

The way the "Chindon-ya" communicate with the audiences on advertising of the "Chindon-ya" in a town

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1. About "Chindon-ya"

The "Chindon-ya" ("Chindon" performers) is a Japan's original advertising. It is said that the "Chindon-ya" has its origin at the end of the Edo era, more than 100 years ago. "Ame Katsu" (Sweet Shop) prospered very well because of its excellent performance advertising. Therefore many stores asked their advertising to "Ame Katsu" instead of doing by themselves. This is the origin of Japan's advertising business.



Ame

"Chindon-ya" plays special instrument called "Chindon Daiko(Dram)" which is composed of a bell and drums. "Chin" is the sound of the bell and "Don" is the sound of the drums of the "Chindon Daiko".



The "Chindon-ya" advertises moving in the inside of a town. The "Chindon-ya" plays a musical instrument, and it walks in a town in many cases by 3-5 persons. They mainly consist of the "Chindon Daiko" and "Gakusi(a wind instrument player)".

Those who hand flier and the "Gorosu(a big dram)" may join them. The "Chindon-ya" is like a sandwich man with music.

This study treat communication with the "Chindon-ya" and the audiences in a town.



The "Chindon-ya" advertising in a

The example of communication with the "Chindon-ya" and the audiences;

- The audience takes the photograph of the "Chindon-ya."
- The "Chindon-ya" and the audience talk.
- The audience is looking at the "Chindon-ya". And the "Chindon-ya" advertizes by the handing a flier.

2. Background and Purpose of the study

To solve many environmental issues, we need to communicate with each other. The present age, the opportunity for us to communicate directly are decreasing. The "Chindon-ya" tells a message, communicating the audience directly.

3. Method of Research and Analysis

The state that the "Chindon-ya" communicate with the audiences are recorded.

Creation of the "Chindon data map";

The occurrences in a town are drawn on 1/2500 topographical map.

Modeling; Communication with the "Chindon-ya" and the audiences is expressed in a model figure.

The model figures are classified. And they are classified into five types. They are "Followed type", "Answering type", "Observing type", "Drawing type, "Talking to type".

Creation the "Chindon model map";

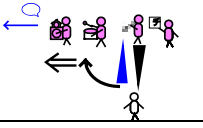
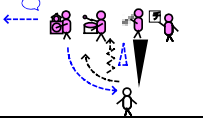
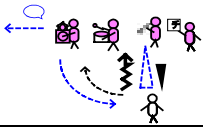
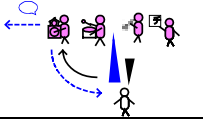
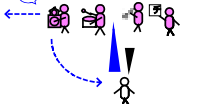
The communication on the "Chindon data map" is transposed to five types.

Analysis of "Chindon model map"

Five types are totaled for every town.

4.Resulte of Analysis

Table1 /The figure showing five types, and its explanation

Type	Behavior
"Followed type " n = 11 	The audience follows the "Chindon-ya". The audience talks to the "Chindon-ya".
"Answering type " n = 115 	The audience speaks to the "Chindon-ya", and the "Chindon-ya" answers it.
"Observing type " n = 150 	The audience goes to see the "Chindon-ya". The "Chindon-ya" takes care of the audience's look, and reacts to it
"Drawing type " n = 8 	The "Chindon-ya" calls to the audience. And the audience goes to the "Chindon-ya".
"Talking to type " n = 21 	The "Chindon-ya" talks to the audience sociably.

5.Conclusion

The "Chindon-ya" determines a course according to the place, and communicates with the audiences.

Table2 shows the method of the communication according to the place.

We propose employing the way the "Chindon-ya" communicates efficiently in Community Design or a policy (Table3).

Table2

The method of the communication according to the place

Place	How to use five type	Target
Busy street	We observe people's appearance using the "Answering type."	Tourist, The office worker of the way home from work, Salesperson
Residential area, Office building	We turn our eyes to an apartment, a building, or indoor, and use "Observing type"	Those who are present in a house daytime, children, Salesperson, The office worker under break
Park, School, Office building	We go the place in which children are present, and use "Drawing type." "Drawing type" is used near the office building on a lunch break.	Salesperson, The office worker under break
Crossing, Street with little traffic	We use "Talking to type" to a free person or those who are in trouble.	People waiting for a signal, Manager, Those who are outside

Table 3 /Proposal employing the way the "Chindon-ya" communicates

Proposal	A subject(of Community Design) comes out to a town and hears the opinion of a citizen and performs public relations and public hearing activity.
Characteristic	Moving & Direct communication
Invention	We need to the device in which citizen have Familiarity.
Subject side Merit:	We can know the strong point and weak point of a town by seeing a town./We can hear the opinion of residents directly.
Demerit:	It takes time.
Citizen side Merit:	It is easy to say an opinion to the subject.
Demerit:	Those who have gone to the city (outside of the prefecture) do not get a subject and the talk daytime.

