

文化変動の組織化(上)：『ひと』運動の研究

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Organizing Cultural Change
— a study of “HITO” movement —

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This article is a case study of a movement which criticized public education for the repression of individualities of children from 1970s to 1990s. The main activity of the movement was to publish a monthly magazine that was especially edited to carry enlightenment to school teachers and make mothers talk education. In '70s some small groups of readers began and in '80s a number of groups were organized to discuss educational problems with the magazine.

Our theoretical concern is the reflexive relation between social movements and cultural change. Particularly we are interested in change in the meanings of social issues through “diffusion” rather than specific political actions. So we regard social movements as producers of texts and attend how the texts are consumed by readers.

Of course our case is suitable for these concerns and the case can be separated into two aspects. First, “producers” and their networks are described to estimate their capacities to diffuse their texts and find their historical and social conditions that under-gird their capacity. Second, activities of “consumers” are described to understand the way of consumption. Further, the field of opportunities and constraints in which networks of readers are organized and act is examined. As the result of these examinations, we will find an interplay of dis-related social contexts in our case.