Contents

The Policy Analysis of the Film and Video Market in Japan

Minoru SUGAYA ...................................................................................... 3

The Impact of Japanese Popular Culture on the Singaporean Youth

HAO Xiaoming
TEH Leng Leng ................................................................. 17

Factors Influencing Tabloid News Diffusion:
Comparison with Hard News

Yasuhiro INOUE
Yoshiro KAWAKAMI ................................................................. 37

Film Trade in Japan since the 1950s:
Government Policies and Media Development

LEE Sang-Woo ................................................................. 53

Spectrum Policy in Transition

Phillipa MARKS
Kiyotaka YUGUCHI ................................................................. 77

A Case Study of Program-type Diversity in Japanese Evening Television

Goro OBA ................................................................. 101

Notes for Authors in Keio Communication Review ........................................... 123