

A Case of Media Monopoly in Yamagata Prefecture's Broadcasting

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This paper utilizes documentary evidence and interviews to reveal how the prefectural newspaper Yamagata Shimbun gained dominance over multiple broadcasters and how an anti-monopoly movement by local residents arose, in cooperation with the national media in general, to denounce their prefectural newspaper. Two significant factors led to this media monopoly: Yamagata Prefecture's unique governance history that begun in the Meiji era and the "one prefecture—one prefectural newspaper" policy that was put in place during wartime. This paper also points out how the diversification of operations controlled by the monopoly produced intense pressure on its critics.