



# EuropaInstitut

AN DER UNIVERSITÄT ZÜRICH



Japan Lecture Series

## Ambassador Kojiro Shiraishi

Ambassador Extraordinary and Plenipotentiary of Japan to the Swiss Confederation, Embassy of Japan in Switzerland

«Are Japanese newspapers dinosaurs on the path to extinction?»

In cooperation with:

Friday, 1 April 2022  
12.00 - 12.50  
University of Zurich, Rämistrasse 71  
Aula Magna KOL-G-201



University of  
Zurich <sup>UZH</sup>

 Schweizerisch-Japanische Gesellschaft  
Swiss-Japanese Society スイス・日本協会

 **SJCC** Swiss-Japanese Chamber of Commerce  
スイス日本商工会議所

Free entrance. No registration required.



In this first part of the new Japan Lecture Series, **Ambassador Shiraishi** shares his life-long experiences as a political journalist of Yomiuri Shimbun Newspaper, first by touching upon the correlation between democracy and newspapers, and then summarizing the history of rise of modern Japanese newspaper industry from 19th century through to late 20th century to contrast to recent challenges it faces in the digital age.

Mr Shiraishi lastly argues how the industry would reshape its business model to survive for the future, to maintain the spirit of journalism, the importance of facts, truth, freedom and responsibility of the press.

This talk would be the compass of journalism to enlighten the path in these unnerving times.

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## Japan Lecture Series

The newly launched Japan Lecture Series will be dedicated to topics that concern both Switzerland and Japan. Important personalities from Japan from a wide range of disciplines will give public lectures at the University of Zurich.

The following events, among others, are planned for 2022:

### **Shinya Yamanaka**

Japanese stem cell researcher, winner of the Nobel Prize

### **Banana Yoshimoto**

Japanese writer

### **Kazuo Ishiguro**

Novelist, screenwriter, musician, and short-story writer

### **Yōko Tawada**

Japanese writer