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**The Re-structural Transformation of the Meaning of ‘Public’: Media, Technology and Politics**

The session examines the ways in which the meaning of ‘public’ is transformed from the following three different angles that are concerned with media, technology and politics. The first paper tackles a difficult question concerning how ‘public’ media, Advertising Council in Japan in this case, could claim their principal role as serving to the ‘public by representing the entire society. The second paper highlights the technology of ‘sharing’, asking whether ‘sharing’ music through internet could fundamentally change the relationship between public and private in the act of music-listening. The third author challenges the intertwining discursive strategy of former Japanese Prime Minister Koizumi, focusing on his rhetorical manoeuvring which, at the post 9/11 environment, demanded Japanese public to be ‘responsible subject’ contributing to ‘global society’. Each paper respectively raises such important social issues as representation, individualisation and neo-liberalisation, and we aim to debate how those issues affect the meaning of public.