

Summary of Master's Thesis

A hundred years of the sender's strategy 'Rationalization of home life' in the magazine of Fujin-no-Tomo

Rcon Lab.
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1. Introduction

Recently, it is not unusual that women voluntarily participate in the society. Moreover, some NPOs, like Bemail, send information what they want. They can do it because of the fulfillment of the information environment maintenance, the spread of the internet and the law named "NPO-hou"

We have seen the stopping the publication of womens' magazines one after another in modern history of Japan. I have a question that what relation might have existed between the women who gather to magazines and themselves.

2. Purpose of this research

Analyzing the changing of the contents of the magazine, the activity of the reader's organization, the relation between the magazine and the readers, I will make it clear that the role of the book, the meaning of sender's strategy "Rationalization of the home life", and how they have been approaching to the local community doing voluntary activities.

3. Research object

- Women's magazine Fujin-no-Tomo
- The readers organization Zenkoku-Tomo-no-Kai.

4. Investigation

- Analysis of content of Fujin-no-Tomo
- Hearing from people who are the members of the organization
- Research for the related books and documents to the magazine and the organization

5. Research Object

- Motoko Hani

The publisher of Fujin-no-Tomo was born in 1873 in Aomori. She was the first presswoman of newspaper in Japan. She and her husband named Yoshikazu Hani published Katei-no-Tomo in 1903 and they changed the name to Hujin-no-Tomo in 1908.

- Zenkoku-Tomo-no-Kai

Zenkoku-Tomo-no-Kai(=Tomo-no-Kai) was established in 1930. It is the organization of the readers of Fujin-no-Tomo. The number of the members is about 22,000 people. They study house-keeping referring to Fujin-no-Tomo. Recently the number of the members is decreasing.

6. How to research

The analysis of the content of the magazine

Analyzing the quantity and the quality of every October edition of Fujin-no-Tomo

published between 1903 and 2005.

Research of the relation between the sender and the reader

Using the magazines, the hearing data, and other related books and documents.

7. Conclusion

1. Two purposes and the two types of readers

The senders have been having two purposes to sell the magazine. One is to promote the magazine and the other is to convey Motoko Hani's ideology through the magazine. Senders have to consider both of them. They have to get enough money to convey her ideology, but if they make it effort to sell it more, they have to change the editing policy to attract as many people as possible.

This means they have to recognize two types of readers, one is the individual reader and the other is the group reader. Immediately after they established the Tomo-no-Kai, it often appeared on the magazine just as a matter of course. Recently, to get younger readers who don't know Tomo-no-Kai, senders are changing the contents of the magazine.

2. The strategy 'The rationalization of home life'

First Motoko Hani recommended the improvement to be more rational at home because they had been passing their times which were really irrational. And she also recommended that they should use the surplus time and money, which had been made by eliminating the irrationality, for the people who were worried about poorness. They had mercy on the poor people especially who lived far from the place where they live. The other hand, they blamed the people who lived nearby on the local area.

They worked hard to get skill of house keeping. They spent much time for that. But younger people are apt to reject such Tomo-no-Kai, so it has been decreasing the number of the members.

Recently, Environmental problem is one of the great topic in Japan. They gradually act on their own local area to consider their own environment.

3. Conclusion

It is said that the policy of Meiji-era had made women push into their homes.

Fujin-no-Tomo has been playing a role for Tomo-no-Kai to give up irrational people who lived nearby, and to give them chance and places to link the women who were on the same circumstances. It made them possible to draw a ideal rational image of life and to renew it together.

I can declare that the history of Tomo-no-Kai is the history of women who worked hard inside of their houses persuaded that house keeping was good for public and their family, and recently, for their environment.