

KANSAI'S CITIZENS' MARATHON MEETS AND NEWSPAPER REPORTS

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Abstract

As for the marathon of Kansai, the history is old, Lake Biwa Mainichi Marathon, Osaka International Women Marathon have been held for a long time. Tambasayama Marathon, Fukuchiyama Marathon have been held for the citizens' marathon. However, there was not urban full marathon except Sensyuu International City Marathon. The newspaper report was not reported other than Lake Biwa Mainichi Marathon, Osaka Women Marathon, too. However, Tokyo Marathon(urban full marathon) was carried out, and citizens' marathons were taken up to local news pages, and the second running boom was caused. And the marathon boom of the Kanto district affects Kansa district, and Nara Marathon was held in 2010, and Osaka Marathon and Kobe Marathon will be held in 2011, and Kyoto International Marathon will be held in 2012.

I want to mention the news of the media (particularly the newspaper)about citizens' marathons of the Kansai district in this presentation. The newspapers which I used for consideration were four major newspapers (the Asahi Shimbun, the Yomiuri Shimbun and the Mainichi Shimbun Sankei Shimbun)and the local newspapers as the sponsorship .

The result of analysis of the newspaper was as follows.

Regionality of Osaka is taken up in the articles about the Osaka Marathon greatly. The newspaper article about the Osaka marathon is taken a lot up about exercise methods and the race of the marathon. Earthquake disaster is taken up in the articles about the Kobe Marathon greatly. the newspaper report about the mistake of the lottery to decide participation of the marathon (The person who lost a lottery came to have been elected)is outstanding.

Keywords: citizens' marathon Kansai newspaper reports

Brief biography

Yasuo Shimizu is a runner, he will be participate in Seoul international marathon this year. He studies Japanese sports journalism (particularly about Japanese field-and-track events media). He is a Japanese teacher, too. He teaches Japanese as a Second Language in educational institutions such as Doshisha universities in Japan.