

ifa ECP Monitor At a Glance

Japan

PRÉCIS

Japan's public diplomacy revolves around correcting misconceptions perceived abroad, including permeating cultural soft power through exchange and branding the "Cool Japan" image. By positioning itself as a peace-loving and democratic country, Japan creates a more favorable environment for its diplomacy and foreign policy.

Outstanding Fact:

Japanese has earned #3 on the list of fastest-growing languages in the world, and it's ranked #6 worldwide among the most popular languages to study.

KEY INDICATORS 2019

Population	Rank/number	11 th / 126 million
GDP	Rank/number	3 rd / \$5.08 trillion
GDP per capita	Rank/number	27 th / \$40,247
Cultural Economy	As share of GDP	0.11
Education economy	As share of GDP	3.96
R&D economy	As share of GDP	3.56
Media economy	As share of GDP	1.25
Geopolitical position	Hard power	6 th
	Sharp power	4 th
	Soft power	8 th
	Diplomacy rank	4 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	Over 50
Number of institutions abroad	Over 342
FTE staff	n/a
Freelance and local staff	n/a
Financial scale	197.7
Government support (€ million)	136.3
Comparative ECP ranking	global

Main Objectives

- Since WWII, Japan's public diplomacy and cultural diplomacy revolve around improving its national image, correcting misconceptions of Japan, and securing trust in Japan through promoting its cultural attractiveness.
- Japan positions itself as a peace-loving and democratic country, especially towards China and the Republic of Korea.

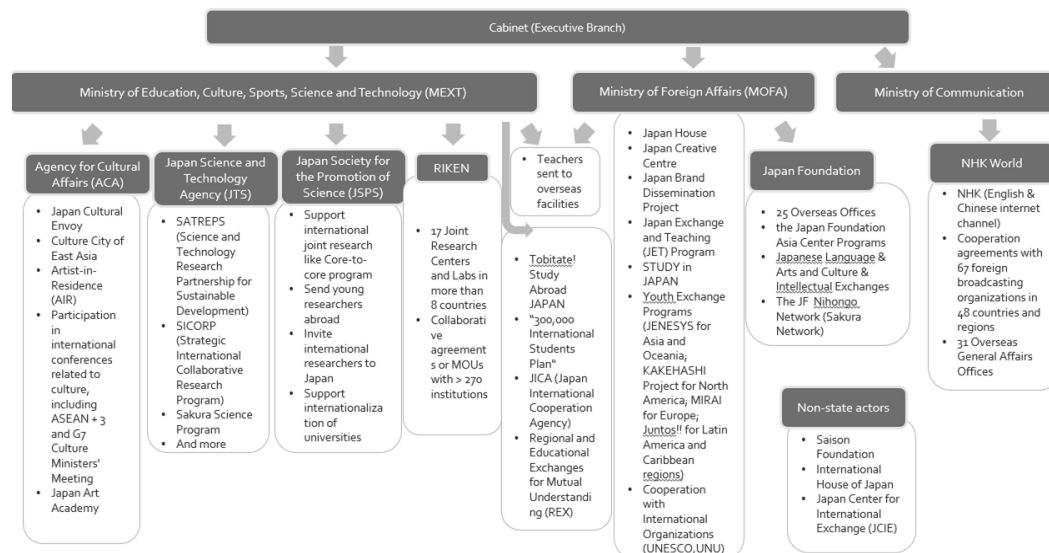
Policy Context

- Japan's public relations and cultural diplomacy are integrated.
- Japan's financial engagement in ECP remains stagnant for domestic reasons, with overseas programs experiencing financial difficulty.
- Japan's lower investment in ECP than other major economies seems to reflect a lesser ECP priority.

Regional Focus

- Sub-S. Africa: n/a
- South-East Asia: n/a
- East Asia: n/a
- Europe: n/a
- North America: n/a
- South America: n/a

INSITUTIONAL MAP



Cultural diplomacy is carried out by multiple ministries, and their functions are sometimes overlapping. The Japan Foundation is the only official channel for cultural diplomacy, and it sits at arm's length from the government.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	26	n/a	Data refer to Ministry of Foreign Affairs
Number of countries present	24	23	Data refer to the Japan Foundation
Number of institutes and branches	25	24	
Staff	n/a	n/a	
Artists in exchange programs	n/a	n/a	
Budget (€ million)	Japan Foundation: 27.9 Agency for Cultural Affairs: 143.1	Japan Foundation: 31.2 Agency for Cultural Affairs: 43.2	
Government financial support (€ million)	24.5	29.7	Data refer to the Japan Foundation
Language			
Number of countries where courses are offered	92	91	Data refer to the Japan Foundation
Number of language institutions	18,661	n/a	

	2019	2015	Comment
Number of students enrolled	About 15,000	19,542	
Number of candidates for language qualifications	1,168,535	659,519	
Number of language teachers	77,323	n/a	
Budget (€ million)	62.2	42.4	
Government financial support (€ million)	49.7	33.9	
Education – Primary & Secondary			
Number of countries present	50	n/a	Data refer to Ministry of Education, Culture, Sports, Science and Technology
Number of schools	Japanese schools (Nihonjin gakkō): 95 Supplementary Japanese schools (Hoshū jugyō kō): 228	Japanese schools (Nihonjin gakkō): about 90 Supplementary Japanese schools (Hoshū jugyō kō): about 200	
Number of students	Japanese schools (Nihonjin gakkō): 19,703 Supplementary Japanese schools (Hoshū jugyō kō): 21,717	Japanese schools (Nihonjin gakkō): about 20,000 Supplementary Japanese schools (Hoshū jugyō kō): about 20,000	
Number of staff / teachers	1,299	1,084	
Budget (€ million)	150.6	134.3	
Government financial support (€ million)	n/a	n/a	
Education – Tertiary			
Number of countries present	75	67	
Number of universities / colleges: Overseas Centres of Excellence Established by Japanese Universities	690	587	
Number of foreign students	Inbound: 302,166 Outbound: 107,346	Inbound: 231,841 Outbound: 54,455	Data refer to Japan Statistical Yearbook 2021 Data refer to Study in Japan
Number of government scholarships awarded	11,276	11,263	
Number of staff / teachers	1,589	1,399	
Budget (€ million)	284.7	255.3	
Government financial support (€ million)	n/a	n/a	
Science and Research			
Number of countries present	Over 50	n/a	
Number of institutes	Japan Science and Technology Agency: 5	Japan Science and Technology Agency: n/a	

	2019	2015	Comment
	Japan Society for the Promotion of Science: 11 Riken: 19	Japan Society for the Promotion of Science: n/a Riken: n/a	
Number of research-related agreements	578	532	Data refer to Ministry of Education, Culture, Sports, Science and Technology
Number of projects	705	n/a	Data refer to Japan Science and Technology Agency
Number of scientists in exchange	Sent abroad: 158,912 Received abroad: 35,228	Sent abroad: 170,654 Received abroad: 39,626	
Budget (€ million)	Ministry of Education, Culture, Sports, Science and Technology: 116.3 Japan Foundation (Japanese Studies and Intellectual Exchange Programs): 14.2 Japan Science and Technology Agency: 21.7 Japan Society for the Promotion of Science: 46.9	Ministry of Education, Culture, Sports, Science and Technology: 114.2 Japan Foundation (Japanese Studies and Intellectual Exchange Programs): 15.7 Japan Science and Technology Agency: n/a Japan Society for the Promotion of Science: n/a	
Government financial support (€ million)	Japan Foundation (Japanese Studies and Intellectual Exchange Programs): 8.3	Japan Foundation (Japanese Studies and Intellectual Exchange Programs): 9.0	
Media			
TV			
Number of countries broadcasted to	Japan Foundation: 84 NHK: about 160	Japan Foundation: 20 NHK: n/a	
Number of languages	20	n/a	Data refer to NHK
Number of channels	Japan Foundation: 722 NHK: 76	Japan Foundation: 31 NHK: 40	
Audience weekly (million)	n/a	n/a	
Budget (€ million)	209.5	207.9	
Radio			
Number of languages	17	n/a	
Number of channels/programs	19	25	

CURRENT ISSUES AND DEVELOPMENTS

- In many ways, Japan’s global soft power momentum has improved over the years, but not at a pace that a top economic and cultural power nation should be. There is still a significant untapped cultural capital to be utilized, ranging from anime to the gaming industry.
- Like the U.S., the promotion of national image and Japanese culture is achieved through international marketing campaigns launched by the private sectors. In contrast, the way the Japanese government brands and presents Japan to the world still largely relies on traditional channels.
- Compared to traditional cultural superpowers like the United Kingdom and France, the Japanese government emphasizes showcasing the richness of its culture instead of welcoming others to make connections. How to make Japan more warmly open is a question for the Japanese government. Cool Japan initiative was a beginning, but there is still much to learn if Japan wants to live up to its claims for cultural diplomacy.
- Of two primary regional foci for Japan’s diplomacy – the United States and East Asian neighbors, the latter proves to be more challenging for Japan because of the so-called “history problem.” Japan can maximize the credibility of its public diplomacy in some aspects by focusing on East Asia and the Pacific basin. However, if Japan intends to advance its cultural diplomacy in the region, it will eventually deal with the history issue.

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary of with additional data and data sources is here: “*Japan – External Cultural Policy: Data Fact Sheet*”
- A full set of references are presented here: “*Japan – External Cultural Policy: References*”
- A fuller report with a descriptive analysis is found here: “*Japan – External Cultural Policy: A Report*”

Imprint

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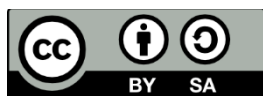
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