

Japanese Attitudes Toward South Korea

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1. Introduction

Japan-South Korea relations are said to be worse due to the decline in the number of visitors to South Korea.

The people who actually visited Korea felt there was a difference between what recent news reported and the experiences and heard from people around them. Tourists were connected about traveling to Korea on hearing that there was a boycott of Japanese products and demonstrations against the Japanese government.

If the younger generation does not have bad feelings toward South Korea, and if they become friendly on a personal level, it is hypothesized that these relationships would improve. To test this hypothesis, a survey of people who have never visited Korea was conducted to determine these subject's attitudes toward South Korea and what media sources influences those attitudes, and what sources of information they are interested in.

2. Method

Students in the same school were surveyed to find out what the young people who will lead the next generation think about South Korea. Eighty-one Kozu High School students answered the question, "What is your image of Korea and where did you find that image?" Depending on the information sources indicated by the students, it is believed that some sources may lead to a biased or inaccurate perception of South Korea. From the answer, we examined whether there is a correlation between the images and the content used.

3. Results

The image of South Korea was broadly divided into cultural or political categories. There were many positive opinions on the cultural side and many negative images on the political side. The charts below show the aggregated media sources by percentage for each category. (Figure 1)

Figure 1 : Positive and Negative impressions of South Korea

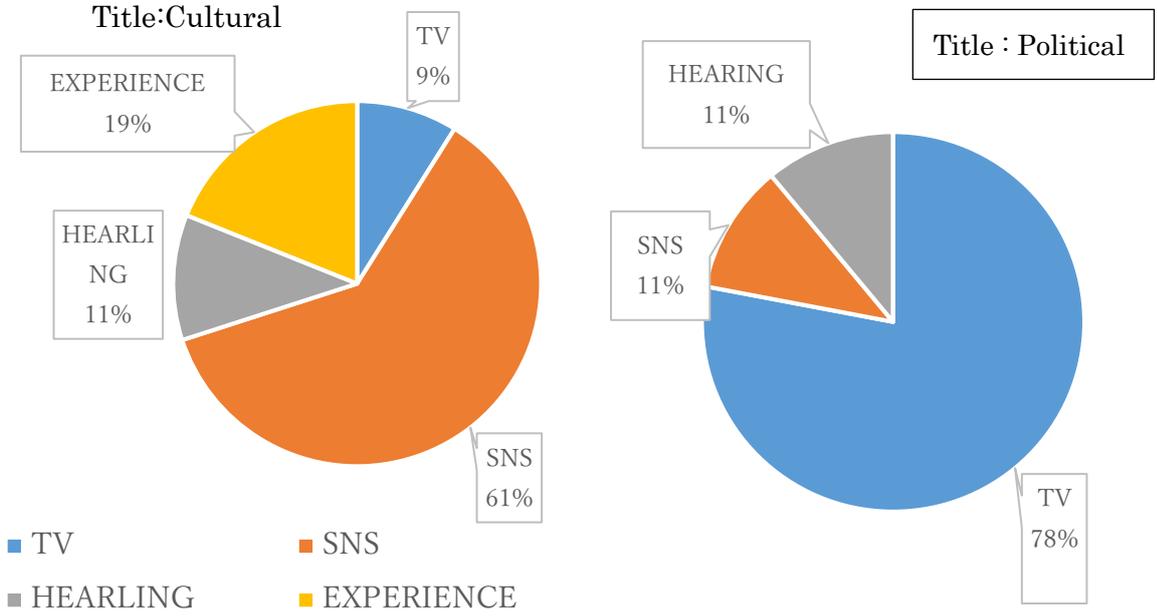
Culture	Political
<ul style="list-style-type: none">• Spicy food• Café• K-pop• beauty surgery	<ul style="list-style-type: none">• Anti-Japan• Brain washing education• North Korea• Meritocracy

<ul style="list-style-type: none"> • Drama • Boom maker • Art • kind 	<ul style="list-style-type: none"> • Disparity society • Scared Impression • Boycott
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TV is mainly television news broadcast in Japan, SNS is Japanese social media news which includes Twitter and Instagram accounts operated by Japanese people, *Hearing* includes stories from family or friends who have visited South Korea, *Actual Experience* is not only from visiting South Korea, but also information originating from Social Network Services used by Korean entertainers. It is assumed that there accounts share authentic experiences from South Korea.

Many of the sources of information that have a positive cultural image are based on Korea entertainers' SNS posts and real experiences. In particular the SNS category accounts for 61% of all positive responses. On the other hand, most of the opinions with a negative political image is due to SNS or TV operated by Japanese media outlets.

Figure1: Positive and Negative impression of South Korea



4. Discussion

From these results, there appears to be a positive correlation between the images of South Korea held by the Japanese and information sources that they view most often.

Information presented on TV is edited and directed by Japanese nationals. Often headlines are used to manipulate news in a way that allows the media outlet to be critical of others to

increase their viewership. As a result, the news does not objectively report what really happens in South Korea. There is no way for Japanese people who watch TV news to not develop the impression that 'Korea is anti-Japanese' because of this manipulation of information. It can be said that TV is creating our image.

Both Korean and Japanese media report extreme information in a sensationalist way to improve their ratings. Alternatively, people should distinguish between the government and the people, rather than believing and thinking that the news is the objective truth. It is important for each of us to be interested and to respond flexibly to other cultures without being tied to a biased view from the media.

In order to improve Japan-South Korea relations, the truth should be reported regardless of the audience rating or the degree of audience engagement. Currently, only negative information is reported in the Japanese press, so positive news stories may improve people's impressions of other countries.

5. References

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