

Image Representation of Japanese People (A Semiotic Analysis on Japan Tourism Agency Guide Book “Discover the Spirit of Japan” in Special Contents Section) (研究の構想発表)

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Image Representation of Japanese People (A Semiotic Analysis on Japan Tourism Agency Guide Book “Discover the Spirit of Japan” in Special Contents Section)

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This research analyzes the special contents section of a guidebook “Discover the Spirit of Japan” issued by Japan Tourism Agency (JTA) in March 2013. The purpose of the publication is to increase the number of foreign tourists to visit Japan after the 2011 Great East Japan Earthquake. The present research uses a semiotic approach to find the denotative and connotative meanings of signs which comprise the special contents section in which the character, the creativity and the lifestyle of “the people of Japan” are represented as the “universal appeal of Japan.” The research intends to reveal how the message conveyed by JTA is organized to create these images of the Japanese people as the core value of Japanese tourism in their promotion campaign.