Bibliometric Analysis on Japanese Advertising Activities after the End of the World War II

Part I: Phenomenological features extracted from one specialized journal on advertisement

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Advertisement could be regarded as a technology of word and language in social and economic domain, which makes economic activities closely related with life and social basic system in the modern world. This report gives the result of the bibliometric analysis on the words collected from all the titles of monthly SENDENKAIGI, the only one Japanese journal for specialists in advertisement, examining its 613 issues from 1954 to 2000. It pursued phenomenologically the change of Japanese economy, industry and society, and their relations have been investigated through the usage frequency of words for advertisement by decade from 1950's to 1990's, that is, from the ruins of the Second World War to the present position of one of the leading countries in the world.

By studying the meaning and role of advertisement as wide as possible, even on such situations as human, society and environment besides its original role for market communication, it was phenomenologically made clear that the advertisement not only plays so important roles for suppliers to introduce their products to consumers, but also such extending roles as methods of communication to disseminate the situations of economic development and the social state to give to people the perspectives for the following decade hereafter on the economic and social direction, business concepts, and further environmental problems and international situation.

現代社会で生活の基本システムである経済活動の社会連関において、言語を道具とした社会的、経済的活動である広告に着目し、日本唯一の広告専門誌「宣伝会議」の1954年から2000年の47年間613冊の全誌における掲載記事の全タイトルに用いられた言葉の出現頻度について、ビブリオメトリー分析を実施した。50年代から90年代にわたる10年期毎に、第2次大戦後の日本の廃墟からの復興と現在に至るまでの経済、産業、社会の変遷を、広告用語を通して、現象論的な特徴を明確にすることを目的に研究を行った。

本稿では、広告業のマーケットコミュニケーションを通じての人間社会、環境への適応への貢献の可能性を探るため、企業製品の消費者への宣伝という狭義の広告に止まらず、産業界の発展や、社会情勢を正しく伝えることで、次の10年期への経済・社会動向、企業意識、さらに環境や国際問題等の理解に日本の広告活動が果たしてきた状況について、半定量的なビブリオメトリーで明らかにした結果を報告する。

1. Introduction

Words and languages are the most fundamental preposition that human being could be really “to be human”. We find various speeches and lines such as “Man is social animal” and “Human society consists of relationship among persons”. All these kinds of sentences are closely related to the importance of interactive communication of men and societies with the use of words and languages. However, we have encountered with various mismatches in communication, e.g., in politics, business, and even science and technology. Economic activities in practice are performed and realized holistically by incorporating manufacture, supply and utilization of products, appropriate services in the market, so evaluation, investment and planning for activities where proper information play an important role to heritage these items holistically. The economic activities, however, still tend to be understood mainly from the standpoint of sales and profits, but its mission should be construction of the material base for the happiness of man and society. It could be achieved by keeping the right relationships with human, society and the environment, through promoting the information transparency between producers and consumers.

Taking into consideration the above-mentioned background, the mission of the advertising business in the era of highly developed information technology, leads to the development of the economy and the welfare of society with so-called environment-conscious ways by selecting proper messages of right words and sentences. This paper deals with the historical and phenomenological features of 47 years advertisement activities extracted bibliometrically from only one specialized journal on advertisements as the

first step of our long-term research project.

2. Objective of research

In this research, the whole history of growth and development of advertising business in Japan of 47 years after the end of the World War II has been studied, and important roles of advertising business and the problems left behind have been investigated in relation to the process of economy to recover from the ruins of the war, restart its economic activities with high growth rate driven by the development in heavy industry, and promote mature consumer economy and intellectualization and informatization of society.

For our research, the unique reliable monthly journal, SENDENKAIGI (meaning “Publicity Meeting” in Japanese) has been used as the data source for bibliometric analysis, where particular importance has been paid to such a variety of viewpoints as promotion of business results, mass and consumer economization and the social and environmental relations which are indispensable for the human life in general.

The objects of our study were the words which appeared in the sentences of titles for the contents of the journal during 47 years. Based on these data of words, characteristic phenomena and properties in the advertisement of the post-war Japan have been considered and discussed.

3. Methods of research

As mentioned above, the fundamental data were taken from all the issues of monthly journal of SENDENKAIGI edited from 1954 to 2000.^[1] The journal started to be published, just when the country had

resuscitated from the ruins, by those people who had worked for advertising in private companies, with the perspective that the age of information and communication finally would come to Japan, while reviving and catching up the advanced Western countries. Since then, it has occupied always the position of the most reliable magazine for advertising and publicity in this country, and it is now distributed in 100,000 copies monthly and thought to be indispensable for all the people who work for advertisement and publicity. From the academic point of view, the journal SENDENKAIGI is a huge intellectual mine where there are all kinds of words on advertisement and publicity in Japan, which reflect the trend and characteristics of respective ages.

Firstly, all the titles of the reports and articles were decomposed into individual words and the other elements like punctuations. Then, after removing the meaningless elements of auxiliary words like “Jyoshi”, postposition, conjunctions, adverbs and adjectives, and names of persons and places, 400 frequently used words have been taken up as samples.

On these 400 words, the frequency of appearance has been counted and they are classified into the groups of category based on the applied fields. The age was also classified into the following five decades: 1954/1960, 1961/1970, 1971/1980, 1981/1990, 1991/2000. In each decade, the words of which the frequency were included within the 1st to 100th have been chosen as the most important ones for the advertisement of the decade concerned.

Furthermore, 8 categories have been defined in order to characterize the decades respectively and to investigate the trends of advertisement in relation to the correspond-

ing background of the age. The category consists of the following eight class: (A) media, (B) concepts of advertisement, (C) jobs and business for advertisement, (D) methods and techniques for advertisement, (E) fundamental concepts and activities in advertisement, (F) object of advertisement, (G) business management and activities in general, (H) society and human. (Shown in Table 1.)

4. Results of bibliometric measurement

4.1. Classification of the most frequently appeared words used in the titles of the journal “SENDENKAIGI” from 1954 to 2000.

The result of classification is shown Figure 1 with corresponding each decade. The group of words on the concept of advertisement was 30% of the total, and that of the words on the business management and activities for advertisement was 20~25%. Those two groups were the most used as a single class. It could be understood that the business companies have continued to put much importance on activities toward consumers and societies.

Then, there followed the group of the words on general concepts and activities of business such as research, problem, investigation, and information. They are regarded as important commonly, not only in the sector of advertisement but also in various other business fields.

Particularly, the class H, i.e. “Society and Human,” was at first on a rather lower level because Japan after the war had no room except for obtaining just what people could live their life on. However, with the lapse

Figure 1: The Summarization of the Results Obtained by Bibliometric Investigation on the Titles of SENDENKAIGI Journal from 1954 to 2000.

of years thereafter, the position of the class H had gone up due to the improvement of their living and reached 15%. These results above are considered to come from that the smooth circulation of information and communication has been regarded as the most important for actual business to create and maintain wide and healthy relationship between suppliers and consumers.

4.2. Chronological change in the usage of letters in the advertisement and after the World War II

Japan had attained the economic recovery under the strong aid and support from the Western countries, especially from the United States. During this period of restora-

tion, the country excluded or even denied many traditional and historical ways of thinking from its cultural policy, in education, public service, social activities and so on. Japan has imported widely various foreign words from Western countries and expressed those words with katakana, the second Japanese phonograms and Roman alphabet itself. One can sometimes hear lamenting voices about the collapse of the original Japanese language system. Especially, such a trend had been obvious in the fields like high technologies such as information and communication and those of fashion, art, and sports for younger generations. In a strong flow of mass- or consumer economy, more and more American and European words have been steadily introduced. Figure 2 chronologically summa-

Figure 2: Chronological Change in the Usage of Letters and Characters of the Title Sentences in SENDENKAIGI Journal.

rizes the above-mentioned trend concerning 100 important words of each decade.

As a whole, it is a little surprising and unexpected that the percentage of “Hiragana”, the first Japanese phonogram and “Kanji” Chinese characters, have been almost in the similar level, that is to say, from 65% to 70% up to the decade of 1980s, and in the decade of 1990s it fairly decreased to 63%, which might be thought to correspond to the age of advanced technology, information technology, and the consumer economy and the society. On the other hand, the expression with katakana, another phonogram to express the occidental pronunciation, unexpectedly had kept nearly 30% from the 1950's to 1980's, and the direct expression with alphabet had been about 5%. However, in 1990's, the katakana expression of foreign language has tended to increase and

become 34%, and when the alphabetic expression is included, foreign words have approached the level of 40%. Considering the increasing trend of katakana and alphabet, from 31% at the first decade to 37% at the latest decade, we can clearly confirm that the expression of Japanese in the advertisement and publicity has steadily and clearly changed after the World War II.

Therefore, corresponding to the developing informatization and globalization of the current age, the traditional Japanese expression will decrease, down below the level of 50% in the near future. It is anticipated that such a result might trigger the bigger change in the general structure of the Japanese language, not only in the advertisement.

4.3. Chronological change of the words used in the advertisement of each category

4.3.1. Change in Japanese words for advertising media

In Table 1, which summarizes the result of the bibliometric analysis about the words on the advertising media, it is unexpectedly noted that, although information media are said to have been drastically changed by technologies of electric wave and electronics, such traditional media as newspaper, book, journal, i.e., paper media, have situated themselves in the top group. Certainly electric wave and electronics have been effective and useful for multimediatization with its variety of appeals to consumers' sense of hearing and seeing, but on the other hand, the traditional printed media have occupied the upper position because of their repeatability of appeal and their persuasiveness, both of which enable consumers and citizens to deepen their understanding on their consuming products.^{[2][3]} Furthermore, such information technology as electronics, computer, and networking, and new media like television, video, network, CATV, were introduced into the advertisement from the decade of 1980's, and particularly in 1990's when Internet, the leading technological element of the networked society, has begun to be widely used in the advertising business.

In addition to this, it is also noteworthy that "everydayness" of newspaper and weekliness or monthliness of journal, i.e., the periodicity with repeatability and reproducibility brings the strong potentiality to the media for advertisement.

4.3.2. Changes in Japanese words for advertisement on specific concepts

As seen in Table 2, "Advertising" have occupied the top position through the whole period, from 1954 to 2000, and "Propaganda" and "CM" were always positioned next to "Advertising" because SENDENKAIGI is the unique journal of advertisement specialty and the concepts related to this specialty have been always the most important. Further, "Copy" and "PR" which have now become daily words, appeared first at the upper position at the decades of 1950's, as a result of importing the American publicity and consumerism culture. It is also to be noted that although the number of the words of this class were only 10 in the decade of 1950's, not so long after the end of the war, it had already increased twice in the next decade because of the rapid recovery of Japan's economy.

The words which are now widely seen and heard in the advertisement and publicity like "Campaign," "Image", "Illustration", "Communication" and "Creative", had been already used much frequently in 1960's, and it also comes from the positive introduction of American culture of advertising business.

4.3.3. Change in Japanese words for advertisement and publicity related on specific jobs and business, and methods and technologies

At the first stage of Japan's advertising industry, most of works had been pursued by the people in the advertising section of manufacturing or sales companies, or by the staff of advertising companies. In the decade of 1950's, there had already appeared specialists of advertisement. In this decade, as

Table 1: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Media.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	IV(1981/1990)	V(1991/2000)	VI Total
1	Television	Books	Books	Media (in English)	Books	Books
2	Newspaper	Newspaper	Newspaper	Books	Media (in English)	Media (in English)
3	Radio	Television	Television	Broadcasting	Television	Television
4	Books	Magazine	Media (in English)	Newspaper	Newspaper	Newspaper
5	Programs	Radio	Radio	Television	Broadcasting	Broadcasting
6	Magazine	Media	Novel	TV	Magazine	Magazine
7	TV	SENDENKAIGI	Magazine	Communications	SENDENKAIGI	SENDENKAIGI
8	Media	Broadcasting	SENDENKAIGI	Magazine	Media	Media
9	Media (in English)	Media (in English)	Private Broadcasting	Publishing	Mass Communication	Mass Communication
10	SENDENKAIGI	Mail	Media	Radio	Communications	Communications
11	Broadcasting	Novel	Publishing	Media	Internet	Internet
12	Asahi	Movie	Communications	Videa	TV	TV
13	Movie	Asahi	Video	Press	multi-media	multi-media
14	Poster	Direct Mail	Movie	Net		
15	Private Broadcasting	Poster	DM	SENDENKAIGI		
16				Network		
17				CATV		
Total	15	15	15	17	13	13

shown in Table 3, appeared such words as “Copywriter”, “Director”, and “Designer” and they are very widely used for advertising business in Japan even today. In the following decade of 1960’s, “Adman”, and “Character” had been already used frequently. These explain specialization and independence of jobs and business in Japan’s advertising field.

Table 4 gives the changes in the words re-

lated to methods and technologies for advertisement. Most of these had been imported in the first decade, during which the free market economy had begun after the end of the war. As those words had gotten so rapidly widespread in practice and become too much popular in a sense, the frequency of their appearance in SENDENKAIGI on the contrary had tended to gradually decrease because the journal aims to provide discus-

Table 2: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Concepts of Advertisement.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	IV(1981/1990)	V(1991/2000)	VI Total
1	Advertising	Advertising	Advertising	Advertising	Advertising	Advertising
2	Propaganda	CM	Campaign	CM	CM	CM
3	CM	Propaganda	CM	Propaganda	Professional	Propaganda
4	Copy	Copy	Propaganda	Copy	Communication	Professional
5	Professional	Campaign	Copy	Professional	Propaganda	Copy
6	Image	PR	Professional	Communication	Campaign	Campaign
7	PR	Image	Creative	Event	Research	Communication
8	Commercial	Professional	Monitoring	Campaign	SP	Net
9	Awards	Illustration	PR	NEWS	Event	PR
10	Production	Communication	Communication	SP	Brand	Event
11		Creative	Production	Monitoring	Production	SP
12		Art	Program	Image	PR	Production
13		News	Image	PR	Promotion	Research
14		Program	Event		Copy	Creative
15		Awards	NEWS		Adweek	Promotion
16		Editing	Advocacy Ad		Program	Brand
17		Commercial	Propaganda (in English)		Printing	News
18		Production	Promotion		Image	
19		Festival				
Total	10	19	18	13	18	17

Table 3: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Jobs and Business for Advertisement.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	IV(1981/1990)	V(1991/2000)	VI Total
1	Copywriter	Ad man	Copywriter	Copywriter	Copywriter	Copywriter
2	Director	Copywriter		Character	Character	
3	Designer	Designer				
4	Tie-up					
Total	4	3	1	2	2	1

sion by the specialists.

On the other hand, it is very interesting too, that from the 1980's, words like "Music" and "Image", which imply the age of multimedia, have been very popular.

4.3.4. Changes in Japanese words frequently seen on fundamental concepts and business activities of advertising

The advertising business, as all the other business, aims to contribute to the wealth

Table 4: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Methods and Techniques for Advertisement.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	VI(1981/1990)	V(1991/2000)	VI Total
1	Design	Design	Work	Design	Idea	Design
2	Evaluation	Expression	Expression	Image	Expression	Expression
3	Words	Works	DM	Naming		Idea
4	Art	POP		Expression		
5	Works	Dictionary		Music (in English)		
6	Outdoor Advertisement	DM		Corporate Identity		
7	Lettering	Idea		Music		
8	Photo					
9	Idea					
10	Graphic					
11	Typografi					
12	Catch Phrase					
Total	12	7	3	7	2	3

and happiness of people and society in the harmonious correlation between business and consumers. Particularly, advertising business must pay much effort to take the appropriate way of conduct from the standpoint of harmonic and holistic consideration.

Therefore, accommodation and adaptation of the advertising business to the age and the environment is always the indispensable theme of the journal to be dealt with, particularly on the basis of fundamental concepts, on technologies and various social relationships. As shown in Table 5, in the upper group during the whole period were found "Information", "Research", "Study", "Problem", and "Training." All these words are thought to have been used so much because they are always related to all kinds of business activities in common.

In spite of many voices recently heard, the number of IT-related words was unexpectedly

small in the decade of 1990's. They are only, "Digital", "Computer" and "Personal Computer." It implies that the technology and products expressed by these words have been already too much widespread and became so well known and so that they have lost the appealing capability for advertising, that is to say, they have become simple proper nouns.

4.3.5. Changes in Japanese words on advertising objects

The journal SENDENKAIGI pays much importance to the themes of field research and practical discussions of common products in the market to be targeted in advertisement, but mostly it is not a journal focusing on the individual advertisements of concrete products. The names of products that appeared in this bibliometric study, therefore, are the names of principal and common

Table 5: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Fundamental Concepts and Activities in Advertisemet.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	VI(1981/1990)	V(1991/2000)	VI Total
1	Study	Problem	Information	Information	Information	Information
2	Lecture	Study	Problem	Study	Data	Study
3	Problem	Research	Lecture	Training	Digital	Lecture
4	Research	Lecture	Study	Lecture	Effect	Problem
5	Science	Technique	Research	Problem	Lecture	Research
6	Training	Activity	Task	Research	Research	Data
7	Promotion	Effect	Training	Idea	Movement	Effect
8	Technique	Data	Activity	Task	Method	Activity
9	Task	Training	Movement	Science	Activity	Task
10	Vision	Task	Creation	Movement	Task	Movement
11	Research (in English)	Creation		Technique	Life	Digital
12	Information	Analysis		Hit	Study	Technique
13	Subject	Information		Data	Training	Analysis
14	Education	Change		Effect	Analysis	Creation
15		Science			Hit	
16					Computer	
17					Task	
18					Personal Computer	
Total	14	15	10	14	18	14

products, considering the role and meaning in advertisement.

The Table 6 shows that there were two characteristic periods in terms of advertisement on products. The first one is the decade of 1950's, the period of recovery after the war, and the second one is the decade of 1980's. In the latter, the Japan had caught up with the economical top group of countries in the world, and the consumer economy had widely developed, corresponding with the high growth of Japanese economy. In the former period, names of daily goods

for living such as drug, car, liquor, and cosmetics appeared frequently. But in the other period, words like "Sports" and "Game" related to leisure and enjoyment of life and words like "Beer" and "Food" related to table luxuries appeared frequently, reflecting the improvement of living standard and the affluence of the society in the country.

Besides, from the continual appearance at the upper position of the words related to the automobile, we can recognize anew that the latter half of the 20th century was just the "century of car" for Japan, too.

Table 6: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Objects of Advertisement.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	VI(1981/1990)	V(1991/2000)	VI Total
1	Drug	Car	Car	Sports	Car	Car
2	Car		Automobile	Car	Transportation	Sports
3	Liquor		Cosmetics	Game		
4	Cosmetics		Sports	Beer		
5	Automobile			Suntory		
6	Transportation			Food		
7				Automobile		
Total	6	1	4	7	2	2

4.3.6. Changes in Japanese words on business management and activities

As the advertisement is understood to be an interfacial communication, in which the business side should always consider the society, business activities in management, have been often dealt with in SENDENKAIGI from various standpoints and purposes. As seen in Table 7, it could be well understood that in the top six, there exist “Market”, “Marketing”, “Company”, “Strategy”, “Corporation”, and “Merchandise”. It could be said from the view point of management, what is most important is “How a company or corporation sells or does marketing in the market their products, and what kind of strategy should be applied.”

The words that appeared in every decade were “Meeting”, “Consumption”, “Planning”, “Company”, “Marketing” or “Market”, and “Corporation”. All of them are related to the most important themes that are required to find practical solutions corresponding to the environment and the period concerned.

4.3.7. Change in Japanese words related to society and human

In the last category, there are notable

words related to society and human. The advertisement drives the circulation of information in the concerned economy system and there have been innumerable cases of misuse of advertisement, which have led the citizen or mass to the evil trend of society. In the journal of SENDENKAIGI, various researches and investigations have been performed, on the influence of advertisement on society, human, and relationship with the age and the environment.

We find in Table 8, “Times”, “Abroad”, “World”, “Society”, and “Spirit” at the upper position, which reflects the consistent policy of advertising companies to pursue their activity toward the world, while getting rid of the traditional insularism of Japan. These words have been always important key words in every decade and are increasing more and more importance now and in the coming age.

Finally, even in the world of advertisement, strong interest in the influence on society and human have been clearly confirmed, in terms of the frequency of appearance in SENDENKAIGI of such words as “Culture”, “Women”, “City”, “Future”, and “Environment”. It comes from the social trend from the high economic growth, then consumer society and up to information society of today.

Table 7: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: General Business Management and Activities.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	VI(1981/1990)	V(1991/2000)	VI Total
1	Sale	Strategy	Marketing	Company	Marketing	Marketing
2	Management	Meeting	Company	Strategy	Company	Company
3	Sales (in English)	Company	Corporation	Marketing	Corporation	Strategy
4	Agency	Merchandise	Strategy	Consumption	Strategy	Corporation
5	Meeting	Market	Meeting	Development	Trade	Merchandise
6	Consumption	Consumption	Market	Products	Market	Market
7	Planning	Agency	Consumption	Distribution	Meeting	Meeting
8	Corporation	Dentsu	Business	Market	Business	Consumption
9	Market	Industry	Agency	Business	Merchandise	Trade
10	Activity	Sale	Development	Corporation	Consumption	Business
11	Merchandise	Products	Dentsu	Trade	Dentsu	Dentsu
12	Debtsu	Sales (in English)	Planning	Industry	Planning	Sale
13	Organization	Plan	Merchandise	Meeting	Activity	Planning
14	President	Tactics	Sale	Sale	Organization	Development
15	Company	Handling	Handling	Management	Personnerl	Managemnet
16	Manufacturing	Planning	Trade	Planning	Businessman	Industry
17	Plan	Market (in English)	Hakuhodo	Scene	Management	Products
18	Development	Management	Industry	Enterprise	Development	Agency
19	Industry	Trade	Distribution	Shiseido	President	Distribution
20	Sponsor	Corporation	Tactics	Dentsu	Hakuhodo	Sales (in English)
21	Tactics		Managemnet	Sales	Sponsor	Hakuhodo
22	Consummer (in English)		Producuts	Manufacturing	Industry	Organization
23			Scene		Top	
24			Sales (in English)			
25			Manufacturing			
Total	23	20	25	22	23	22

Hereafter, more and more new words with holistic meaning are expected to appear in advertisement, directing toward the harmo-

nious development of economy with the sufficient consideration paid to the importance of society and human.

Table 8: Chronological Change from 1954 to 2000 in the Usage Frequency of the Words in the Titles of SENDENKAIGI Journal: Society and Human.

Period Rank	I(1954/1960)	II(1961/1970)	III(1971/1980)	VI(1981/1990)	V(1991/2000)	VI Total
1	Spirit	Spirit	Times	Times	Times	Times
2	World	Times	Abroad	Abroad	World	Abroad
3	Psychology	Abroad	Society	Life	Society	World
4	Times	World	Today	Circumstances	Movement	Society
5	Today	Psychology	World	Society	Circumstances	Spirit
6	Love	Environment	Environment	Region	Environment	Circumstances
7	Abroad	Society	Rules	City	Popularity	Life
8	Society	Life	Spirit	Culture	Reform	Environment
9		Future	Local	Movement	Regulations	City
10		Student	Culture	Women	Spirit	Regulations
11		Circumstances	Circumstances	Spirit	City	Culture
12		General Public	Expression	World	Future	Women
13			General Public	War	Love	Subject
14			Human		Women	Future
15			Life			
16			Nazi			
17			War			
Total	8	12	17	13	14	14

5. Discussions

First, to follow the appearance and disappearance of the words for advertisement business, the words which had been included in the group of the upper 100 but disappeared in the following decades, were listed up. They had been used and subjected to research and discussion in the journal for a certain period of time, but, after having played their roles, they had dropped out of the top 100th position. On the contrary, new important themes have emerged and they brought in newer expressions by introducing new words.

As seen in the tables from 9 to 13, the columns marked with sign (+) gives the number of words newly appeared in the concerned decade, and the columns marked with sign (−) the number of words which disappeared from the same period and went out of 100th position in turn. It corresponds to the rise and fall of the frequency in the usage of advertising-related words. Particularly, the words in both columns of (+) and (−) at the same decade imply how the people in the advertising field so strongly paid much importance to the characteristic themes and timely problems concerned.

Table 9: The Rise and Fall of Usage Frequency of Words in the Titles of SENDENKAIGI Journal: Media.

Period Rank	I(1954/1960)		II(1961/1970)		III(1971/1980)		IV(1981/1990)		V(1991/2000)	
		-	+	-	+	-	+	-	+	-
1	TV		*Mail	Mail	*Private Broadcasting	Novels	●TV	Publishing	Mass Communication	
2	Poster		Novels	Asahi	Publishing	Private Broadcasting	Press	Radio	Internets	
3	Private Broadcasting		*Direct Mail	Direct Mail	Communications	Sales	*Net	Video	Multimedia	
4				Poster	Video		*Network	Press		
5							CATV	Net		
6								Network		
Total		3	3	4	4	3	5	6	3	

Table 10: The Rise and Fall of Usage Frequency of Words in the Titles of SENDENKAIGI Journal: Concepts of Advertisement.

Period Rank	I(1954/1960)		II(1961/1970)		III(1971/1980)		IV(1981/1990)		V(1991/2000)	
		-	+	-	+	-	+	-	+	-
1			*Illustration	Campaign	Monitoring	Creative		Monitoring	Research	
2			Communi- cation (in English)	Illustration	Event	Program		News (in English)	Brand	
3			Creative	News	News (in English)	Advocacy Ad			Production	
4			Art	Editing	Advocacy Ad	Propaganda (in English)			●Promotion	
5			*Editing	Festival	Propaganda (in English)	Promotion			ADWEEK	
6			*Festival		*Promotion	Production			●Program	
7			Program						Printing	
Total		0	7	5	6	6	0	2	7	

Table 11: The Rise and Fall of Usage Frequency of Words in the Titles of SENDENKAIGI Journal: Fundamental Concepts and Activities of Advertisement.

Period Rank	I(1954/1960)		II(1961/1970)		III(1971/1980)		IV(1981/1990)		V(1991/2000)	
		-	+	-	+	-	+	-	+	-
1		Vision	Activity	Technology	*Movement	Activity	Idea	Problem	Digital	
2		Research	*Effect	Effect		Movement	*Science	Idea	Method	
3		Topic	*Data	Data		Creation	*Technology	Science	Activity	
4		Education	Creation	Analysis			Hit	Technology	Topic	
5			*Analysis	Change			Data		Life	
6			*Change	Science			Effect		●Analysis	
7									Computer	
8									Personal Computer	
Total		4	6	6	1	3	6	4	8	

Table 12: The Rise and Fall of Usage Frequency of Words in the Titles of SENDENKAIGI Journal: General Business Management and Activities.

Period Rank	I(1954/1960)		II(1961/1970)		III(1971/1980)		IV(1981/1990)		V(1991/2000)	
	-	+	-	+	-	+	-	+	-	+
1	Shift	Strategy	Merchan- dise		Business	Agency	Sale	Products	●Marchan- dise	
2	Organiza- tion	Products	Plan		Develop- ment	Dentsu	Enterprise	Distribu- tion	Activity	
3	President	*Market	Market		*Hakuhodo	Sale	Shiseido	Sale	Organiza- tion	
4	Manufac- turing	the Trade			Distribu- tion	Handling	*Sales	Scene	Personnel	
5	Develop- ment				Scene	Hakuhodo	*Manufac- turing	Enterprise	Business- man	
6	Sponsor				Manufac- turing	Tactics		Shiseido	President	
7	Consumer					Sales (in English)		Sales	●Hakuhodo	
8	Marketing							Manufac- turing	Sponsor	
9									Top	
Total	8	4	3	6	7	5	8	9		

Table 13: The Rise and Fall of Usage Frequency of Words in the Titles of SENDENKAIGI Journal: Society and Human.

Period Rank	I(1954/1960)		II(1961/1970)		III(1971/1980)		IV(1981/1990)		V(1991/2000)	
		-	+	-	+	-	+	-	+	
1		Today	Environ- ment	Psychology	*Rules	Today	*Region	Abroad	●Environ- ment	
2		Love	Life	Future	*Local	Environ- ment	City	Life	Popularity	
3			*Future	Student	Culture	Rules		Region	Reform	
4			*Student		*Regula- tions	Local		Culture	●Regula- tions	
5			Circum- stances		*Human	Regulations		Spirit	●Future	
6			General Public		Nazi	General Public		War	●Love	
7					War	Human				
8					*Today	Nazi				
Total		2	6	3	8	8	2	6	6	

Table 14: Summarization of the Rise and Fall of Usage Frequency of Words in the Titles of SENDENKAIGI Journal.

Category \ Period	I 1954/1960	→ II 1961/1970	→ III 1971/1980	→ IV 1981/1990	→ V 1991/2000
1. Media	(6) — 7 — (8) — 8 — (9) — 11 — (9)				
2. Concepts of Advertisement	(7) — 13 — (12) — 12 — (6) — 12 — (9)				
3. Fundamental Concepts and Activities of Advertisement	(10) — 12 — (7) — 4 — (7) — 10 — (12)				
4. General Business Management and Activities	(12) — 7 — (9) — 13 — (12) — 13 — (17)				
5. Society and Human	(8) — 9 — (11) — 16 — (10) — 9 — (9)				

First, on the results in Table 9 on advertising media, “Television” had already been appeared so early and it had been rapidly and widely introduced into the Japanese society.^[4] Television has naturally become as one of the most media for advertisement during the first decade, when private broadcast systems started the commercial-base broadcasting, the business budget of which had been based on airing various advertisements. That is why “Private broadcasting” appeared frequently from 1950’s to 1960’s, which was the beginning period of the growth of Japan’s economy after the end of the war, with many American ways and techniques for advertisement introduced.

By observing the turnovers of words in the respective decades, as a whole, the changes of advertising media with development of the technology and economy of Japan could be clearly understood. For example, innovation in information and communication technology had led to the introduction of words such as “Video”, “Net”, “CATV”, “Network” and “Internet”, and the words like “Press”, “Private Broadcasting” had finished the main role till then. However, it did not mean that these words could not be seen in the practices of advertising business at all. However, as SENDENKAIGI was the journal

for advertising specialists, the words that had disappeared were replaced by the other next-coming words to deal with more up-to-date themes on advertisement. Therefore, it should be understood that such a medium as car radio has recently come to be widely used again for advertisement.

Furthermore, the words marked with asterisk (*) were the words newly entered and used much frequently during the concerned decade, but they had gone out of the top 100 words group in the following decade. That is to say, these words had been regarded as so important and used so frequently for advertisement, and consequently, their concepts or techniques had attained a level to be very common in daily life. For example, “Mail” and “Direct mail” had been appeared and competed with the general post-mail, and a so-called boom of direct mail had come and expanded in the daily life. “Private broadcasting” in the 3rd decade of the high economic growth, “Net” and “Network” in the 4th decade have been considered to come from the similar situation. And (●) mark on “TV” denotes that the word reappeared in the top 100 word group with a new meaning or role for the advertisement.^[5]

This similar trend could be observed in Table 10 on concepts of advertisement, and in

Table 11 on fundamental concepts and activities of advertisement, in Table 12 on general business management and activities, and in Table 13 on society and human.

For example, the number of rise and fall of the words observed in Table 12 means the characteristic of the decade concerned because of its direct relationship with business activities. Particularly with collapse of the so-called bubble economy and under the new wave toward the big competition and the globalization in the world economy, there had been appeared in the 5th decade new words to express the important elements and conditions for the recovery and restructuring of Japanese economy, such as “Merchandise”, “Activity”, “Organization”, “Personnel” and “Businessman”. As known from Table 13, the interest of advertisement in society and human had changed with the lapse of year. The most interest in the decade of 1960's, when the economy had fundamentally entered the recovering stage, was business growth, mass-economization and social phenomena like student movement. Then in the following decade of the high economic growth, such words as “Culture” and “Human” become the point of focus because of the influence of materialistic affluence of the society. The words like “Nazi” and “War” are thought to have appeared because of the cold war between two superpowers in the world at that time.

As regards the environment, so-called pollution or public nuisance were important issues even for a journal about advertisement like SENDENKAIGI, and as the result of the application of positive environmental policies and technologies, words related to the environmental pollution in this sense seemed to have finished their main roles in this field of advertisement. However, “Environment”

has reappeared in the top 100 words group during the decade of 1990's, as the global environmental issues became so severe for mankind and nature. Besides such a background, “Future” and “Love” have also reappeared because the period has a very important meaning from the viewpoint of the transition from 20th to 21st century.

Table 14 summarizes the in-and-out of the words in the tables from 9 to 13. The figures in parenthesis denote the total number of the words that went out in each decade and those that newly appeared. This figure could be regarded as a kind of measure to judge the dynamic situation of the advertising business field. To summarize, the turnovers of words for advertisement were very active in various fields such as media, concept of advertisement, its fundamental concept and activities, society and human, and so on. On the other hand, viewed along the lapse of time, the Japanese advertising activities had begun to increase its dynamism remarkably from the decade of 1970's.

6. Conclusion

The frequency of the word usage in advertisement has been studied by means of bibliometric analysis, looking into the titles of SENDENKAIGI, from 1954 to 2000, the unique journal for advertising specialty in Japan. As a result, the trend and change of the advertising activities in Japan after the World War II have been made clear both quantitatively and schematically. The main results are concluded as follows;

- 1) The characteristics of advertisement in Japan have schematically and quantitatively corresponded to the economical recovery and development of the concerned age in respective specific fields.

- 2) The trend of westernization through infiltration of occidental words into the Japanese advertisement after the World War II, has unexpectedly not so drastically proceeded as generally supposed. However, the traditional Japanese expression have gradually decreased and approached just the level of 60% at the end of the 20th century. If it reached under 50%, a big change in the structure of Japanese language might be triggered.
- 3) The words much frequently used (within 100) for advertising in Japan after the World War II have been studied concerning 8 groups, where the post-war recovery and growth in Japanese economy have been well reflected in the frequency of the their usage.
- 4) The trend of appearance and disappearance of words of each decade has made clear semi-quantitatively a dynamic relationship between the advertisement and the economic situations of the related decades in Japan.

It could be said that from the bibliometric measurement of frequency of words which have been appeared in the table of contents in SENDENKAIGI, the only one journal of advertisement specialists, has made us understand phenomenologically the changes of themes and backgrounds which have been important for the advertising field in Japan after the World War II.

In the following step, the cluster analysis of the words are now being studied to make clear directing factors and their relation in order to grasp the coming direction of business activity in Japanese economy.

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