

# Japanese man learns U.S. advertising

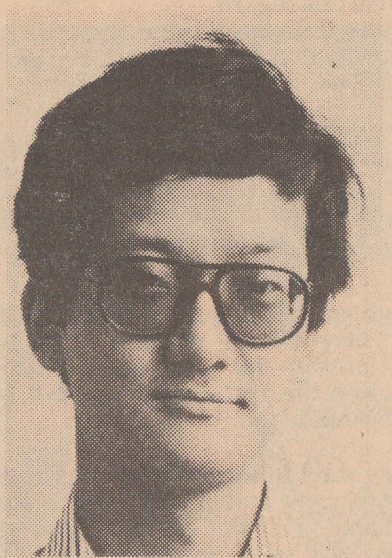
By Kyu Ho Youm  
Student Writer

Ask an advertising student at SIU-C who Hiro Tanaka is. Ten to one, he will say, "Who?" But ask him about Dentsu. He probably will answer, "The world's largest and perhaps most powerful advertising agency in Japan."

Tanaka, 32, is a Dentsu man with nearly 10 years of advertising sales experience. A master's student in the School of Journalism since the fall of 1983, Tanaka is learning about advertising strategy from a mass communications perspective.

"I've learned all I know about advertising sales through my field work," Tanaka. "But now I want to solidify my hands-on experience with a systematic knowledge in advertisement through mass media."

The flexibility and variety of the journalism program at SIU-C helped Tanaka to seal his decision on the school for his one-year study supported by



Hiro Tanaka

Dentsu Inc.

"The courses here are of a pretty rich variety," he said. "And the areas to be covered under the graduate program are very wide and in-depth. Also, the program seems to have flexibility for me."

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The program seems to have flexibility.'**

—Hiro Tanaka

Tanaka is the first to be sent abroad to study journalism since Dentsu initiated its overseas educational program in the early 1960s. Under the program so far, the "Gibraltar of the Asian advertising world" has sent two of its employees to the United States for study of business administration every year.

"Our company has changed a little bit in its educational program," Tanaka said. "I'm benefiting from our company's plan to diversify the training program for its employees."

Tanaka is interested in studying the cultural impact on advertising in society. Such study, he said, will help explain the difference between Japan

and the United States in advertising.

"While the American advertising is focused on persuading the consumers of the quality of a product," Tanaka said, "the Japanese more often emphasize the image of the producer of the advertised commodity."

He said the Japanese advertisers resort more to emotion than to logic, as compared with their American counterparts.

"We're rather romantic," Tanaka said with a smile.

A Nagoya native, Tanaka landed his job with the 83-year-old Dentsu corporation when he graduated from Sophia University in Tokyo in 1975. He

started his job mainly for economic reasons.

Now head of the print media division of Dentsu, he looks at advertising salesmanship in a different way.

"I'm enjoying it very much as a print media lobbyist for advertising," Tanaka said. "It's not so easy to sell advertising to the media. But it's worth doing, because particularly in Japanese advertising industry, advertising through the mass media is the most effective."

Tanaka expects to finish his study at SIU-C by the end of October. He will then return home to do something for Dentsu in return for what the company has done for him. Tanaka said he'd like to develop some new advertising campaign concepts in Japan.

Tanaka and his wife Eiko, 30, and their son Yuta, 1, live at Southern Hills in Carbondale.

## Female jockey's condition serious

COLLINSVILLE (AP) — Patti Barton, 39, one of the nation's top female jockeys, remained in serious condition Monday at a Belleville hospital with multiple injuries suffered during a pileup at Fairmount Park.

Barton was injured Sunday in a six-furlong event, the park's second race of the afternoon. Track officials said the rider was thrown from her mount and trampled by trailing horses after another animal, Astrola, fell with a broken leg.

Jack Weaver, general

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