

Gender, Media, and Succession Debates in the Japanese Imperial Family

Hirohito TSUJI (辻 博仁)

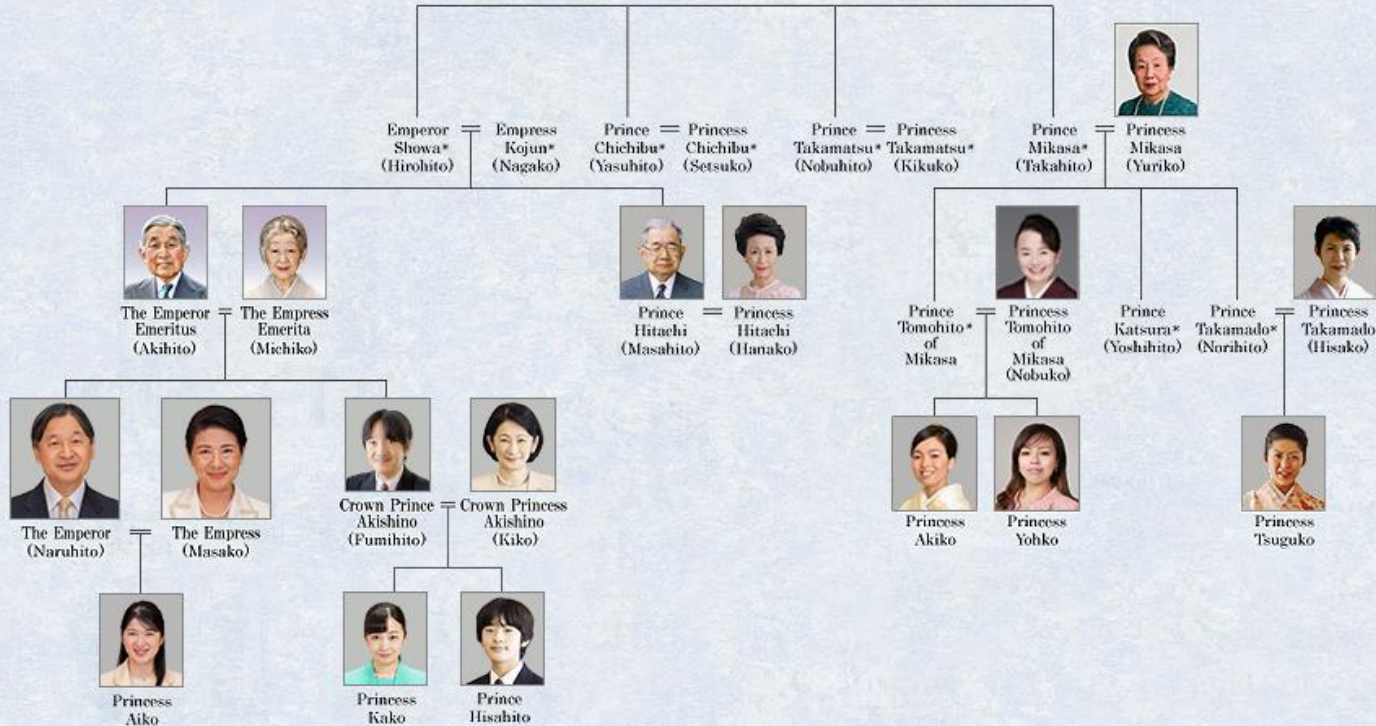
Postgraduate Researcher, University of East Anglia

h.tsuji@uea.ac.uk

Current issue for the Imperial succession

Genealogy of the Imperial Family

*Deceased.



Line of the Imperial Succession

1. H.I.H. Crown Prince Fumihito of Akishino
皇嗣秋篠宮文仁親王殿下(1965-)
2. H.I.H. Prince Hisahito
悠仁親王殿下 (2006-)
3. H.I.H. Prince Masahito of Hitachi
常陸宮正仁親王殿下 (1935-)

Living Former Imperial Branch Houses

- Higashikuni-no-Miya 旧東久邇宮家
- Kuni-no-Miya 旧久邇宮家
- Kaya-no-Miya 旧賀陽家
- Asaka-no-Miya 旧朝香宮家
- Takeda-no-Miya 旧竹田宮家
- Fushimi-no-Miya 旧伏見宮家

17 Members of the Imperial Family

- Princes = 3 (3 *shinnō* 親王, 0 *ō* 王)
- Princesses from the Imperial Family = 5 (2 *naishinnō* 内親王, 3 *joō* 女王)

Scandals of former Princess Mako's partner



He continued to ignore a reporter throughout with his hands in his pockets...

- Overdrafted a debt of 4 million?
 - Called himself 'the Princess's fiancée' and cheated her out of scholarship money before they were engaged?
 - His mother defrauded government of her pension?
 - Harassed and expelled a classmate when he was a student?
 - Falsified his working experience on his CV?
- ✘ Although some factual errors should be included, the lack of sufficient explanation led to doubts

Internet slangs in Japanese

- *Netto-uyoku* ネット右翼 [Internet rightists. They criticise liberals with their radical right-wing language and behaviour, but not necessarily their logic]
- *Payoku* パヨク [Idiot leftists. Synonym for *Netto-uyoku*]
- *Enjō* 炎上 [Blowing up. flaming which is a phenomenon that critical comments are flooded to social media about what a person has said or done]
- *Tokuteihan* 特定班 [Accounts whose aim is to spread the material of flaming]
- *Jitaku keibiin* 自宅警備員 [Security guards for their own home. Also known as *Hikikomori* 引き籠もり]
- *Akishin* アキシン [Prince Akishino cultists. A pejorative term for those who admire His Imperial Highness the Crown Prince (Fumihito)]
- *Samāzu* サマーズ ['Masako-samas'. A pejorative term for those who admire Her Imperial Majesty the Crown Prince (Fumihito)]
- *Dankei karuto* 男系カルト [Patrilineal cult. A pejorative term for those who respect the patrilineal succession to the Chrysanthemum Throne]

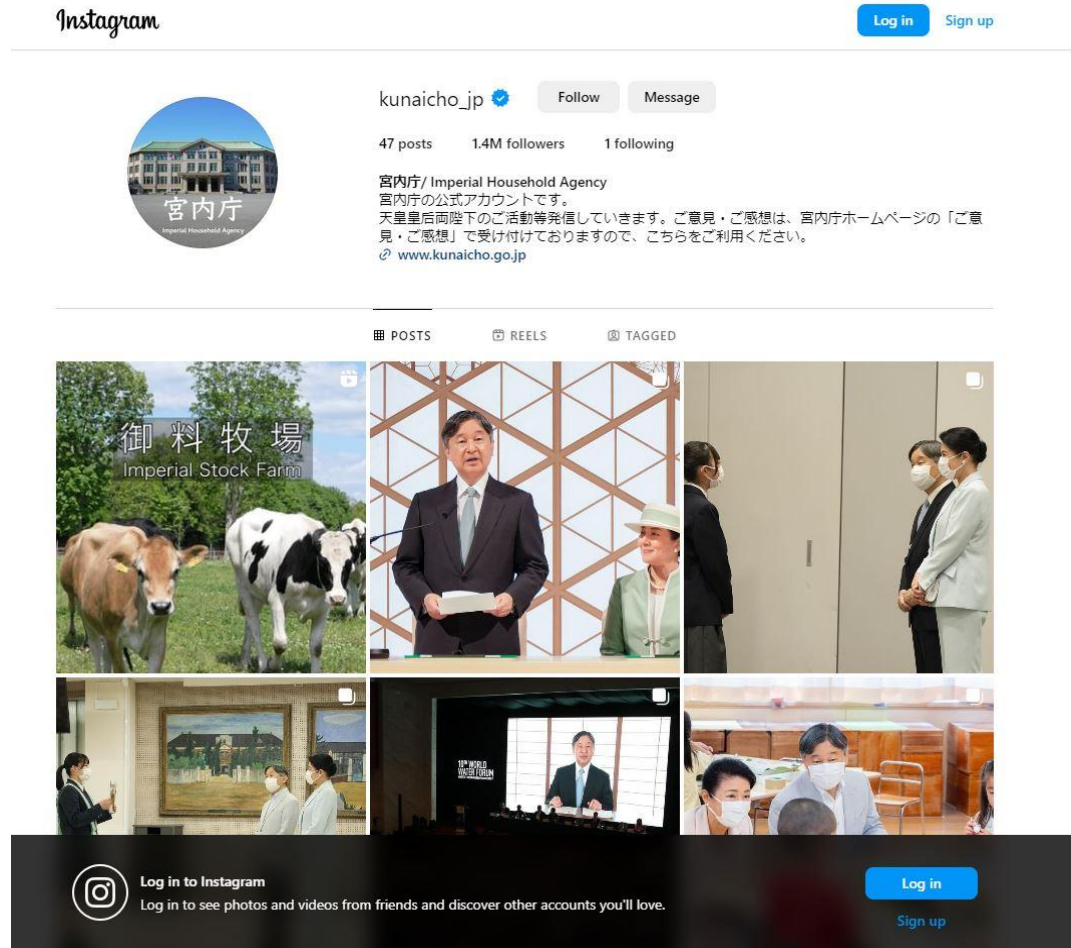
Fake information and insults on X in Japanese



- "Prefectural Foundation" (not real)
- Photo of an actor (not his account)
- "This is fake information!" (it is a well-known fact and footage and primary resources also remain)
- [# Hirohito Tsuji is a great liar](#)
- It is highly likely that the same user is operating multiple accounts

❌ Part of the image has been doctored for personal data protection

Imperial Household Agency has begun social media



- Comment and DM functions disabled
- No royals appear except Their Imperial Majesties the Emperor (Naruhito) and Empress (Masako) and their daughter, Her Imperial Highness Princess Aiko
- The only mutual followers at the moment are the Royal Family in Netherlands

Official Instagram of the Imperial Household Agency

The Royal Family •
 @TheRoyalFamilyChannel • 1.2M subscribers • 1.3K videos
 Welcome to The Royal Family Channel, the official channel of the British Monarchy...more
 royal.uk

Home Videos Shorts Live Playlists Community

Videos ▶ Play all

RESERVICING BUCKINGHAM PALACE THE STORY SO FAR
 159K views • 2 months ago

The King's Royal Maundy Message 2024
 38K views • 2 months ago

The King's Commonwealth Day Message 2024
 162K views • 2 months ago

A speech by The Queen at the Grand Final of BBC's 500...
 11K views • 2 months ago

The Duchess of Edinburgh speaks at Ukraine's Sexual...
 12K views • 2 months ago

The King's Christmas Broadcast 2023
 212K views • 5 months ago

Restoring Frogmore ▶ Play all
 These three films tell the story of the restoration of Frogmore Mausoleum, the final resting place of Queen Victoria and Prince Albert.

The Royal Family •
 6.6M followers • 6 following

Posts About Reels Photos Videos

Intro
 Official account of The Royal Family. Please visit our website for the latest updates.
 Page • Community
 royal.uk

The Royal Family • 1 June at 00:57

Log in or sign up for Facebook to connect with friends, family and people you know.

Instagram

YouTube

Facebook

Instagram Log in Sign up

theroyalfamily • Follow Message
 4,837 posts 13.3M followers 80 following

The Royal Family
 The latest news and updates on the work of The King, The Queen and The Royal Family.
 linktr.ee/theroyalfamily

500 Words GBK State Opening KE FR Windrush 75 The Coronation

POSTS REELS TAGGED

The Crowning of The King

The Royal Family •
 39.3K posts

Settings

The Royal Family •
 @RoyalFamily
 The latest news and updates on the work of The King, The Queen and The Royal Family.
 United Kingdom • royal.uk • Joined April 2009
 465 Following 5.6M Followers

Posts Replies Media Likes

The Royal Family • @RoyalFamily • 1 Jun
 Happy Birthday, Jim!

Royal British Legion • @PoppyLegion • 1 Jun
 D-Day veteran Jim Miller was honoured to meet The King and Queen at Buckingham Palace for his 100th birthday. He reflected on the Normandy landings and his role in WWII. Now, he's looking forward to

Commonwealth Royal Family's PR strategy

For the future of the Imperial Family...



Imperial Family of Japan in January 2024

- Effective and appropriate PR
→ measures against fake information, slander and insults
- Too accessible to society does not fit in the Imperial Family
→ Japanese royals are completely different from entertainers
- Academic and productive discussions about the Imperial succession
→ not just abusive!

Key References

- 荻上チキ (2007)『ウェブ炎上 ネット群集の暴走と可能性』筑摩書房
- 救国シンクタンク編 (2023)『皇位継承』総合教育出版
- 田中辰雄・山口真一 (2016)『ネット炎上の研究 誰があおり、どう対処するのか』勁草書房
- 中原鼎 (2024)「宮内庁が検討している『皇室Twitter』、ここにきて『大問題』が起きているワケ」『現代ビジネスプレミアム』講談社 URL: <https://gendai.media/articles/-/124458>
- 水島治郎・君塚直隆編 (2018)『現代世界の陛下たち デモクラシーと王室・皇室』ミネルヴァ書房
- 森暢平 (2022)『天皇家の恋愛 明治天皇から眞子内親王まで』中央公論新社
- 吉田裕・瀬畑源・河西秀哉編『平成の天皇制とは何か 制度と個人のはざままで』岩波書店
- 歴史科学協議会編 (2008)『天皇・天皇制を読む』東京大学出版会
- Maja Golf-Papez, Ekant Veer, 'Don't feed the trolling: rethinking how online trolling is being defined and combated', *Journal of Marketing Management*, 33.1. (2017): 1-19
- Ben Hills (2006). *Princess Masako: Prisoner of the Chrysanthemum Throne*. NY: Penguin Group
- Kenneth J. Rouff (2020). *Japan's Imperial House in the Postwar Era, 1945-2019*. Cambridge: Harvard University Asia Center.
- Ben-Amy Shillony, ed (2008). *The Emperor of Modern Japan*. Leiden: Brill.
- 萧西之水 (2020)《菊纹大和绘 日本近现代天皇简史》人民出版社

Thank you for your attention

ご清聴ありがとうございました