

## Hiroshi Minami as Media Celebrity (*masukomi gakusha*): Examining the Articles from Newspaper and Magazine Database

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Hiroshi Minami was a renowned researcher of mass communication who was frequently seen in the media throughout his life. He initially appeared as a commentator with extensive experience studying in the United States, and eventually Minami himself caught the mass media's attention. His active participation in social and cultural activities during the post-war years and his unexpected visit to China in 1952 turned him into a specialist in Chinese affairs. As a result, he became known as a "*masukomi gakusha*" or "*tarento gakusha*" (professor as media celebrity). This essay outlines the various aspects of Minami's life and work as a media celebrity using articles from newspaper and magazine database.