

# 日本政治とネットメディア： 動画タイトルにみる岸田政権の報じられ方

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## 【要約】

在京民放5局が発信する YouTube のタイトルの分析から、本稿は政権誕生後約 600 日間にわたる岸田政権の内政を中心に検討する。先行研究では「つながる」環境が政治・選挙領域、文化、ジャーナリズムにおいて多角的な相互作用を生み出すと同時に、手軽な情報発信とイメージの形成しやすさが、ポピュリストの台頭などといった新たな課題も生み出すという。しかし、日本政治に関するメディア研究はこの点に十分言及していないように思われる。そこで本稿は元総理の射殺事件を含む政治領域において注目された事柄を検討した。その結果、選挙競争を吹き飛ばすほどの事件のインパクト以外に、G7 や永田町の動向、政治スキャンダルや事件に関する捕物帳、政治と宗教との関係を含めて、日本の憲政史上最長の政権の後を担う政権が負うレガシーが、この期間では目立っていた。政策の検討には多くの課題を残すが、本稿は日本政治と YouTube の関係の一端を示すものになっていると思われる。

**キーワード：**YouTube、岸田政権、社会ネットワーク分析、内政、安倍晋三銃撃事件

# 日本政治與網路媒體： 從影片標題觀察岸田政府如何被報導

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## 【摘要】

本文探討的是，從東京都五大民間電視台經營的 YouTube 標題，分析岸田政府上台後約 600 天的內政議題。在文獻研究中提到「網路」環境，對於政治・選舉領域、文化、報導學領域產生多元相互作用的同時，也因能輕易進行資訊傳遞與印象形塑，造成民粹崛起等新課題出現。本文認為，與日本政治相關的媒體研究並未充分討論到這一部分。因此本文將以包含前首相槍殺事件在內的政治領域中，受關注的事件進行探討。本論文發現，除了能造成徹底勝選的事件所帶來的衝擊之外，如 G7、永田町官邸動態、與政治醜聞或相關案件的檔案、政教關係等在內，對於接續日本憲政史上最長政權後的岸田政府所背負的政治遺產，在這段期間相當受到關注。雖然仍有許多政策議題亟待檢討，本論文欲反映的是，日本政治與 YouTube 關係的一部分現象。

**關鍵字：**YouTube、岸田政府、社群網路分析、內政、安倍晉三槍擊事件

# Japanese Politics and the Internet Media: How the Kishida Administration is Covered in Online Videos

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## 【Abstract】

This paper focuses on the domestic politics of the Kishida Administration over the first 600 days by analyzing available titles of video on YouTube from five Tokyo-based commercial broadcasters. Previous researches have shown that the “connected” environment creates pluralistic interactions in the political and electoral spheres, culture, and journalism, while at the same time, the ease of information dissemination and image formation creates new problems, such as the rise of populist movements. However, media studies on Japanese politics do not seem to have sufficiently elucidated this point. Therefore, this paper examines the issues on domestic politics, including the Assassination of Shinzo Abe, the former prime minister. Consequently, we find conspicuous aspects of the legacy of the past administration that led to the longest power in constitutional history of Japan, including the G7, Nagatacho streams, case files of political scandals and affairs, and the relationship between politics and religion, aside from the impact of the gun down incident that blew away the electoral competition. Although many policy issues remain unverified, this paper provides some indication of the relationship between Japanese politics and YouTube.

**Keywords:** YouTube, Kishida Administration, Social network analysis,  
Domestic politics, Assassination of Shinzo Abe

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