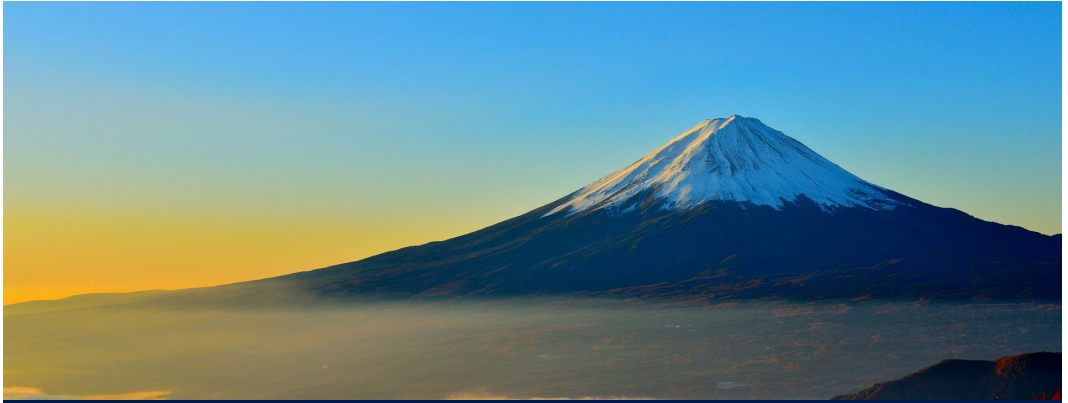




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AN DER UNIVERSITÄT ZÜRICH



Japan Lecture Series

Ambassador Kojiro Shiraishi

Ambassador Extraordinary and Plenipotentiary of Japan to the
Swiss Confederation, Embassy of Japan in Switzerland

«Are Japanese newspapers dinosaurs on the
path to extinction?»

in cooperation with

Friday, 1 April 2022
12.00 - 12.50
University of Zurich, Rämistrasse 71
Aula Magna KOL-G-201



University of
Zurich ^{UZH}

 Schweizerisch-Japanische Gesellschaft
Swiss-Japanese Society スイス・日本協会

 **SJCC** Swiss-Japanese Chamber of Commerce
スイス日本商工会議所

Free entrance. No registration required.



In this first part of the Japan Lecture Series, **Ambassador Shiraishi** shares his life-long experiences as a political journalist of Yomiuri Shimbun Newspaper, first by touching upon the correlation between democracy and newspapers, and then summarizing the history of rise of modern Japanese newspaper industry from 19th century through to late 20th century to contrast to recent challenges it faces in the digital age.

Mr Shiraishi lastly argues how the industry would reshape its business model to survive for the future, to maintain the spirit of journalism, the importance of facts, truth, freedom and responsibility of the press.

This talk would be the compass of journalism to enlighten the path in these un-nerving times.

Japan Lecture Series

The newly launched Japan Lecture Series will be dedicated to topics that concern both Switzerland and Japan. Important personalities from Japan from a wide range of disciplines will give public lectures at the University of Zurich.

The following events, among others, are planned for 2022:

Shinya Yamanaka

Japanese stem cell researcher, winner of the Nobel Prize

Banana Yoshimoto

Japanese writer

Kazuo Ishiguro

Novelist, screenwriter, musician, and short-story writer

Yōko Tawada

Japanese writer