

– INVITATION –

THIRD JICA CHAIR LECTURE

JAPAN'S MASS MEDIA: ITS GOLDEN PAST AND FUTURE CHALLENGES

This talk outlines Japan's mass media evolution, from its golden age to contemporary challenges. Charting the historical milestones that shaped post-war Japan's media landscape, the current impact of digital technology and globalisation on the country's media industry, will be discussed. There is exploration of potential strategies for adapting to this new media landscape, both in the context of Japan and South Africa.

Date: Tuesday, 9 July 2024
Time: 11:00 – 13:00
Venue: Room 1041-1042, Van der Sterr Building
Stellenbosch University

PROGRAMME:

- What is "JICA" and "JICA Chair"?
- Keynote by Dr Hayashi
- Response by Prof Iqani
- Refreshments & Networking

The event will be moderated by Prof Scarlett Cornelissen, Political Science Lecturer at Stellenbosch University, and Director of Stellenbosch University Japan Centre.

**INTERESTED ?
REGISTER HERE :**



DR HAYASHI KAORI
Professor of Media and
Journalism Studies
Executive Vice President
University of Tokyo



PROF MEHITA IQANI
Director of Censcom
Chair of DST-NRF Scicom
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