

Abstract

This thesis deals with the effects of television on the life style in Japan in the 60s and 70s of the 20th century. In the first chapter it introduces how television spread through Japan. The second chapter analyses the impact of television on everyday life, and the spread of consumerism through TV serials and commercials. The third chapter concentrates on the effects of television on family life and women. The fourth chapter describes the role of television in the spread of homogenous culture throughout Japan, and its effects on the countryside. The last chapter introduces several historically important television events.