**Lecture # 6**

**Japan**

The communications media of Japan include numerous television and radio networks as well as

newspapers and magazines in Japan. For the most part, television networks were established

based on the capital contribution from existing radio networks at that time. Therefore, it is

necessary to understand the capital relationship between the media (such as the relationship

among newspaper, radio, and TV networks).

Japan is in many ways the technological heart of the modern media world. A great deal of our

electronic equipment necessary to create and transmit mass media messages comes from

Japan. NHK is Japan’s public broadcasting corporation and is financed similarly to the BBC fromfees that all television owners pay.

The most popular magazines in Japan are it’s manga or comic books that account for over 40%

of the books and magazines published in Japan.

**Africa**

An enormous continent with a large number of countries and different languages, Africa faces

many issues when it comes to both geographic and language barriers. However, the media in

Africa is expanding rapidly due to advances in telecommunications, especially mobile phones

and the Internet.

However, Africa is still largely rural, and most of the smaller towns do not have their own

newspapers. Newspaper circulation is limited by high levels of poverty and illiteracy. Radio is

the most important medium but it is still mainly received through battery-powered sets. Both

of these items are very expensive. The programming is designed to teach people how to

improve their standard of living but most often is dominated by politicians.