

# La informació a televisió a l'Àsia oriental

Sessió 15 | 9 maig 2011

# La sessió d'avui

- Actualitat
- La televisió comercial
  - Japó
    - La importància de les cadenes regionals
    - La comercialització de continguts i formats
- Exercici a partir de les lectures
- La informació a televisió
  - Xina: el paper del Xinwen Lianbo
  - Japó: la diferència entre l'NHK i la resta
- Propera sessió

# Pràctica 2 | Serials de TV

- La segona pràctica del curs consisteix en una anàlisi crítica d'un capítol d'una sèrie de TV
- Cal escollir una sèrie (Xina o Japó) i enviar-me el nom per email
  - No es podrà repetir la sèrie
  - Cal disposar del capítol sencer
- Si algú no sap què triar... puc triar jo

**11 TODAY**

**NATIONAL**

**Prediction revisited**

A paper written by a scientist 14 years ago is taking eyes worldwide because it precisely predicted that Japan's Fukushima No. 1 power plant would suffer a disaster like the one being lived.

**WORLD**

**Lid Dems punished**

Members of the U.S. House of Representatives who voted to block a bill to help the Japanese government pay for the Fukushima No. 1 nuclear power plant are being punished by their colleagues.

**NO. 1 FOR MORMS**

Japan's economy is the best in the world, according to a global survey by the International Country Guide.

**TIMEOUT**

**Lending a hand**

Japan's aid to the earthquake-stricken areas is the largest in the world.

**SPORTS**

**One of a kind**

Japan's national football team is the only one in the world to have won the Asian Cup.

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**Call for donations to aid survivors of the Tohoku quake**

The Japan Red Cross is calling for donations to aid survivors of the Tohoku earthquake.

### Chubu Electric mulling impact

## Decision on Hamaoka plant delayed

**Nagoya** Chubu Electric produces an estimated maximum output of 10,800 million kilowatts, Hamaoka, situated in the city of Ohtsu, west of the mouth of the Sagami River, is the only nuclear power plant in the region. The plant is the only one in the world that is not a pressurized water reactor. The plant is the only one in the world that is not a pressurized water reactor. The plant is the only one in the world that is not a pressurized water reactor.

## Shut down being considered for Fukushima No. 2

Less of public confidence in nuclear energy may lead to decommissioning of sister plant

**AP/WIDE** The government is thinking of decommissioning the Fukushima No. 2 nuclear power plant, a sister plant to the Fukushima No. 1 reactor, after the Fukushima No. 1 reactor was shut down for good.

## Thousands protest nuclear power

**AP/WIDE** Thousands of people gathered in the city of Tohoku to protest against nuclear power. They held a banner that said "No to the World to Japan SORE".

## Bin Laden maintained key role, contact within al-Qaida

**Washington** Bin Laden maintained a key role in al-Qaida, according to a report by the U.S. intelligence community. The report says that Bin Laden was in contact with other al-Qaida leaders.

### Nuke plant workers finally get checkups

**AP/WIDE** Some 800 workers have spent more than a decade working at the Fukushima No. 1 nuclear power plant. They have only recently started to receive medical checkups.

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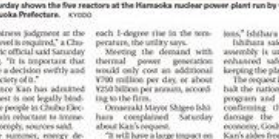
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**Apple's iPad 2  
madness lands in  
China**



**Mother's Day  
marked in prison  
in N China**



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China's pilotless  
helicopter**



**Horticulture Expo  
opens in Northern  
China**



## China

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### Seventh cross-Strait forum concludes, 19 joint proposals adopted

English.news.cn 2011-05-08 20:05:47



Jia Qinglin (R, front), member of the Standing Committee of the Political Bureau of the Communist Party of China (CPC) Central Committee, and Kuomintang (KMT) honorary chairman Wu Poh-hsiung (3rd L), attend the conclusion ceremony of the Cross-Strait Economic, Trade and Culture Forum, a regular forum between the Chinese mainland and Taiwan, in Chengdu, capital of southwest China's Sichuan Province, May 8, 2011. (Xinhua/Rao Aimin)

CHENGDU, May 8 (Xinhua) -- The seventh Cross-Strait Economic, Trade and Culture Forum closed Sunday in Chengdu, capital of southwest China's Sichuan Province, with the adoption of 19 proposals for the promotion of cross-Strait cooperation in various fields.

#### Video >>



Scholars' views on cross-Strait forum: A critical time for thinking about growth patterns



Cross-strait Forum seeks closer ties

#### Photos >>



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#### Latest China News

- 1 Seventh cross-Strait forum concludes, 19 joint proposals adopted
- 2 Chinese officials leave for China-U.S. strategic dialogue
- 3 China, EU economic, social committees eye on expanding ties
- 4 China to promote food safety knowledge among public
- 5 CPC delegation leaves for European visits

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Third round of China-U.S. Strategic & Economic Dialogue

Third round of China-U.S. Strategic and Economic Dialogue

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2011/05/09 00:21

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## Cross-strait economic and cultural forum opens in Sichuan

2011/05/07 18:46:54



Chengdu, China, May 7 (CNA) A cross-Taiwan Strait economic and cultural forum opened in Chengdu, capital of China's Sichuan Province, on Saturday.

Wu Poh-hsiung, honorary chairman of

the Kuomintang (KMT) and the head of Taiwan's delegation, stressed the importance of the forum in a speech during the opening ceremony.

Wu said that views offered at the past six cross-strait economic trade and cultural forums, commonly known as the KMT-CPC forum, have become major policies for both sides of the Taiwan Strait. CPC is the acronym for the Communist Party of China.

"The forum has made its contribution, providing reference in formulating policies for both governments," Wu said.

Jia Qinglin, chairman of China's top political advisory body -- the National Committee of the Chinese People's Political Consultative Conference -- reiterated that both sides must oppose Taiwan independence and recognize the 1992 consensus in order to lay a common ground to develop peaceful relations.

### Others

- 2011/05/08 KMT, CPC urge cooperation on nuclear energy safety...
- 2011/05/07 Examination Yuan head returns with daughter's body...
- 2011/05/07 Cross-strait economic and cultural forum opens in ...
- 2011/05/07 Taiwan, Honduras sign investment agreement
- 2011/05/07 U.S. visa application fee will be lower beginning ...
- 2011/05/06 Israel may grant visa-free treatment to Taiwan soo...
- 2011/05/06 Using 'Macau formula' in cross-strait talks unacce...

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### Fukushima Incident: Taiwan's Response

Atomic Energy Council



### International Communities



#### U.K. businessman sells bubble tea plus Taiwan culture

Taipei, May 5 (CNA) A British businessman whose tea shop, Bubbleology, has become a London tourist attraction, said in Taiwan Thursday that he is not just selling the Taiwan-style bubble tea but also

# Televisió comercial | Japó

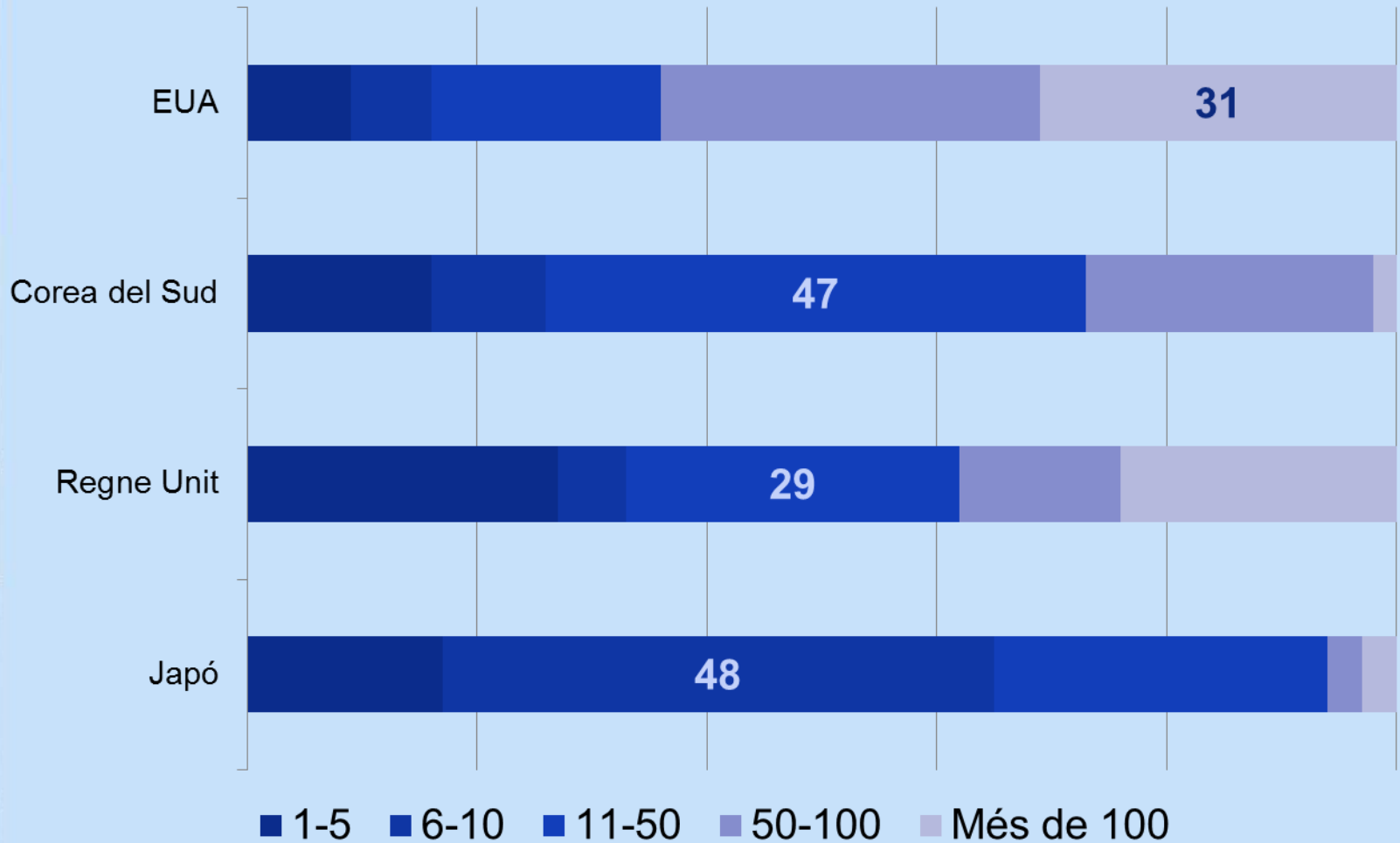
- La legislació sobre radiodifusió impedeix a les cadenes comercials emetre en tot l'àmbit nacional
- La televisió comercial nipona és **essencialment regional**, però amb una fort component de les grans cadenes de televisió de Tòquio

# Televisió comercial | Japó

- Cada una de les cinc grans competidores de l'NHK estan afiliades a un dels **cinc grans grups mediàtics**
- La filial de Tòquio exerceix com a **empresa de bandera** i és la marca amb què se sol identificar les cadenes arreu del país

# Televisió comercial | Japó

- Quants canals de TV veu a casa?





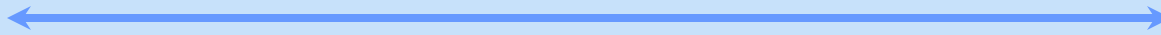
# Televisió comercial | Japó

Japonès i mitjans de comunicació



Liberal

Conservador

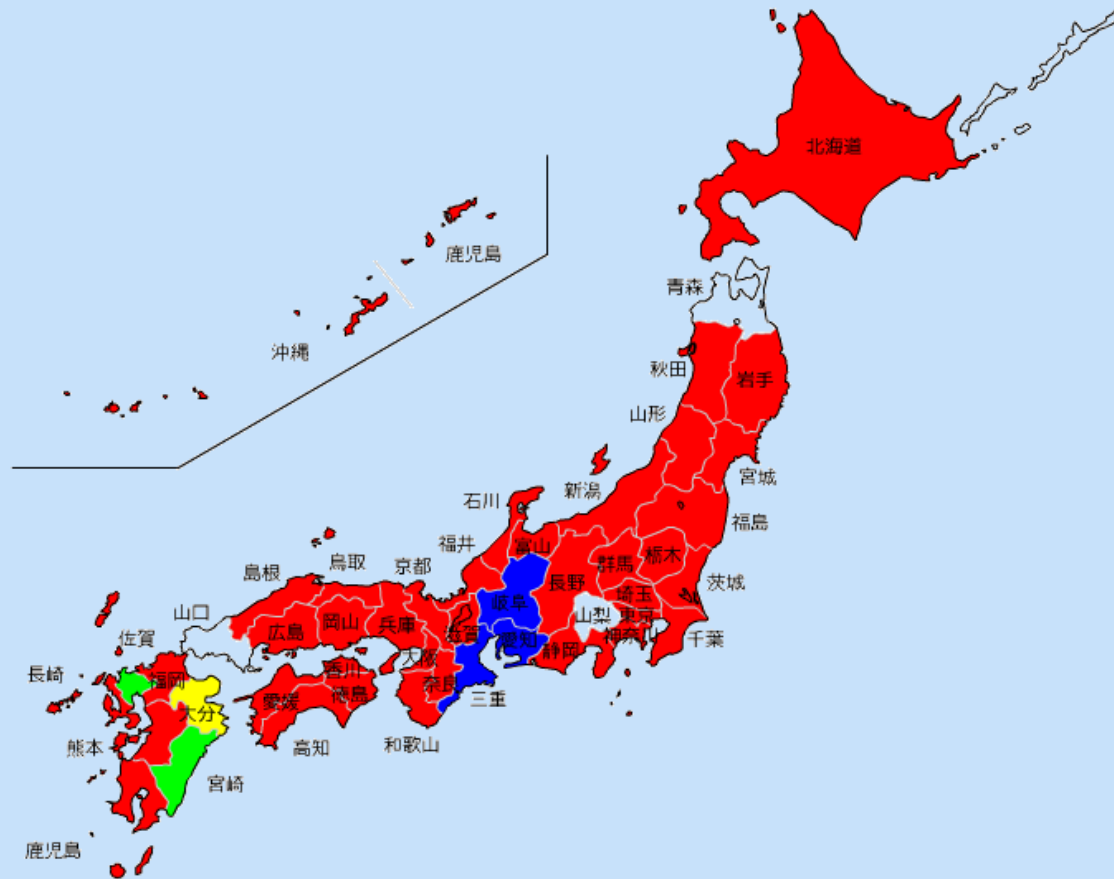
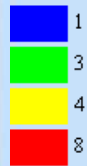


## フジテレビ

- Fuji TV és la principal cadena privada (per audiència) al Japó
- Les primeres emissions les va fer el **1959** (coincidint amb la boda imperial)
- Pertanyen al grup, per exemple, **Kansai TV** o **Tōkai TV**

# Televisió comercial | Japó

# FNN



Japonès i mitjans de comunicació

# Televisió comercial | Japó

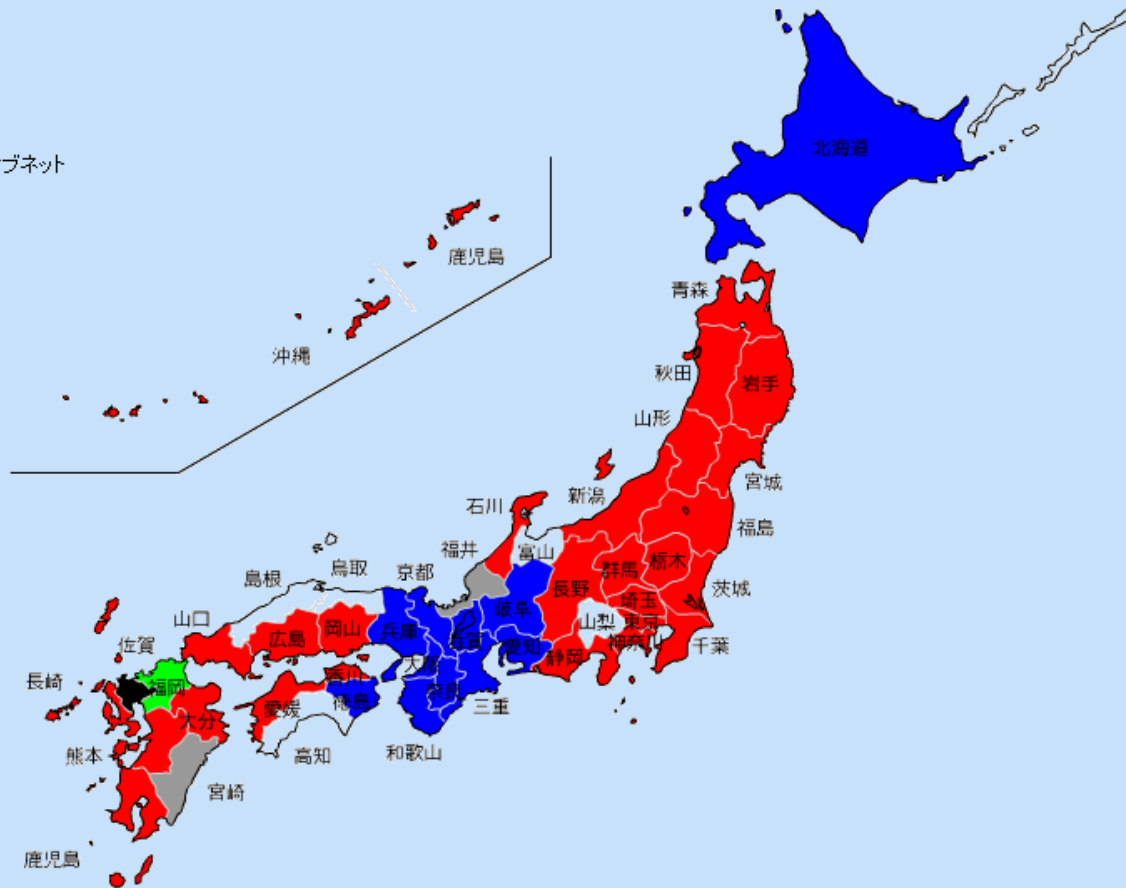
## tv asahi

- TV Asahi va començar com a **NET** (Nihon Educational Television) el 1957
- Sovint se la coneix com **テレ朝** (*Tele Asa*)
- Ha emès anime d'èxit con *Gundam*, *Slam Dunk* o *Caballeros del Zodíaco*

# Televisió comercial | Japó

ANN

- 1
- 5
- 6
- クロスネットにおけるサブネット
- 注



Japonès i mitjans de comunicació

## TBS

- Tokyo TV va començar a emetre l'any 1955 (KRT)
- Va produir un dels formats més populars de la TV japonesa (Takeshi's Castle – 風雲！たけし城)
- A Kansai és **MBS** i a Chūbu és **CBC**



# Televisió comercial | Japó



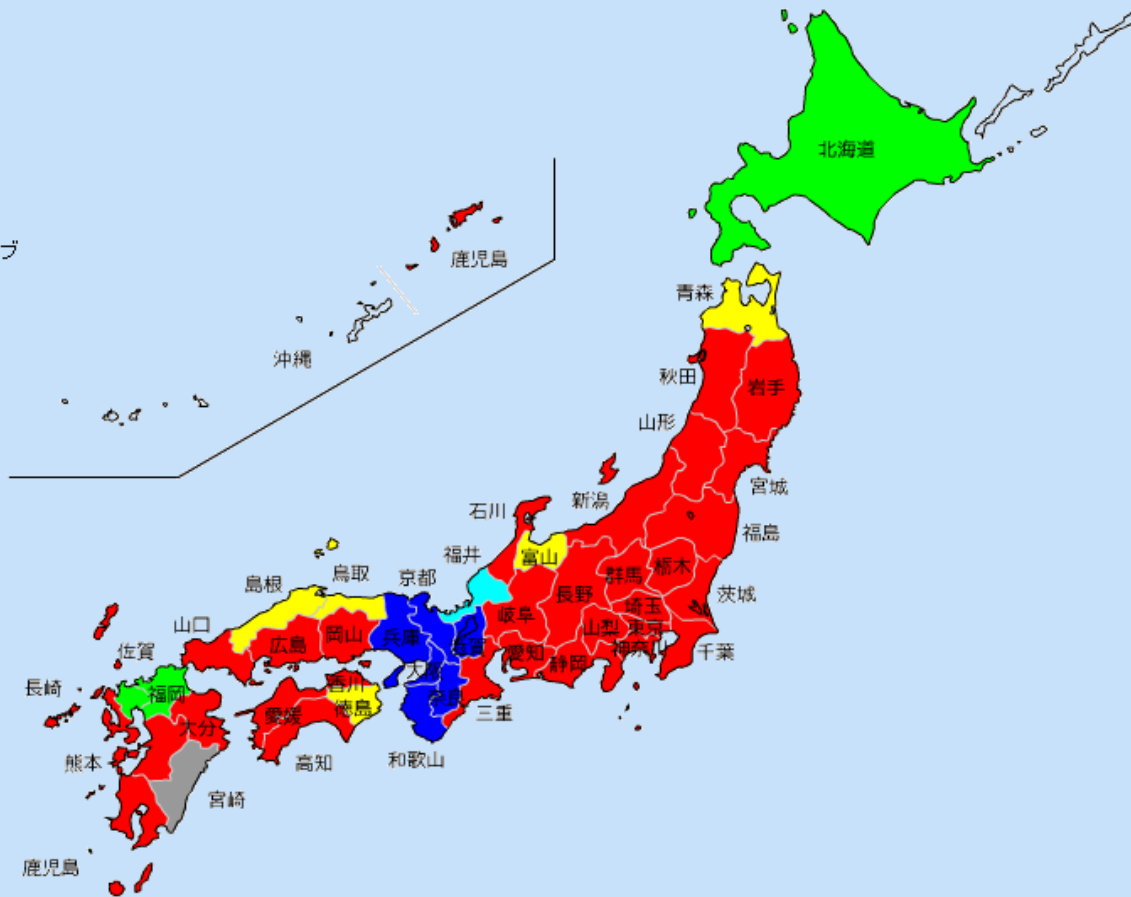
- Nippon Terebi (NTV) va ser la primera emissora en rebre llicència per emetre (tot i que va acabar sent la segona)
- Se la coneix habitualment com 日テレ
- A Osaka és **Yomiuri TV** i a Nagoya, **Chūkyō TV**

# Televisió comercial | Japó

Japonès i mitjans de comunicació

# NNN

- 1
- 4
- 5
- 7
- 10
- クロスネットにおけるサブ



# Televisió comercial | Japó

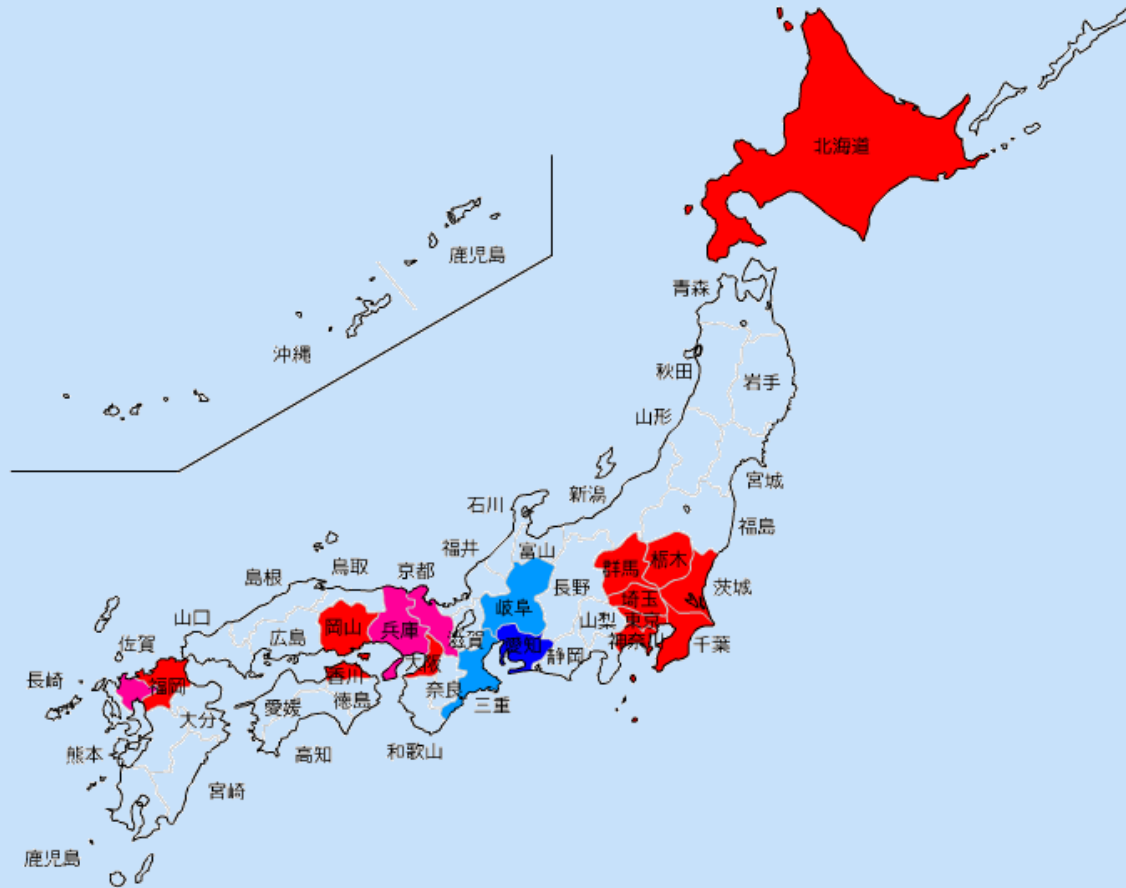


- És la «petita» de les cinc grans cadenes privades que hi ha a Tòquio
- Neix a finals dels anys seixanta com a Tokyo Channel 12 i se la sol conèixer com a テレ東 (*Teretō*)
- És puntera en la producció d'anime

# Televisió comercial | Japó

## TXN

- 7
- 10
- 7(一部のみ)
- 10(一部)



Japonès i mitjans de comunicació

# Televisió comercial | Japó

- El mercat de l'entreteniment al Japó el componen serials, animació, cinema (tot i que poc) i programes de varietats
- El Japó és al mateix temps **importador**, **creador** i **exportador** de formats televisius d'entreteniment

# Televisió comercial | Japó

- El xous protagonitzats per **tarento** (タレント) són una de les peculiaritats del sector de l'entreteniment al Japó
- Són personatges que tenen una carrera curta i que depenen tant del **reconeixament** de l'audiència com de la **popularitat**

# Televisió comercial | Japó

- Hi ha múltiples 'tipus' de *tarento*
  - デブタレント (*debu tarento*)
  - スポーツ出身タレント (*supôtsu susshin*)
  - 外国人タレント (*gaikokujin tarento*)
  - タレント政治家 (*tarento seijika*)
  - ローカルタレント (*rôkaru tarento*)
  - アイドルタレント (*aidoru tarento*)
  - 子役タレント (*koyaku tarento*)
  - お笑いタレント (*owarai tarento*)

# Televisió comercial | Japó

Japonès i mitjans de comunicació



Masaki Sumitani  
レイザーラモンHG  
*Hādo Gei*

# Televisió comercial | Japó

Japonès i mitjans de comunicació

- たけしJAPAN – Takeshi JAPAN  
(Asahi TV)



Font: <http://youtu.be/DU2S7gUvXfw>

# Televisió comercial | Japó

- 体育王国 – *Taiiku ōkoku*  
(TBS)



Font: <http://youtu.be/ut2VdtbQwNw>

# Televisió comercial | Japó

- マンモスフリマ - Manmosufurima  
(TV Aichi)



Font: <http://youtu.be/s2TXZ1sbwaQ>

# Televisió comercial | Japó

- Tot i no poder formar autèntiques *networks* sí que hi ha aliances sobretot en el camp de la informació

The logo for ANN (All Nippon News Network) consists of the letters "ANN" in white, bold, sans-serif font, centered within a dark blue rounded rectangular background.The logo for FNN (Fuji News Network) features the letters "FNN" in a bold, black, italicized sans-serif font.The logo for TXN (Television X Network) displays the letters "TXN" in a bold, dark blue, sans-serif font.The logo for JNN (Japan News Network) shows the letters "JNN" in a bold, green, sans-serif font with a slight wave-like effect to the letters.The logo for NNN (Nippon News Network) presents the letters "NNN" in a bold, blue, sans-serif font.

# Propera sessió

- Dimecres 11 de maig
  - Acabarem de parlar dels programes informatius a l'Àsia oriental
  - Començarem a parlar de les sèries i telenovel·les a l'Àsia oriental
  - Espero encara més reflexions sobre la xerrada d'en Manel Ollé i Ai Weiwei
  - Parlarem de la segona pràctica del curs