

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

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IAAF World Championships, newspaper reports, Tokyo meetings,  
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### 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.

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Table 1 (The IAAF World Championships in Athletics)

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

## 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)

	Yomiuri	Mainichi	Asahi
The number of the articles	498	269	201
	Yomiuri	Mainichi	Asahi
Player connection	439	244	172
The report of the competition	313	158	125
Meeting administration	24	21	16

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)

- ①A smile of the peace (The Yomiuri Shimbun 1991, 8, 24 morning edition: Headline)
- ②Representative 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 3 (The number of the articles of the international situation)

	Asahi	Yomiuri	Mainichi
Tokyo meeting	6	13	7

(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





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)

	Yomiuri	Asahi	Mainichi
Osaka meeting	62	15	27

(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



Photo 4 Takano, He fight hard in the world The seventh place (The Yomiuri Shimbun 1991, 8, 30 morning edition headline)



## ●Contents of articles

- 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)
- World Finalist (August 28, 1991 The Asahi Shimbun Sports Page)

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世界陸上・男子100 朝原準決勝敗退

[illegible]

地元大声援思わず涙



両陛下、熱戦に拍手

天皇、皇后両陛下は26日、前日の開会式に続いて世界陸上の男子百斤級熱戦などを観戦、世界最高峰のアスリートたちの熱い戦いに拍手を送られた。両陛下は午後9時すぎから、貴賓席で女子七種競技の八百斤級戦と男子四百斤級古卓準決勝などをご覧になった。男子百斤級決勝で勝者が決まると、手をたたいて祝福された。

後、ほとんど不在だった自分を支えてくれた妻と幼い子供が座っているはずの観客席の方向へ手を振った。「また、四百リリーがある。今季を全うしてから気持ちを整理したい。レース後、そう話し、北京五輪への挑戦については明言しなかったが、すべてをやり遂げた顔は、最高に輝いていた。」

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

I pointed out in the study that in six points ①International situation ②Volunteer

③Environmental problem ④Camp ground and international exchanges ⑤Opening ceremony (the introduction of Japan and the site) ⑥Hero) 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

①Difference of the handling of the newspaper of the Japanese edition and the English version.

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.

②Difference 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.

③Comparison 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)

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