Contents

The Expanding Market and the Competition of the Third Generation Wireless
Telecommunications Services in Japan
Tatsushiro SHUKUNAMI ................................................................. 3

Hofstede's Masculinity/ Femininity Dimension and the Pregnancy of Princess Masako:
An Analysis of Japanese and International Newspaper Coverage
Tomoko KANAYAMA
Anne COOPER-CHEN ................................................................. 23

Public Journalism and Journalism in Japan
Takashi ITO ...................................................................................... 43

Universal Service to Universal Access and Web Accessibility
— Government vs. Governance —
Ema TANAKA
Minoru SUGAYA ................................................................. 65

Efficiency and Productivity in the Japanese Broadcasting Market
Sumiko ASAI ........................................................................... 89

Y2K and the Construction of Risk Perception in Newspapers in
Japan and the United States
Akiko FUKUMOTO
Mary M. MEARES ................................................................. 99

Notes for Authors in *Keio Communication Review* ......................... 117