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Considering Public Relations through Social Movements in 1960–70s Japan

“Public Relations” is defined as the communication activities utilized to build and maintain relationships between organizations and the public; however, in many places, it is more like a power game, which is accompanied by a self-correct process. Although the wise use of Public Relations began relatively recently and has been receiving increasing attention in Japan, its adoption and transition could be traced back to the postwar period. After 1945, when it had been introduced by General Headquarters aimed at the democratization of Japan, Public Relations had been settled and developed by three other flows: the flows of Dentsu, Japanese economic organizations, and democratization of securities. However, other elements showed up during 1960–70s: diverse changes in social environment and active social movements. This research tried to answer the following question: How Public Relations, a general concept born and grown through capitalism and democracy, had been shaped under the particular conditions, especially during 1960–70s in Japanese society. More specifically, antipollution movements and lawsuit of pollution-caused diseases will be analyzed with aspects on how organizations dealt with it, and as a result, what kind of public relations were developed.