Newspaper Reporting on the 11th IAAF World Championships in Athletics, Osaka 2007

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Keywords
IAAF World Championships, newspaper reports, Tokyo meetings, Osaka meetings

1. Preface
The sports are closely related to society and culture. For example, baseball is popular in Japan and in U.S.A., but not in Europe. On the other hand, soccer is popular in Europe, but not in U.S.A.

This may say that culture that is so to like interruptions of the competitions and the culture that is not so to like interruptions of the competitions are related. In addition, there were the country, which boycotted the Olympics, for the East-West Cold War in the past. In addition, in the time of the Tokyo Olympics, a lot of road and building were built for the Olympics, and Japan suffered from one factor that economy grew rapidly.

It may safely be said that the sports have an influence on our society and culture greatly and vice versa. Let me take up the newspaper reports of Tokyo and Osaka meetings of World Championships in Athletics, which are one of the three major sports, and study as to how the newspaper reports dealt with them in the changing Japanese society and culture.

2. Introduction
2-1. About World Championships in Athletics
The Olympics had a series of boycott, in the East-West Cold War. West nations including U.S.A. boycotted the Moscow Olympics and East nations boycotted the Los Angeles Olympics.

Under such circumstances, a meeting to select true field-and-track events world champion was opened in Helsinki in 1983. It was an opening of World Championships in Athletics. It had been opened once in four years until the Tokyo meeting of 1991, but once in two years since then. The Beijing meeting next year will be the 15th. It has become one of the three major sports along with World Cup Soccer and the Olympics.
Table 1 (The IAAF World Championships in Athletics)

<table>
<thead>
<tr>
<th>Edition</th>
<th>Year</th>
<th>City</th>
<th>Country</th>
<th>Date</th>
<th>No. of Athletes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>1983</td>
<td>Helsinki</td>
<td>Finland</td>
<td>7 Aug – 14 Aug</td>
<td>1,355</td>
</tr>
<tr>
<td>2nd</td>
<td>1987</td>
<td>Rome</td>
<td>Italy</td>
<td>28 Aug – 6 Sept</td>
<td>1,451</td>
</tr>
<tr>
<td>3rd</td>
<td>1991</td>
<td>Tokyo</td>
<td>Japan</td>
<td>23 Aug – 1 Sept</td>
<td>1,517</td>
</tr>
<tr>
<td>4th</td>
<td>1993</td>
<td>Stuttgart</td>
<td>Germany</td>
<td>13 Aug – 22 Aug</td>
<td>1,689</td>
</tr>
<tr>
<td>5th</td>
<td>1995</td>
<td>Gothenburg</td>
<td>Sweden</td>
<td>5 Aug – 13 Aug</td>
<td>1,804</td>
</tr>
<tr>
<td>6th</td>
<td>1997</td>
<td>Athens</td>
<td>Greece</td>
<td>1 Aug – 10 Aug</td>
<td>1,882</td>
</tr>
<tr>
<td>7th</td>
<td>1999</td>
<td>Seville</td>
<td>Spain</td>
<td>20 Aug – 29 Aug</td>
<td>1,821</td>
</tr>
<tr>
<td>8th</td>
<td>2001</td>
<td>Edmonton</td>
<td>Canada</td>
<td>3 Aug – 12 Aug</td>
<td>1,677</td>
</tr>
<tr>
<td>9th</td>
<td>2003</td>
<td>Saint-Denis</td>
<td>France</td>
<td>23 Aug – 31 Aug</td>
<td>1,679</td>
</tr>
<tr>
<td>10th</td>
<td>2005</td>
<td>Helsinki</td>
<td>Finland</td>
<td>6 Aug – 14 Aug</td>
<td>1,688</td>
</tr>
<tr>
<td>11th</td>
<td>2007</td>
<td>Osaka</td>
<td>Japan</td>
<td>24 Aug – 2 Sept</td>
<td>1,930</td>
</tr>
<tr>
<td>12th</td>
<td>2009</td>
<td>Berlin</td>
<td>Germany</td>
<td>15 Aug – 23 Aug</td>
<td>1,984</td>
</tr>
<tr>
<td>13th</td>
<td>2011</td>
<td>Daegu</td>
<td>South Korea</td>
<td>27 Aug – 4 Sept</td>
<td>1,849</td>
</tr>
<tr>
<td>14th</td>
<td>2013</td>
<td>Moscow</td>
<td>Russia</td>
<td>10 Aug – 18 Aug</td>
<td>1,974</td>
</tr>
<tr>
<td>15th</td>
<td>2015</td>
<td>Beijing</td>
<td>China</td>
<td>29 Aug – 6 Sept</td>
<td></td>
</tr>
<tr>
<td>16th</td>
<td>2017</td>
<td>London</td>
<td>United Kingdom</td>
<td>5 Aug – 13 Aug</td>
<td></td>
</tr>
</tbody>
</table>

2–2. About World Championships in Athletics held in Japan

It was performed in Tokyo in 1991 and was performed in Osaka in 2007. The Tokyo meeting started on August 23 and ended on September 1. It was held in the national stadium and about 1,500 players from 167 countries participated.

World Championships in Athletics Osaka started on August 23, 2007 in Nagai Stadium and ended on September 1. The slogan of the meeting was “Departure from Osaka and a new world record”. About 1,974 players and officers participated from 201 countries and areas.

3. The purpose of this study

In this study, I want to take up the newspaper reports of World Championships in Athletics. And I considered the following
How did they cover the two events?
What is the difference between the reports of Tokyo and those of Osaka? What is the reason for the difference?
How is the Japanese society changing?
4. The Method of Study

I collected World Championships in Athletics newspaper reports in the Yomiuri Shimbun, the Asahi Shimbun, and the Mainichi Shimbun (the Japan’s three biggest papers. The official paper is the Yomiuri Shimbun.) and tried to analyze them qualitatively and quantitatively.

The articles from each newspaper from August 1 to September 30 in 2007 and those from August 1 to September 30 in 1991 are chosen.

The news paper articles include not only normal ones but also database versions (*1) and compact editions. Local newspapers as well as national versions are included.

5. Analysis and consideration

The handling of the newspaper of Tokyo meeting and the Osaka meeting was as follows.

Table 2 The number of the articles (The articles from each newspaper from August 1 to September 30 in 2007)

<table>
<thead>
<tr>
<th></th>
<th>Yomiuri</th>
<th>Mainichi</th>
<th>Asahi</th>
</tr>
</thead>
<tbody>
<tr>
<td>The number of the articles</td>
<td>498</td>
<td>269</td>
<td>201</td>
</tr>
<tr>
<td>Player connection</td>
<td>439</td>
<td>244</td>
<td>172</td>
</tr>
<tr>
<td>The report of the competition</td>
<td>313</td>
<td>158</td>
<td>125</td>
</tr>
<tr>
<td>Meeting administration</td>
<td>24</td>
<td>21</td>
<td>16</td>
</tr>
</tbody>
</table>

The differences of the newspaper report between the Tokyo meeting and the Osaka meeting are as follows.
1. International situation
2. A volunteer
3. Environmental problem
4. Camp ground and international exchanges
5. Opening ceremony the introduction of Japan and the site
6. A Hero (Heroin)

Let me describe the differences from 1 to 6 in details.

5-1. About the international situation

In the days of the Tokyo meeting, the world was experiencing the turbulence, such as Berlin Wall collapse, Kuwaiti invasion, Soviet Union coup d’état, three Baltic countries
independence. Those changes were reflected in the newspaper reports of the opening ceremony.

When the World Championships in Athletics Tokyo was taken up by the editorial of the Yomiuri Shimbun, as well as the news of the opening ceremony, the international situation was touched upon. The players of the Soviet Union participated despite the painful situation. Germany became peaceful and participated in the meeting. Desires for world peace are seen here and there.

In contrast, the news of the World Championships in Athletics Osaka did not refer to international political issues. It may be said that a lot of time had passed since the terrorism in the USA and that there were no articles about the international political issues.

● Contents of articles

There is no political change influence (The Asahi Shimbun 1991, 8, 29 morning edition sports page)

Soviet Union team where it was anxious about the participation by a coup d’état uproar at one time get big encouragement (The Asahi Shimbun 1991, 8, 24 morning edition sports page)

(Photo 1)

① A smile of the peace (The Yomiuri Shimbun 1991, 8, 24 morning edition: Headline)
② Representative of each country handshake attack/Soviet Union. They raise the banner of thanks/Kuwaiti. After an interval of 46 years united march/Germany (The Yomiuri Shimbun 1991, 8, 24 morning edition: Subhead)

<table>
<thead>
<tr>
<th>Table 3</th>
<th>(The number of the articles of the international situation)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Asahi</td>
</tr>
<tr>
<td>Tokyo meeting</td>
<td>6</td>
</tr>
</tbody>
</table>

(The articles from each newspaper from August 1 to September 30 in 1991 are chosen.)

The international situation is taken up only in sports page by the Asahi Shimbun.

The Yomiuri Shimbun took it up in an editorial, the front page, a social column, and The Yomiuri Shimbun was an article to appeal for international peace through World Championships.

5-2. About the opening ceremony (the introduction of Japan and the site)

The Tokyo meeting and the Osaka meeting made a great difference about the newspaper report of an opening ceremony.

There were not many introductions of the Japanese culture in the attraction of the
Newspaper Reporting on the 11th IAAF World Championships in Athletics, Osaka 2007

Photo 1

Photo 2. Soviet Union team who replies by waving a hand for the encouragement from the stands (The Mainichi Shimbun 1991, 8, 24 morning edition sports page)
opening ceremony of the Tokyo meeting. There was only the introduction of Kabuki. There were only few newspaper reports of the Japanese culture. There was not any Tokyo original thing. On the other hand, the opening ceremony of the Osaka meeting emphasized the characteristics of “Osaka or Kansai”. A street performance was shown by

Photo 3 (The Asahi Shimbun 2007, 8, 26 morning edition)  
<The picture is the Kuidaore Taro>
Kuidaore Taro. In addition, Takarazuka all-women’s opera participates, too. Osaka Jime was performed by Tojuro Sakata at the last of the opening ceremony, which was taken up by the newspapers.

5-3. About the article about the environmental problem

The environmental problem was not a big, global problem in 1990’s when the Tokyo meeting was held. Therefore, it was not taken up by newspapers. However, an environmental problem became a global problem recently, and the IAAF performed a green project at the time of World Championships in Athletics Osaka meeting. It began to deal with an environmental problem, which was taken up by newspapers.

5-4. About the article about the volunteer

Sports volunteer activities began to be active from the Kobe Universiade meeting in 1985. There were some volunteer activities in the Tokyo meeting, but the recognition of the general public was not enough. There were not the newspaper reports about the volunteer at all.

The volunteer activities spread and settled at the time of the Hanshin Awaji great earthquake disaster in 1995 (the volunteer first year), and sports volunteer (the turning point of the sports volunteer) became active at the Nagano Olympics in 1998. Many volunteers were active in 2002 FIFA World Cup. Sports volunteer activities were introduced to the mass communication. Especially in the Nagano Olympics, a lot of articles of the volunteer activities came to be taken up by the newspaper reports.

Approximately 6,000 volunteers played an active part in the World Championships in Athletics Osaka. Their activities were greatly taken up by newspapers.

5-5. About the training camp place and the local international exchange

The training camps were held in various districts at the time of 2002 FIFA World Cup, and the news of the training camps came to be known. Local governments were active in the invitation of camp sites and local exchanges were actively done at the time of Osaka meeting of the World Championships in Athletics. The newspaper articles about the training camps often appeared in the columns. There was only one article in the case of Tokyo meeting. The effects of the international sports changed greatly. The World Championships in Athletics Tokyo was only the sports interchange of the site, and the international exchange. But in the Osaka meeting, sports interchange, and the international exchange were performed not only in the site but also in the neighboring cities.
Table 4 (The number of the articles of campground and international exchanges)

<table>
<thead>
<tr>
<th></th>
<th>Yomiuri</th>
<th>Asahi</th>
<th>Mainichi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Osaka meeting</td>
<td>62</td>
<td>15</td>
<td>27</td>
</tr>
</tbody>
</table>

(The articles from each newspaper from August 1 to September 30 in 2007)

5-6. About the hero

It was the man marathon and the 400 meter Susumu Takano that we were able to expect before the Tokyo meeting began. We wondered whether Susumu Takano could go into the final match. Carl Lewis and Bubka, who were the super stars, participated in the Tokyo meeting. Baarrel was a rival of Lewis in the 100 metre race and Powell was a rival of Lewis in the long jump. The meeting became excited because of the confrontation of the rivals. The foreign players broke the three world records as expected. There was not the player among the Japanese players who could live up to our expectations, and except in marathon, there was not a hero.

However, the meeting became excited because of the results of the man marathon player, Takano and female marathon runners when a meeting began. There was nobody who could possibly get a medal in any competition except in marathon. There were many words such as the “world” and the “challenges to the world”. in the newspaper report articles.

However, there were many Japanese athletes who could keep up with the world in...
the Osaka meeting. And so reported the newspaper report articles. Both expectations and disappointments were seen. The gold medalist, Murofushi, in the Athens Olympics was introduced in the newspaper as a national hero. The newspaper report of the Osaka meeting took up Asahara as a local hero in the Osaka meeting. The newspapers reported that he was supported and encouraged by his family members and tried to get a medal.

Contents of articles

① Tokyo meeting
- Superstar (1991, 8, 26 The Yomiuri Shimbun morning edition sports page)
- Continuing shining even if a nova is born with the superstar (1991, 8, 26 The Yomiuri Shimbun morning edition sports page)

② Osaka meeting

Photo 5  The happiest start Local great encouragement He shed tears unintentionally (2007, 8, 27 The Yomiuri Shimbun morning edition handline)
(Athlete: Asahara Nobuharu)

6. Conclusion
I pointed out in the study that in six points (① International situation ② Volunteer
Environmental problem  Camp ground and international exchanges  Opening ceremony (the introduction of Japan and the site)  Hero) there were differences between the Tokyo meeting and the Osaka meeting. And I found that the news contents about the World Championships in Athletics meet in itself changed during the years between the Tokyo meetings and the Osaka meeting.

7. Research theme in the future

The research themes in the future are as follows


How does the English newspaper convey World Championships in Athletics Osaka meeting, Tokyo meeting? I cannot examine how the English papers takes up World Championships in Athletics Osaka meeting. I want to research it.

2. Difference of the reports of World Championships in Athletics of the other countries

How about the newspaper report of World Championships in Athletics of the other countries holding? For example, how about the newspaper reports such as Berlin meetings? Beijing meeting did not happen yet held, but how the newspaper will report about the Beijing meeting will be the place that is great as a research theme.

3. Comparison with the Japanese global sporting events.

The recent Japanese big sporting events that were 2002 FIFA World Cup, the Nagano Olympics are performed, but the comparison of those newspaper reports is not still considered. This will be the point where we must think the reports of the World Championships in Athletics in comparison to these sporting event’s reports.

(Notes)

(*1) G-Search (http://db.g-search.or.jp/)

(Reference)

   (Isamu Kuroda and others (2008) “Track and Field World Championships in Osaka as Medea Sports” Proceedings of the 17th Japan Society of Sport Sociology Meeting)
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(Wikipedia: IAAF World Championships in Athletics:
http://ja.wikipedia.org/wiki/%E4%B8%96%E7%95%8C%E9%99%B8%E4%B8%8A%E7%AB%B6%E6%8A%80%E9%81%B8%E6%89%8B%E6%A8%A9%E5%A4%A7%E4%BC%9A)