, New Age, and designer) for 15 minutes. grunge rock is hostility, sadness, tension, and fatigue especially increased; compassion, relaxation, clarity of mind, and vitality especially decreased. Designer music (music designed to have a specific effect on the listener) is compassion, relaxation, clarity of mind, and vitality were especially increased; hostility, fatigue, sadness, and tension were especially decreased. grunge rock and designer music are completely contrastive results. New age and Classical music are mixed. So the best music genre is what you like. This investigation shows that designer music (music designed to have a specific effect on the listener) is made for subjects. This is important because classical music is good for mental health, but some feel it is boring. So listening, singing, dancing, and playing instruments with your favourite song or music is the best way to heal our mental health.⁶⁴⁰

In conclusion, I believe that music will definitely cure people and families who are mentally injured by this pandemic and try to heal them with music therapy. This is because, as I discussed in this essay, music has many positive effects that can heal the human mind. However, the most important thing is to use music and songs that are most fun and caring to the person.

⁶³⁸ Med park hospital, "Music Therapy", 2023

⁶³⁹ Kun Wang, "Learning About Your Mental Health From Your Playlist? Investigating the Correlation Between Music Preference and Mental Health of College Students", National Library of Medical, 2022

⁶⁴⁰ Admin user, "The Power of Music Therapy in Depression Treatment: Benefits and Uses", PSYCH, 2024

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Imports that have changed Japan

Sota Suzuki

In this essay, I would like to discuss imports that have changed Japanese culture and lifestyle. In Japan, many cultures and lifestyles are said to have been influenced by foreign countries. In this first essay, I will discuss the history of imports that have changed Japanese culture and lifestyle. Many cultures and lifestyles were brought from China and India, for example, rice. Many may be surprised by this fact. In the second essay, I will discuss the advantages and disadvantages of imported goods that have changed Japanese culture and lifestyle. Some of the advantages and disadvantages overlap in both cases: religion, weapons, and recent conditions. In addition, there are many good and bad aspects of imports. Finally, I will discuss the future of imported goods that have changed Japanese culture and lifestyle. Recently, some of them, such as K-pop, have changed Japanese culture dramatically. I will talk about the future of Japanese culture based on this and other cultures.

I: The History of Imported Goods Which Change Japanese Culture and Lifestyle

In this essay, I will explain the history of imported goods that have changed Japanese culture and lifestyle. Japan is an island country, so many goods are imported from many countries. For example, there are many foods, religions, and weapons.

Firstly, I will talk about the history of rice. Many people think rice is traditional Japanese food from Japan, but this is incorrect. According to the Ministry of Agriculture, Forestry, and Fisheries, It is widely believed that rice cultivation originated in the mountains between Assam in India and Yunnan Province in China. Remains of rice paddies and irrigation facilities dating back about 6,500 years have been discovered in the middle reaches of the Yangtze River (Yangtze) in China.⁶⁴¹ Also, rice cultivation was believed to have been introduced to Japan at the end of the Jomon Period. According to Komenet, Before eating rice, it is widely believed that Jomon people ate acorns and other nuts. In addition, many artifacts of hard fruits such as horse chestnut, oak, walnut, chestnut, and oak preserved in underground storage pits have been excavated from many Jomon Period (Early Jomon Period or

⁶⁴¹ Chugoku Shikoku Nouseikyoku, “Okome ha dokokara kitano”, the Ministry of Agriculture, Forestry, and Fisheries

later) sites in various regions. This suggests that in a hunting and gathering society where the food supply was unstable, the preservation of hard fruits may have helped to alleviate some of the instability in food acquisition.⁶⁴²

Secondly, I will talk about the Karuta. Many Japanese people enjoy playing this game and think that Karuta is from Japan, but this is incorrect either. According to Miike Playing Cards and History Material Museum, Japanese Karuta is said to have begun to be made in the Miike region of Chikugo around the end of the 16th century, influenced by the Portuguese.⁶⁴³ In addition, since Tensho karuta was also used as a betting instrument, it was repeatedly banned throughout the Edo period. During that time, many karuta were burned or thrown away, and few remain in their original form today. And now it has become one of the games enjoyed in various schools and homes.

And the famous swords that samurai carry are also believed to have come from foreign countries. According to Token World, The first blades known as swords appeared in Japan as far back as B.C. Iron and bronze tools were introduced to Japan from mainland China during the Yayoi period, and in the 3rd century, blacksmithing techniques for processing iron were introduced to Japan. Swords were also made in Japan before the Kofun period, and iron manufacturing technology was introduced to Japan in the Kofun period. This iron-making technology became the basis for tatarazekitetsu, the most important process for making Japanese swords. At this time, swords had double-edged blades that did not warp, and the handle was made of one piece of iron, with the blade having a simple triangular cross-section.⁶⁴⁴ According to The Japanese Sword Museum, From the late Heian period (794-1185), the Shinogi-zukuri sword, or the warped Shinogi-zukuri sword, was introduced.⁶⁴⁵ In other words, this is where the Japanese culture of the "sword" was born. As in the case of the history of the sword, some things were introduced from overseas and sublimated into a uniquely Japanese culture.

Japan, which had adopted tools and culture from various countries in this way, also banned them at times. According to Token World, in 1639, the Tokugawa Shogunate believed that Christianity introduced from Europe had an undesirable influence on the Shogunate's rule of Japan. Therefore, the Tokugawa Shogunate strictly controlled trade and diplomacy with foreign countries by restricting the ports of entry of foreign ships and regulating

⁶⁴² Komenet, "Donguri wo Tabeteita Jomonjin", Komenet

⁶⁴³ Miike Playing Cards and History Material Museum, "Karuta to Omuta no Rekishi", Miike Playing Cards and History Material Museum

⁶⁴⁴ Token World, "Nihontou no yurai", Token Corporation,

⁶⁴⁵ The Japanese Sword Museum, "Nihontou no Rekishi", The Japanese Sword Museum

trade.⁶⁴⁶ Thus, it is believed that the Japanese shogun decided that it was not enough to adopt foreign cultures and tools simply. This indicates that we must also focus on the development of our civilization.

In conclusion, It is clear that many things thought to have originated in Japan, such as rice, karuta, and even swords, are of foreign origin. One reason is that Japan is an island nation, where events, culture, and tools from other countries are not transmitted to the home country, but are only obtained from overseas evangelists. Even in such a situation, Japan's cultural power to make people think that the three items I have described here originated in Japan is a wonderful thing.

II: Pros and Cons of Imported Goods Which Change Japanese Culture and Lifestyle

The pros and cons of importing goods that have changed Japanese culture and lifestyle. Many good importing goods improve our culture and lifestyle, but many bad importing goods make our culture and lifestyle worse. So, in this essay, I will compare and discuss them.

Firstly, I will talk about religion. According to Token-world⁶⁴⁷, Around A.D.500, Buddhism was introduced to Japan. The pro of that is people gain emotional security by worshipping idols, which brings peace of mind. On the other hand, there is a con too. The arrival of Buddhism led to Japan's first religious conflict. This conflict was not only a religious conflict but also a political one.

In summary, instead of bringing peace of mind to the people, it created conflict among them. According to Token-world⁶⁴⁸, In 1549, it is believed that Francis Xavier arrived in Kagoshima prefecture and proselytized Christianity. It also has pros and cons. For the pros, it made a good culture. For example, it imported Christmas. This is the culture many children and adults like the event. Also, other religion makes that kind of cultural event too. It is perfect for our country because the economy is moving and growing at that time. For the con, according to Osaka Collegium⁶⁴⁹, persecution of Christians was carried out by the Edo shogunate. As a result, many missionaries, Christian Japanese, and others were killed. In summary, it created many events and contributed to the economy, but also resulted in the death of many people.

⁶⁴⁶ Token World, "Sakoku", Token World

⁶⁴⁷ Token-World, "Bukkyou Dennrai no Rekishi," Token-World

⁶⁴⁸ Token-World, "Kirisutokyou no dennrai," Token-World

⁶⁴⁹ Osaka Collegium, "History of Christianity Great persecution in early Edo period, " Osaka Collegium

Next, I will discuss weapons. According to Chiba no Kenritu Hakubutukan⁶⁵⁰, In 1543, The lord of Tanegashima purchased a firearm from the Portuguese. The introduction of the flintlock gun marked the end of the era of swords, spears, and bows. It would be used for about 300 years after that. The pros of that is an increase in Japan's military power. According to Kokuritu Kokkai Toshokan⁶⁵¹, In 1822, the development of a chemical method called percussion lock, which uses a detonator, was the catalyst for research into various guns. According to The News Lens ⁶⁵², Japan ranked 7th in the world military power ranking. This can be said to be the result of importing guns and other equipment.

On the other hand, there are cons too. According to the National Police Agency⁶⁵³, In 2022, even in Japan, a country known for its relative safety, four deaths have been reported. We do not know what would happen if guns were not imported to Japan, but it is a serious situation. Not only Japan but also many countries have gun cases. Gun makes Japan safer from other countries or civil war, but also it makes deaths a lot.

Finally, I will discuss the current Situation in Japan. According to the Ministry of Internal Affairs and Communications⁶⁵⁴, smartphone penetration is estimated at 67.6%. As a result, young people are immersed only in their interests. The pros are that they can research their interests to the fullest, learn more about them, connect with the world, and obtain a variety of information through the Internet. On the other hand, the cons are that they have lost interest in things they are not interested in, and local customs are disappearing. Japanese culture is dying out and being replaced by cultures from other countries.

In conclusion, religion and weapons have enriched people's lives, but have also created deaths, and smartphones have made people's interests stronger and made it easier to communicate with people far away, Japanese culture is dying out and being replaced by cultures from other countries.

III: Future of Imported Goods Which Change Japanese Culture and Lifestyle

⁶⁵⁰ Chiba no Kenritu Hakubutukan, "Nihon no Hinawajyu," Chiba no Kenritu Hakubutukan

⁶⁵¹ Kokuritu Kokkai Toshokan, "Buki (Taiho, Jyu)," Kokuritsu Kokkai Toshokan

⁶⁵² The news lens, "Taiwan's Military Power Falls from 23rd to 24th; Japan Moves Up to 7th in World Military Power Rankings," The news lens, 2024

⁶⁵³ National Police Agency, "Firearms Situation in Japan," National Police Agency, 2022

⁶⁵⁴ Ministry of Internal Affairs and Communications, "Part 2: Basic Data and Policy Trends," Ministry of Internal Affairs and Communications, 2020

According to Asia University of the 146 current students, 78 students (53.4%) indicated that they like K-POP.⁶⁵⁵ Three of the top ten Billboard rankings in Japan are dominated by foreign music. The fact that many foreign restaurants and stores have also opened in Harajuku, Japan's subculture district, suggests that foreign goods are significantly impacting Japan. In this essay, I will talk about how imported goods affect Japanese culture and lifestyle in the future.

Firstly, I will talk about the impact of the future of foreign music on Japanese culture and lifestyle. According to Marke Laboratory, the characteristics of trendy songs in Japan are up-tempo, difficult melodies, and stylishness.⁶⁵⁶ I feel this trend is mainly evident in Western music and other music. As we discussed in the introduction, K-POP greatly impacts Japanese students today, and we can expect songs from different countries to spread like this in the future, especially among young people. As a result, we can move toward multiculturalism by interacting with people from various countries using music as a common ground.

On the other hand, it is also true that there are so-called “militant anti-Japanese” who attack people because of their different cultural backgrounds. There is a fear that sharing culture with them may lead to sowing the seeds of new quarrels. As an example, there was a recent incident in which Chinese people scrawled graffiti on the Yasukuni Shrine, calling it a toilet. It is good to embrace multiculturalism through music and culture this way, but we must also seriously consider what to do about such issues.

Secondly, I will talk about the impact of foreign food's future on Japanese culture and lifestyle. According to the Japan Food Service Association, Sales of Western fast food and Western family restaurants were found to be up approximately 4%~9% over the previous year.⁶⁵⁷ This statistic shows that interest in Western food is increasing among people living in Japan. In light of the recent popularity of Western foods such as acai bowls and Greek yogurt among young people, it is safe to assume that foreign food will continue to be popular. In addition, Japan often turns foreign food into Japanese food. Take pork cutlet, for example. Tonkatsu is based on the European cutlet, which Japanese chefs modified for the Japanese during the Meiji Era (1868-1912). Like this fact, it is conceivable that in the future Japan will adopt foreign food and change it to Japanese style.

⁶⁵⁵ Satoshi Okuda, “K-POP Fans and Japan-Korea Relations”, Asia University, 2023

⁶⁵⁶ Marke Laboratory, “Why do popular songs buzz on TikTok? Features, Reasons, and Mechanisms Explained”, MarkeZine, 2024

⁶⁵⁷ Japan Food Service Association, “Food Service Industry Market Trend Survey by Japan Food Service Association Member Companies, April 2024 Results Report”, Japan Food Service Association, 2024

In conclusion, Japan's culture and lifestyle will continue to change with imports from other countries in terms of music, food, and other aspects. In music, there is currently a strong influence from South Korea, and it is evident that Japan-Korea relations are improving, indicating that not only culture and lifestyle but also friendship will change. In food, the reality of the increasing number of Western-style restaurants suggests that Western-style restaurants will continue to make up the majority of eating out, changing culture and lifestyle in a Western way. While it is good that cultures and lifestyles are changing by importing things from abroad, we believe that it is important in the future to remember and acquire Japan's unique culture and lifestyle.

IV: Conclusion

It is clear that many things attributed to Japanese origin, from rice and karuta to swords, are of foreign origin. One reason for this is that Japan is an island nation, where events, culture, and tools from other countries are not transmitted to the home country, but are only obtained from foreign propagators. Even under such circumstances, Japan's cultural power to make people believe that its culture originated in Japan is amazing.

Religion and weapons have enriched people's lives, but they have also created death. Although these tend to be viewed negatively, they can also be seen as the natural order of things in the world, as culture and technology have developed due to war. Smartphones have also strengthened people's interests and facilitated communication with people far away. This has made it easier to introduce foreign cultures and to spread Japanese culture.

Japanese culture and lifestyle will continue to change with imports from other countries, including music and food. In music, the current strong influence of South Korea and the improving relations between Japan and South Korea indicate that culture, lifestyle, and friendship will change. In food, the reality of the increasing number of Western-style restaurants suggests that Western-style restaurants will continue to account for the majority of eating out, and culture and lifestyles will continue to change in a Western way. While it is good that our culture and lifestyle are changing by adopting things from overseas, we believe that it is important in the future to remember and acquire Japan's unique culture and lifestyle.

Finally, in today's Japan, the move toward greater foreign involvement is also evident in politics. It remains to be seen how foreign and Japanese cultures will coexist. I think it is also important for us to actively adopt foreign culture through SNS and other means to develop Japanese culture.

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Advanced Information Society

Tsugumi Takuma

Have you ever heard of the word "Advanced Information Society"? This word refers to a society in which the Information Society has evolved even further. To begin with, the Information Society is a society that develops around the exchange of a variety of "valuable information,"⁶⁵⁸ but what kind of world will a more advanced society change? The Japanese government's Cabinet Office has identified three Cs as influences on young people, and these are Contents, Contact, and Commercialism.⁶⁵⁹ From these points of view, the Japanese government has indicated that it will focus on educating young people to make the most effective use of media by using legal controls, filtering software, and other means. I would like to discuss the current activities and issues in the advanced information society from the perspective of safety and convenience, using three subjects, AI which has been the subject of cutting-edge research in recent years, cyber-attacks which have raged since the emergence of the large-scale network known as the Internet⁶⁶⁰, and social media which is now so commonplace.

I

As a first topic, consider social media. Social media refers to a variety of technologies that encourage the sharing of ideas and information among users. From Facebook and Instagram to the X-platform (formerly Twitter) and YouTube, more than 4.7 billion people use social media, which is roughly 60% of the world's population.⁶⁶¹ According to the Pew Research Center, about 84% of adults ages 18 to 29 say they use social media sites, which is about the same as the rate of use among those ages 30 to 49 (81%).⁶⁶² Young people use social media more than older people.

⁶⁵⁸ Benesse, “情報化社会とは？子どもへの影響や問題点と家庭でできる対策をわかりやすく解説”, October 22, 2020, <https://benesse.jp/kosodate/202010/20201022-5.html>

⁶⁵⁹ Cabinet Office, “ユースアドバイザー養成プログラム”, https://www8.cao.go.jp/youth/kenkyu/h19-2/html/3_1_5.html

⁶⁶⁰ サイバーセキュリティ情報局, “サイバー攻撃の歴史 過去どのような攻撃がおこなわれたのか【連載 第2回(全4回)】”, January 22, 2019, https://eset-info.canon-its.jp/malware_info/special/detail/190122.html

⁶⁶¹ Dollarhide, Maya, “Social Media: Definition, Importance, Top Websites & Apps”, August 31, 2023, <https://www.investopedia.com/terms/s/social-media.asp>

⁶⁶² Auxier, Brooke, and Anderson, Monica, “Social Media Use in 2021”, April 7, 2021, <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/#:~:text=Some%2084%25%20of%20adults%20ages,45%25>

II

First, consider the dangers of social media. According to NI Direct, issues such as cyberbullying, privacy concerns, and identity theft through the use of digital technology are among them.⁶⁶³ Among them, bullying using digital technology has been reported in many cases around the world. About 28% of children worldwide have experienced cyberbullying motivated by racism, with India and the U.S. having the highest rates of cyberbullying.⁶⁶⁴ In India, 46% of children reported cyberbullying to strangers, compared to 17% worldwide, and 48% reported cyberbullying that they knew about, compared to 21% of children in other countries. The top three types of cyberbullying reported in India were spreading false rumors at 39%, exclusion from chats and groups at 35%, and bad language at 34%.⁶⁶⁵ Also, the most commonly reported behavior in the U.S. as of 2022 was name-calling, with 32% of teenagers saying they had been called offensive names online or on their cell phones. Others said that 22% of the respondents had received false rumors spread online, and 17% had received explicit images that they did not ask for. About 15% say they have experienced someone other than their parents constantly asking them where they are, what they are doing, and who they are with, 10% say they have been physically threatened, and 7% of teens say they have been physically harassed by a threat. In total, 28% of U.S. teens have experienced more than one type of cyberbullying.⁶⁶⁶

III

Next, consider social media safety. Personal and company privacy will be essential in the use of social media. Especially social media companies collect huge amounts of personal data in order to "micro-target" advertising to users. This practice, also known as targeted or action advertising, is extremely harmful to the privacy,

⁶⁶³ NI Direct, "Social media, online gaming and keeping children safe online", <https://www.nidirect.gov.uk/articles/social-media-online-gaming-and-keeping-children-safe-online>

⁶⁶⁴ Manuel, Beatrice, "Cyberbullying Statistics & Facts for 2023", February 15, 2023, <https://www.cloudwards.net/cyberbullying-statistics/#:~:text=About%2028%25%20of%20children%20around,in%20India%20and%20the%20U.S>

⁶⁶⁵ Pandey, Chandrashekhar, "Cyberbullying in India: A growing concern for parents and educators", May 21, 2023, <https://timesofindia.indiatimes.com/blogs/voices/cyberbullying-in-india-a-growing-concern-for-parents-and-educators/>

⁶⁶⁶ A. Vogels, Emily, "Teens and Cyberbullying 2022", December 15, 2022, <https://www.pewresearch.org/internet/2022/12/15/teens-and-cyberbullying-2022/#:~:text=Acknowledgments%20Methodology-,Nearly%20half%20of%20U.S.%20teens%20have%20been%20bullied%20or%20harassed,and%20because%20of%20their%20appearance>

information flow, and psychological health of social media users.⁶⁶⁷ As an actual example, in 2021, Dallas Police Department employees deleted 8.7 million important files, including videos, photos, audio, and incident notes, that had been collected as evidence in a case. The lost archive files had value as evidence and could have maintained a domestic violence conviction.⁶⁶⁸ This is just one example from a company, but it can happen to individuals as well. If you make information about yourself public by mistake, you could be involved in a crime. So what can be done to keep information from getting out? In companies, this can be avoided by putting in place a strict management system that includes always monitoring important data and information storage locations, locking them with passwords or other means, and having only responsible persons have management authority.⁶⁶⁹ Individuals can also easily avoid this by making sure that the information they share is correct and that there is nothing that could lead to their own identity.

IV

Finally, consider the convenience of social media. To take a closer example, teachers and students are connecting with each other and using social media for learning and teaching.⁶⁷⁰ Using social media for learning has advantages such as increasing student classroom participation and motivation, and making it easy to learn not only text, but also images, videos, and designs.⁶⁷¹ Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning at many educational organizations. Social media has helped increase long-distance online learning, and the use of social platforms in education is not prevented even though there are issues of lack of privacy and instances of cheating by long-distance learners.⁶⁷² In fact, the Canadian school I attend also uses Instagram and

⁶⁶⁷ Epic.org, “Social Media Privacy”,

<https://epic.org/issues/consumer-privacy/social-media-privacy/>

⁶⁶⁸ Ekran, “7 Examples of Real-Life Data Breaches Caused by Insider Threats”,

<https://www.ekransystem.com/en/blog/real-life-examples-insider-threat-caused-breaches>

⁶⁶⁹ Security Scorecard, “5 Ways to Effectively Prevent Data Leakage”, May 25, 2022

<https://securityscorecard.com/blog/ways-to-prevent-a-data-leakage/>

⁶⁷⁰ University of Cumbria, “Why use social media?”,

<https://my.cumbria.ac.uk/Student-Life/it-media/Social-Media-Guidance/Why-use-social-media/#:~:text=Good%20reasons%20to%20use%20social%20media&text=It%20is%20often%20easier%20and,of%20their%20learning%20and%20teaching>

⁶⁷¹ University of Toronto, “Teaching with Social Media”,

<https://teaching.utoronto.ca/resources/teaching-with-social-media/>

⁶⁷² Simplilearn, “Social Media: Advantages and Disadvantages | Simplilearn”, October 11, 2023,

https://www.simplilearn.com/real-impact-social-media-article#top_20_advantages_and_disadvantages_of_social_media

Facebook to advertise information about club games and school closures, in addition to the web. The same is true, of course, in other schools in other countries. Furthermore, education using social media is also spreading to elementary schools in Japan. The younger they are, the more Internet literate they will be, the earlier they will realize the dangers of social media.

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Relationship between social trends and fashion

Miyu Takeichi

As there is a word “food, clothing, and shelter” in Japanese, which means the fundamental necessities of life, fashion is strongly connected to our lives and essential for us. Over the past two decades, the global consumption of clothing has surged dramatically, with approximately 80 billion new pieces of clothing purchased annually—representing a staggering 400% increase.⁶⁷³ The Statista showed that the income of the apparel industry is 1.53 trillion U.S. dollars in 2022 all over the world.⁶⁷⁴ Especially, in the same year, the revenue of the fast fashion market is around 106.4 billion U.S. dollars in the world and that number is slightly increased from 2021, also the amount of clothes consumption that fast fashion brands customers will rise.⁶⁷⁵ According to Eirini Sampson, the target of fast fashion is aged between 18 to 24 while women and teenage girls consume much more than other age groups.⁶⁷⁶ Fast fashion includes ZARA, H&M, Forever 21, Urban Outfitters, and stuff like that, and almost every brand comes from Europe and the United States which refers to brands that mass produce at low prices and develop products in line with trends.⁶⁷⁷ In contrast, luxury brands, like Dior, Gucci, and Chanel or something like that kind of brands have strong brand identities and they make production not for their consumers.⁶⁷⁸ These high-class brands affect fast fashion brands⁶⁷⁹ and then produce social and environmental problems⁶⁸⁰ so I will focus on fast fashion in particular. Japanese fast fashion brand Uniqlo stands out as a key player in the industry, ranking as the 12th most valuable clothing company worldwide in 2023 which is the most valuable apparel brand in Japan.⁶⁸¹ It operates 2488 stores in 25 countries and owns 811 shops in Japan in November 2023.⁶⁸² ZARA and H&M for the most profitable fast fashion brands in the world.⁶⁸³ Uniqlo ranks third after the two brands, compared to the world's major apparel manufacturing and retailing industries in 2023.⁶⁸⁴ ZARA, which sells many clothes designed for business use and unique designs, had 1885 shops

⁶⁷³ THE TRUE COST, “THE TRUE COST,” THE TRUE COST, 2015

⁶⁷⁴ Smith, P, “Revenue of the apparel market worldwide from 2014 to 2027,” Statista, 2023

⁶⁷⁵ Smith, P. “Fast fashion market value forecast worldwide from 2022 to 2027,” Statista, 2023

⁶⁷⁶ Eirini, Sampson, “Is fast fashion about self-expression or consumerism?,” Sustainability for students, 2022

⁶⁷⁷ Champion Hoodie, “10 Biggest Fast Fashion Brands,” Champion Hoodie

⁶⁷⁸ Pakhira, Prasun, “What is fashion luxury and lifestyle design?,” ISDI, 2022

⁶⁷⁹ Hosoda, Sakie, “Fast Fashion and Consumption Behavior of Young People,” Saitama Women’s Junior College, 2012

⁶⁸⁰ Crumbie, Alex, “What is fast fashion and why is it a problem?,” Ethical Consumer, 2023

⁶⁸¹ Brown, Annie, “Apparel 50 2023 Ranking,” Brandirectory

⁶⁸² Fast Retailing, “Group Outlets,” Fast Retailing, 2024

⁶⁸³ Brown, Annie, “Apparel 50 2023 Ranking,” Brandirectory

⁶⁸⁴ Fast Retailing, “Industry Ranking,” Fast Retailing, 2023

in 94 countries in January 2023.⁶⁸⁵ ⁶⁸⁶ H&M has 3893 stores in 77 markets and manufactures cheap, basic, and well-designed products.⁶⁸⁷ ⁶⁸⁸ These two brands expanded to Japan and ZARA owned 70 shops in 2023, similarly, H&M operated 126 stores.⁶⁸⁹ ⁶⁹⁰ In contrast, other global brands, such as Bershka and Forever 21, have struggled to maintain their presence in Japan, highlighting differences in fashion preferences between Japan and Western countries.⁶⁹¹ ⁶⁹² While luxury brands like Dior, Gucci, and Chanel emphasize exclusivity and timeless designs, fast fashion prioritizes affordability and trendiness, often at the expense of sustainability and ethics. In order to make sure of the challenges and opportunities within the fashion industry, in this essay, I will explore the causes and effects of fast fashion trends, particularly their impact on the environment and society. Additionally, I will examine the differences in fashion culture between Japan and Western countries and analyze the factors that influence these distinctions. The essay will also discuss how fashion brands are leveraging their influence to address social issues, as seen in initiatives like the Me Too movement. It seeks to shed light on ways to mitigate its negative impacts and improve the industry for the benefit of both people and the planet.

I

One of the biggest causes of fashion trends is teenagers. Firstly, if people make some fashion trends, there are some decisions by professionals in textiles. For instance, colours and materials are determined by designers and some organisations, like the International Study Commission for Color, 2 years before the real season.⁶⁹³ After that, the artists design the ideas of apparel, and then, they present their ideas of clothes during Fashion Week, in Paris, Milano, New York, and London.⁶⁹⁴ Hosoda Sakie said that fast fashion brands are influenced by the information from these collections and they are the first to incorporate trends into their designs and to commercialise them before anyone

⁶⁸⁵ Changing Me, “[Uniqlo, ZARA, H&M] Fast Fashion Strategy! Features and Use of Three Popular Brands,” Changing Me, 2020

⁶⁸⁶ Inditex, “INDITEX GROUP ANNUAL REPORT2022,” Inditex, 2023

⁶⁸⁷ FASHION PRESS, “H&M,” FASHION PRES

⁶⁸⁸ H&M Group, “H&M,” H&M Group, 2023

⁶⁸⁹ Inditex, “INDITEX GROUP ANNUAL REPORT2022,” Inditex, 2023

⁶⁹⁰ H&M Group, “H&M,” H&M Group, 2023

⁶⁹¹ Shibuya Keizai Shinbun, “Bershka Shibuya Shop under the Spanish Slope in Shibuya to Close, 12 years after it Enters into Japan,” Minna no Keizai Shinbun, 2022

⁶⁹² BRANDINGLAB editorial department, “Withdrawal after 10 years. Why Did Forever 21 Fail?,” Chief Branding Officer labo, 2019

⁶⁹³ Intercolor, Intercolor

⁶⁹⁴ ESMOD Fashion Work Media, “How are fashion design trends determined? 2022SS trend introduction,” SMOD Fashion Work Media, 2022

else.⁶⁹⁵ As I stated before, young people, like teenage girls, are reaching fast fashion brands easily.⁶⁹⁶ Therefore, Gen Z is creating new trends along with fast fashion trends.⁶⁹⁷ Also, teenagers cause the fashion trend cycle. The reason is normally, trends tend to come back around 20 or 30 years later, there were no Gen Z people around that time ago, so trends 20 or 30 years ago are a new thing for teens.⁶⁹⁸ Additionally, media including social media such as Instagram, TikTok, and traditional media, like magazines, also influence fashion trends. Recently, the influence of digital media on fashion trends is more than magazines, in particular.⁶⁹⁹ Shania Cooper said that social media has a significant impact on the fashion industry and changed the interaction way between brands and consumers. Social media provides a platform for designers to show their work to a global audience and users share their outfits and tag the brand they are wearing, and their followers can reach similar items easily.⁷⁰⁰ Moreover, the economy also influences the fashion industry. There is the theory called “Hemline index” by Professor George Taylor that “the shorter the skirt, the stronger the economy.” Actually, in the 1960s, the world economy developed the mini-skirt into fashion. Furthermore, the long maxi skirt was a fashion trend in 1973 at that time, the Arab oil embargo and the acceleration of inflation.⁷⁰¹

As a result of these reasons, especially fast fashion, people and the environment will face some problems. One problem is some brands are not paying salaries for their employees or working with low wages. One of the benefits of fast fashion is that customers can get clothes cheaply, however, shops do not pay money to keep down the cost. For instance, in the UK, Boohoo is the symbol of fast fashion’s worker exploitation problem. The people who sew its clothing are paid a little bit of money or have been paid under half the minimum wage. Also, the staff are working in poor conditions. There was an accident “The Rana Plaza disaster” in Bangladesh in 2013 and more than 1100 people died.⁷⁰² This problem is not limited to Boohoo and the United Kingdom, SHEIN or other stores also had these kinds of issues.⁷⁰³ Also, most of the clothes from fast fashion brands are low quality, so customers can not hold

⁶⁹⁵ Hosoda, Sakie, “Fast Fashion and Consumption Behavior of Young People,” Saitama Women’s Junior College, 2012

⁶⁹⁶ Eirini, Sampson, “Is fast fashion about self-expression or consumerism?,” Sustainability for students, 2022

⁶⁹⁷ Fernanda, Hoefel and Tracy, Francis, “ ‘True Gen’: Generation Z and its implications for companies,” McKinsey & Company, 2018

⁶⁹⁸ Melissa, “Why Does Fashion Repeat Itself?,” The Model Builders, 2021

⁶⁹⁹ Priedel, Felicia, “THE AMAZING POWER OF SOCIAL MEDIA IN INFLUENCES FASHION TRENDS,” FASHINNOVATION, 2022

⁷⁰⁰ Cooper, Shania, “The impact of social media on the fashion industry The role influencers have on trends,” Meer, 2023

⁷⁰¹ McDowall, Robert, “The Hemline Index,” Zyen, 2015

⁷⁰² Crumby, Alex, “What is fast fashion and why is it a problem?,” Ethical Consumer, 2023

⁷⁰³ Astha, Rajvanshi, “Shein Is the World’s Most Popular Fashion Brand—at a Huge Cost to Us All,” Time, 2023

the item long if they buy it, so customers waste money.⁷⁰⁴ Therefore, many clothes from fast fashion brands are often thrown away, which is harmful to the environment. A total of 59,000 tons of second-hand clothing is said to arrive in Chile from many countries each year. On the other hand, an estimated 39,000 tons are unable to be sold and end up dumped in the desert.⁷⁰⁵ Apparel from fast fashion is often made from synthetic materials like polyester and nylon derived from fossil fuels.⁷⁰⁶ If there are extra these kinds of clothes and fill up, it takes hundreds of years to biodegrade. When the companies create the apparel by dyeing, they need a minimum of 700 gallons of water, and then, the water leftover from the dyeing process is often dumped into ditches, streams, or rivers.⁷⁰⁷

II

There are several different points about Japanese fashion and Western culture. One of the differences is how much women reveal their bodies and wear tight clothing. When I searched the Internet and Pinterest for “Japanese fashion,” there were some pictures of females wearing baggy clothes, not very revealing, and layered. Japanese people do not wear jewellery a lot. After that, I searched like the last time for “Europe and American fashion,” and then they showed photos of women dressed in simple outfits, revealing their bodies more than Japanese girls. Even if they are not slim, they do not hide their body like Japanese people. In addition, ZARA is selling different items in Japan and the Western countries. For example, I searched “party” on ZARA’s website in Japan, they have 318 items,⁷⁰⁸ on the other hand, I got 470 results from the UK’s website under the same conditions.⁷⁰⁹ Elin Alexandersson said that people dressed in liberated and comfortable clothes such as T-shirts and blue jeans, also wore baggy clothes, trainers, and cropped tops in the United States. Japan is a centre of unique styles and fashion ideas. One of the typical examples is Kenzo Takada, who was Kenzo's designer and founder used colour combinations, and the mixing of patterns such as stripes, flowers, and checks. Elin also described French culture as distinguished by a high class and cultivated life and,

⁷⁰⁴ ELLISS, “Fast fashion, how much do you really know?,” ELLISS

⁷⁰⁵ Crumbie, Alex, “What is fast fashion and why is it a problem?,” Ethical Consumer, 2023

⁷⁰⁶ State of Matter, “Fast Fashion's Environmental Impact: Is It Worth the cost?,” State of Matter, 2022

⁷⁰⁷ Maiti, Rashmila, “Fast Fashion and Its Environmental Impact,” Earth, 2023

⁷⁰⁸ ZARA Japan, “ZARA,” ZARA Japan

⁷⁰⁹ ZARA UK, “ZARA,” ZARA UK

as the Parisian style can be very feminine.⁷¹⁰ Also, Asuka Watanabe wrote that France is high fashion, while the US is functional, youthful and casual.⁷¹¹

One of the causes of these differences is what influences people's fashion. According to Diana Gomez's research, around 85% of Japanese say friends/family, street fashion, magazines and social media influence their fashion style. On the other hand, more than 35% of Americans say that nothing influences their fashion style.⁷¹² Also, Koleva Emilia said that the Japanese adapt to their surroundings, showing that they value the reputation of others.⁷¹³ Similarly, a sense of value and national character are deeply related to fashion differences.

Japanese people are often brought up with the instruction not to cause trouble for others, and there is also a long-established culture of wabi and sabi, which values the atmosphere and atmosphere of the surroundings. Fashion magazines often use terms such as 'fashion to be loved', 'popular fashion', and 'fashionable coordination to be praised'. In contrast, for Western women, the standard of beauty is ego or being an independent woman.⁷¹⁴ High school and senior high school students usually wear school uniforms. It also fosters group spirit and camaraderie. It also has a psychological sense of sameness inherent in its visual uniformity.⁷¹⁵ Additionally, history is important to understand why there are differences in fashion. These come from past fashion trends. The nape of the neck, collarbone, and ankles glimpsed through the kimono that covered the body were probably what Japanese people felt to be eroticism. The reason why the Japanese are sexually attracted to what is now called 'chirarism' stems from the idea that it has long been considered a virtue to wear less revealing clothing and to avoid unnecessary exposure. In Japan, people wore loose-fitting kimonos because they did not want to emphasise the lines of their bodies. For instance, many people frown when they see young people in revealing clothes on the street. Buddhism considers the body and pleasure to be vain, and from ancient times paintings depicting the naked body were not often produced. The Japanese, who did not like them, also disliked such tendencies in dress. In Europe, on the other hand, the female nude was highly artistic. Nude images of men and women as gods and holy beings have been created and admired ever since.⁷¹⁶

⁷¹⁰ Alexandersson, Elin and Matlak, Rasha, "CULTURAL DIFFERENCES IN FASHION MAGAZINES – Targeting Vogue," The Sweden School of Textiles, 2017

⁷¹¹ Watanabe, Asuka, "American Influences in Japanese Fashion : Westernization of Clothing, The Influence of 'Japan Fashion' and Current Street Fashion," Annual bulletin department of the science of living, 2014

⁷¹² Armstrong, Marissa and Gomes, Deanna, "Fashion style factors favoured by Japanese and American university students," California State University, Monterey Bay

⁷¹³ Correva Emilia, "Style of Japanese university students," Hiroshima University Institutional Repository

⁷¹⁴ Apparey, "Japanese are 'fashionable'! Surprisingly different perspectives on fashion from the rest of the world," Apparey, 2018

⁷¹⁵ People's Daily Online, "Japanese Fashion Culture and Psychology," People's Daily Online, 2017

⁷¹⁶ Sachiko, Aso, "Ethnic Differences in Costume," Sachiko, Aso

III

Clothes are not a sustainable thing and it causes global warming. According to the Ministry of the Environment, producing the clothes needs to use 2368 litres of water. It is said that Japanese people use from 200 to 300 litres of water per day on average which means 7-10 days worth of water is used for making clothes. Additionally, making clothes emits about 95,000kt of carbon dioxide through the manufacturing process including spinning, cutting, staining and transport in Japan which is more than the combined emissions of the international aviation and shipping industries and almost the same as 10% of the world's CO₂ emissions.⁷¹⁷ Those clothes are thrown away easily and affect the environment badly, as I mentioned. Moreover, microfibre, one of the materials of clothes, pollutes the sea by falling off the fibre with daily washing.⁷¹⁸ Finally, using fur and leather for producing clothes is not sustainable when it comes to hurting animals physically.⁷¹⁹

The recent secondhand boom is good for the environment to reduce the burden of clothing manufacturing. Unlike fast fashion, second-hand clothing is often good quality and long-lasting, thus preventing a "disposable culture."⁷²⁰ The use of second-hand clothing also reduces the environmental impact, as new clothes are produced less often and the amount of carbon dioxide and other emissions from the manufacturing process is reduced.⁷²¹ It can also reduce the amount of clothes disposed of, furthermore reduce environmental pollution caused by landfills and incineration.⁷²² In addition, consumers should choose products made with natural fibre to solve ocean pollution caused by daily washing. In particular, organic cotton, not using pesticides and chemical fertilisers, is not only good for people but also farming methods are considered for the environment. It is also biodegradable and decomposes naturally when washed into the sea. It is also biodegradable and decomposes naturally when washed into the sea.⁷²³ Therefore, when people choose those clothes, the progress of environmental pollution can be suppressed. To solve the problem related

⁷¹⁷ The Japan Research Institute, "Ministry of the Environment 2020 survey work on fashion and the environment - results of the 'Fashion and the Environment' survey," The Japan Research Institute, 2020

⁷¹⁸ PRISTINE, "How to get rid of the microfibre that is discharged from daily laundry? Choose organic cotton clothing to protect the sea and the future," PRISTINE, 2021

⁷¹⁹ Shoko Koyama, "Changes in European fashion 'Don't hurt animals anymore'," NHK, 2023

⁷²⁰ Gete-mono-oki, "The image of old clothes you have 'Is it expensive? Is it cheap?'" Gete-mono-oki, 2021

⁷²¹ NIPPON 47, "Are old clothes good for the environment? Explanation of 3 reasons and how to recycle and reuse," NIPPON 47, 2023

⁷²² Ministry of the EnviRonment, "Sustainable fashion," Ministry of the EnviRonment

⁷²³ PRISTINE, "How to get rid of the microfibre that is discharged from daily laundry? Choose organic cotton clothing to protect the sea and the future," PRISTINE, 2021

to the ethics of the animals, brands declared “fur-free,” for example, Gucci joined the Fur Free Alliance (FFA),⁷²⁴ a program of an international federation which is opposed to making products with fur in 2017 and companies stop distributing information about making clothes with animal materials such as ELLE.⁷²⁵ As these famous companies and brands differentiate themselves from others and appeal that they are committed to society, fashion has the power to tell a strong message to consumers. Utilizing that power, fashion brands created clothes which are related to social activities when the Me Too movement spread, Dior released a T-shirt with the message, “WE SHOULD ALL BE FEMINISTS” in the Spring/Summer 2017 collection, also in the Spring/Summer 2018 collection, they presented a striped T-shirt with “WHY HAVE THERE BEEN NO GREAT WOMEN ARTISTS ? ”⁷²⁶ By doing so, Dior appealed to women's rights and equality directly to consumers. If customers buy those clothes and wear them, they could contribute to sharing the message daily.

IV

In conclusion, this essay examined the cyclical nature of fashion trends, the factors influencing their popularity, and the negative impacts they have on people and the environment. Trends are driven by various factors, including Generation Z, media influence, and economic conditions, with teenagers playing a significant role due to their accessibility to fast fashion. This has led to issues like overproduction, low wages, and environmental degradation, such as water pollution and carbon emissions. To mitigate these problems, fast fashion brands must reconsider pricing and production to prioritize quality over quantity, while consumers should adopt sustainable practices like purchasing second-hand clothing and choosing natural fibres such as organic cotton. Additionally, this essay explored cultural differences in fashion between Japan, Europe, and the U.S. Japanese fashion trends tend to avoid revealing or tight clothing, shaped by cultural values and history. Brands entering the Japanese market must adapt their designs accordingly, while Japanese brands looking to expand abroad should consider Western preferences for more casual and comfortable styles. Ultimately, the fashion industry has both the power to harm the environment and the potential to inspire positive social change. Sustainable practices and ethical fashion choices can reduce environmental impact, while brands like Gucci and Dior have shown that fashion can also be a platform for addressing social issues. By

⁷²⁴ Fur Free Alliance, “GUCCI ANNOUNCES FUR-FREE POLICY!,” Fur Free Alliance

⁷²⁵ Syoko Koyama, “Changes in European fashion ‘Don't hurt animals anymore’,” NHK, 2023

⁷²⁶ WWD STAFF, “ ‘Dior’ runs a programme for 200 women to develop the next generation of leaders,” WWD JAPAN, 2018

making mindful decisions, consumers can enjoy fashion while supporting sustainability and ethics, ensuring a brighter future for the industry and the planet.

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Which has a greater impact on human change? environment or mind

Rikyo Tokunaga

Lazy people are at a disadvantage. There are certainly many people who feel stuck in a dull, unfulfilling routine and grow tired of their monotonous days. However, even those people have a chance to change what they need a trigger, something that pushes them forward and helps them grow. Can we motivate ourselves and become better people? Can we take control of our own lives and change through sheer will? Or is it the people in power and the environment that shape us? If we can find the answer, we may be able to break free from a lazy lifestyle and step into a future far better than yesterday. For those who seek change, and for myself, I will explore whether self-motivation or environmental influence has a greater impact on personal growth.

I

According to Raeven Faye Chandler and Alexis R. Santos Lozada, in the United States, more than 4.6 million people from 16 to 24 are not employed, which is called NEET⁷²⁷. That is a big problem as a human and society. Basically, working for society or money is important for anything and the benefits would become a big thing because there are so many people in this world and almost all people work for society that is a way to live as a human without help. In general, the people who have a job person are seemed like excellent more more than NEET. Thaa is because they work substantial contribution. By the way, why are NEET? Why can't NEET quit being NEET? The reason why is that they do not change, they do not want to change themselves. Mark Twain said, "Twenty years from now, you will be more disappointed by things that you didn't do than by the ones you did do, so throw off the bowlines sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover." Not only NEET but also people who cannot control their body, weight like obesity and so on so people know what do they have to do but they would not know how they do therefor people would demand the best way to change such as which has a greater impact on human change? Environment or mind. In this essay, I would like to write the similarities and differences between environment and mind.

⁷²⁷ Raeven Faye Chandler and Alexis R. Santos Lozada, "Health Status among NEET adolescent and young adults in the United States, 2016-2018", National Library of Medicine, 2021

First of all, there are some similarities with this topic. According to the CDC report, 17 percent of Americans said they were on diets during the 2017-2018 survey period, up from 14 percent a decade earlier. Over the same period obesity rates rose in the U.S. to 42 percent of Americans, up from 34 percent⁷²⁸ Even if people try something to make an effort at a good place, even if people are motivated, sometimes it cannot be done all due to a failure in each environment and mind. Of course some people do not fail from beginning to end. However, at least some people give up without effort that is a kind of similar point and then the National Center for Education Statistics indicates that “73 percent of young adults with a bachelor’s degree worked full time, year-round in 2014, compared to 65 percent of young adult high school graduates⁷²⁹”. From this source one thing is proven that is everyone even depends on the environment or doing with a mind person do effort. That is same things for any people. A.P.J. Abdul Kalam said “end is not end, in fact end means effort never die⁷³⁰” Therefore the person who is influenced by the environment or mind, they have a goal that name is success so even if the way of effort is not the same these ways have the same goal.

On the other hand, there are some contrasting points. Firstly, change by environment depends on the person or place such as the library. Library is a popular space for people to study. According to THE UNIVERSITY PEOPLE, everyone attending a library must observe library etiquette, such as observing silence and limiting speech to whispers⁷³¹ Therefore, if the environment is different, people must study and can focus on the work but if it is in their way, it would not be necessary. According to Jim Rohn, “You’re the average of the five people you spend the most time with. This reminds us that our surrounding are important, and the people that we associate with play a critical role. As a result, we tend to mingle with individuals that we like, can learn from, and those that can motivate and lift us up⁷³²” that means when people do with mind only they cannot feel like this, so that a kind of big different. Always the mind way depends on feeling. According to Leonard Mlodinow, “rooted in both or knowledge and our past experience, emotion changes the way we think about our present circumstances and our future prospects often in subtle and consequential ways”.⁷³³ The last difference is willing to change. According to the Mind Content Tools Team, Mary Kay Ash, American businesswoman said “There are three types of people in this world: those

⁷²⁸ The Associated Press, “CDC says more Americans on diets compared to a decade ago”, NEWS, 2020

⁷²⁹ THOMAS SMALE, “Does That College Diploma Really Matter for Success”, Entrepreneur, 2017

⁷³⁰ A.P.J. Abdul Kalam, End Is Not End, In Fact End Means Effort Never Die, ELEVATE SOCIETY,

⁷³¹ “STUDYING IN THE LIBRARY OR AT HOME: WHAT IS BETTER FOR YOU?”, THE UNIVERSITY PEOPLE,

⁷³² Rich Yvanovich, “Change Your Environment or Change Yourself?”, trg, 2021

⁷³³ Leonard Mlodinow, “Emotional: How Feelings Shape Our Thinking”, Next Big Idea Club, 2021

who make things happen, those who watch things happen, and those who wonder what happened.⁷³⁴ In this person, The most important person is to make things happen because that is the beginning of everything even the mind but there is no way in the environment to do hard. These are the different points.

II

Did you know where the most physically inactive countries are? According to the Global News website, the first is Malta 71.9 percent, second is Swaziland 69 percent and third is Saudi Arabia 68.8 percent. It connotes that those three countries are the laziest countries.⁷³⁵ Those results of study would entail a specific background for example, as stated by Charles Karakas, in 2023, statistics show that 85 percent of the people in Malta own a smartphone.⁷³⁶ From this data people can say that smartphones make humans lazy. Most likely people started using smartphones in high school but nowadays many people already have their own smartphones in elementary school. When people live in this society, such as social networking services, they would easily become lazy and addicted. To resolve this issue, people need to change as a person with environmental help or mind's help or both of them. Therefore in this essay, I will list the pros and cons from each of human change with environment and mind.

To begin with there are two types of cons. Firstly is the environment. In particular, a changing environment for studying is good as a first step for human change. When people visit the library for studying, they would be able to study with high concentration because of the serenity. The 2015 figure was 44 percent of American people had visited a library in the previous 12 months based on John B Horrigan.⁷³⁷ Furthermore, not only the environment but also changing mindset can make them better. People suggest to have motivation. According to Niha Masih, a British survey suggests 2086 adults.⁷³⁸ They were asked if they feel too tired to work out? No motivation to eat green vegetables? The results of this poll are, for 38 percent of people, the answer was absence of motivation while 35 percent of people reported feeling too tired. From this poll, people feel tired, however it is important to have motivation to avoid being lazy. Therefore it can be said having motivation is good for people.

On the other hand, there are also two types of cons. In the first place, some people have felt stressed because of new environmental conditions. About 61 percent of people rank moving at the top of their stress list, higher than

⁷³⁴ the Mind Content Tools Team, Taking Initiative, Mind Tools,

⁷³⁵ "Top 10 laziest country", Global NEWS, 2012

⁷³⁶ Charles Karakas, "The Top 10 Indispensable Smartphone Features in 2023" melita, 2023

⁷³⁷ John B Horrigan, "Library usage on engagement", Pew Research Centre, 2016

⁷³⁸ Niha Masih, Too tired to be healthy? You're not alone, survey finds, The Washington Post, 2023

divorce or starting a new job , according to Gitnux website. According to the Mental Health Foundation, in the past year, 74 percent of people have felt so stressed they have been overwhelmed or unable to cope. As this study shows, stress disturbs people's concentration in a new environment. For instance, when people move to a company and work but they would not work hard and do high concentration because of the stress of the new environment. An additional bad point is resistance to change. For example, some people do not make an effort for some reason. It can be said it is a kind of resistance to change, likewise lazy people. According to PRITCHETT, some 20 percent of people are friendly to change and other 50 percent are in a neutral position and the remaining 30 percent people are the resisters to change.⁷³⁹ As stated by Jocelyn Solis Moreira, one interesting study was reported by hallmark 2009 study that found that habits developed in a range of 18 to 254 days, participants reported taking an average of about 66 days.⁷⁴⁰ Thus, it can be denoted that to change mindset entails substantial time. Therefore it is not good to change your mind.

There are several pros and cons from environment and mind point of view. To summarize, when people find a good environment with high concentration and have eternal motivation, it connects to opportunity for human change. Conversely, if people feel stress in a new place, new environment or resistance to change, they would start being lazy. In my opinion, a changing environment causes greater impact for people because when people try to change with just mindset, most people would yield to temptation. I am not an exception. Therefore I consider that a changing environment is greater. When people want to change to be a better person, there is one suggestion: put your phone away and go to the library to avoid being lazy.

III

People whose emotions and thoughts are easily changed by their environment tends to be driven by the people around them. According to Joel A Barker, Vision without action is merely a dream. Behave as fast as you can to bring you better results and opportunities of success.⁷⁴¹ Being normal affords nothing. In this essay let's see how around you change you or you change others.

Action without vision just passes the time. Vision with action can change the world. People cannot be forced to change their behavior. People also cannot make the world be as well as they want it to be. But the things

⁷³⁹ "How Much Resistance to Change Is Normal", PRITCHETT

⁷⁴⁰ Jocelyn Solis Moreira, "How Long Does It Really Take to Form a Habit", SCIAM

⁷⁴¹ Joel A Barker, "Vision Without Action is Merely a Dream", Chris Natzke's MIND OF A CHAMPION, 2021

we do, the way we act, and what we choose and don't choose can make a huge difference in the lives of others and even inspire them to change their behavior. Being happy or smiling the whole day is one of very important things for bringing happiness around you. There is a very famous saying of Mother Teresa-” Peace begins with a smile. Smile five times a day at someone you really don't want to smile at; do it for peace” No one is happy with a dark face, just as no one is at war with a smile.

IV

There are some similarities and different points of each other in my opinion. If people think about something to be done with effort they can work with the environment or mind these things depending on the impacts. Both changing through self-discipline and changing through the environment have their own advantages, and there is no definitive answer as to which is better. The key is to find the method that works best for you. You can put yourself in an environment where everyone is focused, like a library, to naturally encourage your own concentration. Or, you can practice meditation to enhance your self-worth. Whatever method suits you best will bring positive change. What matters most is not how you grow, but the willingness to grow in the first place.

Success Factors in The Creative Market for Emerging Brands; through the case study of GENTLE MONSTER, Off-White™ and innisfree

Arma Yunase Nakai

Introduction

According to Market Research Expert, as of 2022, the global creative industries market was estimated at USD 2669224.0 million, and it's anticipated to reach USD 3434322.0 million in 2028, with a CAGR of 4.29% during the forecast years⁷⁴². It is getting hard to make success especially in the creative industry in this overflowing society with thousands of competitors. Chanel, Disney, Vogue, LEGO, Hermès, these huge successful companies in creative industries are all old established companies, and it will become much harder when it comes to emerging brands. However, it is essential for the existence of new established companies to challenge market saturation and pursuit of Innovation and Uniqueness. Also, in fact, there are a number of emerging brands which have made huge success in the market rapidly. In this essay, I will unlock the keys of success in creative industries as emerging brand, through case study of Supreme (Fashion and Streetwear), GENTLE MONSTER (Eyewear and Fashion) / TAMBURINS (Skincare and Fragrance), and innisfree (Beauty and Skincare), which made huge success rapidly in creative industry as an emerging brand.

It was a business-to-business glasses company set up to try and change the eyewear market, which was, and largely still is, dominated by Luxottica, an Italian eyewear conglomerate based in Milan. Luxottica is the largest eyewear company in the world and also manufactures glasses for brands, including Oakley, Ray Ban and Prada.

Case study 1; GENTLE MONSTER

Radically experimental eyewear brand Gentle Monster was founded in 2011 with the ambitious objective of crafting the perfect pair of frames⁷⁴³. It was originally a business-to-business glasses company set up to try and change the eyewear market. Sunglasses manufacturing was and still largely is a monopoly owned by Luxottica (the largest eyewear company in the world and also manufactures glasses for brands, including Oakley, Ray Ban and Prada) Since then they has rapidly expanded in global scale, with a substantial investment of 7 billion KRW (5

⁷⁴² Market Research Expert, "Creative Industries Market: Global Analysis and Forecast By 2030", LinkedIn, 2023

⁷⁴³ SSENSE, "GENTLE MONSTER", SSENSE, accessed 2024

million 2 hundred thousand USD) from LVMH subsidiary L Catterton, Gentle Monster achieved remarkable sales of 32.2 billion KRW in 2021, establishing the company's valuation at approximately 1.2 trillion KRW (9 hundred million USD)⁷⁴⁴. GENTLE MONSTER is a Korean eyewear brand founded by Hankook Kim in Seoul⁷⁴⁵. GENTLE MONSTER itself was originally produced for Korean consumers. Now, the corporation has succeeded internationally; they now directly operate over 40 stores⁷⁴⁶. The popularity extends past selling sunglasses. It seems reductive to define them as only an eyewear brand, because they're so much more.⁷⁴⁷

Products

Gentle Monster sunglasses stand out due to their distinctive shapes and daring designs. The brand's design team is recognized for pushing conventional boundaries in eyewear, crafting frames that are oversized, geometric, and asymmetrical. GENTLE MONSTER sunglasses are also known for their attention to detail. They use high-quality materials and detailed craftsmanship to make the products both functional and stylish⁷⁴⁸. In addition to their striking designs, GENTLE MONSTER sunglasses stand out from other eyewear brands due to distinctive features. This includes intricate metalwork, gradient lenses, and unique patterns incorporated into some styles. According to Kim, some innovations to the product were made for Korean consumers, such as constructing oversized glasses with low bridge noses since South Koreans desire to have small faces.⁷⁴⁹ They identified a gap in the market where foreign brands were not meeting the design preferences of Korean women, who desired larger frames and sunglasses to complement the Korean beauty standard. Gentle Monster responded by producing designs that catered specifically to these preferences, making them more appealing to the target market. At the same time the fact that a famous actress wore the product accelerated the sale and boosted the fame of the brand. Other than the functional design of the product, they also focused on the creativity of the product as an eyewear brand. The brand categorizes its sunglasses into three tiers based on design and style.

-The first tier consists of inoffensive styles made for the masses, representing their core products.

⁷⁴⁴ JJ Lee, "Mastering the Art of Branding: Unveiling Gentle Monster's Design Strategy", Medium, 2023

⁷⁴⁵ SHOWstudio, "GENTLE MONSTER", accessed 2024

⁷⁴⁶ GENTLE MONSTER, "Stores", accessed 2024

⁷⁴⁷ MIA BURTON, "10 things every eyewear lover should know about Gentle Monster", MIA BURTON, 2023

⁷⁴⁸ Pret a Voir, "GENTLE MONSTER SUNGLASSES - INNOVATIVE EYEWEAR REDEFINING FASHION", Pret a Voir, 2023

⁷⁴⁹ SHOWstudio, "GENTLE MONSTER", accessed 2024

-The second tier includes slightly more creative and interesting designs aimed at expressing the brand's creative identity.

-The third tier features often avant-garde or fashion-focused designs, sometimes done in collaboration with up-and-coming labels.

These tiers reflect a strategic approach to product diversification, allowing Gentle Monster to cater to a broad consumer base with varying preferences and style choices⁷⁵⁰. As an example of the fashion-focused design, "TOKKI"; one of the collections which collaborated with the video game called Overwatch2, associates the customer with futuristic images with their unique design. The Tokki WP recreates D.Va (one of the characters of Overwatch2)'s signature headgear with GENTLE MONSTER's unique style, inspired by D.Va's mobility robot Tokki. The piece features a distinctive goggle silhouette with a soft yellow-tinted color, highlighting its structural frame. The soft case has been depicted in a mechanical design, and a detachable D.Va figure on the eyewear provides a fashionable experience that is surreal⁷⁵¹. This dynamic and unique design emphasizes the avant-garde brand identity, and leaves a strong impression on the audience.

Not only the design of the product they approach the customers with fusion of art and technology. In 2020, they developed a new generation of smart glasses with the HUAWEI (ICT infrastructure and smart devices). The series unites technology and fashion in a fashionable design with numerous smart functions. The result is a range of strong, ultra-light and comfortable glasses frames with an ultra-thin speaker for a completely new user experience. The upgraded Smart Interaction function turns the glasses into a personal assistant⁷⁵².

GENTLE MONSTER has made differences with other competitors by expanding the current eyewear market's boundaries with their avant-garde design which fusing art and latest technology.

Image © GENTLE MONSTER

⁷⁵⁰ Im Eun-byel, "Gentle Monster looks beyond sunglasses", The Korea Herald, 2018

⁷⁵¹ GENTLE MONSTER, "Overwatch 2 - Tokki WP", accessed 2024

⁷⁵² Huawei Tips, "HUAWEI × Gentle Monster Eyewear II - ontdek alle specificaties", HUAWEI, 2020



GENTLE MONSTER × Overwatch 2, “TOKKI”

Image © HUAWEI



HUAWEI x Gentle Monster Eyewear II, a new generation of smart glasses

Collaboration with Brands/Artists

GENTLE MONSTER often collaborates with a variety of artists and designers to create limited-editions which push boundaries of traditional eyewear design. Despite its high-fashion aesthetic and the branding, GENTLE MONSTER still remains accessible to a wide range of customers. Which is unusual compared to other high-end

brands which offer limited edition collaborations at quite an expensive price. GENTLE MONSTER offers the product at similar price as the other mid-range designer eyewear brands. The third tier, often featuring avant-garde or fashion-focused designs, frequently involves collaborations with up-and-coming labels. They collaborated with more than 15 brands in the past (January, 2024). Which includes Maison Margiela (High Fashion/Avant-Garde), Alexander Wang (Contemporary Fashion), D'heygere (Jewelry of French Fashion Accessory Brand) and Moncler (Luxury Outerwear).⁷⁵³ In addition to partnering with prestigious brands, Gentle Monster has successfully collaborated with numerous A-list celebrities on collections that garnered immense success upon their launch. They collaborate with Jennie Kim (K-pop Celebrities) and Diplo (American DJ and Music Producer). All of these collaborations including celebrities will generate lots of buzz on social media. Especially, the celebrities who have huge followers on social media or fandom would promise the significant increase in sales and awareness of the brand itself in the global market.

Interestingly, almost all collaborated products are “sold out” or “out of stock” on the official website. The variety of collaboration which updates frequently and the limitation of the product will contribute to consumer confidence and lead them to succeed.

These collaborations not only diversify the product range but also contribute to the brand's ethos and creative expression.

⁷⁵³ GENTLE MONSTER, “Collaborations”, accessed 2024



Images © Gentle Monster

Collaborate with Kim Jennie(left) and Diplo(right)

Advance Store Concepts

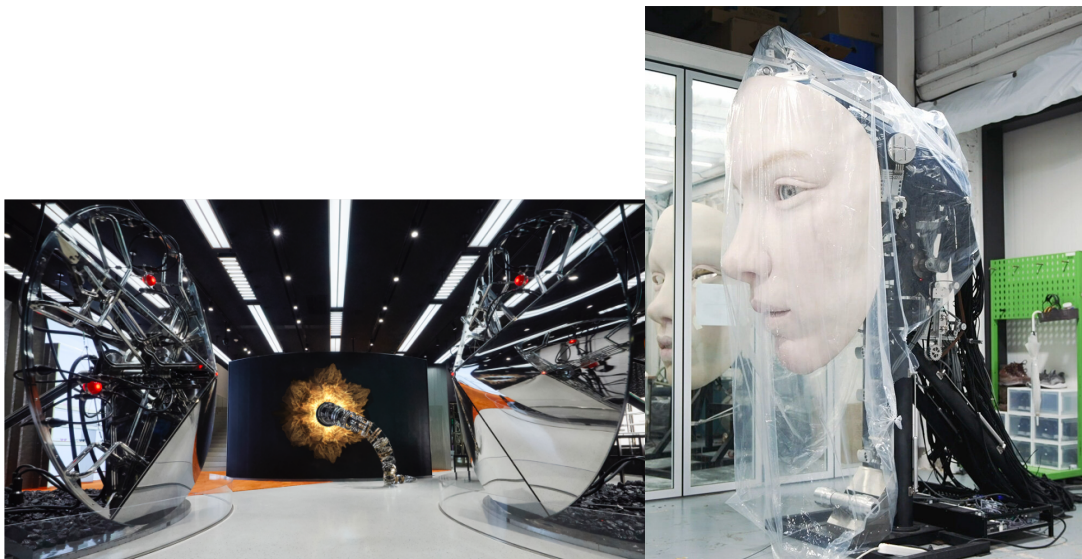
GENTLE MONSTER has been at the forefront of introducing innovative approaches to eyewear marketing and retailing, they are recognized for their innovative stores that challenge the distinction between retail and art environments. They are often using a marketing strategy referred to as "poll marketing," which involves creating products or services so interesting and engaging that consumers are drawn to them without the need for traditional advertising. Dynamic installations, surreal sculptures, and a plethora of robots create an immersive experience that encourages exploration, mirroring the unique character of their products. They focus on the immersive shopping experience especially in brand's flagship stores, which are in main cities in major countries such as London, United Kingdom, Osaka, Japan, Los Angeles, United States, and of course Seoul, South Korea. They are designed to feel like art installations rather than traditional retail spaces. They include striking lighting, surrealistic elements, engaging displays, and additional components that evoke a feeling of wonder and exploration.

“The Revolution”, flagship store in Beijing, China inspired by a plant's evolutionary journey, incorporating fantastical hi-tech elements and featuring installations representing various stages of the plant's evolution⁷⁵⁴. The store features a gigantic installation with two circular particle accelerators. It is unique in the way it renders “Plants” with mechanical inorganic objects.

In the “haus shanghai” the store of GENTLE MONSTER, known as "the giant," a robot with a head towering at two meters attracts the interest of the audience. This lifelike robotic visage now commands the third floor of the retail space, building upon the presence of the giant that made its debut in the Bird Village theme. It has been built completely by themselves, the robots not only surprise visitors, but complement the brand's vision⁷⁵⁵.

They say “GENTLE MONSTER currently has more than 100 in-house artists who specialize in spatial art, including architecture, interior design, sculpture, media art, engineering, pottery, robotics, and kinetic art, which is highly unusual for a fashion brand. They said “We used to outsource everything in the beginning, but they did not understand the concept and idea. So, it was easier to leave it to someone who understood the company's philosophy and principles.” The collaboration between artists of many different backgrounds is what allows GENTLE MONSTER to achieve its unique vision.” These dynamic store designs are designed to be so captivating that they attract customers naturally, aligning with the concept of pull marketing.

Image © Gentle Monster(left). designboom(right)



⁷⁵⁴ RETAIL DESIGN BLOG, “Gentle Monster flagship store”, RETAIL DESIGN BLOG, 2021

⁷⁵⁵ Juliana Neira, “GENTLE MONSTER discusses the giant, a 2-meter-high uncanny face robot”, designboom, 2021

“The Revolution” flagship store in Beijing(left), “The Giant” in Shanghai(right),

International expansion

Gentle Monster's international expansion is a significant aspect of its business strategy. The brand began its international expansion by targeting Western markets, particularly the United States. In 2016, Gentle Monster opened its first store in New York, signaling a strategic move to establish a presence in a major global fashion hub⁷⁵⁶. To enhance its visibility in Western markets, Gentle Monster made a notable debut at New York Fashion Week in September 2016⁷⁵⁷. This was a strategic move to showcase its products and unique brand identity to a global audience during a prominent fashion event. They also expanded its presence in Asia by opening a store in Hong Kong in 2016⁷⁵⁸. This move allowed the brand to tap into the diverse and vibrant fashion market in the region, further establishing itself beyond its home market in Korea. This ability to expand so successfully with such a wide scale exposure to the outside markets that got them noticed by investors

Gentle Monster's expansion in Asia is part of its broader strategy for growth. The brand's commitment to maintaining its unique branding strategy, retail spaces, and marketing approach remained consistent even as it expanded into new markets.

In summary, GENTLE MONSTER made a huge success as an emerging brand with its avant-garde eyewear designs, blending art and technology to create distinctive, oversized frames. These products are marketed into three tiers based on design and style. Collaborations with brands like Maison Margiela and celebrities such as Jennie Kim and Diplo contribute to its widespread appeal. The brand's smart glasses partnership with HUAWEI showcases a commitment to innovation. GENTLE MONSTER's immersive flagship stores, designed as art installations, redefine the retail experience, with the "Revolution" store in Beijing exemplifying a blend of hi-tech elements and natural inspiration. Overall, the brand's fusion of unique design, strategic collaborations, and innovative retail concepts has propelled it to international acclaim. This brand has succeeded globally since they maintained consistent brand philosophy which appealed to the range of performance of the brand. Their attitude was

⁷⁵⁶ NEWS WIRE, “Gentle Monster Launches First US Flagship Store in SoHo New York”, NEWS WIRE, 2016

⁷⁵⁷ Dhani Mau, “MEET 19 DESIGNERS MAKING THEIR NEW YORK FASHION WEEK DEBUTS”, FASHIONISTA, 2016

⁷⁵⁸Kaila Imada, “Gentle Monster”, TimeOut, 2016

appreciated for pursuing creativity and their unique aesthetic instead of seeking commercial success like lots of other brands do.

Case study 2; Supreme

Streetwear brand Supreme is one of the most sought after apparel brands in the world. Supreme was founded by James Jebbia in New York City in April 1994. It initially began in a compact shop located on Lafayette Street known for its non-mainstream, cool items and has gradually progressed to achieve iconic global recognition. They now have 16 stores in the world, and within 6 of them are in Japan and the 5 of them in the United States(January 2024)⁷⁵⁹. In late 2017, The Carlyle Group made an investment in Supreme that valued the New York streetwear label at \$1 billion⁷⁶⁰. This investment was significant since it was the first time such a large private equity firm invested in the streetwear market. Supreme generated \$561.5 million in revenues in 2022⁷⁶¹.

Limited availability

Supreme is famous for its unique strategy of maintaining product scarcity by collaborating with other brands or designers and limited releases of odd accessories like hair clippers, nunchucks, and dog bowls. The company releases new, limited-edition products weekly in two “seasons” every year. As soon as information about a new product or collaboration is disclosed, it rapidly circulates through fan sites, with enthusiasts highlighting the exceptionally rare products they covet. The Supreme’s box logo is not just a label, but a significant brand symbol that gives every item cult-like appeal. In 2016, they released a branded brick which sold out in a few minutes. Streetwear culture site Highsnobiety said the novelty item showed Supreme’s “ sadomasochistic relationship with its fans.”⁷⁶²

Every Thursday morning at 11:00 am during the summer/spring and fall/winter seasons Supreme drops a limited collection of merchandise. This is intentional. When the company initially considered their E-commerce site, Jobbia, founder of itself, wanted it to remain elusive and on brand⁷⁶³. Their customers frequently check their website

⁷⁵⁹ Supreme, “Stores”, Supreme, accessed 2024

⁷⁶⁰ Max Berlinger, “The next billion-dollar streetwear brand”, Vogue Business, 2019

⁷⁶¹ Tricia McKinnon, “The Brilliant Strategy Behind Supreme’s Success”, INDIGO DIGITAL, 2023

⁷⁶² Alec Leach, “8 POSSIBLE REASONS SUPREME MADE AN ACTUAL BRICK THIS SEASON”, HIGHSNOBIETY, 2023

⁷⁶³ Lauren Schwartzberg, “The Botmakers Who Rule the Obsessive World of Streetwear”, WIRED, 2017

every week at 11:00 am on Tuesdays to see new or interesting merchandise, since the items are dropped at a specific time and customers do not need to guess / wait till the items are dropped. The items will not be sold by Supreme once after the items are gone. Customers are often driven by FOMO – a fear of missing out, the influx of visitors to Supreme's website can experience a significant surge, with spikes reaching up to a staggering 17,000% following a product release⁷⁶⁴.

The limited distribution channel also might have helped the scarcity of the brand. When the product come out, customers only can access theses products from 3 different types of distribution channel; the company's stores, of which only are 10, the original web shop which started 20006, and a high-end boutique called Dover Street Market with outlets in London, New York, Beijing, Singapore, and Tokyo. Limited number of retail locations and controlled online releases contribute to the challenge of acquiring Supreme items.

The psychology behind this strategy is, the more a user needs to interact and work for a certain product, the more alluring the product becomes.

Image © Supreme



Branded Brick

Cult Brand Image and Streetwear Cool

⁷⁶⁴ Tricia McKinnon, "The Brilliant Strategy Behind Supreme's Success", INDIGO DIGITAL, 2023

- Unique online shopping experience
- Fan Engagement and Community Building
- In-on-the-Joke Mentality

David Shapiro, author of *Supremacist*, argues that, "what unites Supreme's accessories is that most of them have some sort of illicit/underworld connotation having to do with violence or drugs." They have even sold baseball bats, crowbars and hammers. The elements of criminality enable Supreme to capitalize on the rebellious, edgy aspects. Historically, the demand for Supreme's releases has consistently surpassed the available supply, leading to rapid sell-outs of their merchandise. Supreme embraces an in-on-the-joke mentality, often referencing pop culture and creating connections with its audience. The brand's clannish nature and cool factor contribute to a decades-long frenzy surrounding its releases.

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Intercultural Understanding

Teriha Nakahara

I

Identity refers to how individuals or groups perceive and define themselves, as well as how others perceive and define them. In developmental psychology, adolescence, from around ages 12 or 13 to the mid-20s, is considered a critical period for establishing identity.⁷⁶⁵ According to Psychology Today, the formation of identity is heavily influenced by one's environment, including parents and early childhood experiences⁷⁶⁶. Identity plays a crucial role in connecting individuals to society and providing motivation when determining life's direction. Identity is composed of various aspects, such as personal identity—character traits, beliefs, and experiences that distinguish individuals—and social identity, which is shaped by the societal groups to which individuals belong, such as nationality, ethnicity, and religion. Additionally, cultural identity is based on language, customs, and values, while sexual identity encompasses orientations like heterosexual, homosexual, bisexual, and asexual. Recently, identity expression has extended to online platforms, showing that identity holds significant weight both offline and online. In contemporary society, the definition of identity has become increasingly complex. Individuals with diverse ethnic backgrounds, such as mixed-race individuals or Zainichi Koreans, or those with diverse gender identities, often find that their identities do not fit neatly into a single category. Focusing on mixed-race individuals and Zainichi Koreans highlights the diversity of modern identity. Mixed-race individuals often navigate between different cultures and values, which can lead to internal conflicts regarding their identity. According to the Tokyo Metropolitan Human Rights Promotion Center, mixed-race individuals frequently encounter discrimination or prejudice based on their appearance. For instance, a man overheard interviewers commenting on his foreign appearance as a reason for not hiring him, while a woman was told she was hired for being mixed-race, prompting her to seek a job where her abilities were valued over her appearance⁷⁶⁷. Talent Sherry has shared how, despite growing up in Japan and identifying as Japanese, she is often introduced as a "mixed-race talent" or treated as a foreigner on television⁷⁶⁸. Everyday comments like "Your Japanese is good" or "You use chopsticks well" can convey the message that they do

⁷⁶⁵ Development Psychology, What is identity?, Yasuko Matsuoka, March 2022

⁷⁶⁶ Psychology Today, Identity, Psychology Today staff, July 2025

⁷⁶⁷ Tokyo Metropolitan Human Rights Promotion Center, People called "half", Katsuichi Hayashi, February 7, 2022

⁷⁶⁸ Very, Ms. SHELLY: "Half = often treated as foreign, why?", Miho Arima, October 10, 2020

not fully belong in Japan, reflecting unconscious bias or microaggressions. Similarly, Zainichi Koreans, born and raised in another country but influenced by their heritage, often face challenges in forming their identity. For example, Han Kwang-hoon, a third-generation Korean living in Japan who was born and raised in Osaka and studied in Korea for a year, was asked by a Korean woman at a drinking party in Korea, “Do you speak English? Because your Korean is not fluent”.⁷⁶⁹ He felt that she had denied his personality and became angry. Another case reported by the Tokyo Shimbun, Mr. Choi, a third-generation Zainichi Korean (South Korean national living in Japan) filed a lawsuit after suffering emotional distress due to more than four years of slander and defamation, as well as discriminatory posts on an Internet blog that told him to “go back to my country. He feels that he was born and raised in Japan, but where should he go back to? The words “go home” have unjustly hurt Zainichi Koreans. According to Professor Itagaki’s research, a 60-year-old Zainichi Korean woman was pulled out of her school bag when she was in the fifth grade of elementary school, told to “go back to Korea, Koreans,” knocked down, and broke her front teeth. In one case, her mother only cried and her father simply said that she could not be bullied because she was Korean, and in another case, a 30-year-old man stated that he felt alienated and wondered if he was not allowed to be there⁷⁷⁰. As described above, the discrimination they face in both Japan and Korea, where they have their roots, has left them conflicted and questioning their own identity, wondering who they are as neither Japanese nor Korean. Even under such circumstances, they continue to express their identity. Personal identity is not possible without social identity. Historically, LGBTQ individuals and religious minorities faced societal intolerance. However, as society has embraced diversity, greater acceptance of gender and religious differences has emerged. For instance, according to Sasha Issenberg, the Netherlands became the first country to legalize same-sex marriage on April 1, 2001, followed by Belgium, Spain, Sweden, and other European nations.⁷⁷¹ In Asia, Taiwan legalized same-sex marriage on May 17, 2019, making it the first region in Asia to do so, as reported by The Reporter.⁷⁷² While identity appears to be diversifying, it is only recognized when validated by society. Personal identity must be acknowledged within a social framework; otherwise, individuals risk exclusion. However, consistently prioritizing personal identity may lead to conflicts between individuals and society, threatening societal

⁷⁶⁹ President Online, A 32-year-old third-generation Zainichi Korean tells of his experience of discrimination and “a significant change” in his life, Han Kwang-hoon, October 21, 2024

⁷⁷⁰ Tokyo newspaper, A lawsuit against a Zainichi Korean, who was born and raised in Japan, will be decided in October, focusing on the illegality of the “go home” message, August 13, 2023

⁷⁷¹ Netherlands legalizes same-sex marriage, Sasha Issenberg, April 1, 2021

⁷⁷² The Reporter, May 17, 2019 - Taiwan Writes History as First Asian Country to Legalize Same-Sex Marriage, Bo-Wei Wu, May 17, 2019

cohesion. Thus, in navigating this complex landscape, individuals must express their identities while understanding that societal acceptance is not guaranteed. Concurrently, society should strive to understand, acknowledge, and foster policies and initiatives that promote identity diversity. So, how do we form and express our own identities in this increasingly complex society? It should be understood that while individuals express their own identities, these identities are not always recognized by society, and society should also understand and recognize people's identities and implement policies and activities that lead to the diversification of identities.

II

Culture does not come naturally; it is acquired and formed through people's surroundings, education, and social interactions. Culture influences various aspects such as food, values, and behaviors. Language is an important tool for expressing one's culture and plays a key role in interactions with people from different cultural backgrounds. Many languages include honorifics that distinguish interpersonal relationships and words reflecting cultural values. To understand these nuances, an understanding of language is essential. Today, globalization has facilitated the flow of goods and people, creating a society that transcends national borders through tools like social networking sites. How has globalization affected culture and language? For instance, multinational companies such as Amazon and Apple sell and distribute products worldwide. According to a study by DATAREPORTAL, by 2023, there will be approximately 4.7 billion social media users, more than half of the world's population⁷⁷³. Shopify reports that Facebook is the most popular social network, with 3.07 billion users. YouTube follows with 2.5 billion, and WhatsApp has over 2.78 billion users.⁷⁷⁴ These figures demonstrate the increasing rate of cultural exchange. Globalization has also significantly impacted food and music cultures. In food culture, McDonald's is a prime example. According to the New York Post, McDonald's now has 41,822 restaurants, up from 40,200 in 2022.⁷⁷⁵ Additionally, Investing.com reports that McDonald's market share in the U.S. fast-food sector will account for about 23.1% by 2024.⁷⁷⁶ This demonstrates McDonald's widespread popularity and influence on global food culture.

⁷⁷³ DATAREPORTAL, Global Overview Report, Simon Kemp, February 7, 2023,

⁷⁷⁴ Shopify, Ranking of the world's and Japan's most popular social networking sites in 2024, Megumi Uchikawa, July 4, 2024

⁷⁷⁵ New York Post, Here's how many McDonald's there are in the world — and the countries where you won't find one, Brooke Steinberg, May 7, 2024

⁷⁷⁶ Invests.com, McDonald's Facts and Statistics, SARA-JAYNE SLACK, November 5, 20

Moreover, California rolls, a fusion of Japanese and Western culinary traditions, are popular worldwide. This illustrates how different cultures merge to create and develop new cultural expressions. In music, American pop music and Korean K-pop are also widely popular. According to Spotify, between 2018 and 2023, K-pop's global play count increased by about 4.6 times, with U.S. plays rising 2.8 times.⁷⁷⁷ This shows how music helps transcend language barriers and fosters cultural exchange. How has globalization impacted language? The spread of English as a global lingua franca has made it a common medium of communication. The EnglishClub study states there are approximately 1.5 billion English speakers worldwide.⁷⁷⁸ Furthermore, English education is expanding globally. However, the extinction of languages and the loss of linguistic diversity are becoming pressing issues. UNESCO's Atlas of the World's Languages in Danger reports that more than half of the world's 7,000 languages are at risk of disappearing⁷⁷⁹. Furthermore, according to Spaceship Earth, the Ainu and Yonaguni languages are in danger of disappearing in Japan as well.⁷⁸⁰ The disappearance of a language leads to the loss of the community that speaks it and its culture, and thus to the loss of cultural diversity in the world. Englishization will facilitate international communication in business, diplomacy, and many other aspects. On the other hand, the loss of linguistic diversity and the dilution of cultural uniqueness increase the likelihood that English-centric values will be imposed and homogenized. Therefore, it is necessary for English and other languages to work toward coexistence. In today's globalized society, how can we coexist with diverse cultures while preserving the traditional culture and language of each country? We can protect cultural and linguistic diversity in an increasingly globalized society by working to preserve those cultures and languages that are on the verge of extinction, and by ensuring that people around the world understand this critical situation.

III

Intercultural understanding or communication typically refers to the exchange and understanding between people from different nationalities and cultures. However, it involves engaging with anyone from a different background, making all communication a form of intercultural communication. Understanding and overcoming

⁷⁷⁷ Yonhap News Agency, K-Pop Views on Spotify Increase 4.6 Times in 5 Years, October 8, 2024

⁷⁷⁸ The English Club, The world's English-speaking population of 1.5 billion | Japan's population is also growing rapidly! 8 Reasons Why You Should Learn English, January 2, 2020

⁷⁷⁹ UNESCO, Atlas of the World's Languages in Danger, 2010

⁷⁸⁰ Spaceship Earth, What are Extinction Threat Languages? Causes, reasons to protect them, and examples of efforts in Japan and around the world, Sakura Ikeda, July 30, 2023

these cultural and linguistic differences is challenging because values, norms, and manners that seem natural in daily life can vary significantly, leading to conflicts. For example, according to Nippon.com, many Kurds have moved to Kawaguchi City in Saitama Prefecture, leading to issues with local residents over noise and improper garbage disposal.⁷⁸¹ Kurds do not have an independent state due to various geopolitical reasons, including opposition from countries where they reside, international geopolitical interests, internal political divisions, and missed historical opportunities for independence. Japanese residents, concerned about changes to their living environment, cannot expel the Kurds, who often lack Japanese language skills, making mutual understanding difficult. Instructions on waste disposal are in Japanese, causing misunderstandings and even hate speech against Kurds. An Asahi Shimbun article reports that men in Ebina City, Kanagawa, held protests displaying banners and chanting slogans like “Eradicate Kurds!” Such actions indicate a lack of intercultural understanding.⁷⁸² Meanwhile, the Japanese government is increasing its acceptance of foreign workers, with the number of foreign workers reaching about 2.05 million by October 2023, making up 3.4% of all workers⁷⁸³. Additionally, Study in Japan stated in 2023, there were 279,274 foreign students in Japan.⁷⁸⁴ Many of these students, who may struggle with both language and the demands of studying and working, face mental health challenges. A study by Waseda University found that international students often suffer from acute mental health issues,⁷⁸⁵ and a survey from Tsukuba University's Health Management Center noted an increase in consultations from international students between 2005 and 2010.⁷⁸⁶ These findings underscore the need for support activities that help integrate international students into Japanese society, highlighting the challenges of cross-cultural understanding related to nationality. Intercultural communication also includes generational differences. For example, a survey by Nikkei Research found that people in their 20s and 30s prioritize sensory values and social media reviews when shopping, while those in their 50s and 60s focus on traditional values.⁷⁸⁷ Additionally, ASMARQ found that the "relaxed generation" (born between 1987 and 2004)

⁷⁸¹ Nippon.com, Saitama, Kurds in Japan Today - Will the Outrageous “Hate” Never Stop?, Koichi Yasuda, October 4, 2024

⁷⁸² Asahi Shimbun, Saitama District Court issues provisional injunction prohibiting demonstrations around Kurdish group's office, Tomonori Asada, November 21, 2024

⁷⁸³ Cabinet Office, Current Situation and Issues of Foreign Workers in Japan, October 2023

⁷⁸⁴ Study in Japan, FY2023 Survey on the Status of Foreign Students in Japan, May 2024

⁷⁸⁵ Waseda University, About the mental health of international students, Eimi Ishii, Keiji Kashiki, Masashi Hori, January 2025

⁷⁸⁶ Journal of Neuropsychiatry, An Analysis of Mental Disorders of international Students Visiting the Mental health Service at Tsukuba University Health Center, Takahumi Hori, Hirokazu Tachicawa, November 5, 2011

⁷⁸⁷ Nikkei Research, Global 10,000-person survey | What are the factors that contribute to brand power in view of generational differences?, Mae Kamoto, July 10, 2024

places a higher value on personal life over work.⁷⁸⁸ These differences can lead to generational conflicts. In education, there's a shift from teacher-centered to learner-centered approaches, with methods like active learning and ICT integration. According to PR TIMES By 2018, 90.4% of high schools had adopted active learning classes, reflecting the evolution of learning methods over time⁷⁸⁹. Intercultural understanding is necessary for all forms of communication, not just those involving different nationalities, languages, or cultures. To foster this understanding, we can organize international festivals featuring cultural elements like food and dance, and provide support programs for international students and foreign workers, such as counseling and Japanese language courses. Establishing a mentor system to assist newcomers with administrative processes and cultural norms can also help. By bridging cultural and national differences, we can move closer to a multicultural society. Furthermore, the term "intercultural" itself should be reevaluated, as it may unconsciously suggest a separation from one's own culture.

⁷⁸⁸ ASMARQ ,Questionnaire survey on the values of each generation, Asmark Editorial Office, March 1, 2015

⁷⁸⁹ PR TIMES, More than 90% of high schools have introduced "active learning-type classes" The number of high schools "introduced throughout the school" has more than tripled in 2014, Hiroshi Kobayashi, February 7, 2019

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Current and Past Crimes

Souka Hamamoto

Crime has always been a part of human society, shaping the way people live and interact. It is a social issue that transcends time, appearing in different forms and being dealt with in various ways across cultures and periods. From early human communities where social norms and customs governed behavior to modern legal systems that regulate crime and punishment, the concept of crime has evolved significantly. In this essay, we will explore the nature of crime in both past and present contexts, comparing how it has manifested in Japan and other countries, and considering its effects on individuals and societies.

I

The concept of crime in ancient societies was not as formalized as it is today. In early human history, crime was primarily viewed as a violation of social norms or communal order rather than as a formal legal offense. Societies like those in ancient Japan, including the Jomon period (circa 14,000–300 BCE), did not have codified legal systems. Instead, disputes and violations were handled informally, often by community leaders or family heads.

In the Jomon period, society was primarily organized in small, kinship-based groups where cooperation and social harmony were vital. There is no clear evidence that crimes were formally defined or codified, but there was likely a system of informal punishment, such as social ostracism or conflict resolution through familial ties⁷⁹⁰. These early human societies relied on communal efforts to maintain order and resolve conflicts.

In contrast, ancient civilizations such as Mesopotamia and Egypt had written laws that explicitly defined criminal behavior. One of the most famous examples is the Code of Hammurabi from around 1754 BCE, which outlined specific punishments for various crimes, such as theft, assault, and perjury. These laws were designed to maintain social order and protect property, marking a significant shift toward a more formal and state-controlled approach to crime⁷⁹¹.

⁷⁹⁰ Takahashi, Kenji. "Early Japanese Societies: Kinship and Crime in the Jomon and Yayoi Periods", Tokyo University, 2021.

⁷⁹¹ Smith, John. "The Evolution of Legal Systems: Ancient Law Codes and Their Influence on Modern Legal Thought", Oxford University, 2014.

Thus, in ancient times, the nature of crime varied significantly. While societies like the Jomon period had informal social control, others like Mesopotamia laid the groundwork for modern legal systems by codifying crime and punishment.

II

The evolution from informal community-based responses to formal legal systems is a key aspect of how crime has changed over time. In Japan, the feudal era (12th–19th centuries) saw a shift towards a more structured approach to crime, though it was still heavily influenced by social hierarchy and honor. For instance, samurai followed a strict code of conduct known as bushido, and violations of this code, such as failure in battle or dishonoring one's family, were seen as grave crimes that could result in punishment by death or ritual suicide (seppuku)⁷⁹².

By the early 20th century, Japan adopted a more modern criminal justice system based on Western legal principles, influenced by the legal reforms of the Meiji era (1868–1912). In contemporary Japan, crime is governed by a codified legal system, and law enforcement is the responsibility of the state rather than local leaders or families. Japan has been known for its low crime rates, especially in comparison to other developed nations. However, modern issues such as cybercrime, financial fraud, and organized crime, particularly the activities of the yakuza (Japanese mafia), have raised concerns in recent decades⁷⁹³.

On a global scale, crime in the modern world has shifted with the advent of new technologies and the growth of the global economy. While traditional crimes such as theft, assault, and robbery still exist, the rise of digital technologies has facilitated new forms of crime, including identity theft, cyberbullying, and online fraud. Organized crime has also become more transnational, involving networks that operate across borders, engaging in activities like drug trafficking, human trafficking, and financial crimes.⁷⁹⁴ Japan's experiences with crime reflect global trends, but they are also shaped by unique cultural and legal factors. Japan's approach to crime emphasizes social harmony and the rehabilitation of offenders, and its relatively low crime rates reflect the effectiveness of its

⁷⁹² Yamamoto, Hiroshi. "The Feudal Legal System in Japan: Crime and Punishment", Kyoto University, 2007.

⁷⁹³ Shimada, Katsu. "The Yakuza and Modern Japanese Society", Japan Review, 2018.

⁷⁹⁴ Patterson, Jennifer. "Crime, Punishment, and Society: A Historical Overview", Cambridge University, 2016.

legal system and cultural values. However, like many other nations, Japan faces increasing challenges in dealing with more sophisticated forms of crime.

III

When comparing crime in Japan's historical and modern periods, it is essential to consider the socio-political and cultural contexts that shaped criminal behavior. In the feudal era, crime was closely tied to notions of honor, loyalty, and social status. The punishment for crimes in this period was often not just legal but also social. A samurai who failed in his duty or brought dishonor to his family might be compelled to commit seppuku as a means of atoning for the shame (Kobayashi, 2012).

In contrast, modern Japanese society is more influenced by global criminal trends, with crimes such as cybercrime, corporate fraud, and drug abuse becoming more prominent. Japan's legal system, which has largely shifted towards rehabilitation and reintegration of offenders, faces new challenges from these modern crime trends. For instance, while Japan has been successful in controlling violent crime, it is now dealing with a rise in non-violent crime, such as identity theft and online fraud⁷⁹⁵.

Another issue facing Japan today is the persistence of yakuza groups. While these criminal organizations have been subject to increased law enforcement efforts in recent years, they still play a role in illicit activities such as gambling, drug trafficking, and money laundering. The yakuza's influence, however, has been decreasing, as laws targeting organized crime have become stricter, and public sentiment has turned against these groups⁷⁹⁶.

The shift from an emphasis on social honor to a focus on legal punishment and rehabilitation reflects broader global trends. Like Japan, many other nations have adapted their legal frameworks to address the changing nature of crime. This includes increased attention to white-collar crimes and the global fight against cybercrime.

IV

The evolution of crime, from its informal roots in ancient times to its modern forms, has had profound implications for both individuals and society. In ancient Japan, crime was tied to personal and familial honor, and

⁷⁹⁵ Murata, Aiko. "Modern Crime Trends in Japan: A Sociological Perspective". Routledge, 2021.

⁷⁹⁶ Shimada, Katsu. "The Yakuza and Modern Japanese Society", Japan Review, 2018.

punishment was often a public affair, restoring social order by removing dishonor. In contrast, modern criminal justice systems focus on rehabilitation and restitution, attempting to reintegrate offenders into society.

The impact of crime on individuals can be devastating, whether it involves personal victimization, the loss of financial assets, or the psychological effects of living in a society with high crime rates. At the societal level, crime can erode public trust in institutions, undermine social stability, and increase the burden on law enforcement and the justice system.

Despite the rise of new forms of crime, such as cybercrime, Japan's low crime rates and emphasis on social harmony continue to distinguish it from many other nations. However, like other countries, Japan faces challenges in adapting its legal system to address emerging threats in an increasingly globalized world. The evolution of crime and the criminal justice system in Japan highlights the need for societies to remain adaptable in their approach to crime prevention and punishment.

In conclusion, while the forms of crime have changed over time, the underlying principles that drive crime – social inequality, economic instability, and human behavior – remain constant. Understanding the historical context of crime can help modern societies address its challenges more effectively and create systems that balance justice, punishment, and rehabilitation.

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The Problem of Vacant Houses

Anju Hayashi

I

Currently, Japan's population continues to decline and is expected to fall below 100 million in the near future. On the other hand, the total number of housing units is increasing, creating a strange phenomenon in which new housing units continue to be built even though more and more vacant houses have been increasing every year in Japan. Actually, according to the Housing and land survey of Japan in 2018, the number of the vacant houses dramatically increased between about 6.59 million in 2003 and about 8.48 million in 2018, also the percentage of vacant houses grew from 12.2 percent in 2003 to 13.6 percent which was the highest number in 2018.⁷⁹⁷ However, those numbers include the number of secondary residences or houses for rent or sale, so the category "other vacant houses" refers to houses that no one uses, and it too has been increasing year by year, with 3.49 million houses in 2018. Also, abandoned vacant houses are dangerous from a security standpoint, causing "falling exterior walls and roofing materials" and "collapsed houses." They also have a serious impact on the living environment of local residents, causing "illegal dumping of garbage," "foul odors," "breeding of rats, stray cats and harmful insects," "overgrowth of weeds," and other sanitary and landscape deterioration.⁷⁹⁸ Thus, if too many vacant houses are abandoned, they will affect the surrounding environment in many ways. In order to change this situation to be better, I will give the causes of the problem, a solution, and an example to simulate my solution.

II

There are several causes of increasing vacant houses. First cause is the lack of owners' knowledge. In many cases, people inherit a house from a family member such as their parents and their houses are hard to sell. In fact, in a 2014 survey of how vacant houses were acquired, "inheritance" accounted for more than half of the responses, at 56.4 percent.⁷⁹⁹ In this case, if people have their own houses already or if the house is not conveniently

⁷⁹⁷ Yasushi Asami, "Major statistical surveys to be conducted this year," 2023 Housing and Land Survey, October 1, 2023

⁷⁹⁸ Westmorland and Furness Council, "Problems that empty homes cause," Westmorland and Furness Council, 14 September, 2023

⁷⁹⁹ Ministry of Land, Infrastructure, Transport and Tourism, "Current status of vacant houses," Ministry of Land, Infrastructure, Transport and Tourism

located, they often do not live in the house that they inherited and it becomes vacant. Also, the less management, the harder it is to sell because the value of the house decreases. Furthermore, according to a 2019 survey by the Ministry of Land, Infrastructure, Transport, and Tourism, the reasons for not selling or renting a vacant house include "low quality of housing," "few renters or buyers," "don't want the expense and hassle," and "unlikely to sell or rent at a satisfied price."⁸⁰⁰ Thus, the demand for old houses left in the countryside will decrease, causing the number of vacant houses to increase as they are left unsold and abandoned. Moreover, the 2021 awareness survey also found that 77.8% of vacant home owners who are not looking for renters or buyers do not know the legal system related to vacant houses.⁸⁰¹ This lack of knowledge has led to the choice to leave it as a result. Secondly, the needs of buyers do not match the needs of vacant homes. According to AlbaLink Corporation, the timing of buying a new house was birth or pregnancy for 122 of the 500 respondents, the entrance of a child to preschool for 79, and marriage for 77.⁸⁰² According to the 2020 survey, the most common factor when purchasing a home was "purchase price" at 53.5%, followed by "good neighborhood or living environment" at 43.3% and "convenient transportation" at 37.1%.⁸⁰³ In other words, lots of people are focused on purchasing safe and convenient land for their children and families with little financial cost. On the other hand, in residential areas that were developed many years ago, the whole population ages and inheritance occurs at the same time, so the number of vacant houses increases suddenly and the landscape deteriorates. This makes the environment around the houses worse and unsafe, so people are less likely to buy vacant houses. Moreover, in the real estate industry, the price of a single-family home is considered to drop to zero after about 20 years of age⁸⁰⁴, so the real estate industry also does not often introduce vacant homes to buyers. To summarize, the reason why the vacant housing problem has not yet been resolved is that buyers do not have an idea and do not know to buy a vacant house, while the sellers cannot sell their house even if they want to sell it and do not know enough about vacant houses and legal systems. Unless the awareness and knowledge of both owners and buyers of vacant houses change, the number of vacant houses will continue to increase, and I will propose solutions to this problem in the next article.

⁸⁰⁰ Ministry of Land, Infrastructure, Transport and Tourism, "Current status and issues of vacant house policy and direction of study," Ministry of Land, Infrastructure, Transport and Tourism, October, 2022

⁸⁰¹ Ject One Corporation, "2021 Tokyo Metropolitan Government Attitude Survey on Owners of Vacant Houses," March 25, 2021

⁸⁰² AlbaLink, Inc., "Survey of 500 people who have bought a house at the right time.," PRTIMES, December 1, 2021

⁸⁰³ Real Partner, "Survey on residential preferences and attitudes toward purchasing," Real Partner, January, 2021

⁸⁰⁴ LIFULL HOME'S, "Houses over 20 years old are worthless! What you need to know about the market and what you need to know when selling an older single-family home.," LIFULL HOME'S, February 6, 2023

III

Vacant housing problem is a big deal and to address this, some local governments have already taken measures. According to the Ministry of Land, in Ishikawa city, the government supported the renovation of several vacant buildings and created childcare support facilities and base facilities such as hot tubs and restaurants.⁸⁰⁵ However, the policies made by the national and local governments are not yet so active, so I will propose some solutions in this essay for both the buyers and the sellers. Firstly, for the buyers who do not have the idea of buying the vacant house, suggest the existence of subsidies and tax incentives for purchasing or renovating a vacant house, and share success cases and benefits of purchasing vacant homes. For example, in fact, in a 2024 Housing Energy Efficiency Campaign with four categories, each of which is subsidized for its target audience.⁸⁰⁶ This includes renovation to create an environment conducive to child-rearing, a category that can provide a maximum of two million yen in subsidies. Also, each local government has its own subsidy systems for renovations, so buyers can use these to reduce renovation costs as much as possible. Actually, according to the search site for support systems related to house renovation in local governments, there were 23 subsidy programs for barrier-free renovation in Kyoto in March 2024.⁸⁰⁷ On the other hand, according to the Home Renovation Promotion Council, there are 5 types of tax incentives; income tax exemptions, property tax reductions, gift tax exemptions, registration and license tax exemptions, and real estate acquisition tax reductions.⁸⁰⁸ Also, each tax incentive has a different tax rate, target construction, and time limit for use, and some tax incentives may be able to be used in conjunction with other tax incentives, thus buyers can save their costs for the renovation if they use both subsidies and tax incentives. Then, the advantages of including these factors, such as the possibility of building a house based on one's own needs, the lower price of a renovated house compared to a new house, and the fact that the difference between the purchase price and the sales price will be smaller when the house is sold in the future because the market value will not drop as fast as a new house, will attract buyers' interest. Secondly, for owners who could not sell their vacant house even

⁸⁰⁵ Ministry of Land, “Integrated and comprehensive promotion of measures against vacant houses and land with unknown owners,” February 27, 2023

⁸⁰⁶ Residential Energy Conservation 2024 Campaign, “About the Residential Energy Conservation 2024 Campaign,” 2024

⁸⁰⁷ Council for the Promotion of Home Renovation, “Search site for support systems for home renovation by local governments,” 2023

⁸⁰⁸ Home Renovation Promotion Council, “Support Programs for Home Renovation,” 2023

if they have already used a real estate company, suggest using Akiya Banks, a system that matches vacant house owners with people who want to use vacant houses and is operated by local governments or organizations delegated by local governments. In fact, as of January 2024, a survey of the Ministry of Land, reports that there were 16,200 houses that had already been contracted.⁸⁰⁹ If the house still does not sell well, then it can be transferred to someone at the Akiya banks for free, and the owner can escape from property tax, city planning tax, and also management costs and hardship, or owners can use a vacant house management service to keep the house in its current condition. While, for people who do not know about vacant houses and legal systems so end up abandoning their houses, recommend the use of free house valuations available on the Internet, and create interest by making people aware of the value of their houses. Then, make people think what choice is the best for their houses and at the same time, make sure they recognize the disadvantages of leaving their houses abandoned. Also, this measure can also prevent a situation where many houses become vacant quickly in the same area and the landscape becomes worse, making it difficult to match the needs of buyers with the vacant houses. For instance, according to the Center for Vacant House and Land Management, a NPO, "Vacant Houses Special Measures Act" was enacted in 2014, which allows the government to take measures such as forcible removal of vacant houses.⁸¹⁰ So if a vacant house is designated as a "specified vacant house" that is not properly managed, its owner will lose tax benefits and it means that property taxes will be six times higher. According to the Centre for Vacant House and Land Management, a NPO, under the "Special Exception for Residential Land" system, property tax is reduced to a maximum of 1/6 and city planning tax to a maximum of 1/3, however, the system is not applied to specified vacant houses, since 2015.⁸¹¹ Furthermore, in the worst case, they will have to pay a fine of 500,000 yen if the house is not improved. Finally, for owners who have poor quality of housing which do not have enough earthquake resistance, suggest selling the vacant lot after demolishing the house with local government subsidies. Unfortunately, if a house is demolished, it will not be able to be applied in the "Special Exception for Residential Land" so its property taxes will be six times higher than previous costs, however, some local governments have taken measures to reduce the property tax burden after the demolition of vacant houses. In fact, the 2023 survey of the Ministry of Land, out of 66 municipalities, about 80%

⁸⁰⁹ Ministry of Land, "About the National Bank for Vacant Houses and Land," February, 2024

⁸¹⁰ Center for Vacant House and Land Management, a NPO, "What is the Vacant Houses Special Measures Act?," 2022

⁸¹¹ Center for Vacant House and Land Management, a NPO, "Property tax and city planning tax on vacant houses," 2022

have taxation and 20% have financial measures.⁸¹² Even if some local governments do not have those measures, it is better than having to pay a fine or losing demolition subsidies if the house is designated as a specific vacant house, and a vacant lot is easier to sell than a lot with a house on it. To summarize, for buyers, suggest to buy vacant houses and renovate them instead of the new houses, share the success case, benefits of vacant houses and renovating, and some subsidies for vacant houses then increase the number of buyers purchasing vacant houses. While, for owners, suggest using Akiya Banks, vacant house management services, house valuations, and sharing legal systems, measurements, and the risks of abandoning houses. Moreover, I believe that reducing the number of vacant houses in the future requires giving buyers a clear understanding of the potential these properties hold. In the next article, I will propose specific renovation ideas on how vacant houses can be transformed into ideal houses.

IV

There are renovation plans based on several requests, using an example of a real vacant house for sale, in order to compare it with the purchase of a new house of the same size. In this essay, I will use a wooden house sold for five million yen in Hokkaido Iwanaicho. According to Akiya Banks, its building area is 154.54 m², and it has got inspection, so this is a reasonable property with a solid foundation structure.⁸¹³ For this house, I will propose renovation ideas based on three requests; improving energy efficiency, introducing a modern kitchen and modern bathrooms, and ensuring comfort and safety for a family with young children. Firstly, to improve energy efficiency, complement adding heat insulations, improving windows, and equipment of energy saving air conditioners. Heat insulation type is Achilles Q1 Board, and used for wall, floor, and sealing, so that this house would be kept at the proper temperature even in Hokkaido. According to Achilles, it has high-performance moisture-proofing, heat resistance, durability, and eco-friendliness, as well as approximately 1.7 times better insulation than the high-performance glass wool insulation that is commonly used in wooden buildings.⁸¹⁴ Moreover, according to the Sustainable Open Innovation Initiative, in this case, it is possible to use between 3.165 million and 4 million yen as

⁸¹² Housing Bureau, Housing Comprehensive Improvement Division, “Measures to reduce the burden of property taxes when certain vacant houses are retired in accordance with local conditions,” Ministry of Land, December, 2023

⁸¹³ Hokkaido Iwanai-cho Akiyabank, “Detached house in Ohama, Iwanai-cho, Hokkaido (For sale),” Hokkaido Iwanai-cho Akiyabank, 2017

⁸¹⁴ Achilles Corporation, “Product information,” Achilles Corporation

government funding for adding insulation.⁸¹⁵ Additionally, windows are also a key for maintaining proper temperature, so replace double plastic sash windows with existing windows which achieves dew condensation prevention and energy-saving effects. In fact, according to Toru Kameda, Experience has shown that a house with plastic sash has an inside temperature that is 2°C lower in summer and 4°C higher in winter than a house with aluminum sash.⁸¹⁶ Besides, there is government funding that is offered towards window improvements, and in this time, it is possible to use eight hundred ninety thousand yen, as evidenced by the Ministry of the Environment.⁸¹⁷ Moreover, to reduce utility costs, introduce air conditioners with high levels of energy efficiency. When an air conditioner is used for five hours for 30 days, its cost would be 450 yen, while an infrared stove costs about 3000 yen per a month and an electric heater. Despite some people suggesting to use a heat storage type heater which uses cheap night electricity, this heater is no longer reasonable and eco-friendly because the cost of night electricity has increased, and it uses a lot of electricity, as claimed by Sugamatassetsubi.⁸¹⁸ Therefore, using air conditioners with high energy saving labels can save money the most and be eco-friendly. Thus, the total cost would be from approximately 4.13 million to approximately 10.9 million yen: Adding insulation for from 3.165 million to 8.66 million yen, replacing windows for from 0.63 million to 1.93 million yen, and installing air conditioners for 0.334 million yen. Secondly, to achieve having a modern kitchen and bathroom, introducing a system kitchen such as kitchen with IH cooking heater, and a dishwasher, also use artificial marble for a counter which makes it stronger, durable and more reasonable. While, for the bathroom, adopt a high-efficiency water heater and a high-insulation bathtub designed for cold climates with box unit construction. According to Nobuhiko Suzuki, in this case, it is able to use three thousand two hundred yen as government funding.⁸¹⁹ Furthermore, replace toilets with water-saving models to improve energy efficiency. Thus, the total cost would be approximately 1.03 million yen to approximately 2.53 million yen: Remodeling of kitchen for between 0.5 million and 1 million, remodeling bathroom for between 0.38 million yen and 1.18 million yen, which consider the number of the government funding, and

⁸¹⁵ Sustainable Open Innovation Initiative, “2024 Demonstration Support Project for Next-generation Energy-saving Building Materials,” 2024

⁸¹⁶ Toru Kameda, “Explanation of advantages, disadvantages, renovation prices, and recommendations for plastic sash (plastic window),” Reshopnavi, 2024

⁸¹⁷ Ministry of the Environment, “Project to support accelerated energy and CO2 conservation in housing through the promotion of retrofitting to insulated windows, etc.,” Ministry of the Environment, 2024

⁸¹⁸ Sugamatassetsubi, “Storage heaters, what's the future? Learn about the advantages and disadvantages of storage heaters,” Sugamatassetsubi, 2023

⁸¹⁹ Nobuhiko Suzuki, “There are four types of subsidies available for bath remodeling! How to apply is also explained.,” Reform Guide, 2024

introducing a water- saving toilet for between 0.15 million yen and 0.35 million yen. Lastly, to achieve the comfort and safety intended for the family living, changing the floor plan, adding safety equipment, and maintaining the back yard and exterior. In this time, to make the kitchen to be open space and comfortable for family gatherings, remove the wall between kitchen and western-style room, so that the kitchen would be 18 tatami mats' size. According to Suumo, generally, an open space kitchen is from 16 tatami mats' size to 20 tatami mats' size.⁸²⁰ Also, change two Japanese-style rooms to be western-style rooms, add a changing room next to the bathroom, change some Oshiire to closets, add a storage space in the entrance, replace wallpaper on ceilings and walls to repair and unify the design into a Japanese modern style. Considering family safety, add handrails to stairs and a bathroom, and adopt floor materials to prevent slippage. Furthermore, maintain the backyard, repaint exterior at the same time as insulation work, and repair and repaint a warehouse in order to use it freely such as a space for a hobby, and for a rent. Thus, the total cost would be from approximately 2.48 million yen to approximately 5.09 million yen: Changing the style of two rooms, which includes the cost of removing Oshiire with closets for between 0.48 million yen and 1.84 million yen, removing a wall in the kitchen for between 50 thousand yen and 60 thousand yen, adding a storage space in the entrance for between 50 thousand yen and 100 thousand yen, replacing wallpaper for between 0.292 million yen and 0.49 million yen, adding a changing room for between 0.6 million yen and 0.9 million yen, adding handrails for between 80 thousand yen and 150 thousand yen, replacing flooring for between 0.229 million yen and 0.397 million yen, and maintaining the backyard and exterior for between 0.7 million yen and 1.15 million yen. Consequently, the total cost of this house including the purchase price of this house and the renovation costs is between approximately 12.64 million yen and 23.54 million yen. According to calculations, the cost would be 46.07 million yen, if you would like to purchase a house with the same size in the same place.⁸²¹ To summarize, in case of minimum amount, the costs of purchasing and renovating house is more reasonable at 33.43 million yen than the costs purchasing a new house with same size in same place, while in case of maximum amount, the costs of purchasing and renovating is also more reasonable than the costs of purchasing a new house. Besides, the total cost can be saved more if you do some of the work yourself instead of asking a company to do them. Even if you ask companies to do work, renovating a vacant house is more reasonable than purchasing a new house anyways.

⁸²⁰ Suumo, "What is the average size of a comfortable living room? Points to determine the size of the living room," Suumo, 2023

⁸²¹ e-Stat, "Survey of Construction Starts," e-Stat, 2024

In conclusion, in Japan, the number of vacant houses has still been increasing because of people's lack of knowledge on vacant houses. Thus they are important to make vacant houses' owners know the risks of having and abandoning vacant houses, and the existence of some support services and organizations, and to get people who want to buy a house to consider buying and renovating vacant houses as an option through this essay. Actually, a renovation simulation using actual existing properties and actual government fundings shows that the cost is approximately 2 to 3.6 times less than constructing a new house of the same size and in the same location. Which suggests the possibility of having an ideal house at less cost for everyone, especially people who do not have that much property but want an ideal house.

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Deviant Behavior Through Generations

Phan Nhat Moc Nghi

Deviation from social standards can take two forms: formal and informal. Things that are viewed as socially incorrect and undesirable are termed informal forms of deviance. Moreover, violations of codified laws, regulations, and other restrictions are considered forms of deviant behavior. There are some examples of formal socially deviant behavior such as sexual harassment, domestic violence, murder, theft, addiction, and drugs trafficking. On the other hand, the examples of informal forms of deviance are lying to others, cursing in public, showing up late to work, and so on. This thesis will discuss the causes through generations, and how to mitigate cases.⁸²²

I

According to Dr. Elizabeth Hartney, Psychological, biological, and social theories are among the many that attempt to explain why individuals participate in deviant behavior.⁸²³ To focus on addiction as an example, “The role of temperament, metabolism and development make the inheritance of addiction a complex affair.”, scientist Maia Szalavitz says, scientists spend decades to identify the ‘addictive personality’ that causes drug abuse. Researchers have also looked at the significance of early trauma exposure as well as the genes linked to addiction. Regardless of the substance in question, roughly 50% of the risk is genetic, falling between 40 and 60%, according to Joni Rutter, director of the Division of Basic Neuroscience and Behavioral Research at the US National Institute on Drug Abuse in Bethesda, Maryland.⁸²⁴ By emphasizing that sociology can be one of the strong factors that help analysis of children's family background regarding the causes of deviant behavior. For example, For whatever reason, when parents fail to perform their duties to a sufficient standard, children exhibit signs of emotional instability and distress, which they may communicate by acting out and committing crimes.⁸²⁵ Furthermore, employees who

⁸²² Hartney, Elizabeth, “Deviant Behavior: Definition, Causes, and Types”, Verywell Mind, 2023.

⁸²³ Hartney, Elizabeth, “Deviant Behavior: Definition, Causes, and Types”, Verywell Mind, 2023.

⁸²⁴ Maia, Szalavitz, “Genetics: No more addictive personality”, Nature, 2015.

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extension://efaidnbmnnnibpcajpcglefindmkaj/https://repository.nwu.ac.za/bitstream/handle/10394/36139/Nelson_T.C..pdf?sequence=1&isAllowed=y

believe there has been a breach of their psychological contract frequently exhibit workplace deviance. For that, when seniors have done something wrong in the workplace, undoubtedly, juniors will copy those behaviors.⁸²⁶

II

To mitigate, according to Obafemi Awolowo University, Resistance to change might be expressed through deviant behaviors to truncate the process or prevent implementation. The study identifies proper education, effective communication, facilitation, motivation, negotiation, manipulation, co-optation and coercion as possible methods for managing resistance to change.⁸²⁷ Also, adolescence marks a pivotal period in the development of deviant behaviors, necessitating a significant emphasis on youth in prevention programs.⁸²⁸ As a family, every child's personality development and emotional well-being are mostly influenced by their relationships with their parents. Because this is the place where a child's needs for physical and emotional care such as love, affection, protection, encouragement, etc.⁸²⁹ According to the Indian Journal Criminology, there are various types of training for adolescent deviant boys from age 14-16 years old including, inter alia, social skills training, human relationships training, and yoga cognitive training that bring good effect of reducing deviant behaviors after training for about one year.⁸³⁰

III

In conclusion, understanding and addressing deviant behavior across generations involves navigating a complex interplay of psychological, biological, and social factors. Deviation can take formal or informal forms, each challenging societal norms in different ways. Exploring the causes and finding effective mitigation strategies are crucial aspects of this discussion. Mitigating deviant behavior requires a multifaceted strategy, particularly when faced with resistance to change. The array of methods identified by the Obafemi Awolowo University study, including education, communication, facilitation, motivation, negotiation, manipulation, co-optation, and coercion, underscores the diverse approaches needed to manage and redirect deviant tendencies.

⁸²⁶ Allen, Elizabeth, "What Employers Can Do to Prevent Employees from Engaging in Deviant Work Behaviors", The DeGarmo Group, 2008.

⁸²⁷ Rafiu Oyesola Salawu and Akinlolu Ayodeji Agboola, "Managing Deviant Behavior and Resistance to Change", Research Gate, 2010.

⁸²⁸ Oetting, E R, "Planning Programs for Prevention of Deviant Behavior", Taylor & Francis Online, 2010.

⁸²⁹ R, Kannappan, "CONTROL INTERVENTION FOR BEHAVIOURAL DEVIANCE IN ADOLESCENT DEVIANT BOYS", U.S. Department of Justice, 1993.

⁸³⁰ Albert K.Cohen, "Deviant Behavior", Encyclopedia, 2024.

Deviance Has Changed Over Time

Until now, there are multiple explanations and theories of deviant behavior. Although numerous sociological theories address crime, four main perspectives focus on deviance: Structural Functionalism, Social Strain Typology, Conflict Theory, and Labeling Theory.⁸³¹ Take Labeling Theory as an example, it is said that when people do something society sees as wrong, they might get labeled as "bad" or "troublemakers." Once labeled, they might start acting like society expects them to, which can lead to more trouble. Moreover, it's not just the action that matters, but also how others react to it.⁸³² Answering the question "What constitutes deviant behavior?" is not a straightforward task. To prove why it is hard to answer and how it has changed over time, deviance is when someone behaves differently from what society/culture considers normal or expected.

I

Women began wearing pants/trousers in 1851, known as bloomers. Since trousers were typically associated with men's clothing, however, women wearing them was initially seen as bold and only somewhat acceptable.⁸³³ Numerous women faced shame, ridicule, and even arrested for wearing pants. More specific about this period, there is a paper called "The Hatpin Panic," Turkish trousers gained popularity in Europe and were later embraced by Elizabeth Smith Miller in the Americas. These pants, which are known as bloomers at that time, became a symbol of women challenging gender roles in fashion due to their association with prominent Women's Rights Activists. Another one of the important events is The case of Helen Hulick, a woman was sent home three times by the judge, even 5 days jail sentence when she tried to testify in court for a burglary case because she was wearing pants instead of a skirt. Later on, Hulick established her own nonprofit organization and introduced a type of therapy for deaf individuals. Today, she is celebrated as a woman who contributed to advancing gender equality.⁸³⁴ It took over fifty years for women to widely accept wearing trousers. The delay was due to the need for individuals to "learn" how to wear the new clothing style. In addition, to get used to wearing trousers, women had to figure out how to match their

⁸³¹ National Education, "Sociological Theories of Crime & Deviance", National Education, December 14th, 2022.

⁸³² National Education, "Sociological Theories of Crime & Deviance", National Education, December 14th, 2022.

⁸³³ Turunen, A., "Who Dares to Wear Trousers? Adoption of a New Fashion by Finnish Women 1920–1980", *Ethnologia Europaea*, 2021.

⁸³⁴ <https://www.genzher.org/digitalmagazine/the-evolution-of-womens-clothing-and-its-ties-to-liberation>

own preferences with what society expected them to wear, especially related to cultural ideals. Another reason is that economic factors limited the chances for women to wear pants such as sports.⁸³⁵

II

In this paragraph, I'm using tattoos as another example to show that deviant behavior's point of view can change over time and still not yet be completed. To support this, according to Jstor Daily, tattoos were once considered taboo, linked with deviant behavior and prisoners. However, today, they are proudly displayed by celebrities, professionals, parents, and teenagers alike.⁸³⁶ It is proved that tattoos have existed for over thousands of years. Tattoos usually seem to have originated as a way to permanently apply protective or healing symbols to the body. Later on, they became a way to show belonging to certain social, political, or religious groups, or just a way for people to express themselves or make a fashion statement.⁸³⁷ Throughout history, while many cultures proudly embraced tattoos, there's also a long history of tattoos being looked down upon and portrayed negatively. They've often been used to label certain groups of people as inferior, sometimes by literally marking them. Tattoos have been used to control, punish, and stereotype. Because of this past, there's still an unconscious stigma against tattoos, associating them with crime, immorality, and primitiveness. By studying moments in history where tattoos were condemned, we can see broader patterns of racism, superiority, and exclusion that have lasted for thousands of years.⁸³⁸ For example, in Japan, a group that represents the negative appearance of tattoos was the yakuza, known as the Japanese "mafia". This led to a completely different perspective and mindset on tattoos of Japanese people through generations, even until now there are some places that ban people with tattoos including public baths.⁸³⁹ Also, people who have tattoos are less likely to get a job and there is a high chance of covering up their tattoos while they are at the workplace. All the way until recent years, tattoos have gained more popularity as a type of body art in the United States. A survey from 2019 found that 30% of Americans have at least one tattoo, up from 21% in 2012.⁸⁴⁰ Recently, courts have gradually started seeing tattooing as a type of free speech. The reasoning in the

⁸³⁵ Turunen, A., "Who Dares to Wear Trousers? Adoption of a New Fashion by Finnish Women 1920–1980", *Ethnologia Europaea*, 2021.

⁸³⁶ Farah, Mohammed, "How Tattoos Became Middle Class", *Daily Jstor*, June 4, 2018.

⁸³⁷ Cate, Lineberry, "The Worldwide History of Tattoos", *Smithsonian Magazine*, October 18, 2023.

⁸³⁸ Sophie, Luzier, "Most Vulgar and Barbarous: A History of Tattoo Stigma", *Young Historians*, Apr 26, 2023.

⁸³⁹ Sophie, Luzier, "Most Vulgar and Barbarous: A History of Tattoo Stigma", *Young Historians*, Apr 26, 2023.

⁸⁴⁰ Leyuan, Ma, "The Legality of Tattoo Discrimination in Employment", *THE PRINCETON LEGAL JOURNAL*, 2023.

Yurkew v. Sinclair case was turned down in the Buehrle v. City of Key West case in 2015. In this case, the United States Court of Appeals for the Eleventh Circuit decided that “the act of tattooing is artistic expression protected by the First Amendment, as tattooing is virtually indistinguishable from other protected forms of artistic expression; the principal difference between a tattoo and, for example, a pen-and-ink drawing, is that a tattoo is engrafted onto a person’s skin rather than drawn on paper.”⁸⁴¹

III

In conclusion, the perception of deviant behavior has evolved significantly over time, as evidenced by the changing attitudes towards such as tattoos and women wearing pants. Initially considered taboo and associated with deviance, tattoos are now widely accepted as a form of self-expression. Likewise, the adoption of pants by women faced resistance and stigma but eventually became a symbol of challenging gender norms. Overall, the study of historical and contemporary examples of deviance highlights the dynamic nature of the ideal of society and the ongoing struggle for acceptance and equality through generations.

The Positive and Negative Deviant Behavior

Deviant behavior means it is outside the normal range of social expectations; any behavior that departs from societal or group norms. It can be also viewed and understood through six major sociological perspectives (functionalism, conflict theory, symbolic interactionism, strain theory, control theory, and feminist theory⁸⁴²), along with various psychological and interdisciplinary frameworks. Through social expectations, deviant behaviors are not only seen as negativities but also positivities. In addition, positive deviance (PD) is based on the observation that in every community there are certain individuals or groups whose uncommon behaviors and strategies enable them to find better solutions to problems than their peers, while having access to the same resources and facing similar or worse challenges.⁸⁴³ On the other hand, compared to PD, negative deviant behavior is an action that violates societal norms, rules, or expectations in a way that is harmful, disruptive, or detrimental to individuals or the broader

⁸⁴¹ Leyuan, Ma, “The Legality of Tattoo Discrimination in Employment”, THE PRINCETON LEGAL JOURNAL, 2023.

⁸⁴² OSCRiceUniversity, “Theoretical Perspectives on Deviance”, WisTech Open, 2012.

⁸⁴³ Positive Deviance Collaborative, “What is Positive Deviance?”, Positive Deviance Collaborative, 2025.

community. Furthermore, behaviors are often frowned upon or punished because they undermine social order, create conflict, or cause harm.

I

To begin with, using sport to talk negatively about deviant behavior includes deliberate dangerous fouls with intent to harm, deliberate violence, drug abuse and other forms of cheating.⁸⁴⁴ Deviance in sport is behaviour that is sharply different from the generally accepted standards. It is seriously breaking the written rules and accepted norms and goes far beyond gamesmanship. For example, violence in sports is uncontrolled behaviour that causes physical injury. However, if it occurred on the streets rather than the sports field, it would be a crime. This is the important evidence of social definition and circumstances matter because norms vary from group to group, society to society, and time to time, the behavior considered to be deviant varies. The reasons that lead to violence in sports could include the nature of the game, equipment (sports such as hockey and baseball use equipment that may be subconsciously viewed as 'weapons'), the importance of the result, and also disappointments. Nevertheless, to consider ethical violations, such as bribery, faking injuries, or discriminatory comments, it further damages the moral foundation of sportsmanship and is usually caused by financial, media and coach pressures. Stressing the situation and the lack of positive education as a young athlete at the same time can also be the possibility of causing these negative actions in sports.

II

According to AACC International, the project led by Dr. Zanetti, exemplified the positive deviance approach (Zanetti & Taylor, 2016). They first identified and recruited patients who had found creative means to manage their medication and diet, build their motivation and a sense of purpose, and adopt a healthy coping mechanism with support from their partners.⁸⁴⁵ It is shown that positive deviance is more of an approach than a model, and, as such, it is highly flexible and can be tailored to the situation to make it become a good result. Instead of model or theory, positive deviance is perhaps better thought of as a positive mindset. Its strengths are its simplicity, widespread applicability, and brevity. The approach mainly facilitates three important processes (social

⁸⁴⁴ Bitesize, "Ethical factors in sports", BBC, 2025.

⁸⁴⁵ Jeremy, Sutton, "Positive Deviance: 5 Examples Of The Power of Non-Conformity", Positive Psychology, 2020.

mobilisation, information gathering to craft interventions, and behaviour change).⁸⁴⁶ PD can be translated to when you move from “how might we?” to “how are we?” From “what’s wrong here?” to “what’s right here, already?”. Breaking down the information of how people have positive deviant work, they first identify an intractable problem, determine the presence of positive outliers, then start to discover uncommon but successful behaviors and strategies. In some cases, not only individuals, they even go further to the community such as spreading the monitor, evaluate the impact.⁸⁴⁷

III

One of the effectiveness of negative behavior in sports is becoming a negative role model. This means when athletes display poor behavior, it sets a detrimental example for teammates and spectators, potentially normalizing such conduct and perpetuating a cycle of negativity within the sport. Another consequence is considered a deterioration of mental health.⁸⁴⁸ Engaging in or being exposed to negative behaviors in sports can contribute to mental health issues, including anxiety, depression, and low self-esteem, affecting overall well-being. This addressing negative behaviors in sports is crucial to maintain the integrity of athletic competition and to ensure a positive, supportive environment for all participants. Easier than solving the problems, scientists from Rutgers University recommended that the most effective possible social control system would be one that prevents deviance from arising at all. It could prevent deviant acts from occurring in the first place (primary prevention) or, if they have occurred in the past, prevent their reoccurrence (secondary prevention).⁸⁴⁹ Successful prevention either attacks the root causes of deviance or raises the costs of deviance or rewards of conformity so high in the minds of potential deviants that they will not commit the action.

IV

In contrast, the effectiveness of positive deviance behavior, for example, Pakistan has recently witnessed several major outbreaks of dengue fever, affecting thousands of people across the country. Since there is no specific cure or vaccine, prevention and vector control remain the primary methods of preventing dengue infection. In

⁸⁴⁶ David, R Marsh, “The power of positive deviance”, National Library of Medicine, 2004.

⁸⁴⁷ K12 Lab, “Positive Deviance for Educators”, Hasso Plattner Institute of Design at Stanford University, 2025.

⁸⁴⁸ Bitesize, “Ethical factors in sports”, BBC, 2025.

⁸⁴⁹ Allan, V. Horwitz, “The Logic of Social Control”, Springer Science+Business Media New York, 1990.

Pakistan, dengue control activities have focused primarily on information sharing through mass media and communication materials such as leaflets and posters.⁸⁵⁰ The intervention group was exposed for two months to locally identified role model behaviors through weekly interactive sessions, dengue sketch competitions, and role plays. Three surveys were conducted: before the intervention, after two months, and after four months, to assess any changes in the knowledge, attitudes, and practices of participating communities. Results found that intervention had a significant positive impact on dengue knowledge, attitudes, and practices in the intervention group. It's shown that positive deviant behavior could offer an empowering and efficient community engagement tool for future dengue prevention and control, both in Pakistan and more globally.

V

In conclusion, deviant behavior, whether positive or negative, plays a significant role in shaping societal norms and outcomes. Negative deviant behavior, such as unethical actions in sports, highlights the importance of addressing harmful practices to maintain integrity and promote well-being. In contrast, positive deviance demonstrates how unconventional but effective strategies can lead to meaningful solutions, as seen in health and community interventions. By understanding and leveraging the dual nature of deviant behavior, societies can mitigate harmful actions while fostering innovative approaches to tackle complex challenges.

⁸⁵⁰ Hans, J Overgaard, "Effectiveness of Positive Deviance, an Asset-Based Behavior Change Approach, to Improve Knowledge, Attitudes, and Practices Regarding Dengue in Low-Income Communities (Slums) of Islamabad, Pakistan: A Mixed-Method Study", 2022.

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Did Utilitarianism really escaped from the 'principle of Sympathy and Antipathy', and how should we use rule ethics to our daily lives

Kento Fujita

It is generally said that the biggest achievement of Jeremy Bentham's utilitarianism in ethics is the systemization of hedonism without the use of God or other supernatural beings, and by the use of an objectively measurable idea, which specifically are pleasure and pain. However, to what extent is this true?

The objective of this thesis is to elucidate two Questions. Bentham's utilitarianism escaped from the ethics based on sympathy and antipathy, and how should we incorporate the ethical theories to our daily lives?

I

The abstract idea of utilitarianism is all packed in Bentham's saying of 'the greatest happiness of the greatest number'⁸⁵¹. Utilitarianism is an ethical position that regards all people affected by an action as equal and that actions that maximize pleasure and minimize pain for those people are ethically right. Bentham thought that pleasure and pain could be measured objectively, and that there are 14 kinds of pleasure and 12 kinds of pain. He claimed that the sum of pleasure and pain could be calculated by utility calculus, and by comparing the sum, we could figure out which possible act is the morally right act.

Furthermore, regarding utilitarian thought, Satoshi Kodama, a Japanese researcher of modern Anglo-American ethical thought, stated in his book "Introduction to Utilitarianism: Ethics for Beginners,"⁸⁵² which he claims to have been written for real beginners of philosophy, that it has three characteristics. First of all, it is consequentialism which claims that the morality of motivation does not make any change the morality of the act, and only the results matter. Also, this is hedonism, which claims that the effect on people's happiness is the ethically important element. However, in this regard, Bentham said that it is utility that should be maximized, and he took the position of hedonic utilitarianism, defining utility specifically as happiness. Since many of the utilitarians who followed Bentham were also hedonic utilitarians, it is thought that Kodama was simply using this explanation. For example, as Singer's preference utilitarianism claims that the morally right act is the act that a rational person would

⁸⁵¹ "A Fragment on Government" Jeremy Bentham

⁸⁵² "Introduction to Utilitarianism: Ethics for Beginners" Satoshi Kodama

prefer, not all kinds of utilitarianism give top priority to pleasure. Also, for these reasons, I have decided that lumping all ideas together under the term utilitarianism is too broad and increases the likelihood of falling into straw man fallacy, so in this paper I will limit my discussion to Bentham's hedonic utilitarianism. Lastly, maximising the sum of the individuals' happiness is the ethical purpose. To sum up, Bentham's utilitarianism simplified all kinds of impacts of an act to pleasure and pain, and the strength of this is that its purpose is clear and intuitively easy to understand.

II

Utilitarianism was often criticised by examples that lead to counterintuitive conclusions historically. Among them, I will introduce three famous ones that are not used as quotes because no one knows who originally said them.

Suppose that Mr. A is caught up in a disaster and is in a situation where only one person can rescue him. There are two people in front of him who will die without Mr. A's help. One is a very close friend of Mr. A, and the other is someone who brings great social happiness to Mr. A, even though he has no social relationship with him. In these cases, the latter is often an author of a famous book, but there was no point in putting exact names and therefore I omitted it. This is the example of choosing a person to help from the point of view of social happiness and friendship. Critics argue that acting based on utilitarianism would mean rescuing someone who would bring great happiness to society, which would mean abandoning a loved one to death, and that utilitarianism, which prioritizes strangers over loved ones, is counterintuitive.

Mr. B is entrusted with a will by his friend on his deathbed with the things he wants to be done after his death, and Mr. B promises to do them, and soon afterwards, his friend passes away. Mr. B initially thinks about keeping his promise to his friend, but he soon realizes that he can bring more benefit to society by taking a different action. If Mr. B takes his alternative choice, he would break the promise he made with his friend. Breaking a promise is generally considered morally wrong, but the issue in this case is whether Mr. B is allowed to break his promise as an exception.

The last example questions us, could a person who tried to help people but instead harmed people be criticised more than a person that tried to harm people but instead help people because of their lack of morality?

This question does not have any immediate conclusion, and critics are giving a question to giving more priority to the consequences rather than motivation.

These dissenting opinions are said to be strong, but utilitarians answered as below. For the first one, based on utilitarian calculations, one can justify the judgment that the pain caused by one's failure to help one's loved one, i.e., the self-loathing and criticism from others regarding one's actions, outweighs the total amount of happiness that the lost book would have produced. For the second one, the argument goes on to the restriction that a promise would have. Utilitarians claimed that the purpose of making promises is to maximise pleasure and minimise pain, and that there is no point in exactly keeping promises but not meeting the purpose. For the last one, utilitarians claim that if one had good motivations but harmed people, the person had a lack of responsibility to affect people. Also, if the motivation is good enough, the spirit could impress others and exceed the damage one made.

As described above, utilitarians have countered their critics' speculations about utilitarian judgments by presenting speculations that lead to alternative outcomes. When we compare which speculations are more plausible, we have to rely on our sensibility based on reason and life experience. One of the most effective forms of criticism of an ethical theory is to use a concrete example that appeals to intuition; a single point that goes against intuition can be used as evidence that the theory is flawed, resulting in a structure in which one reasoning is pitted against another. Thus, in cases where there are multiple possible decisions from a single ethical stance and have to compare which is the more accurate conclusion, a fair rational person has to rely a lot on their intuition. At this point, won't this discussion really turn into a pointless one?

Another criticism of utilitarianism is that in real life, there are many cases where immediate adjudications can maximize utility, rather than calculating utility. How should we actually deal with this theory?

III

It is said that normative ethics are the ethical stance where there is an ethical sense common to all human beings no matter their culture and era, and the observations to its ethical sense. Besides utilitarianism, other examples that fall into this category include Kant's deontology and Aristotle's virtue ethics.

I advocate a Copernican revolution to this viewpoint. I redefine normative ethics as the academic system of hypotheses and the considerations of our unclear moral judgements, and The attempt to grasp this pattern through language. Furthermore, under this definition, no matter what action one takes, the ethical basis of that action comes

from the intuition of the person who takes the action, that is, his cultural values and personal experiences. Whether one makes a decision directly based on intuition or after some thought, the process leading up to the decision is determined by intuition, so reality can be perceived without contradiction from this perspective. If ethical theories are influenced by intuition, it means that intuition is recognized as more trustworthy than ethical theories. This is nothing but evidence that moral intuition is a more fundamental human feeling that precedes ethical theories. Also, since ethicists and religious people are not necessarily more moral than non-ethicists or non-religious people, no matter how much we know something is right, it does not affect the morality of the person. For these reasons, I suggest that we use ethical theories as a tool to organize our thoughts only when we are required to make rational decisions rather than making decisions based on intuition.

IV

In conclusion, utilitarianism is the kind of normative ethics that claims to maximise the utility caused by an action. The strength of this theory is the simplicity, but there are many cases where there is a deviation between intuitive judgements. The argument of critics of utilitarianism leads to individuals' intuitive moral sense. We should make moral decisions by our intuition because that is the only way to make the decisions, and we should use moral theories only as one kind of tool to make a decision.

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Language's coexistence with AI

Hikaru Fujiwara

Finding a balance between actively improving our language skills and utilizing AI's benefits is, in my opinion, the most promising path forward. AI technology can be quite helpful for some occupations, but it's important to avoid becoming overly reliant on it. By focusing on developing our speaking, writing, and critical thinking skills, we can ensure that we continue to advance as communicators. The increasing incorporation of artificial intelligence (AI) into language is transforming our capacity for learning, creation, and communication. Just as a lack of physical activity can have serious health implications,⁸⁵³ an uncritical reliance on AI in language might negatively impact our cognitive and linguistic abilities. Reports of a growing reliance on AI language tools across a range of sectors.⁸⁵⁴ mirror the sedentary lifestyles marked by excessive screen usage. Additionally, some people are concerned about the potential loss of critical thinking and creative expression due to the overuse of AI writing and communication tools.⁸⁵⁵ This tendency is particularly worrisome in younger generations, when developing strong foundational language skills is crucial.⁸⁵⁶ In this thesis, I will examine the consequences, underlying reasons, and potential solutions of the intricate relationship between language and AI to ensure a peaceful and beneficial coexistence.

I

Artificial Intelligence (after this referred to as AI) is an essential part of our lives, enriching our daily lives. Nearly 77% of devices today use AI and experts predict that there will be more AI assistants than people, according to Simplilearn.⁸⁵⁷ AI is going to be able to complete our tasks and make us more efficient. However, it can potentially lead to serious consequences, similar to taking away some of our jobs. This essay will focus on AI when it comes to language because I am interested in language, but it might no longer be required to learn due to AI. Could AI make traditional language learning obsolete? In my country, Japan, we learn English as a mandatory education, but we often find ourselves lacking skills in casual expressions that can be invaluable abroad. In this

⁸⁵³ Dhivya. "Lack of Exercise Effects and Symptoms." INSTAH: Health and Wellness. March 02, 2017.

⁸⁵⁴ Smith, John. "AI Language Tool Adoption Trends." World Linguistic Association Report. July 15, 2024.

⁸⁵⁵ Lee, Alice. "Impact of AI on Youth Language Skills." ,2023.

⁸⁵⁶ National Arts Education Association. "Decline in Creative Writing Skills Among Students.", October 28, 2024.

⁸⁵⁷ Simplilearn, "Top Artificial Intelligence Stats You Should Know About in 2023", accessed October 22, 2023

situation, AI is becoming common as I mentioned, and it is capable of our language-related tasks, so that we may not have to learn language. It is essential to note that this is not limited to Japan and is relevant all over the world. Then, this essay will discuss the Pros and Cons of AI in the context of language and argue why a need for language learning, even in a place where it can be unnecessary.

There are several good and bad things about AI in the context of language. On the one hand, there is evidence to highlight the positive contribution of AI. First thing first, it's important to acknowledge the remarkable progress AI has made in the context of language. According to the Linguistic Society of America, there are more than 6900 languages in the world ⁸⁵⁸. In this context, AI's capability to identify and work with languages is important. For instance, some Massively Multilingual Speech AI research models can identify more than 4,000 spoken languages. ⁸⁵⁹ and known as one of the most popular translations, Google Translation has reported 500 million users ⁸⁶⁰ and translates 100 billion words in a day. ⁸⁶¹ This level of AI ability and popularity is proof of the positive impact of AI.

On the other hand, there are drawbacks of AI with languages. For one, AI can cause job displacement as experts mentioned AI could displace roughly 15 % of workers, or 400 million people, between 2016 and 2030, according to a McKinsey ⁸⁶², which seems to make us more efficient, but also can cause overreliance on AI. Then, how AI is causing job displacement is that it has the potential to automate routine and repetitive tasks across various industries. ⁸⁶³ After that, these problems are going to lead to a decrease in opportunities for international communication because of overreliance on AI. However, AI is not always accurate. AI, unlike the human brain, AI can't understand humor, subtext, and, most importantly, context. ⁸⁶⁴

II

The growing ease of use and accessibility of these tools is one of the main reasons for the over-reliance on AI for language. ⁸⁶⁵People are always searching for methods to save time and effort in the fast-paced world of today.

⁸⁵⁸ Steohen Anderson "How many languages are there in the world? ", accessed October 22, 2023

⁸⁵⁹ Meta, "Preserving the World's Language Diversity Through AI ", accessed October 22, 2023

⁸⁶⁰ Google Translate, "One billion installs, one billion stories ", accessed October 22, 2023

⁸⁶¹ Drew Davis, "Google translate - friend or foe? ", accessed October 22, 2023

⁸⁶² Max Zahn, "Is AI coming for your job? ", accessed October 22, 2023

⁸⁶³ Piyush Goyer "The Impact of AI on Job Displacement: Exploring Possibilities and Implications ", accessed October 22, 2023

⁸⁶⁴ Interactio, "AI and language: Impacts of artificial intelligence on communication ", accessed October 22, 2023

⁸⁶⁵ Johnson, Maria. "AI Writing Assistant Market Report," Tech Insights, 2024.

With little to no human input, AI writing assistants, translation software, and grammar checkers provide a rapid and simple method of producing text. A gradual departure from actively improving one's language abilities may result from this ease of use. People may choose the instant satisfaction of AI-generated writing over the more laborious process of creating their own words, much like they might choose to drive rather than walk.

The decline in the significance of traditional language training is the second major factor.⁸⁶⁶ In some school settings, it is more usual to prioritize other subjects over language arts. If grammar, vocabulary, and writing skills are neglected, students may become less confident in their abilities and be more prone to seek assistance from AI. Furthermore, the focus on standardized testing may at times prioritize rote memorization over critical thinking and creative expression, discouraging students from developing a comprehensive grasp of the language.

Finally, maybe the most significant element is the pervasive influence of technology on modern life.⁸⁶⁷ People spend hours on end using digital devices, often communicating through text messaging, social media, and other online platforms. Though they might potentially contribute to the decline in formal language ability, these technologies have the potential to enhance communication. The informal and often shortened language used in online communication may make it challenging to write effectively and clearly in more professional settings. Continued exposure to AI-generated content can also result in complacency, which reduces drive to improve one's language proficiency and reduces awareness of one's own.

III

Learning how to use AI language tools wisely while considering our abilities and requirements is one of the best ways to solve the problem. We must learn how to use AI to advance rather than hinder our growth, just as humans must learn how to exercise appropriately for their age and degree of fitness. Having a plan for our usage of AI is crucial. What do we hope to accomplish? We risk wasting time and not making any progress in our language skills if we don't have a plan. We must have specific objectives. What do we hope to discover or enhance?

⁸⁶⁶ Williams, Emily. "The Status of Language Arts Education in US Schools," National Council of Teachers of English (NCTE), 2023.

⁸⁶⁷ Brown, David. "Digital Media Usage Report," Pew Research Center, 2024.

The second solution is to practice language with other people who are also interested in improving. Many people lack motivation to practice language on their own, and it can be more fun and helpful to learn with others. There are some reasons why you can get benefits from exercising with your family or friends. You are more likely to succeed in your exercise goal.⁸⁶⁸ You're less likely to get bored when you have a workout buddy, especially a friend. It's more fun exercising with a friend, you're catching up, having a laugh, encouraging each other, and you're also getting healthier. It's a win-win. The site recommended walking and talking, running or jogging, tennis, swimming with friends and family.⁸⁶⁹

Lastly, the most crucial solution is to design a learning environment that promotes language use without the use of artificial intelligence. To maintain optimum health, people must essentially exercise for thirty minutes each day. However, the majority of Americans don't exercise enough each day. The majority of people who don't exercise claim to have enough time to do so each day, however, this issue can be resolved. There isn't a place for individuals to exercise right now. It contains exercises that promote language use and discourage reliance on artificial intelligence (AI) tools, which facilitates skill practice. Buildings, infrastructure, and other physical institutions made by people on sidewalks, streets, bike lanes, parks, and playgrounds can be constructed by the government.

However, the living conditions of some children make it impossible for them to engage in physical activity. Although radio taiso is still aired in Japan in the mornings, things are starting to change. According to a city employee in the parks and greenery department of Nishinomiya City in Hyogo Prefecture, "when more than ten people want to participate in radio calisthenics, we require them to apply." Parks, open space, sports fields, and recreational facilities are now lacking in many places. Physical activity is more likely to occur when these amenities, varied land uses, and fitness centers are linked to a high level of "walkability."

IV

In conclusion, there are several effects, reasons, and solutions associated with the increasing use of AI in language. One reason for the growing dependence on AI is the changing nature of work and communication. In the

⁸⁶⁸ American Council on Exercise (ACE). "SMART: A Goal-Setting Strategy." ACE Fitness.

⁸⁶⁹ Brehm, Barbara A., Ed.D. "Exercise partners can provide a kind of gentle coercion and limit your negative self-talk," Healthy Women.

past, people interacted directly with one another to write, converse, and learn more. As technology becomes more prevalent, people are spending more time interacting with computers and artificial intelligence (AI). Similar to how children who used to play outside now play computer games, many adults today rely on AI for professions that formerly required their linguistic skills.⁸⁷⁰ Most of the causes, in my opinion, can simply change their minds. Lack of time is the primary reason why individuals don't exercise. How frequently do you use your smartphone and the Internet, per the HUFFPOST survey? Eighty percent of respondents stated that they usually use the Internet for leisure for more than an hour every day, seven days a week. Twenty-six percent of respondents said they use the Internet for more than three hours every day. We should get regular exercise and limit the amount of time we spend online. People can readily practice a number of solutions. I believe that learning how to exercise and working out with friends and family who might have similar interests are both potential solutions because they are simply achievable if people have a slight change of heart. All they need to do is alter their motivation. Next, I'll explain why the third solution is the most crucial. The government's construction is easier to implement because it spends a lot of money building the facilities, allowing individuals to exercise automatically without having to consider their motivation. I want everyone to discover their own exercise goals and to be able to exercise anywhere. The most promising way forward, in my opinion, is striking a balance between actively enhancing our language skills and taking advantage of AI's advantages. Certain jobs can benefit greatly from AI technology, but it's crucial to avoid becoming unduly dependent on them. We may make sure that we keep improving as communicators by concentrating on honing our speaking, writing, and critical thinking abilities.

Ultimately, our capacity to make wise decisions and put our own human potential first will determine whether language survives in the AI era. People can continue to flourish as language users and make wise decisions about their use of AI if they comprehend the effects, causes, and remedies covered in this thesis.

⁸⁷⁰ “ Internet and Smartphone Usage Habits “

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The suicide rates of Japanese young people

Minami Fujiwara

I

In recent years, the suicide rate of Japanese young people has increased. According to nippon.com, the total number of suicides in Japan increased by 4.2% in 2022. The number of suicides in Japan in 2022 is 21881. This is an increase of 297 from the previous year. The number of suicides per 100,000 people increased by 0.8 to 17.5. The number of people who took their own lives in elementary, junior high, and high school students totaled 514. This is the first time this figure has passed 500 since statistics started being taken in 1980. The highest suicide rate was in Yamanashi at 24.7. In Akita, at 23.7, and in Miyazaku, at 22.7. They are also the highest rate. The lowest rate was 12.5 in Tokushima. Tokyo's rate was 17.1. It is clear that this trend will continue.⁸⁷¹ In this essay, I would like to propose the causes of suicide, compare them with other countries, present the solutions to solve the problem and show what action people should take in the future.

There are several causes students take their own lives. According to the Mayo Clinic, the most common cause of suicide is feeling like they can not solve it when they are faced with a problem that seems to be in an overwhelming life situation.⁸⁷² If students do not have hope for their future, they misunderstand that suicide is the best way to solve the problem. According to the NHK World-Japan, an example of a problem students feel is the school environment and one's family environment. The closing of schools in the early stages of the pandemic greatly impacted children, leading to social isolation. According to experts, spending more time at home can negatively affect adolescents.⁸⁷³ Another example is bullying. In Japan, group culture is important. This practice means everyone has to be a group member, follow the rules, and have the same opinion as the other members. If they do not follow the rules or, do different things from others, they will become a target of bullying.

Another cause is due to religion. According to Olivier, compared to Westerners, Japanese people are more likely to take their lives when they are faced with difficult situations.⁸⁷⁴ This is because, in Japan, suicide has a different meaning and it is not sensory in the same way as in Western countries. It is different in Christian countries,

⁸⁷¹ Nippon.com, "number id suicides in Japan rises in 2022", nippon.com, 2023

⁸⁷² Mayo clinic, "suicide and suicidal thoughts", mayo clinic

⁸⁷³ NHK World-Japan, "Japan's child suicide crisis", NHK World-Japan, 2021

⁸⁷⁴ Olivier, "child suicide in Japan: the leading cause of death in child", humanium, 2017

in Japan, suicide is not considered a sin. It is seen as a way of taking responsibility and asking for forgiveness. It may recall samurai who committed seppuku to prove their innocence, or Kamikaze pilots during World War II.

If we look at Japanese history, Japan had Kamikaze pilots during the war years, who were physically assaulted by bomb-armed aircraft. According to the Minami-Nihon Shimbun, some people volunteered for the Kamikaze Pilots because they wanted to die willingly for their country. It is also reported that most of the people in the country were made to think so.⁸⁷⁵ From this, it can be seen that suicide was considered a proud thing in Japan. According to Asahi Shimbun, the youngest age of suicide attacks is only 13 years old.⁸⁷⁶ Furthermore, according to Atsushi Kawai, samurai came on the scene and seppuku became a means of committing suicide, mainly when they were defeated in battle. However, at first, it was not an act of fulfilling the responsibilities of duty. Samurai who were unlucky enough to lose a battle and were trapped in a difficult situation began to choose to die by committing seppuku themselves, rather than waiting to be killed by their enemies.⁸⁷⁷

As mentioned in the introduction, the suicide rate among young people in Japan is increasing year by year. In fact, according to Free The Children Japan, Japan is the country with the highest number of youth suicides among the seven industrialized countries (G7), by far. In the past, the age group of suicides in Japan was dominated by middle-aged and older people, especially men. However, recently, the suicide rate among middle-aged and older men has been decreasing due to a variety of countermeasures and changes in social trends, while the number of young people and women committing suicide has been increasing in recent years.⁸⁷⁸

In summary, the suicide rate among young people is increasing year by year in Japan. Japan has the highest number of young suicides among the G7. There are some reasons such as bullying and due to religion. In addition, in Japan, suicide is the common way to accept responsibility and not a crime from time immemorial.

II

According to the World Health Organization data on suicide rates in the G7 countries, Japan had the highest suicide rate of 16.4, among the seven countries. The United States (14.1) was the second highest, followed by France

⁸⁷⁵ Minami-Nihon Shimbun, “Shougenn kataritsugu sennsou”, Minami-Nihon Shimbun, 2022

⁸⁷⁶ Asahi Shimbun, “13 sai nanoni tokkou tsuukoku nanimoshirazu yorokonnda chiisaikaradade”, Asahi Shimbun, 2021

⁸⁷⁷ Atsushi Kawai, “Naze nihonjinn ha seppuku de sekininn wo torunoka”, Seijiseisaku, 2016

⁸⁷⁸ Free The Children Japan, “Jisastu monndai”, Free The Children Japan

(12.6) and Germany (11.1), Canada (10.7), the United Kingdom (8.2), and Italy (6.3). When looking at the ranking of causes of suicide among young people in the G7 countries, suicide was the leading cause of death for 10-19-year-olds only in Japan, and in 20-29-year-olds it was only in Japan and Germany.⁸⁷⁹ I would like to write about the suicide of Japanese young people in comparison with other countries.

According to the World Organization, in 2020, South Korea had the highest suicide rate all over the world. The result of suicide rate per 100,000 population was 25.7, and Japan was 16.4.⁸⁸⁰ This is about 1.6 times greater than in Japan. In South Korea, in 2020, 41.1% of the deaths among teenagers, 54.4% among 20-somethings, and 39.4% among 30-somethings were due to suicide.⁸⁸¹ When looking at the changing suicide rate among South Korean young people, the rate was low but began to rise in the 1990s. In particular, it increased dramatically in 1998, after the Asian currency crisis, and then calmed down, but recently it has continued to rise again, finally passing Japan, and since 2007, it has been the highest in OECD countries.⁸⁸² As can be seen from this, both countries still have high youth suicide rates. The reasons why suicide is common in South Korea are an academic society, high discrimination, economic factors in the society, and a culture that tolerates suicide.⁸⁸³

Which country has the lowest suicide rate? According to Nagoya K Clinic, Mexico has the lowest suicide rate in the world. In Japan, suicide rate per 100,000 population was 24.0 between 1997 and 2004. On the other hand, Mexico was 4.0.⁸⁸⁴ It was one-sixth of Japan. Mexico's highest suicide rate was 5.6 in 2015.⁸⁸⁵ Japan's lowest was 12.1 in 1943.⁸⁸⁶ Even when Japan's suicide rate was at its lowest, it still exceeded Mexico's highest. Why the number of people who take their own lives are so low in Mexico? It is thought that this is because IGF-1 in the hippocampus, a tissue in the brain, is increased by the Mexican diet. If the IGF-1 increases, it improves cognitive function and has an antidepressant effect. IGF-1 will increase when you eat Capsaicin and Isoflavones. Mexican meals include them a lot so the suicide rate is considered low.⁸⁸⁷ It is also thought to be related to fiber intake. According to Mituru Inoue,

⁸⁷⁹ Ministry of Health, Labour and Welfare, "Jisatsu Keitou ni Motoduku Jisatsusha suu", Ministry of Health, Labour and Welfare, 2023

⁸⁸⁰ Ministry of Health, Labour and Welfare, "Jisatsu Keitou ni Motoduku Jisatsusha suu", Ministry of Health, Labour and Welfare, 2023

⁸⁸¹ Nishino Horitsu Jimusho, "Nishino Horitsu Jimusho", Nishino Horitsu Jimusho, 2007

⁸⁸² Honkawa, "Zuroku", Honkawa

⁸⁸³ Benesse, "Suicide in South Korea", Benesse, 2023

⁸⁸⁴ Nagoya K Clinic, "Suicide Rates in the World", Nagoya K Clinic, 2022

⁸⁸⁵ GTC, "Gurafu de Miru Mekishiko no Jisatsyritsu, GTC, 2023

⁸⁸⁶ Shoushika, "Jisatsu no Jisshouteki Kennkyuu", Shoushika, 2022

⁸⁸⁷ Nagoya K Clinic, "Suicide Rates in the World", Nagoya K Clinic, 2022

Mexicans consume the most fiber in the world. Incidentally, the amount of fiber consumed by Mexicans was about three times that of Japan. It's known that a better gut environment makes you less susceptible to mental illness.⁸⁸⁸

In summary, Japan has the highest suicide rate in G7 countries. South Korea has the highest number globally, about 1.6 times higher than Japan. The reasons why the suicide rate in South Korea is so high are academic society, high discrimination, economic factors in the society, and a culture that tolerates suicide. Mexico has the lowest. It is one-sixth of Japan. It is said that the reason is related to meals.

III

What can we do to reduce the suicide rate among Japanese youth? According to the Ministry of Health, Labor and Welfare in 2023, suicide is still considered the leading cause of death among 10- to 24-year-olds in Japan.⁸⁸⁹ Japan has one of the highest youth suicide rates in the developed world, and this is because of academic pressure, bullying, social isolation, and prejudice surrounding mental health.⁸⁹⁰ Although various government efforts are being made to deal with this crisis, additional measures are needed to create a safer and more supportive environment for young people. By improving mental health attitudes, reducing academic and social pressures, increasing social support systems, and strengthening crisis intervention strategies, Japan can work toward reducing the suicide rate among youth.

One of the most significant barriers to suicide prevention in Japan is the stigma surrounding mental health.⁸⁹¹ Many young people are afraid to reach out to professionals for help because of fear of criticism or being perceived as weak.⁸⁹² Schools should build mental health education into their curricula and teach students how to recognize the signs of depression, stress, and anxiety. In addition, the number of school counselors and mental health professionals should be increased to ensure that students receive timely and effective support.⁸⁹³ Online counseling services could also serve as a confidential and accessible alternative for youth who are reluctant to seek help in person.

⁸⁸⁸ Ariyaku, “Arinodaiyauhinn”, Ariyaku, 2022

⁸⁸⁹ Ministry of Health, Labour and Welfare, “Jisatsu Keitou ni Motodoku Jisatsusha suu”, Ministry of Health, Labour and Welfare, 2023

⁸⁹⁰ The Nippon Foundation, “The Nippon Foundation Suicide Prevention Project”, The Nippon Foundation

⁸⁹¹ Ministry of Health, Labour and Welfare, “Jisatsu Keitou ni Motodoku Jisatsusha suu”, Ministry of Health, Labour and Welfare, 2023

⁸⁹² OVA, “Suicide prevention in Japan”, OVA, 2024

⁸⁹³ Ministry of Health, Labour and Welfare, “Jisatsu Taisaku Hakusho”, Ministry of Health, Labour and Welfare, 2024

The competitive nature of the Japanese educational system creates enormous pressure on students to excel academically.⁸⁹⁴ The stress of entrance exams and fear of failure can lead to feelings of hopelessness and self-doubt. Schools and universities should promote educational alternatives, such as career training and skills-based education, to reduce the overwhelming focus on traditional academic success. In addition, parents and educators should encourage a balanced lifestyle that includes hobbies, physical activity, and social engagement, rather than focusing solely on academic achievement.

Social isolation is another significant risk factor for youth suicide in Japan. Many young people struggle with developing meaningful relationships based on cultural conformity expectations and have difficulty expressing their feelings openly.⁸⁹⁵ Schools should offer programs of peer support where students can discuss their struggles in a safe and supportive environment. In addition, bullying remains a deeply rooted problem, both in person and online. Strengthening bullying prevention policies, implementing anonymous reporting systems, and promoting digital literacy can help create a safer and more inclusive space for students.

Improving crisis intervention strategies is critical to reducing youth suicide rates. Expanding 24-hour suicide prevention hotlines with access to highly trained counselors can provide immediate assistance to distressed individuals. Schools should also begin training faculty and staff to recognize the signs of suicidal thoughts and to be able to appropriately intervene. In addition, governments should implement measures to reduce access to common methods of suicide, such as the installation of platform doors at train stations. In addition, responsible media coverage of suicide can help prevent copycat suicides, which have been shown to increase following sensationalist coverage.

In summary, reducing the suicide rate among Japanese youth will require a truly multifaceted approach that includes mental health awareness, academic reform, social support, and effective crisis intervention. Schools, families, and the government must work together to create an environment where young people are valued, supported, and have hope for the future. By addressing the root causes of suicide and improving access to mental health-related resources, Japan can take a meaningful step toward preventing unnecessary tragedies and securing a better future for its youth.

⁸⁹⁴ World Health Organization, “Suicide prevention in Japan: a public health priority”, World Health Organization, 2024

⁸⁹⁵ Financial Times, “How a small Italian city became a model for mental health care”, Financial Times, 2024

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The differences between Canadian and Japanese monsters and their respective histories

Yume Murakami

There are many incomprehensible entities in this world that are beyond human comprehension. Not only in Japan, but throughout the world. However, none of them are completely different from the other, and their commonalities are that they are somehow similar and yet somehow different. Monsters Existence, which can be considered both fiction and fact, is said to have first occurred in Japan during the Nara period (710-794) and in the world with the discovery of the Yeti in 1889. However, even the uncanny ones have different generic names in Japan and the rest of the world. Yokai. UMA. It is a fact of life that there are a certain number of people who fear and love them, despite the depth of their history. I am going to use speculation and information in this essay to explain their eeriness and loveliness, and the way they change in appearance throughout history.

I

The yokai that people imagine today are most likely those written in picture scrolls from the Edo period, anime, and manga. In the past, artists from Toriyama Sekien to Mizuki Shigeru and more writers have depicted famous yokai. However, it is said that the name “Yokai” was popularized by Inoue Enryo, who lived in the Meiji era (1868-1912).⁸⁹⁶ Before that, creatures and supernatural phenomena that had been transformed from their original forms were known as “Bakemono”. For example, “Futakuchi-onna”. She is one woman married to a stingy man. The husband was unusually stingy and everyone in the village thought his marriage was impossible. Then along came “Futakuchi-onna”. However, much to the husband's delight, at one point he noticed something odd about his wife. Unbeknownst to him, a great deal of food had been depleted. The man observed his wife and found that she had another mouth on the higher back of her face and she was eating things with both mouths. This story of a woman who was originally an ordinary woman transforming into a strange figure is an example of a bakemono.

In the more famous example, the “tsukumogami” is both a monster and a god. According to an old Japanese book, tools that have been made for a hundred years have a soul. They are also said to bewitch the minds of men. Then why did they decide to change? I will omit some details here, but there used to be a custom in Japan to throw away old tools at the New Year. But for the tools, there was concern about why they should be discarded after having

⁸⁹⁶ Mariko Baba, “Yokai”, December 01, 2014

served so hard. The first thing that is curious here is that the tools had abilities such as emotion and intelligence before they underwent changes, and it is interesting to read that humans had such ideas about tools as well. Back to the story, they met a man who told them that if they took their lives by themselves at the beginning of February, the God of Creation would change them for Yokai like monsters. (The beginning of February means Setsubun) And so these changed tools were worshipped by humans, and they came to be revered as gods. What this story shows is that tools changed in two ways: appearance and status. There are many examples of humans becoming yokai. In fact, such stories are more common because they are more easily accepted. However, "tsukumogami" is a yokai that taught a lesson to humans for taking care of things roughly, so it might be better to call it a god rather than a yokai.⁸⁹⁷

II

Cultural learning through experience, anime, and pop culture are currently popular among tourists visiting Japan. In this context, there is data from a survey on how yokai are perceived in Japan, China, and Korea, respectively.⁸⁹⁸ Some of the most famous yokai are Oni in Japan, Kyungshi (Chinese ghosts) in China, and Doppigae (Korean ghosts) in Korea. In Japan, "oni" is a monster, which has a negative image of "frightening, attacking people, and being from another world," but also has a positive image of "strong and big." In China, "oni" is a ghost, which has only a negative image of "frightening, attacking people, and being from another world. On the other hand, Korean demons are called "dokkebi," and although they are originally blind, in Korea today they generally share many elements with Japanese demons, such as a single horn on the head, a gold rod, and animal-print pants. However, compared to the "fierceness, ugliness, and ferocity" of the Japanese "Oni," the "Dokkebi" is said to be "mischievous, honest, prone to anger, shy, jealous, less intelligent, likes dark nights," etc., and prefers red color, sumo, meat, etc. The Korean "Dokkebi" can be seen as having the characteristics of both the Japanese "Oni" and the Chinese "intangible soul demon" and the character of the Chinese "intangible soul demon". In the case of Korea, the possibility exists that it was influenced primarily by Confucian and Buddhist thought. According to Park, during the Joseon Dynasty, the strong Confucian influence on the Korean peninsula, with its insistence on legitimacy and lack of flexibility in interpreting scripture, led to the dokkebi being regarded as an unacceptable entity, something to be exterminated, as it was considered an evil practice. In other words, the dokkebi is an object of worship, a divine

⁸⁹⁷ "Otogi-zoshi with illustrations and synopsis", Kyoto University Library, 2001

⁸⁹⁸ Mingjun Zhang, "Study on Regional Revitalization by Youkai Culture: Based on the Inbound Tourism Perspective", Fukuchiyama Public University Research Record Book, 2020

existence, and mixed with folk beliefs, it is said that the image tended to change into a friendly and cute image rather than a scary image. On the other hand, I suppose that Shintoism, not Buddhism, greatly influenced the formation and transition of the concept of “Oni” and “Yokai” in Japan. All of these influences on the formation of yokai among the three countries were religious, but unlike China and Korea, Japan found that Shintoism was a major influence.

III

Modern yokai have come to be seen as a form of entertainment at the same time that manga and anime have become increasingly popular. In the era of picture-story shows, yokai and kaiju represented the negative emotions of ordinary people suffering from the contradictions of society. At the same time, they also played the role of making people aware of such social contradictions. However, in the pre-modern world, when the world shifts to the cartoon world, it is not the logic of cause and effect, but the logic of human consciousness and action that can solve the problem. The motif of a confrontation between science and yokai is also often seen. Irrational problems arise in modernity, where the attitude is rational and all problems can be solved by science. Thus, the contradictions of this world are revealed to be brought about by human beings, and at the same time, we are confronted with the question of what human beings should do. On the other hand, the yokai in the manga world, which are gradually becoming more and more entertaining, are also undergoing further transformations. The setting of the yokai is now divided into two parts: one that guarantees superhuman powers, and the other that creates drama. These changes are probably due to changes in society and attitudes toward people, especially young people. Society now has little meaning as an antagonist of purity. People have lost that reality no longer. As a result, the longing for purity no longer undergoes social processes. The above theory is solely based on Masato Watanabe⁸⁹⁹. For my part, assuming his theory, I think that such changes have made it easier for many people to become familiar with yokai. And because so many people are interested, yokai will continue to undergo new changes.

As described above, this section describes the history and definition of yokai, the perception of yokai in different countries, and the importance of yokai. In recent years, figures, data, and other visible representations have become reliable and credible information for many people. But if people look back a little, what they find there is a history that was more obscure than it is now. People will often not trust it and deny it. However, it is one human consciousness, such as yokai and religion, that has shaped who we are today and created the culture of each country.

⁸⁹⁹ Masato Watanabe, “Yokai manga and the modern age”

To deny it is, in a sense, to deny ourselves. While it is up to each individual to determine what is certain and what is uncertain, it is also important to trace the origins of one's thinking and study history.

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Suicide problem

Satoru Yamagata

Suicide is the leading cause of death among people aged 15 to 35 in Japan.⁹⁰⁰ In recent years, much emphasis has been placed on youth suicide and the problem of student suicide. Japan is currently suffering from a declining birthrate, and the deaths of young people, who are the future of the country, is a serious problem that will not be easy to solve.⁹⁰¹ Suicide has long been considered an important issue, but there is no sign of a decrease in the number of suicides, and even the causes of suicide have not been eliminated. Therefore, I would like to focus on understanding the many causes of suicide and the feelings of those who have committed suicide and those who have chosen to do so.

I

Why do people choose suicide many people feel I can not alive in future and I do not want to alive anymore. Almost everyone causes teasing and no money chooses to die. There are many examples of people committing suicide that I would like to share. There are five types of people who commit suicide. They are the unemployed, workers, self-employed, housewives, and finally students.⁹⁰² I will explain them in order. First, let's talk about the unemployed. Unemployed people lose their jobs, find it difficult to make ends meet, suffer from depression, and choose to commit suicide. Secondly, workers may choose to commit suicide due to depression caused by bullying, sexual harassment, or power harassment in the workplace. Third, self-employed people who suffer from depression and commit suicide due to difficulties in making a living as a result of poor business performance. Fourth, housewives commit suicide due to depression caused by child-rearing problems or domestic violence. Lastly, students often commit suicide, withdrawing from society due to parent-child discord, or becoming depressed and committing suicide due to anxiety about the future. These are not the only causes of suicide.

II

⁹⁰⁰ 厚生労働省：死因順位年齢別 in 2022

⁹⁰¹ 厚生労働省：若年層の自殺をめぐる状況 in 2021

⁹⁰² いのち支える自殺対策推進センター：自殺の実態 in 2022

I think you can see from the previous sentence. We are finding out as we go along that depression is the cause of many suicides. Many of them are caused by physical and emotional pain. So I will focus on the students that I said I wanted to focus on. We found that most of the students have died of depression due to bullying or disagreements between parents and children. If these causes could be eliminated, the number of students who die by suicide would be greatly reduced. Bullying is said to be impossible to eliminate. It is said to be impossible to eliminate bullying, because each person has his or her own way of thinking.⁹⁰³ But I believe that people around us can help, even when it comes to the problem of disagreements between parents and children. Here is a case study. How did people who were bullied in the past escape from bullying. When bullied, they rebelled; when bullied, they ran away and sought help from others.⁹⁰⁴ If they could do such things, bullying, which is a cause of suicide, would be decreasing. We, the people around us, must find a solution to save those who cannot do so and have no choice but to commit suicide.

III

I found this article while researching ways to reduce bullying. This article is about providing classes that are individually tailored to the student. It struck me that we are getting too caught up in compulsory education. First of all, it is important to provide individualized and easy-to-understand classes on a daily basis, and to enhance student guidance based on a deep understanding of students, so that students can enjoy learning and have a lively school life.⁹⁰⁵

I thought that the government should focus more on creating facilities for those who have difficulty attending school and on child guidance centers for problems between parents and children.⁹⁰⁶ Free schools are places where children who, for whatever reason, cannot, will not, or want to go to school spend time instead of elementary, junior high, or high school. We accept many children with circumstances such as truancy, withdrawal, mild developmental disabilities, physical disabilities, and intellectual disabilities, and provide them with a place to learn. However, there are still only about 500 of these free schools in Japan.⁹⁰⁷ This is only 1/38th of the number of

⁹⁰³ 朝日新聞デジタル 「いじめはなくせるのか？」 in 2023

⁹⁰⁴ 新潟県いじめ対策ポータル in 2023

⁹⁰⁵ 文部科学省：学校におけるいじめ問題に関する基本的認識と取組のポイント in 2023

⁹⁰⁶ 不登校サポートナビ in 2023

⁹⁰⁷ 通信制高校のあるじゃん in 2023

regular schools.⁹⁰⁸ We felt that increasing the number of free schools is a challenge for Japan. In order to eliminate suicides among young people, there are many advantages to creating more free schools, such as providing a place where people who do not want to go to school can easily learn, and gathering people who are in the same state of mind can feel safe. So the solution I came up with is this.

IV

In conclusion, the problem of youth suicide in Japan is deeply complicated, tied to a mix of societal, economic, and personal struggles. It is something that affects so many young people: those who feel hopeless without jobs, those facing harassment, and even students who deal with relentless bullying. For students, especially, the weight of depression from bullying and family problems is heavy, and it makes it clear that we need to act now, with solutions that truly address what they are going through.

To really make a difference, we need to create spaces where mental health and emotional well-being are top priorities. This could mean offering personalized learning programs, better counseling services for students, and making sure there are more free schools where students can feel safe and understood. These schools could become havens for those who struggle in regular education, giving them a chance to learn without fear. If we put more resources into child guidance centers and provide more alternatives to traditional schooling, we could build a stronger safety net for young people who feel isolated or left out.

At the end of the day, stopping youth suicide is not something any one group can solve on their own. It is a challenge that requires schools, families, communities, and the government to work together. By understanding the root causes and tackling them directly, Japan can create a future where every young person feels like they truly matter and have a place to belong.

⁹⁰⁸ Education Career in 2021

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Money and Your happiness, what people should do to be happier

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I

In recent years, people in this world are facing rising prices and people have to think more carefully about a way of using money, such as people have to think about whether the stuff you are going to buy is really necessary or not. Then, if your salary is much higher than the salary that is yours now and you are able to buy the things that you need and want without a care, you would be happy due to needing no care about money. Or, there is no relationship. According to the journal written by Matt Phelan, the answer is “Yes” to the question “Does money make you happy?”⁹⁰⁹ This means, in the example I just gave, people who have a high salary and have enough money do not have to care about money whatever they do. That would mean that money and people’s happiness have a relation and they are happier. However, the next question is they are to the point. Then, in this essay, I am going to introduce some views, and also give an answer to “The thing that people should do to be happier”.

To begin with, there are some opinions that some researchers say. According to the Wellbeing expert Gethin Nadin, “Money contributes to happiness when it helps us make basic needs but the research tells us that above a certain level more money doesn’t actually yield more happiness.” The research he said is the research that is a 2010 study out of Princeton university. In this research, the people who are paid 75,000 dollars per year or less than 75,000 dollars, their happiness are getting higher if their salary is getting higher. However, the happiness of people who are paid more than 75,000 dollars per year does not relate to their salary.⁹¹⁰ Therefore what we can get from this research is “Money can make you happier, but money is not everything for your happy life.” This is because the research says the people who are paid 75,000 dollars are happier than people who are paid more than 75,000 dollars in other words. By the way, how about the millionaire. According to the research which is done by Grant Donnelly. He says “There is not much difference between the happiness of multimillionaires until we get to those worth over 10 million.”⁹¹¹ The relationship between money and happiness is gradually becoming clear. They have a relation between them, but the effects are not significant.

⁹⁰⁹Matt, Phelon, “Does money make you happy?” The happiness index, November 22, 2022,

⁹¹⁰Matt, Phelon, “Does money make you happy?” The happiness index, November 22, 2022,

⁹¹¹Matt, Phelon, “Does money make you happy?” The happiness index, November 22, 2022,

Secondly, According to the journal that is written by Kevin A Thompson, there are some things and actions that make people happier. In his essay, “Money can drastically influence one’s happiness and satisfaction in life.” and introduce the method to people to be happier after mentioning them. Some of the methods to people to be happier in his essay are giving money and using money to have experiences.⁹¹² Also he said “Give it or Do it with them” are making people happier and more satisfying in his essay. Basically, if people have enough items to live on such as a car, house and money for their hobby and they still think that money can make them happy, nothing could be more stupid thinking. To buy something that people want can not affect their life forever, but to have some experiences can make some effects in their life. When people are looking back on life, people can not remember what they bought. However, they are remembering what they did more clearly. Such as having played some sports and taken vacation. A more familiar example would be people’s photo folder. When people look back at a photo and they find the picture of their car, house or something of their stuff, they might think it is just the picture of my stuff, and they do not remember anymore. Or rather, there is nothing that they can remember anymore. However, in the same situation and people find the picture of their memory such as having done something with their friends, they can imagine what they did more than just a photo, and doing this definitely connects their happiness.

In conclusion, there are some views and facts about the relationship between money and happiness, and there are some methods for people to be happier. There is a relationship between money and people’s happiness, but they are not proportional. Also, to have some experiences is connected to people’s happiness, not to buy too many things that they want. In my opinion, I agree that to have experiences connects their happiness. Also I think doing something with money affects their lives directly. This is because they spend money for themselves. The person’s money should be spent for the person.

II: How having property affects your happiness

According to the book, “Wellbeing”, which is written by Tom Rath, ⁹¹³“money can increase our short-term happiness by giving us more control over how we spend our time.” For example, it can give us the option to live closer to work, work fewer hours, and spend more time on leisure activities with family and friends. Money can be

⁹¹²Kevin, A. Thompson, “MONEY CAN MAKE YOU HAPPY,” KEVIN A THOMPSON, September 8, 2014,

⁹¹³ Tom Rath, “The Five Essential Elements of Wellbeing” April 10th ,2010

used to make our lives easier. They are ways to use time more wisely by spending money, which is going to help you to be happier. However, when you are having a lot of money, it also makes you have to care about yourself and people around you, more than you who do not have a lot of money. People normally think that having money is making people happier, nothing of concern, but technically it is actually having 2 both sides, which are advantages and disadvantages. Then in this essay, I am going to discuss the advantages of having property and its disadvantages.

In the world, money is being used to do something, which means that there are obviously some advantages to having more money. According to late happiness researcher Ed Diener, in his book *Happiness*, “Financial resources can serve as a buffer against life’s negative events.”⁹¹⁴ which means having a lot of money can avoid the stressful stuff and it could help you to do something new. This is because when you fail your new stuff(I mean business or something like that) that you had been doing, but if you have a save, you are still OK. That research could say to you, you can take more risk if you have money. Likewise, Ed Diener thinks “there might be some primal connection between the secure feeling of having resources and the happiness money can deliver.”⁹¹⁵ which also means that you are very possibly able to make a rightful decision, control your life and possibly take more choices, when you have money. Their facts are all coming from your mentality that you feel non-stress due to having money. At the end of this section, This is put, that Sociologist Rachel Sherman interviewed wealthy New Yorkers about their feelings about wealth for her book *Uneasy Street: The Anxieties of Affluence*, and a typical response to her query about the benefits of being wealthy was that it provided freedom and a sense of control. This feeling of control and autonomy is a crucial ingredient of how we feel about our lives.⁹¹⁶

On the other hand, there are several advantages to having too much money. The biggest problem people with too much money have is that some of the people who know them think of them as a free source of money and it really damages that relationship. It absolutely makes you worry about yourself and damages your mental health, which connects to less-happiness. Also, a 2003 study published in *Psychological Science* led by Daniel Kahneman and Ed Diener⁹¹⁷ found that even though having more money is associated with happiness, seeking more money

⁹¹⁴ Ed Diener, “Happiness” Does Money Buy Happiness? Actually, Yes, February 12nd, 2024

⁹¹⁵ Ed Diener, “Happiness” Does Money Buy Happiness? Actually, Yes, February 12nd, 2024

⁹¹⁶ Rachel Sherman, “Uneasy Street: The Anxieties of Affluence” Does Money Buy Happiness? Actually, Yes, February 12nd, 2024

⁹¹⁷ Ed Diener and Kahneman, “Zeroing in on the dark side of the American Dream: a closer look at the negative consequences of the goal for financial success” Does Money Buy Happiness? Actually, Yes, February 12nd, 2024

dampens our sense of life satisfaction and impairs our happiness. They found that people with strong financial success goals reported lower satisfaction with family life, satisfaction with friendships, and job satisfaction. Notably, the study found that “the greater your goal for financial success, the lower your satisfaction with family life, regardless of household income.” This paradox teaches that money boosts happiness when it is a result, not when it is a primary goal, or as Ed Diener noted in his book *Happiness*, “It is generally good for your happiness to have money, but toxic to your happiness to want money too much.”⁹¹⁸

To summarize, there are significant advantages to having money for happiness, which are obvious, and in common, all research mentions free, that means that if you have a lot of money, you are able to make more choices. Also there are some disadvantages, they are being said that if you have a lot of money, you have to be careful about relationships with people around you. Also research said that you could be able to be rich as a result, which means that you should not make goals: making money. If I could say my opinion, I will say that having a lot of money makes you happier, objectively. This is because its advantages are directly connected to increasing your happiness index.

III: Based on psychology, how the people want money, to be happier.

Money has always been a fascinating subject for humans, deeply intertwined with our emotional well-being and psychological desires. Throughout history, people have pursued financial wealth with the underlying belief that it can unlock happiness and solve life's complex challenges. But what does psychology really tell us about the relationship between money and personal satisfaction? This essay explores the psychological motivations behind our monetary pursuits and the nuanced ways financial resources impact human happiness.

First, scientific research reveals that money does contribute to happiness, but with significant limitations. A groundbreaking study by Princeton University researchers Daniel Kahneman and Angus Deaton discovered that happiness increases with income up to approximately \$75,000 annually. Beyond this threshold, additional earnings produce diminishing emotional returns. This finding suggests that basic financial security significantly improves life satisfaction, but extreme wealth doesn't proportionally enhance overall happiness. People fundamentally want

⁹¹⁸Ed Diener, “Happiness” Does Money Buy Happiness? Actually, Yes, February 12nd, 2024

money to meet their fundamental needs - shelter, food, healthcare, and basic comforts - which directly correlate with reduced stress and increased psychological well-being.

Psychological research also demonstrates that people pursue money as a problem-solving mechanism. Many individuals believe financial resources can eliminate life's challenges, providing a sense of control and security. However, studies consistently show that money alone cannot resolve deeper emotional or relational issues. While financial stability can reduce stress related to economic uncertainty, it cannot automatically create meaningful relationships, personal fulfillment, or emotional resilience. Researchers like Dr. Elizabeth Dunn from the University of British Columbia have found that how people spend money matters more than the total amount they possess.

Furthermore, the desire for money is often linked to social comparison and status seeking. Humans are inherently social creatures who evaluate their worth partially through economic achievements. Psychological theories like social comparison theory explain how individuals measure their success against peers, with money serving as a tangible metric of personal accomplishment. This phenomenon drives people to pursue higher incomes not just for practical reasons, but for psychological validation and perceived social standing. Interestingly, cultures and individual personalities significantly influence these monetary motivations, revealing the complex psychological landscape surrounding financial aspirations.

In conclusion, the human relationship with money is multifaceted and deeply psychological. While financial resources can undoubtedly improve life quality by providing security and reducing stress, they are not a guaranteed pathway to happiness. True contentment emerges from a balanced approach that values meaningful experiences, strong relationships, personal growth, and purposeful living. Psychology teaches us that money is a tool, not a destination. By understanding our intrinsic motivations and maintaining a healthy perspective on financial pursuits, individuals can cultivate genuine happiness that transcends monetary measurements.

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