

Political News Coverage in Local Newspapers During the 2003 Japanese Election Campaign

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This paper attempts to describe and explain political news coverage of the 2003 Japanese campaign in local newspapers. It aims also to examine the pattern of editorial content of the Japanese newspapers at election time. My research shows that “horserace”-related items rather than “issue” stories dominated political news coverage. As in some other democratic countries, most local newspapers tended to focus on activities of political parties and candidates, on polls and debates, rather than on any policy implications of the campaign