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研究課題名(和文) The Face Model of Televised Political Interviews in Japan: A Comparative Study in Political Communication

研究課題名(英文) The Face Model of Televised Political Interviews in Japan: A Comparative Study in Political Communication

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研究成果の概要(和文)：本研究では、日本における政治インタビュー番組を用いて、インタビュアーとゲストに対するフェイスへの脅威の影響を明らかにしている。12カ月を分析の期間とし、4つの政治インタビュー番組を選定し、120のインタビューから2422の質問を対象としている。この研究では、第1にゲストの回答に対してフェイスへの脅威がどの程度影響を与えるかを明らかにしている。第2に、ゲストの回答がインタビュアーの次の質問に影響を与えているかを明らかにしている。分析の結果、フェイスへの脅威が高い質問の場合、回答が理解しづらくなることが示された。また、どっちつかずな回答は、次の質問のフェイスへの脅威を増すことが示された。

研究成果の学術的意義や社会的意義

本研究の目的は、日本における政治インタビューのインタビュアーと政治家がどのようなやり取りをしているのかを明らかにすることである。インタビュアーは、相手の名誉を傷つける可能性のある質問を行い、政治家は脅威を回避するように回答を行っている。質問に答えていないことや、質問の意図や強さを測定することにより、より良い民主主義の発展に貢献している。有権者は政治インタビューを視聴する際の材料として、やり取りを用いることができるようになる。

研究成果の概要(英文)：This research examines the effect of threat to face to both interviewers and interviewees during live televised interview programs in Japan, where the concept of “face” is of extreme importance. Based on 2,422 questions identified during 120 interviews broadcast over a period of 12 months on four television programs, the goal is twofold: First, to assess the extent to which questions that contain a certain level of threat to face affect the interviewees’ replies, and second, to measure the extent to which interviewees’ replies affect the interviewers’ subsequent questions.

研究分野：政治心理学

キーワード：政治的インタビュー どっちつかず 国会議員 レトリック 日本 メディア談話 フェイスへの脅威
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1. 研究開始当初の背景

Face is a prime issue in the interaction between interviewers and interviewees as both aim to achieve their respective professional goals within the frame of the broadcast interview while also protecting their own reputation, pride, and respect vis-à-vis the other participant. Intrinsically, face emerges as an important factor determining whether or not politicians reply to an interview question. Communicative conflicts, that is, a situation where a question is posed wherein all possible responses have potentially negative consequences for the respondent, but a response is still expected by the interviewer and the audience, can be understood in terms of threats to face. Such conflicts are especially prevalent in interviews with politicians because of the nature of the interview situation. Under these conditions, interviewers may have an interest in pursuing controversial, sensitive, and divisive issues and therefore put pressure on politicians to choose among undesirable alternatives in which all potential responses may damage the image of the politicians or alienate part of the electorate. Studies conducted for example in the UK, the US, and Taiwan provided remarkable support for this notion: Equivocation by politicians was closely associated with the proportion of conflictual questions posed in broadcast interviews. Conflictual questions therefore create strong pressure toward equivocation in the responses.

Under this background this research details the outcome of threat to face both to interviewers and to the interviewed politicians and nonpoliticians during broadcast interview programs in a distinct cultural environment, that of Japan. The awareness to preserve face, which encompasses the concepts of perceived abilities, individual standing, dignity, and trustworthiness, is deeply rooted in Japanese culture. To disagree with or criticize, embarrass, or otherwise offend someone in public would result in “a loss of face,” which means a loss of self-respect, self-worth, and sense of dignity—all of which the Japanese value very highly—for both the speaker and the listener, the interviewer and the interviewee. The Japanese sensitivity toward others’ “face” motivates them thus to shy away from directly demanding, rejecting, or criticizing anyone. Instead, they elaborate behavioral norms and various techniques of indirect communication (expressed in terms such as heart-to-heart communications and tacit understandings) to avoid public embarrassment and to smooth out interpersonal relationships. All these factors also affect the nature and course of political interviews in this non-Western society.

2. 研究の目的

The aim of this study is to examine the effects of threat to face during political interviews in Japan on both interviewers and interviewees. Both interlocutors are regarded as participants who act and react. They communicate in dialogic interactions not only by producing, decoding, and understanding expressions but also by acting and reacting, either by “paying” or by “ignoring” respect to the other speaker’s utterances.

The goal is twofold. First, the study focuses on the interviewers’ questions and assess the extent to which questions that contain a certain degree of face threat affect the interviewees’ replies—that is, whether the latter provide a full reply or a reply with a certain degree of equivocation. To do this, I initially identify the degree or extent of threat to face in the questions, distinguishing between those that entail “no threat at all” (no face threatening) and those that are “extremely face threatening.” Second, I study the interviewees’ reactions to questions and measure the extent to which their replies affect the interviewers’ subsequent questions—that is, whether they follow up with a tougher question or an easier one. The second goal aims thus also to fill the knowledge gap on interviewers’ follow-up in response to equivocation by the interviewees as part of the increasing literature on “follow ups.”

3. 研究の方法

This study is based on 120 live interviews broadcast over a period of 12 months (May 1, 2016, to April 30, 2017) on four television programs: *Puraimu Nyūsu* (41 interviews), *Shin Hōdo* 2001 (26 interviews), *Gekiron Kurosufaya* (26 interviews), and *Nichiyō Tōron* (27 interviews). The sample consisted of 72 interviews with national politicians from all the political parties represented in the National Diet. The sample also included 18 interviews with local politicians (e.g., governors of *Tōkyō* and *Ōsaka* and mayors of various cities) and 30 with nonpoliticians (e.g., subject matter experts and retired politicians). The interviews took place either in small groups or in one-on-one sessions.

We preferred the latter wherever possible to focus primarily on the question-response sequences between the interviewer and the interviewee. The sample consisted of 120 interviewees who ranged in age from 34 to 81 years (average age 58.6 years) and included 14 (11.7%) female politicians and experts. A total of 2,422 questions were asked during these interviews (349 or 14.4% were directed to the female interviewees). The number of questions per interview ranged from 5 to 97, with an average of 20.22 questions. Interviews from the four programs were recorded using a DVD recorder, and a verbatim transcript was made for each selected interview. Criteria for identifying questions and responses were determined. Two coding sheets were devised for analyzing the structure and verbal content of the interviews: the first for interviewers' questions and the second for interviewees' responses.

4 . 研究成果

This study revealed that (1) interviewers' questions affect interviewees' replies and that the latter's answers affect the interviewers' subsequent questions; (2) Conflictual questions that create pressure toward equivocation in the responses are intrinsically more face threatening than nonconflictual questions; (3) Nonconflictual questions were typically more open-ended, allowing the interviewees the opportunity to construct their replies according to their convenience. They were thus less face threatening; (4) The more conflictual questions, conversely, consisted of polar questions and those that posed a choice between two or more alternatives. (5) Conflictual questions occurred most often when interviewees were asked questions on social and political issues rather than when they were asked questions on nonissues related topics; (6) Politicians, particularly high-echelon members from the coalition of parties, were more vulnerable to conflictual questions, that is, they face tougher questions in contrast to members of the opposition parties, who face less controversial questions.

5 . 主な発表論文等

〔雑誌論文〕(計 1 件)

1. O. Feldman & K. Kinoshita. " Ignoring Respect: The Effects of Threat to Face on Replies and the Ensuing Questions During Broadcast Political Interviews in Japan, " Journal of Language and Social Psychology, 2019, 38, pp. 1-21 (査読有)

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2. Feldman, O. "Invited Behavior in Japan: A Comparative Study on the Dynamic Relationship between Politicians and Supporters," presented at the Israeli Association for Japanese Studies, Tel Aviv, Israel, December 18, 2018.

3. Feldman, O. & Kinoshita, K., " How Face Affects Political Leaders' and Public Opinion Leaders' Performance during Political Interviews in Japan, " Presented at the First Vietnam Symposium on Leadership and Public Policy, Hanoi, Vietnam, October 30, 2018.

4. Feldman, O. & Kinoshita, K., " Televised Political Interviews in Japan: On the Interaction between Interviewers and Interviewees, " presented at XXV World Congress of Political Science, International Political Science Association, Brisbane, Australia, July 24, 2018.

5. Feldman, O. " Eliciting Behavior in Japan: On the Dynamic Relationship between Politicians and Supporters, " presented at the 2017 Annual Conference of the Asian Network for Public Opinion Research (ANPOR), Shanghai, China, November 3, 2017.

6. Feldman, O. " Common Ground as Battleground: Interviewers and Interviewees in Televised Political Interviews in Japan, " presented at the 2017 ECPR (European Consortium for Political Research) General Conference, Oslo, Norway, September 8, 2017.

〔図書〕(計 2 件)

1. O. Feldman & S. Zmerli, The Psychology of Political Communicators: How Politicians, Culture, and the Media Construct and Shape Public Discourse, Routledge, 2019, 237p.

2. 木下 健 & オフェル・フェルドマン、政治家はなぜ質問に答えないか: インタビューの心理分析、ミネルバ書房、2018、293 頁。

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