

The pattern of the names of the sea in the mass media and its propagation aspects: A case of the sea between Korea and Japan in the Francophone newspapers and broadcasters

YI Saangkyun* and LIM EunJin†

The purpose of this study was to investigate the names used in the newspapers and broadcasters in Francophone countries except France by analyzing the newspaper articles and broadcast contents, and to illuminate how the names of the *East Sea* produced in France, and the discussion about the names was diffused in Francophone countries and what kind of influence they have in those countries.

This paper analyzed the current usage of the names of the *East Sea*, decision making process about the names, and diffusion process of the names from France to Francophone countries by studying the major news media in Francophone countries. This study selected Algeria in North Africa, Belgium and Luxembourg in West Europe, and Quebec in Canada as the research areas. To find out the names of the *East Sea* used in the representative newspapers and broadcasters in research countries, this study collated the newspaper articles and broadcast contents, distinguished features by each country based on this, and identified the interconnectivity by comparing them with France. Building on this basic study, the principles were examined which were applied when map or designation managers of the newspapers and broadcasters through the interview with them. This paper focused on the pattern of the names in the Francophone countries, connectivity with France, and the channels of geographic information from France to the Francophone countries.

Today, it is widely known that Korea and Japan have engaged in a delicate diplomatic warfare around the world for the names of the *East Sea*, and many map-making agents tend to evade this sensitive issue.

As a result, while Algeria in North Africa and Luxembourg are showing inhospitality to the name of *East Sea*, Belgium and Quebec are taking a flexible attitude toward the name. Every Francophone countries are provided with press releases from AFP in France. The result shows that some media stick to the name *Sea of Japan*, though others demonstrate a will to use simultaneously two names.

* Fellow, Northeast Asian History Foundation, Republic of Korea.

† Professor, Kongju National University, Republic of Korea.

INTRODUCTION

The necessity and the purpose of the study

From the next year of the entry into the UN in 1991, the Korean Government has been trying in earnest to proliferate the name *East Sea* in the international community. As a result, lots of countries and the agencies concerned have become to understand the stance of the Korean Government, and map publishers were also getting to use two names simultaneously departing from the old way. The effort for the last 20 years made us to easily find maps with two names for the *East Sea*, although there have been difficulties with interference and deterrence of the Japanese Government adhering to the name *Sea of Japan*.

Over the years, the Korean Government and related organizations have developed various activities, such as research, public relations, *etc.*, to diffuse the name *East Sea*. In order to build up basic data for Korean government to establish policy and strategies for public relations for the promotion of the name *East Sea*, analyses and research in naming process of various cultures, countries, map-making agents need to be preceded. Until now, researches related to the name *East Sea* heavily relied on the government position and the public sector in major countries, while studies on the private sector were not fully satisfactory.

In the last century, the policy of the government was enforced in a rather uniform and standardized way. Recently, however, various voices from the private sector are speaking up in freedom, and even the existing principle of the government are following the new trends of the private sector in some cases. Considering this tendency into map-making, interests of various main agents of economic activity compete against one another, as commercial interests have an influence by priority, rather than the existing government positions. Thus, researches are needed on the present condition of naming, interests and needs of diverse map-making agents in the private sector, deviating from the old way of researching present condition of naming by governments in major countries.

France, with Great Britain, has been one of the two leading countries of map making in the world since the 18 century, and still has an enormous influence on map-making today. The influence of France is significant not only in Europe but world-wide, and extensive in West Europe, Africa, America, *etc.* where french speaking countries are located. Therefore, basic study to establish policy for the diffusion of the name *East Sea* needs to cover France and Francophone countries essentially and synthetically.

According to the preceding research (Yi and Kim, 2015), although the French government has adhered to the name *mer du Japon (Sea of Japan)*, map makers in a variety of the private sector (map publishers, newspapers, broadcasters) in France are getting to use the two names simultaneously for the *East Sea* more and more.

The purpose of this study was to investigate the names used in the newspapers and broadcasters in Francophone countries except France by analyzing the newspaper articles and broadcast contents, and was to illuminate how the names of the *East Sea* produced in France, and the discussion about the names was diffused in Francophone

countries and what kind of influence they have in those countries. This study selected Algeria in North Africa, Belgium and Luxembourg in West Europe, and Quebec in Canada as the research areas.

Advanced research review

Until now studies on the names of *East Sea* have been conducted mainly by various governmental institutions and scholars, and some of the researches by Korean scholars are increasingly acknowledged from the international community such as United Nations Group of Experts on Geographical Names (UNGEGN). The studies on the names of *East Sea* are classified into antiquarian maps and documents, place names, textbooks and so on.

First of all, some researches on naming *East Sea* related antiquarian maps and documents included Yang (2004), Jeong (2010), Kim (2012), Shim (2013), and YI (2014), and other studies related place names were Lee (2004), Joo (2005; 2010; 2012), Kim (2011), Shim and Jeong (2011), and Kim, Yi, and Kim (2015). Studies concerning textbooks were conducted by Son and Han (2006), and Shim (2013). Recently, UNGEGN has paid keen attention to studies related to endonyms, which Joo (2009) took an important role. Moreover, Hwang (2014) from North Korea asserted that the name *East Sea* is orthodox, and using the name *Sea of Japan* is wrongful.

Although studies by Korean scholars had mainly dealt with the impropriety of the name *Sea of Japan* as an outcome of Japanese imperialism, now they tends to emphasize and prove the propriety of the name *East sea*. Furthermore, data for studies has broadened from antiquarian maps to textbooks, undersea features names, recent trends in academia, making viewpoints and subjects far more sophisticated than before. As mentioned above, the previous studies mostly tended to approach the naming *East Sea* as conflict only between South Korea and Japan, but the *East Sea* is shared between South and North Korea. Therefore, it would be much more powerful and persuasive in the international community, if South and North Korea work together through academic exchanges and international cooperation henceforth.

On the other hand, more researches by domestic scholars are still needed on naming place names by map publishers including foreign cartographers (Choi, Shim, and Yun, 2011) and the overseas promotion of the name *East Sea* (Yun and Choi, 2011). Also, the previous studies were limited to geography textbooks or map publishers targeting primarily the United States and the United Kingdom. For these reasons, it is meaningful to investigate other cultural areas as this paper focused on.

Methods and procedures

Representative Francophone countries includes Algeria, Tunisia, and Morocco of North Africa, Belgium, Luxemburg, and Switzerland of Western Europe, and Quebec of Canada. The research area of this study limited to Algeria of North Africa, Belgium and Luxembourg of Western Europe, and Quebec of Canada.

The study progressed as belows, aiming at the usage of the names of the *East Sea* in Francophone media. First of all, complete enumeration survey was conducted with the

data showing how broadcasters and newspapers named the *East Sea* for last six years (2010~2015). Second, the characteristics of naming of each country and each media were drawn based on the collected data. Third, the study attempted to apprehend the correlation between the method and the present condition of naming deduced from Francophone media and those of French data through comparative analysis. Fourth, through the interview with the person in charge of the maps or place naming in the respective media or press, the study tried to find out what principles and standards they based on when they name sea area between Korea and Japan. This study particularly focused on the correlation with France and how the method of French place naming has been diffused in the process of the entire analyses and research.

In this study, the data related to the names of *East Sea* can be divided into the form of text and map. Research on each form has been conducted as follows. First, for the text in newspaper articles, *Sea of Japan (mer du Japon)*, *East Sea (mer de l'Est)* and *Oriental Sea (mer Orientale)* were typed in for search. For searching, one has to type in search word after accessing the web site of each newspaper company and broadcaster. Assuming the majority of names for *East Sea* is *Sea of Japan*, the first search word was *Sea of Japan*. In some cases, the name of *Sea of Japan* was recognized as one word itself, but in others, 'Japan' and 'sea' are recognized as individual words. Thus, this study took both methods of searching with the form of 'mer du Japon' and typing in "Japon" and "mer" respectively.

In sequence, in searching the data concerned with *East Sea (mer de l'Est)*, typing in the name of Korea (Corée) together was always necessary. The reason is that plenty of results unrelated to Korea were searched when typing in only the name *East Sea*, while related data were easily found with the search word *Sea of Japan* because the sea name included the country's name Japan.

Lastly, when searching the relevant data with the name of *Oriental Sea (mer Orientale)*, inputting the name of Korea (Corée) together was mandatory like the case of the name *East Sea*. It showed that the results with the means of searching the name of *East Sea (mer de l'Est)* and *Oriental Sea (mer Orientale)* mostly overlapped with the articles concerned with the *Sea of Japan*.

Since it was difficult to collect the data of related maps by using the search words above, topics representing the situation around the Korean Peninsula were typed in for search words, like the weather (typhoons or earthquakes), the situation on the Korean Peninsula (the bombardment of Yeonpyeong island and nuclear tests and missile launching of North Korea, etc.), and nuclear plant issues of Japan. Maps were often provided with the texts for European, Canadian, Algerian readers to enhance understanding, who are not familiar with geographical information around Korean Peninsula. In these cases, naming *East Sea* in the particular press or media could be identified. For reference, subdividing results by the accuracy of the articles and the date was possible, but majority of the articles had to be examined one by one, as the subdividing function did not work many times.

THE PRESENT CONDITION OF THE NAMES FOR THE EAST SEA

The four target countries of this study were Belgium and Luxembourg in West Europe, Quebec in Canada, and Algeria in North Africa. The target press companies included three in Belgium (two newspapers, one broadcaster), two in Luxembourg (one newspaper, one broadcaster), two in Quebec (one newspaper, one broadcaster), and two in Algeria (one newspaper, one broadcaster). This chapter analyzed the names for the *East Sea* used in each target company.

Belgium

Belgium, one of the Benelux and borders on France, Netherlands, Germany, and Luxembourg, uses Dutch (56%), French (32%), Dutch and French commonly (in Brussels, 11%), and German (1%) as the official languages. The Research of names for the *East Sea* in Belgium aimed at "Le Soir," "Le Libre Belgique," and "RTL-TVI."

According to the result of the research about articles about *East Sea* on Le Soir, most of the articles used the single name of *Sea of Japan*. *Sea of Japan* was mostly used even in the articles about only South or North Korea, not related to Japan. Following article mentions Dokdo as a dispute case between Korea and Japan, reporting the territory dispute between China and Japan. It names *East Sea* as *Sea of Japan (mer du Japon)*" first, and puts *East Sea (mer de l'Est* : it is called in Seoul) in brackets.

La fièvre anti-Japon monte dangereusement en Chine

D'autres litiges

Outre les îles Diaoyu/Senkaku (notre photo), d'autres îles du Pacifique font l'objet d'un contentieux territorial.

*Rochers Liancourt (Dokdo en coréen, Takeshima en japonais) : administrés par la Corée du Sud depuis 1951, ces deux îlots rocheux situés en **mer du Japon (mer de l'Est pour Séoul)** et revendiqués par Tokyo ne sont habités que par un contingent de policiers sud-coréens. KIESEL, VERONIQUE, Page 7, Mercredi 19 septembre 2012*

Also, the short article reporting that North Korea fired 2 missiles toward *East Sea* calls *Oriental Sea (mer Orientale)* first, putting *Sea of Japan (mer du Japon)* in brackets. Referring to *Oriental Sea* first with no explanation is quite unusual. The same article can be found on La Libre Belgique, which was provided from AFP.

La Corée du Nord lance deux missiles qui échouent en mer

*"Le Nord a tiré deux missiles vers la **mer Orientale (mer du Japon)** depuis la côte Est du pays", a indiqué à l'AFP un porte-parole du ministère sud-coréen de la Défense, refusant de préciser le type d'engin lancé. Selon l'agence sud-coréenne Yonhap, qui cite un responsable militaire, il s'agissait de missiles Scud à courte portée, soit environ 500 km.*

*Jeudi, la Corée du Sud avait déjà annoncé le lancement par le Nord de trois engins, également à courte portée et en **mer du Japon**. Le geste avait été considéré comme une démonstration de force de la part du régime nord-coréen à l'approche de la visite à Séoul du président chinois Xi Jinping, les 3 et 4 juillet.*

AFP Publié le dimanche 29 juin 2014 à 08h20 - Mis à jour le dimanche 29 juin 2014 à 09h46

Investigating the recent articles of La Libre, the number of the articles with the single name of Japan Sea was overwhelmingly high, but some articles are also found, simultaneously using *East Sea* and *Sea of Japan*, or naming the sea *Oriental Sea* instead of *East Sea*. La Libre is also provided with the most of articles from AFP.

The following article reports that North Korea fired missiles toward *East Sea* protesting Xi Jinping's visit to South Korea.

It is an unusual case in that the article refers to it as *Oriental Sea* (*mer Orientale*) instead of *East Sea* (*mer de l'Est*). It is also noteworthy in that it puts *Oriental Sea* (*mer Orientale*) first and *Sea of Japan* (*mer du Japon*) in brackets with no explanation, like the former case. However, the single name of *Sea of Japan* is used at the end of the article.

La Corée du Nord lance deux missiles qui échouent en mer

"Le Nord a tiré deux missiles vers la mer Orientale (mer du Japon) depuis la côte Est du pays", a indiqué à l'AFP un porte-parole du ministère sud-coréen de la Défense, refusant de préciser le type d'engin lancé. Selon l'agence sud-coréenne Yonhap... .. (omitted)... Jeudi, la Corée du Sud avait déjà annoncé le lancement par le Nord de trois engins, également à courte portée et en mer du Japon.
AFP Publié le dimanche 29 juin 2014 à 08h20 - Mis à jour le dimanche 29 juin 2014 à 09h46

Research on the recent news about *East Sea* from RTL-TVI broadcasting results in various naming cases including the single usage of *Sea of Japan*, the usage of the two names simultaneously, and the usage of *Oriental Sea*, not *East Sea*. However, usage of the two names (*East Sea* and *Sea of Japan*) simultaneously has conspicuously increased since 2013. While most of the articles has reported issues related North Korea or the political disputes between South Korea and Japan, the following article reports the popularity of K-pop. Table 1 shows the contents of the articles and the names of *East Sea* used in the newspapers and broadcasting in Belgium.

Japon-Corée du Sud: glace politique, feu musical

Publié le 04 avril 2014 à 20h51

Tokyo et Séoul se disputent un archipel en mer du Japon (appelée mer de l'Est par les Coréens), mais surtout c'est l'héritage de la dernière guerre et de la colonisation par le Japon impérial de la péninsule coréenne de 1910 à 1945 qui pèse lourd entre ces deux alliés des Etats-Unis.

As a result, most of the representative newspapers and broadcasting in Belgium seem to use the single name *Sea of Japan*. Even in the same press company, however, *Sea of Japan* is used alone in some articles, but the two names are used simultaneously in others. In the later cases, they refers to it as *Sea of Japan* first, putting *East Sea* in brackets with an additional explanation like "Koreans call it *East Sea*". Also, it is noticeable that Europeans still acknowledge *East Sea* as *Oriental Sea*, because the name *Oriental Sea* (*mer Orientale*) was named by Europeans since 17th century. There are also some cases that they use *Oriental Sea* and *Sea of Japan* (*mer du Japon*) simultaneously. Most of the newspapers quote articles released from AFP in France. It shows that France has a profound impact on Francophone media, indeed.

Table 1. The Names for the East Sea Used in Belgium

Type of media	Name	The name used for the East Sea	Subject	Title	Date
News-paper	le Soir	mer du Japon	Dokdo	U.S. stance for Dokdo	2012 0909
News-paper	le Soir	mer du Japon	Culture	Psy's Gangnam Style	2012 1010
News-paper	le Soir	mer du Japon	North Korea	North Korea's missiles (Protest against ROK-US joint military exercise)	2014 0713
News-paper	le Soir	mer de l'Est + mer du Japon	North Korea	North Korea's nuclear threats	2013 0409
News-paper	le Soir	mer de l'Est + mer du Japon	Dokdo, Territory	Sino-Japanese territorial disputes, Dokdo conflict between Japan and Korea	2012 0919
News-paper	le Soir	mer Orientale (mer du Japon)	North Korea	North Korea's missiles (Protest against Chinese premier's visit to Korea)	2014 0629
News-paper	La Libre Belgique	mer du Japon	Dokdo, Territory	A test flight near Dokdo by Korean	2011 0714
News-paper	La Libre Belgique	mer du Japon	North Korea	A request for North Korea to stop launching missiles	2014 0322
News-paper	La Libre Belgique	mer du Japon	Military	ROK-US joint military exercise	2015 0302
News-paper	La Libre Belgique	mer de l'Est + mer du Japon	North Korea	Japanese activities responding to North Korea's missile launches	2013 0409
News-paper	La Libre Belgique	mer de l'Est + mer du Japon	North Korea	North Korea's missiles, Pope Francis' visit to Korea	2014 0814
News-paper	La Libre Belgique	mer Orientale (mer du Japon)	North Korea	North Korea's missiles (Protest against Chinese premier's visit to Korea)	2014 0629
Broad-caster	RTL-TVI	mer du Japon	North Korea	U.N. Security Council sanctions against North Korea's nuclear test	2009 0529
Broad-caster	RTL-TVI	mer du Japon	North Korea	North Korea's Missile launch to the East Sea (protest against ROK-US joint military exercise)	2013 0518
Broad-caster	RTL-TVI	mer du Japon	Nature (Typhoon)	Typhoon Goni struck Kyushu in Japan	2015 0825
Broad-caster	RTL-TVI	mer de l'Est + mer du Japon	North Korea	The US's response to North Korea's missile provocation	2013 0315
Broad-caster	RTL-TVI	mer de l'Est + mer du Japon	North Korea	Japanese activities responding to North Korea's missile launches	2013 0414
Broad-caster	RTL-TVI	mer de l'Est + mer du Japon	North Korea	Japanese activities responding to North Korea's missile launches	2014 0406
Broad-caster	RTL-TVI	mer de l'Est + mer du Japon	Culture	Political discord between Korea and Japan and K-pop	2014 0404
Broad-caster	RTL-TVI	mer Orientale (mer du Japon)	North Korea	North Korea's missiles(Protest against Chinese premier's visit to Korea)	2014 0629

Luxembourg

Luxembourg is a landlocked country in central Western Europe, bordered by France, Germany, and Belgium. Its population amounts to 542,000, with Luxembourgers (63.1%), Portuguese (13.3%), French (4.5%), Italian (4.3%), and German (2.3%). The country uses three languages as official — Luxembourgish which is used daily; French and German used as written language in government. This study examines newspaper articles from L'essentiel and broadcast contents from RTL.

By looking at recent articles of L'essentiel, it only uses the name, *Sea of Japan* when referring to the *East Sea*. This differs from newspapers and broadcasters of Belgium that use various names to refer to the *East Sea*. Although L'essentiel also receives articles from AFP, L'essentiel deliberately use the single name *Sea of Japan*.

For example, in an article (2015. 10.31) that reports North Korea fired a missile in opposition to Xi Jinping's visit to South Korea, L'essentiel use the single name *Sea of Japan* twice, while La Libre Belgique of Belgium uses *Oriental Sea (mer Orientale)* and *Sea of Japan (mer du Japon)* simultaneously, although AFP provided both La Libre Belgique and L'essentiel with the same article.

On recent news contents from RTL in regards to the *East Sea*, they either use the single name *Sea of Japan* or do not write anything to identify the sea between the Korean Peninsula and the Japanese Islands. Most of articles for TV broadcasting are also provided by AFP.

The following article is on the history of Russian immigrants in China. It says that the Russian immigrants were subject to prejudice and surveillance in China during the Soviet era, but now the biased point of view against them is changing as China and Russia are constructing cooperation in various aspects. In line with this, the article mentions that China and Russia are mounting a joint military exercise in *Sea of Japan (mer du Japon)*. Although the article deals with third parties that are not related to Korea or Japan, RTL uses the single name *Sea of Japan*.

En Chine, au bord du fleuve Amour, les souvenirs amers des descendants d'exilés russes

AFP - lundi 31 août 2015

Pékin contrôle encore assez étroitement le sujet de la Révolution culturelle, mais les médias chinois ont pu rapporter au cours des dernières années l'histoire de ces villageois. Les relations entre la Chine et la Russie se sont réchauffées avec Deng Xiaoping et les deux pays ont finalement résolu leurs derniers conflits frontaliers en 2004.

*Ils s'entendent désormais souvent sur les votes au Conseil de sécurité de l'ONU, la Chine est un marché clé pour le pétrole et le gaz russe, et des exercices militaires conjoints sont organisés, de la **mer du Japon** à la Méditerranée.*

Table 2 lists how newspapers and broadcasters of Luxembourg name *East Sea*. It shows that most of them use *Sea of Japan* to refer to the *East Sea*.

Table 2. The Names for the East Sea Used in Luxembourg

Type of media	Name	The name used for the East Sea	Subject	Title	Date
News-paper	L'Essentiel	mer du Japon (sea of Japan)	Nature (Typhoon)	Typhoon Noul affecting Okinawa in Japan	2015 0512
News-paper	L'Essentiel	mer du Japon	Nature (Typhoon)	Typhoon Goni struck southwest region of Japan	2015 0825
News-paper	L'Essentiel	mer du Japon	North Korea	North Korea's 5 missile launches (capitalization for "Sea of Japan")	2013 0520
News-paper	L'Essentiel	mer du Japon	North Korea	North Korea's missiles (Protest against Chinese premier's visit to Korea)	2014 0629
News-paper	L'Essentiel	mer du Japon	North Korea	North Korea's missiles (Protest against ROK-US joint military exercise)	2015 0302
Broad-caster	RTL	mer du Japon	Nature (Typhoon)	Typhoon Nangka's expected to attack Honshu before leaving for the Sea of Japan	2015 0717
Broad-caster	RTL	mer du Japon	Culture, Migration, and Politics	History of immigrants from Russia, Russian-Chinese Joint Military Exercises in Sea of Japan	2015 0831
Broad-caster	RTL	mer du Japon	Nature (Nuclear Power Plant)	Fukushima Nuclear Power Plant	2015 0811
Broad-caster	RTL	others (unmarked)	Society	Suicide attempt in Shinkansen in Japan	2015 0630

Quebec in Canada

Quebec is a state of eastern Canada which is bounded on the west by Ontario, the east by Newfoundland and Labrador, the south-east by New Brunswick, the south by Maine, New Hampshire, Vermont, New York of the United States. Quebec is the largest state of Canada with its population of 8,214,672 (aggregated in 2014). Many French descendants have settled down in Quebec, which is the only state of Canada that uses French as an official language instead of English. It is known that 79.6% of residents of Quebec speak French as their mother tongue and 81.8% of them speak French at home (aggregated in 2006). Research on the usage of names of the *East Sea* in Quebec aimed at La Presse, a representative newspaper of the region, and TVA broadcasting company.

In recent articles of La Presse related to the usage of the names of the *East Sea*, plenty of single usages of *Sea of Japan* were found, but various names were also used, such as the parallel usages of *Sea of Japan/East Sea* and *Sea of Japan/Oriental Sea*, and non-marking. Although associated with the same subject, an article marked *Sea of Japan* solely, another article marked *East Sea* and *Sea of Japan* simultaneously, and several maps were located where they deliberately deleted the name of the sea. It is interesting

Broadcasters and newspapers of Canada mainly mention or deal with the sea between the Korean Peninsula and the Japanese Islands in regard to missile launching experiments of North Korea, moves of Chinese Premier - Xi Jinping, tsunami hazard in Japan, the path of a typhoon, *etc.* It is identified that "La presse" mostly utilizes the google map for data screen. It is interesting to note that they got rid of all of the sensitive names on the maps while they use the name *Sea of Japan* apparently in the article contents. TVA, one of the private broadcasters of Quebec, mostly used the single name *Sea of Japan* alike newspapers, marked the two names *East Sea* and *Sea of Japan* simultaneously several times, and used other markings only a few times.

Examining broadcasting data of TVA, a case was identified in which they used the two names simultaneously on the map – *East sea* came first, followed by the name *Sea of japan* (April 2013).

Although it is a Francophone state, Quebec is located far from the mainland of France in the geographical aspect, and is closely related to other English-speaking region in Canada, the United States, and the United Kingdom. Therefore, its types of articles related to its naming *East Sea* seems significantly different from those of other francophone countries in Western Europe.

Table 3. The Names for the East Sea Used in Quebec

Type of media	Name	The name used for the East Sea	Subject	Title	Date
Newspaper	La Presse	mer du Japon	Politics, Territory	Korea, China, and Japan build Free Trade Zone rather than territorial disputes	2012 1120
Newspaper	La Presse	mer du Japon	Military	ROK-US joint military exercise in East Sea	2010 0724
Newspaper	La Presse	mer du Japon	North Korea	North Korea's missiles(Protest against Chinese premier's visit to Korea)	2014 0708
Newspaper	La Presse	mer du Japon	Military	Russian-Chinese Joint Military Exercises in East Sea, Chinese battleship sailing around the Japanese Islands	2013 0802
Newspaper	La Presse	mer de l'Est + mer du Japon	Nature (Typhoon)	Typhoon Halong struck Japan	2014 0811
Newspaper	La Presse	mer de l'Est + mer du Japon	North Korea	North Korea's missiles(Protest against Chinese premier's visit to Korea)	2014 0626
Newspaper	La Presse	mer Orientale (mer du Japon)	North Korea	North Korea's missiles(Protest against Chinese premier's visit to Korea)	2014 0628
Newspaper	La Presse	others (Oriental Sea)	North Korea	Summary of crucial events related to the tension surrounding the Korean Peninsula(2012.2-2013. 3)	2013 0401

Type of media	Name	The name used for the East Sea	Subject	Title	Date
News-paper	La Presse	others (Oriental Sea)	North Korea	North Korea's missiles	2014 0227
News-paper	La Presse	others (unmarked)	Nature (Typhoon)	Typhoon Goni	2015 0825
News-paper	La Presse	others (unmarked)	Nature (Typhoon)	Typhoon Neoguri	2014 0709
News-paper	La Presse	others (unmarked)	Nature (Typhoon)	Typhoon Neoguri	2014 0710
News-paper	La Presse	others (unmarked)	Military	ROK-US joint military exercise	2014 0714
Broad-caster	TVA	mer du Japon	Nature (Siberian Tigers)	Habitats of Siberian Tigers (China/The northeastern part of the Korean Peninsula/Sea of Japan)	2012 0617
Broad-caster	TVA	mer de l'Est + mer du Japon	North Korea	North Korea's threat	2013 0407
Broad-caster	TVA	others (unmarked)	Nature (Tsunami)	Earthquakes and tsunamis in Japan	2011 0311

Algeria

Algeria is a republic in Northwest Africa on the Mediterranean coast. It is bordered on the west by Morocco, on the east by Tunisia, on the southwest by Libya, Niger, Mali, and Mauritania. The total population of the country is 32.5 million, which is composed of native Berbers, and Arabs who has settled since 7th country. The official language of the country is Arabic, and Tamazigh is also defined as state language by law. For Algeria was the colony of France in the past, people usually speak French in the educational and administrative field. However, it is not a regular member of francophone international organization (OIF, organisation internationale de la francophonie). E1 Watan, the newspaper, and Ennahar TV are analyzed in Algerian region.

After analyzing the articles of E1-Watan about naming *East Sea*, it was found that the most of them marked *East Sea* as only *Sea of Japan* regardless of the target and the region. Mostly, they publish the articles as they get them from AFP, but there are a lot of reviews of the journalists of E1-Waton. The newspaper always marked *Sea of Japan* instead of *East Sea*, but they exceptionally mentioned that “it is called *East Sea* in South Korea, not *Sea of Japan*” once, when they emphasized the promotion of the exchange between Korea and Algeria. To sum up the article, the reporter argued that in order to make economic development, Algeria needs to model itself on South Korea which has risen as an economic power despite the past under colonial rule, as South Korea and Algeria share the experience of having been colonies of imperialism. It was also asserted that exchange between the two countries should be expanded in various ways, as most Koreans have little idea of Algeria. For Algerian readers who do not know about South Korea well, the reporter explained that Koreans prefer using the name *East Sea* (*Mer de l'Est*) to using *Sea of Japan* (*Mer du Japon*). It seems that he used the name *East Sea* in

Korean's position, for the article was about promoting exchange between the two countries.

Since Arab Spring starting from December 7th 2010, anti-government leaders took note of the alternative media to lead public opinion. Most private media were established at that time. However, many of them are having difficulty due to poor visibility and financial crisis, and some companies already stopped broadcasting.

This study analyzes the news of Ennahar, one of the private broadcasters, about *East Sea*. As a result, it only marked the name *Sea of Japan*, or marked nothing where the *East Sea* exists on the maps.

La Corée du sud aspire à être la 7e puissance économique mondiale : Un modèle à suivre pour l'Algérie

le 10/05/2010 | 22:52

L'Algérie se trouve-t-elle en Europe de l'Est ?» La question est sérieusement posée par un jeune vendeur dans un grand magasin de prêt-à-porter situé en plein centre de Séoul. ... (omitted) ...

*Cette présence japonaise dans la péninsule coréenne avait été tellement dure qu'elle a laissé des stigmates visibles dans le pays du Matin calme. Dans l'île de Jéju-Do, dans le sud, le Japon est toujours appelé «ennemi». Les Coréens préfèrent toujours parler de **mer de l'Est** au lieu de **mer du Japon** pour désigner cette étendue aquatique qui les sépare du pays du Soleil levant, jadis empire dominant. L'occupant japonais avait même interdit l'enseignement du coréen et avait tenté de déplacer des temples bouddhistes. Cela ressemblait déjà, à l'époque, à du pillage culturel. Des historiens ne manquent pas de faire un parallèle entre la colonisation française de peuplement en Algérie et la colonisation de dépossession japonaise en Corée du Sud. «Nous partageons les mêmes souffrances dues à un colonialisme féroce», nous a confié un universitaire. (omitted below)*

Table 4. The Names for the East Sea Used in Algeria

Type of media	Name	The name used for the East Sea	Subject	Title	Date
News-paper	EL-Watan	mer du Japon	North Korea	ROK-U.S. joint military exercise stimulated North Korea	2010 0725
News-paper	EL-Watan	mer du Japon	Politics, Territory	South Korean fishing boats fishing in the East Sea, detained by North Korea	2010 0809
News-paper	EL-Watan	mer du Japon	North Korea	North Korea's missiles	2013 0519
News-paper	EL-Watan	mer du Japon	North Korea	North Korea's missiles	2009 0705
News-paper	EL-Watan	mer du Japon	Nature (Earthquake)	Earthquakes and tsunamis in Japan	2014 0828

Type of media	Name	The name used for the East Sea	Subject	Title	Date
News-paper	EL-Watan	mer de l'Est + mer du Japon	Politics	Koreans prefer the name East Sea to the Sea of Japan, Promoting exchanges between Korea and Algeria	2010 0510
Broad-caster	Ennahar TV	mer du Japon	Military	North Korea short-range missiles, launched toward the Sea of Japan	2013 0518
Broad-caster	Ennahar TV	mer du Japon	Nature (Typhoon)	Typhoon Goni changed its course toward the Sea of Japan	2015 0825
Broad-caster	Ennahar TV	others (unmarked)	Nature (Earthquake)	An earthquake of magnitude 6.8 occurred on the northeast coast of Japan	2015 0513
Broad-caster	Ennahar TV	others (unmarked)	Nature (Earthquake)	Earthquakes in Japan	2010 0503
Broad-caster	Ennahar TV	others (unmarked)	Nature (Earthquake)	an earthquake of magnitude 5.6 occurred in Tokyo	2015 0525

THE TREND OF THE NAMES OF THE *EAST SEA* USED IN THE MASS MEDIA OF FRANCOPHONE COUNTRIES

This chapter displays in diagram form the results of analyses above on the present condition of naming *East Sea* in representative newspapers and broadcasting in Belgium, Luxembourg, Quebec of Canada, and Algeria, and attempts to identify trends at large.¹

As you can see in Figure 3, the names of the sea between the Korean Peninsula and Japanese Islands are overwhelmingly in the articles about North Korea (71%, 41cases), especially about missile lunches of North Korea. In addition, cases about typhoons or earthquakes appear 9%, 15% respectively. The names of the sea also are mentioned when publishing the issues about political cooperation or conflict among South Korea, China, and Japan.

A reporter at the Korean branch of AFP explained the reason why there were so many articles about North Korea among articles related to the usage of names of the *East Sea*.²

“An article can be published only when the clients from each country are interested in the subject regardless of the quality of the report. It seems that articles about North Korea are published preferentially since North Korea draws far more attention overseas than South Korea does.”

The present condition of the names for the *East Sea* used in each country can be analyzed as follows. About 20 news were found to be related to the *East Sea*, in Belgian representative newspapers, “Le Soir” and “La Libre Belgique”, and in Belgian representative broadcaster, “RTL-TVI”.

¹ This Study selected data from 2010 to 2015 as subject of analysis.

² As this interview took place under the closed condition, the reporter’s identity is confidential.

Figure 3. The Types of the Names for the East Sea

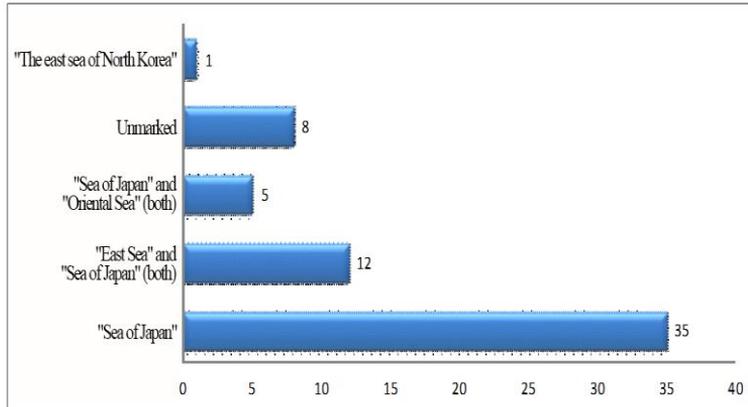
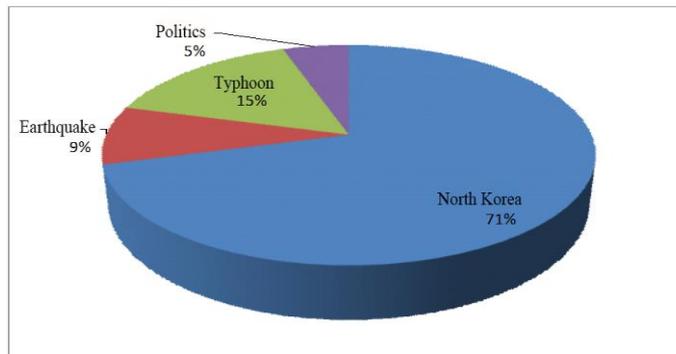


Figure 4. Main Keywords of the News with the Names for the East Sea



While 11 cases (55%) out of them used only *mer du Japon* (*Sea of Japan*), 8 cases used *mer du Japon* (*Sea of Japan*) followed by *East Sea* in brackets with an explanation “*mer de l’Est pour les Coréens* (*East Sea to Koreans*)”. Other 3 cases used simultaneously two names “*mer Oriental* (*Oriental sea*) and *mer du Japon* (*Sea of Japanese*). The number of cases using two names simultaneously has evidently increased since 2013. Most of the press, in fact, quoted the news from AFP as they were.

The articles of Luxemburg newspaper (L' Essentiel) and broadcasting company (RTL) including the names of *East Sea* were detected as 9 cases, and these all used *Japanese Sea* (*mer du Japon*) only. These press were figured out that they write articles with the reference data from AFP of France. The press of Luxemburg was proven to use the name *Sea of Japan* only, even though they were offered data with the two names *East Sea* and *Sea of Japan* simultaneously. On the other hand, in Belgium press, some news used the two names simultaneously, although in most of the cases they marked the single name *Sea of Japan*.

In a newspaper (La Presse) and a broadcaster (TVA) in Quebec, 17 cases of news were found related to the names of the *East Sea*. 7 cases out of them used solely *Sea of Japan* (*mer du Japon*), and 3 cases used *East Sea* simultaneously. 4 cases had no name at all for the *East Sea*. It is interesting to note that in one article about missile launching of

North Korea the name of *East Sea* were marked as "the sea bounded on the eastern coast of North Korea (la mer sur la côte orientale de la Corée du Nord)" (Feb 2014).³

The articles of Algeria newspaper (El-Watan) and broadcasting company (Ennahar TV) covered the names of *East Sea* in 12 cases. When it comes to El-Watan, they almost always used the name *Sea of Japan* only except one case. In that exceptional case of using the two name simultaneously, it is stated in the article that Korea and Algeria share painful experiences under colonial rule, so Algeria should make economic developments following the example of Korea which has risen from the past and stepped forward to be a great economic power. The reporter explained that "Koreans prefer using the name *East Sea* (Mer de l'Est) to using *Sea of Japan* (Mer du Japon)". The broadcasting company tended to use the name *Sea of Japan* only or no name at all.

Since most Francophone press report news based on AFP data as it is, their way of naming *East sea* is similar to that of French Press. However, in some cases of Belgium press, they arbitrarily added the name *East Sea* simultaneously, despite the usages of sea names in AFP, which is a highly encouraging sign to Koreans. Nonetheless, the press of Luxemburg or Algeria appear to show an unusually unfavorable reception to marking *East Sea*. Thus, it is an urgent matter to promote the name *East Sea* towards these press.

As many as 5 cases of using both the names of *Orient Sea* (*mer Orientale*) and *Sea of Japan* were detected, and all of them in the articles or broadcasts covered the story that North Korea has launched missile complaining Chinese premier visiting South Korea (2014.06.29), and they are figured out to be commonly based on data from AFP. The name *Orient Sea* (*mer Orientale*) has been one of the names to call *East Sea* in the Western society since around the 18th century, and it seems to be still used there conventionally. As the name *Orient Sea* is totally different from the name *East Sea* (*mer de l'Est*), which the Korean government requires to use, further studies are needed about those press using the name *Orient Sea* and strategies for promoting the name *East Sea* toward them should be planned urgently.

CONCLUSIONS

The purpose of this study was to investigate the names used in the media (newspapers and broadcasting) in Francophone countries except France, and how the names of the *East Sea* and the discussion about the names in France were diffused in Francophone countries and what kind of influence they had on those countries. The research objects are media organizations in Belgium and Luxembourg in West Europe, Quebec in Canada, and Algeria in North Africa.

From 2010 to 2015, about 60 newspaper articles and broadcast contents were found related to *East Sea*. Analysis showed that *Sea of Japan* was most used in 35 cases, *East Sea* and *Sea of Japan* were simultaneously used in 12 cases, *Sea of Japan* and *Orient Sea* simultaneously in 8 cases, no name in 8 cases, and "the sea bounded on the eastern coast of North Korea" in 1 case.

³ In the article, when mentioning Dokdo, it says "an isolated island in the Sea of Japan(mer du Japon)", which could lead to misunderstanding of "Dokdo in the Sea of Japan".

The names for the *East Sea* were most mentioned in 41 cases (71%) when the contents were about the North Korea, especially with its launch of missiles. A reporter at the Korean branch in AFP said that the foreign press prefer the news related to North Korea because lots of countries in the world have more interest in North Korea than in South Korea.

The names for the *East Sea* used in each country are as follow. About 20 cases were found from news in Belgian representative newspapers, “Le Soir” and “La Libre Belgique”, and in Belgian representative broadcaster, “RTL-TVI”. Among these cases, 11 cases (55%) used only *mer du Japon (Sea of Japan)*, 8 cases used *mer du Japon (Sea of Japan)* first and added the explanation like *mer de l’Est pour les Coréens (East Sea to Koreans)* in brackets, and 3 cases used simultaneously two names *mer Oriental (Oriental sea)* and *mer du Japon (Sea of Japan)*. The cases using two names simultaneously have been consistently increasing since 2013. Through interviews with the managers of Belgian newspapers “Le Soir” and “La Libre Belgique”, however, they said there were no internal principles in regard to the names for the *East Sea* in their companies.

From news in Luxemburg newspaper, L’Essentiel and, in Luxemburg broadcaster, RTL, 9 cases were located covering names of *East Sea*, all of which used only *Sea of Japan (mer du Japon)*. Like Belgian press, most of Luxemburg press are provided with press releases from AFP in France. Some articles in Belgium voluntarily adopted the two names simultaneously, but in Luxemburg press, they used only *Sea of Japan* on purpose, even though the news provided from AFP used the two names simultaneously. Regarding this, Denis Berche, the chief editor of L’Essentiel in Luxemburg, responded that there was no principles for the names of *East Sea*, and they just used the same names to the news from AFP as they were. Contrary to his explanation, all of the articles of L’Essentiel were found to mark the single name *Sea of Japan*.

A newspaper (la presse) and broadcaster (Tva) in Quebec had 17 articles related to the names of *East sea*. Among them, 7 articles used *Sea of Japan (mer du Japon)* only, and 3 articles marked both *East Sea* and *Sea of Japan*. 4 articles didn’t marked any names of the sea. An interesting case of an article from Quebec about North Korean missile launches was found to describe *East Sea* “the sea bounded on the eastern coast of North Korea (la mer sur la cote orientale de la Coree du Nord)”. Although the press and media in Quebec of Canada, receive a number of articles from AFP, it seems that geographically they are closely connected with those of the English speaking areas in Canada and the United States. In fact, it was easy to find the articles provided by CNN and AP, etc. in searching articles from Quebec.

Finally, the newspaper (El-Waten) and the broadcaster (Ennahar TV) in Algeria had 12 articles including the names of *East Sea*. El-Waten, a private newspaper in Algeria, marked only Japan Sea in the articles except one case. It seems that media in Algeria also get many articles from AFP, but it was not easy to identify their relationships with other press agencies, as they did not specify the source of the news clearly and vaguely mentioned just agency in some articles.

In short, in Algeria in North Africa and Luxembourg in West Europe they tend to most unfavorable to the name *East Sea*, while in Belgium in West Europe and Quebec in Canada they show relatively flexible tendency about marking *East Sea*. Generally, most

of Francophone media commonly receive the news release form AFP. While some of them hold on to the single name *Sea of Japan*, others show willing to use the two names simultaneously.

REFERENCES

- Choi, Jongnam-Shim, Jeongbo· Yoon, Okkyung (2011). Labeling and principles of geographic naming of the sea between Korea and Japan with reference to the atlas and geography textbook publishers of the United States and the United Kingdom. *Journal of the Korean Cartographic Association*, 11(2), pp. 27-37.
- Choo, Sungjae (2007). Recent progress for restoring the name East Sea and future research agenda. *Journal of the Korean Cartographic Association*, 7(1), pp. 1-9.
- Choo, Sungjae (2009). Endonym, geographical feature and perception: The case of the name East Sea/Sea of Japan, *Journal of the Korean Geographical Society*, 44(5), pp. 661-674.
- Choo, Sungjae (2010). Geopolitics of the East Sea and the issue of its naming, *Journal of the Korean Cartographic Association*, 10(2), pp. 1-11.
- Choo, Sungjae (2012). Recent discussions on the naming of the sea between Korea and Japan and topics of the geographical toponymy, *Journal of the Korean Geographical Society*, 47(6), pp. 870-883.
- Han, Sangbok (1992). The proper name for the sea between Korea and Japan from the oceanographic point of view. *Journal of the Korean Geographical Society*, 27(3), pp. 272-277.
- Hwang, Myong-Chol (2014) Historic origin of East Sea of Korea and criminal character of having marked <Sea of Japan>, *Asia-Pacific Journal of Marine Science&Education*, 4(1), pp. 127-135.
- Im, Deoksoon (1992). The name of “ East Sea” on the political geographical perspective. *Journal of the Korean Geographical Society*, 27(3), pp. 268-271.
- International Hydrographic Bureau (1929). Report of the proceedings of the first supplementary international conference, Monaco, April 9-20, 1929.
- Jung, Inchul (2010). Survey on the place names of East Sea in the western old maps preserved at the Biblioth? que Nationale de France. *Journal of the Korean Cartographic Association*, 10(2), pp. 13-27.
- Jung, Inchul (2014). Contribution of French royal academy of science on the European mapping of China in the eighteenth century. *Journal of the Korean Geographical Society*, 49(4), pp. 585-600.
- Kim, Deok Ju (1999). A Study on the geographical name of the East Sea. *Seoul international law journal*, 6(2), pp. 1-26.
- Kim, Jong Yeon (2008). A study on governmental and international organizations on geographical names of foreign countries -A study for territory education-. *The journal of the Korean association of geographic and environmental education*, 16(4), pp. 387-398.
- Kim, Jong Yeon (2011). A study on the role of British geographic societies on formation of ‘Conventional English Names’ on Korea. *Journal of the Korean Cartographic Association*, 11(1), pp.13-24.
- Kim, Jong Yeon (2012). A study on the cartographic materials on Korea collected by British government and cartographers in the early 20th century. *Journal of the Korean Cartographic Association*, 12(1), pp. 85-102.
- Kim, Shin (2001). A study of the historical process of East Sea naming. *The Journal of Business History*, 16(3), pp.199-222.
- Kim, Shin (2004). East Sea and IHO: Focused on the Limits of Oceans and Seas, *10th International Seminar on the Naming of Seas*, pp. 149-161.
- Kim, Shin (2011). Review of the limit and name in East Sea. *The Journal of e-Business*, 12(1), pp.111-133.

- Kim, Sun-Bae (2012). *A Study on the Cultural Politics of Place Names in Korea*. Kyungin Publishing.
- Kim, Sun-Bae (2013). The standardization of geographical names in Korea. *Journal of the Place Name Society of Korea*, 19, pp. 5-70.
- Kim, Sun-Bae·Kim, Younghoon·Yi Saangkyun (2015). Exploring rationale and approach for dual naming of East Sea: From unity to variety perspectives. *Journal of the Korean Cartographic Association*, 15(1), pp. 1-14.
- Klinghoffer, Arthur Jay (2006). *The power of projections: how maps reflect global politics and history*, Santa Barbara: Praeger.
- Lee, Kisuk (1992). Historical reorganization of the East Sea (Oriental Ocean) before and after the age of discover. *Journal of the Korean Geographical Society*, 48, pp. 278-283.
- Lee, Kisuk (1998). The historical precedent for the geographical name of the `East Sea` and a Strategy for international standardization. *Journal of the Korean Geographical Society*, 72, pp. 541-556.
- Lee, Kisuk (2004). Geographical studies and international organizations: Concerning international standardization of the geographical name of East Sea. *Journal of the Korean Geographical Society*, 39(1), pp. 1-12.
- Lee, Sang-Tae (2004). A study on the East Sea(Donghae) in the Werstern old map. *Journal of Cultural and Historical Geography*, 16(1), pp. 157-164.
- Lee, Seung Su·Oh, Il Whan (2010). Geographical cognition and the literary geography figuration of the "Dong Hae" in Joseon dynasty. *Journal of The Korean Association of Regional Geographers*, 16(5), pp. 441-456.
- Neuyen, Thi Hanh (2013). Vietnam's actions to assert and enforce its sovereignty over the East Sea during the period 1884-1954: An approach from France's archives. *Southeast Asian Studies*, pp. 15-24.
- Park, Chanho (2012). A study on the naming of the East Sea viewed from an international law - UNCSCGN resolutions and IHO resolution. *Law Revie.*, 53(3), pp. 115-141.
- Park, Younghan (1992). Special issue: Seminar on the name of the Tong Hae (East Sea). *Journal of the Korean Geographical Society*, 27(3), pp. 262.
- Shim, Jeongbo (2007). Research trends in Japan on the place name 'Sea of Japan'. *Journal of the Korean Cartographic Association*, 7(2), pp. 15-24.
- Shim, Jeongbo (2013). Exploration of the geographical name of the East Sea area in modern Japanese and Korean geography textbooks. *Journal of Cultural and Historical Geography*, 25(2), pp. 37-55.
- Shim, Jeongbo·Jung, Inchul (2011). A case study of dual name usage for the East Sea area in old maps. *Territory and Seas*, 2, pp. 6-29.
- Sohn, Yong-Taek·Han, Kwan-Jong (2006). The fallacy and distortion with regard to a geographical name involved in Korea of textbooks in major countries around the Korean Peninsula. *Social Studies Education*, 45(4), pp. 83-106.
- Tran, Khanh (2013). Current East Sea disputes: Possible solution. *Southeast Asian Studies*, pp. 3-14.
- Yang, Bo Kyung(2004). The name of the East Sea on the Korean old maps. *Journal of Cultural and Historical Geography*, 16(1), pp. 89-111.
- Yi, Saangkyun (2014). The geopolitics of seas and the cartography of Naming seas: The name "Sea of Japan" reflecting an imperialist ideology. *Asia-Pacific Journal of Marine Science & Education*, 4(1), pp. 29-43.
- Yi, Saangkyun·Kim, Younghoon (2015). Review and trends of the naming of the East Sea in French mess media: Private map publishers, broadcasting and newspaper companies. *Territory and Seas*, 10, pp. 132-167.

WEBSITES VISITED

<http://www.lesoir.be> (Brussels, Belgium Newspaper Company, Le Soir)
<http://www.LaLibre.be> (Brussels, Belgium Newspaper Company, La Libre Belgique)
<http://www.rtl.be/rtltvi/> (Luxembourg Broadcasting Corporation, RTL-TVI)
<http://www.lesentiel.lu/fr/> (Luxembourg Newspaper Company, L'Essentiel)
<http://www.rtl.lu/> (Luxembourg Broadcasting Corporation, RTL)
<http://www.lapresse.ca> (Quebec, Canada Newspaper Company, La Presse)
<http://tva.canoe.ca/> (Quebec, Canada Broadcasting Corporation, TVA)
<http://www.elwatan.com/> (Algiers, Algeria Newspaper Company, El-Watan)
<http://www.ennaharonline.com/fr/> (Algiers, Algeria Broadcasting Corporation, Ennahar TV)