

A Study on the Social Acceptance of the Satellite Sputnik 1 in Japan in 1957; Research and analysis of print media

Akihiro YAMAMOTO

This paper examines how Japanese society perceived the Soviet Union's successful launch of the Sputnik 1 satellite on October 4, 1957, through a survey and analysis of media discourse and representations. The target media are the national newspapers, the *Yomiuri Shimbun* and the *Asahi Shimbun*. The political party journal Akahata. As for magazines, articles from "Shiso," "Chuokoron," and "Shukan Asahi" will be introduced and analyzed. The results can be summarized in the following three points. First, as a prelude to the "Sputnik Incident," there was a fostering of expectations for space development by the newspaper industry. Second, there are certain similarities between the way satellites and nuclear energy are perceived. Third, in "Akahata," there is a characteristic of repeatedly emphasizing the superiority of socialism, peace forces, futurism, and hostility to the United States.