

## 少子化時代における日本の新聞の女性像 — 『朝日』『毎日』『読売』の人物紹介欄調査から—

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### 要旨

日本の「少子化」は深刻な状況にあるが、その要因の一つに、女性の社会進出が進んだにもかかわらず、男性の家事分担が相変わらず少ないために、働く女性に家事と仕事という二重の負担が生じ、女性たちが結婚や出産を回避するようになったことがある。少子化と高齢化が同時に進行した場合、労働力不足や経済の縮小、社会保障制度の破綻といった重大な事態をもたらす。このため、近年、フェミニストたちが長い間主張してきた女性の家庭労働からの解放が日本政府の重要課題ともなっている。本稿では、こうした現状にあり、マスメディアの中でもとりわけ信頼性が高く、イデオロギーの生産および再生産に大きな影響力を持つ新聞が、女性とその役割をどのように描いているかを、その人物紹介欄を対象に分析した。その結果、新聞が「女は家庭を守り、家事と育児をし、外で働く夫を支えるものである」という性別役割分業意識の再生産をしていることが明らかになった。

キーワード：少子化、女性像、性別役割、性別役割分業、性別役割分業意識

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# 少子化時代日本報紙中的女性形象 —以『朝日』『每日』『讀賣』的人物特寫專欄為例—

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## 摘要

日本「少子化」的問題日趨嚴重，其主因之一，女性的勞動參與率逐年提高，然而許多男性仍不願意分擔家事與照顧小孩等家庭裡的工作，導致加重就業女性的負擔，進而女性開始迴避結婚或生育。若「少子化」和「高齡化」的問題同時存在並且日趨嚴重，日本社會可能會面臨勞動力匱乏、經濟萎縮、社會保障制度破產等嚴重的危機。因此，目前在日本，女性主義者長期致力於提倡解放女性不再受到傳統性別角色分工的束縛等主張，已受到政府的重視並列為政策目標。

在日本，報紙相較於其他媒體，擁有相當高的信賴度，因而對於社會意識型態的形成與強化有著相當大的影響力。本論文的目的，是藉由分析日本報紙中人物特寫專欄的內容，來了解日本報紙如何詮釋女性形象以及其角色。調查結果發現，日本的報紙不斷地強化「女性就是固守家庭、做家事與照顧小孩，並且協助在外工作的丈夫」等傳統的性別角色分工意識。

關鍵詞：性別意識形態、女性形象、性別角色、性別角色分工、  
少子化、

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Women's Images in Japanese newspapers  
during the era of declining birth rate  
-- Examples of profile columns --

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Abstract

The problem of “the decreasing number of children” in Japan is becoming more and more serious. One of its main reasons is the participating rate of women's workforce improves year by year. However, lots of men still unwilling to share the workload in the family, or raise the children together, etc., which results in the heavier burden of those women who are currently working and caring their families at the same time. They are burning the candle at both ends. Therefore, women began to avoid getting married or even raising children. If the problems of “the decreasing number of children” and “population ageing” coexist and become more and more serious year by year, Japan will have to encounter tremendously serious crises, such as workforce's shortage, economy withering, and the bankruptcy of its social security system.

So, in Japan at present, the Japanese women liberation activists' long-term devotion to advocating liberating women, such as not working under the constraint of traditional gender role division of men and women again, etc. has already caught the Japanese government's attention and set their goals and policies related to this field.

In Japan, the influence of the newspapers is more highly valued when compared with the other media; therefore, it helps cultivate and strengthen the social ideology with incredible power. The purpose of this thesis, is to analyze the contents of profile columns in different Japanese newspapers, i.e. "Asahi" "Mainichi" "Yomiuri", to understand how Japanese newspapers interpret women's images and their roles. The result of the investigation finds that the Japanese newspapers are constantly strengthening the traditional values of gender roles that women tend to take tenacious care of their families, housekeep the houses, raise the children, and fully support their husbands when they work outside, etc.

Key words : the declining birth rate, images of women, gender role,  
gender role division, gender role ideology

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