

Netsu, Wataru, University of Tokyo, Japan

The Discourse of Poverty in Japan: Frame Analysis of Recent Alternative Magazines

This paper presents an analysis of discourses of recently published Japanese magazines such as *Freeter's Free*, *POSSE* and *Lost Generation (Rosujyene)*. With the collapse of the 'Bubble' era of the Japanese economy, since the late 1990s media in Japan began to refer to society as a "socially divided society" (*Kakusashakai*) instead of the previous "general middle-class society" (*Sochuryushakai*). In this context, poverty has become one of the main issues of media analysis in recent years. The magazines discussed in this paper are often referred to as a symbol of the emergence of new Japanese media discourses which focus on poverty. The coverage in these magazines attempts to produce alternative views and to open discussions of topics which the mass media does not discuss enough. On the other hand, there is a certain limit to their arguments due to current frames of discussion. My analysis examines such frames of discourse and discusses what magazines have been able to achieve in discussing social problems, and what aspects have been concealed from public debate.