

The general aim of this thesis is to contribute to a deeper understanding of the Japanese media and communication in contemporary society. It also hopes to widen the integrated and internationalized framework for understanding the universal dynamism and complexity of media and their audiences in context of global technological and cultural transformation. Our research is mostly a cross-disciplinary integration of media & communication studies and Japanese philology. The starting point of this thesis is focused on the summary of theoretical knowledge about the „de-westernization of media studies“ which presents an attempt to step out of the originally Anglo-American media communication paradigm, where mainly American theories and approaches have been widely used to explain global media processes and communication patterns. Informed by the de-westernized perspective, we focus on the case of Japanese society, its reception of texts within everyday cultural practices and media routines, since these serve as platforms where ideological features are embedded, reproduced and maintained. We also deal with specific cultural forms of constructing and understanding of Self, and Group in Japanese society, since these notions are again reflected in some patterns of Japanese interpersonal (verbal/nonverbal) communication. A significant space in this work is dedicated to Japanese mass-mediascape, its past and present. We illuminate the specific role of media and its development in Japanese history from the early beginnings up to the present time. We touch on the state-press relations and offer an organization analysis of the reporter's club system (kisha kurabu). Finally, while being informed by the media hegemony theory, we point out the way how Japanese mainstream media represent and frame state power, political agenda, political/corporate scandals, and the symbol of Japanese cultural hero.