

CULTURE & MEDIA

PRZEMYSŁAW PAWELEC ^{1(ABCDEFG)}, JONG-HOON YU ^{2(DEF)}

¹International Martial Arts and Combat Sports Scientific Society, Rzeszow (Poland)

²Glenville State College, Glenville, WV (USA)

e-mail: przemyslaw.pawelec@idokan.pl

“Judo Kodokan Review” as a “Martial Arts Medium”

Submission: 29.10.2018; acceptance: 10.01.2019

Key words: mass media, “Judo Kodokan Review”, martial arts, media analysis, content

Abstract

Background. Martial arts and fighting sports have taken their place among the many elements of contemporary mass culture. This integration has been due to the assimilation of certain Eastern values by mass media consumers from the West [Cynarski 2004].

Problem and aim. The problem investigated in this study relates to the existence of specific discourses concerning the arts and martial arts in the magazine “Judo Kodokan Review”. The aim of the study was to verify three hypotheses: 1) Articles focusing on judo as a sport dominate the periodical as opposed to those focusing on judo as a martial art form, 2) Among the journalistic genres into which the periodical entries may be categorized, documentaries (journalism) and articles (publicism) dominated, 3) The thematic content from 1950-1969 was subject to change based on the number of publications and types used.

Methods. The research methods used in this study consist of semantic and formal qualitative analysis of the mass media content using Atlas.ti (The Qualitative Data Analysis & Research Software).

Results. Based on the data obtained and analyzed, all three hypotheses tested positively.

Conclusions. The results obtained in this study can be compared with findings made by, among others, Tywyn G. Martin, Antonio S. Williams, Warren Whisenant, and Windy Dees, who analyzed various mass media in terms of their presentation of martial arts and (to a lesser extent) fighting sports.

Introduction

Martial arts and fighting sports have taken their place among the many elements of contemporary mass culture. This integration has been due to the assimilation of certain Eastern values by mass media consumers from the West [Cynarski 2004]. One consequence has been the emergence of thematic media, based on more or less specialized narratives [Bowman 2017]. These narratives are built primarily due to the target group, which in this case consists of those recipients interested (actively or passively) in martial arts and fighting sports.

The manner of presenting content related to martial arts and fighting sports depends mainly on 1) the type of medium, 2) its role in mass culture, 3) the level of activity of senders, transmitters and recipients, and 4) the content range of the publication, but also on 5) the observable effects of communication on the promotion of attitudes related to martial arts and /or their practical applications (as will be discussed later in this brief study). In the latter case, the perception, interpretation, and acceptability of the use of aggressive behavior by recipi-

ents of such communication results from their uncritical acceptance of its message. This media discourse is provided primarily in audiovisual media, teaching young consumers to identify with an incorrectly defined and deliberately deformed “warrior culture”, which appears to justify the use of senseless violence [Cynarski, Litwiniuk 2006].

The influence of thematically profiled “martial arts media” on its recipients’ perceptions of these forms of physical activity depends, among other influences, on the frequency of their consumption as a result of individual decisions of interested parties. The basis of these decisions may be emotions (especially in the youngest recipients), playing a key role in experimental consumption and constituting part of the cognitive constructs of more or less specialized discourses. Applications made by Choong Hoon Lim, Tywan G. Martin, Dae Hee Kwak [2010] can be supplemented with indications of possible levels of individual exploration (professional or amateur) [Pawelec 2015c].

It is important to raise questions about the tone and content used in discourses presented by mass media,

especially in the context of indicating the differences between selected media. Therefore, it is legitimate to ask the following questions about the characteristics of broadly understood martial arts and fighting sports in the journalism and journalistic genres used by broadcasters, comparisons of thematic ranges, also over a given period of time: 1) What aspects of martial arts and fighting sports have the most space devoted to them?, 2) Was coverage in the selected media dominated by the "discourse of martial arts" or by "fighting sports discourse?", 3) Can portrayals appearing in the media since the 1950s be categorized as adapting *judo* to popular culture?, 4) Was the content presented as transparently as possible to the average recipient?, 5) What was the proportion between the indicated issues in the individual issues of the magazine being the subject of the study?

Answers to these questions will provide an outline for a broader consideration of this issue based on the analysis carried out here. Therefore, the purpose of this short article is to present the magazine "Judo Kodokan Review" (JKR), which belongs to the media segment addressed to audiences interested in martial arts and fighting sports while representing thematic content different from that of other print media appearing today. The characteristics of this printed medium will be defined based on an introduction to the subject of "martial arts media" and a short presentation of its history, along with primarily qualitative but also some quantitative content analysis. This analysis will include a compilation of the results obtained along with a discussion and conclusions.

"Martial Arts Media"

As mentioned above, introducing the media as being addressed to an audience interested in martial arts and fighting sports leads to questions concerning the content, shape, and location of their message in the realm of mass culture. In order to investigate these questions, the major themes of the message are taken in general to be: 1) presentation of martial arts and fighting sports, 2) presentation of masters of these forms of physical activity and of others with skills and experience in this area, 3) diversification in the quality of presenting methods of struggle based on the use of techniques from martial arts and fighting sports, 4) presentation of material and non-material elements of the culture of martial arts and fighting sports, 5) presentation of various products of mass culture, and 6) forms and techniques of communication used with recipients.

The presentation of martial arts and sports is related to the use of specific messages from broadcasters to recipients actively practicing or passively interested in the particular art or sport. The location of such content in a given discourse may cause the mass media themselves to become the "message" by containing a set of concepts in

a specific language, which also carries with it qualifying terms [Reese, Shoemaker 2006]. The narrative and semiotics used for this purpose, including coherent texts and illustrative materials, may also take the form of audiovisual materials containing hidden meanings, sometimes making it difficult for recipients to discern between real information and interpretations that are beneficial only to the messages' senders [Pawelec 2015a].

One of the forms of authenticating the adopted forms of discourse is the use of images of people who are authorities. Their presence in the discourse appears to lend these mass media an unofficial mandate as a space for the exchange of ideas, but also to locate them in mass culture in the context of commercial aspects. For instance, some martial arts and fighting sports masters actively advertise products that are helpful in practicing these forms of physical activity (e.g. sports equipment, training materials, nutrients) while others merely become opinion leaders [Pawelec 2015b]. This creation of martial arts masters for the needs of mass culture is not always highly regarded by other experts in the field, creating a discrepancy similar to the way in which the stars of movies in this genre are seen by their fans as opposed to the actual level of these actors' knowledge and skills [Pawelec 2011, 25].

In the mass media, the presentation of combat techniques is based primarily on the characteristics of particular styles that have their own "rooting" in martial arts, fighting sports and combat systems as directed primarily to employees of uniformed and civilian security services (with the exception of so-called eclectic systems created only for commercial purposes) [Cynarski 2009] The fighting techniques shown in the mass media are primarily forms of defense (although occasionally of attack) intended to gain an advantage over the opponent, using "empty hands", weapons, and other objects, including items in everyday use for other purposes. These representatives of the disciplines, practicing martial arts and fighting sports in films and TV productions are transmitters of knowledge about various ways of direct combat, as much as the masters operating outside this area of mass culture are.

In the mass media, content devoted to the subject also presents intangible aspects of the culture of martial arts and fighting sports. As manifestations of psychophysical culture, these include original philosophy, genetic connections with various religious systems, and goals that go beyond physical culture, such as activities related to the personality and spirituality of a person and a specific ceremonial functions [Cynarski, Yu, Warchol, Bartik 2015]. Material forms of the culture frequently appearing in the media are typically buildings (e.g. the *dojo*) or items useful in practicing martial arts and/or fighting sports (e.g. Japanese nunchaku). Both of these material forms are treated in the media discourse as possible supplements to the practical knowledge of the message's recipients.

The presentation of products of mass culture in the mass media, especially as profiled for those particularly interested in martial arts and fighting sports, acquaints that audience with film, television, and in the twenty-first century, Internet productions. Some of these performances take the form of advertisements, and along with the publications in journalistic genres also affect these people's private lives [Pawelec 2011]. For this audience, an unspecified percentage of masters of martial arts and players representing fighting sports became “icons” of mass culture, whose images appeared not only in publications other than those referring to the subject under investigation (e.g. the role portrayed by Bruce Lee in *Enter the Dragon*).

The forms of content delivery used by such profiled mass media have developed mainly in the era of creating electronic versions of press titles. The current lower frequency of information availability (weekly, monthly) has increased radically. The availability of websites, the frequency of their updates, the proliferation of different language versions, the variety of available publications, the extension of the referring to other media through hyperlinks, the enhanced visuality of the media have contributed, along with other factors, to the full use of the Internet for the promotion of these mass media with respect to martial arts and fighting sports [*Ibidem*].

“Judo Kodokan Review” – Characteristics

One of the first commercial “martial arts” magazines was the “JKR”, a periodical published from 1950 to 1969. This magazine was originally entitled, “The Official Translation of the Ju-Do Magazines of the Ko-do-Kan”. The editor-in-chief was H.D. Plee; the publishing house was located in the headquarters of the Judo International Federation at No. 43 Rue de Clichy in Paris. Materials appearing in this periodical were presented in two languages: English and French.

The first issue of the European edition includes articles on the basic principles of *judo* (by Risei Kano, then president of Kodokan College, and one of the sons of Jigorō Kano, who was the creator of this martial art). There was also a short guide to selected *judo* combat techniques (*De-ashi -barai*, *Hiza-guruma*, *Sasae-* and *Harai-tsurikomi-ashi*, *Kugure-kami-shio-gatame* and *Sumi-otoshi*). In addition, topics related to the correct expression of the body in *judo* were discussed (e.g. *Taisabaki* movement). The recollections of masters Ichizo Kudo and Gensui Arai and their reflections on the role of “road” (to) and performing *shime* techniques while practicing *judo* were presented, along with memories from another master Yokoyama Sakujiro. The whole issue was supplemented by a report from the Japanese Championships held on May 5, 1950 in Tokyo, information on the seventieth anniversary of *judo*, and announcements of new

themed columns in the next issue, which was released in the spring of the following year. In that issue, for the first time, a calendar of events, with all activities in the field of practicing this martial art in four countries in Europe (i.e. Belgium, France, Great Britain, and Switzerland) appeared. The obituaries of several Japanese masters were also included.

The magazine also presented information related to the institutionalisation of *judo* on the European continent. Expansion beginning in the 1960s was accompanied by an increase in the availability of “JKR” outside of France and Great Britain, including in Austria, Belgium, Spain, the Netherlands, Canada, the United States, and Italy. Since 1969, there have also been technical changes in the appearance of the magazine (i.e. format and paper), and in its contents (e.g. advertisements, humorous material, health advice, promotion of “martial arts films” and other features).

An initial perusal of this magazine, whose main theme is the popularization of knowledge about Japanese martial arts (mainly *judo*), allows the reader to recognize its content, which can be divided according to the elements delineated by Bernard R. Berelson (and recalled, among others, by Walery Pisarek [1983]). This division, although imperfect, makes it possible to discuss the contents of this magazine in terms of multi-thematic analysis. In this case, the analysis of the possible reactions of the recipients, remaining in this case outside the subject area discussed here, has been omitted [Pawelec 2011].

The first type analysis is related to the characteristic features of the contents. B.R. Berelson included here such factors as the occurrence of any tendency for changes in content, exploring differences in the contents of similar messages in other countries and monitoring these differences with respect to the goals of their originator. The first theme section appearing in nearly every issue of “JKR” contains all publications dealing with the philosophy of martial arts and the tactics assumed in duels conducted.

The second type of analysis, according to B.R. Berelson's classification, is aimed at the characteristic features of the message form (e.g. investigating the features of the style which are typical for a given medium). The second theme section of “JKR” is connected with the practical side of martial arts. In “JKR”, 1) fighting techniques characteristic to specific systems, 2) comparison of those techniques with their equivalents applied by practitioners of other martial arts, and 3) use of weapons and other objects in fighting and demonstration of particular exercises aimed for enhancing practitioners' level of skills were all qualified in the second section.

The third type of analysis relates to the characteristics of message originators (e.g. their intentions). This factor is particularly significant during the analysis of magazines about martial arts, dealing with the way that

specific issues are presented, which may generate opposing responses in various readers. The third theme group in "JKR" as distinguished by the authors of this article is related to the promotion of people connected with martial arts, among which primarily people with master titles were included.

The fourth type of analysis focuses on characteristics that allow for investigating the recipients of the messages communicated (i.e. identifying who they are, and their characteristic features). This information is particularly important for the editorial staff in making decisions in order to create the most adequate content, or to modify either the existing or subsequent issues of the magazine. The fourth theme group in "JKR" contains various types of advertising (e.g. texts, illustrations, and the two formats in combination).

Problem and aim

The problem investigated in this study relates to the existence of specific discourses concerning the martial arts and fighting sports in this magazine. The subject of the analysis is the proportion of the representation of *judo* as a martial art form as compared with its representation as a fighting sport. The use by the press of these genres, the thematic preferences of the authors of the articles in the magazine, and possible changes in the content of the magazine over the highlighted period are also examined, along with other topics arising out of the analysis.

The specific mass media discourse on this subject can be analyzed through a systematic description of media messages. These messages participate in propagating knowledge about martial arts and fighting sports from the perspective of production, reception, application of acquired knowledge, and occurrence of connections between this and other subjects in the socio-cultural perspective [van Dijk 1991]. In this analysis, direct quotes contrasted with indirect references, in relation to people, as well as to personal beliefs and assessments expressed by authors through modal expressions will all be examined. [Gruber 2011] The proportions between the distinguished means of expressing opinions and their links with clearly defined thematic categories will also be relevant to the analysis.

The "JKR" magazine is particularly well suited to this style of analysis. Its characteristics will serve as the ground for the presentation (by means of description) of the content and structure of printed media devoted to martial arts and fighting sports. It should be emphasized that the authors of this article used paper editions of the magazine and that the concepts of "martial arts" and "fighting sports" will be used interchangeably [Pawelec 2011]. The era during which these contents were published has also been taken into account.

The aim of this study was to verify three hypotheses, referring to previously asked research questions: 1) That articles focusing on *judo* as a sport dominate the periodical as opposed to those focusing on *judo* as a martial art form, 2) That among the journalistic genres into which the periodical entries may be categorized, documentaries (journalism) and articles (publicism) dominate, 3) That the thematic content over the years 1950-1969 was subject to change based on the number of publications and species used. It was assumed that the most appropriate research method enabling the testing of these hypotheses would be a qualitative analysis of the content (as referred to in the fourth section of this article).

Methods

The research methods used in this study consisted of semantic and formal qualitative analysis of the mass media content using the *Atlas.ti* (The Qualitative Data Analysis & Research Software). In terms of the semantic analysis, the subject of the research was content describing *judo*. The formal qualitative analysis involved an examination of the volume of relevant content in these publications [Swider 2018; Barry 1998].

The research tool was the successive issues of the magazine "JKR" published between 1950 and 1969. The analysis was carried out using: 1) Tomasz Goban-Klas's method of mass content analysis, 2) system analysis using the *Atlas.ti* program, and 3) qualitative content analysis. Goban-Klas notes that it is possible to determine the presence or absence of relationships between the sender and/or creator of the message and its content, the type of the transmission means used, the observed situation, its creation time, its real and/or potential recipients as well as the society and culture in which it was possible to create the message [1997]. In order to determine these relationships, it is thus important to indicate the essential features of the content of the given medium [Pisarek 1983].

System analysis using the *Atlas.ti* program includes an analytical process based on such elements as: data coding, segregating and assigning data to specific categories, and combining data, as well as searching for relationships and dependencies existing between data [Niedbalski 2014]. The focus initially is on the steps for study, using quantitative content analysis. The steps are as follows: 1) Establish one or more hypotheses, 2) Identify appropriate data (e.g. text or other communicative material), 3) Determine the sampling method and sampling unit, 4) Draw the sample, 5) Establish the data collection unit and unit of analysis, 6) Establish a coding scheme that allows for testing hypotheses, 7) Code the data, 8) Check for the reliability of the coding and adjust the coding process if necessary,

9) Analyze the coded data, applying appropriate statistical test(s), 10) Write up the results [Domas White, Marsh 2006, 30].

Qualitative content analysis will allow the scope of the varieties used to be defined, the narrative to be conducted, and the intertextuality accompanying them to be identified. Hence, “The aim of the analysis is to systematically and reliably indicate which the topics were, and how they were addressed in the research material. The basic unit is therefore a single text, and, by taking a broader view with a set of texts which, can act as a whole, can complement each other or refer to each other, only in the group constituting a semantic whole. Therefore, it is not the individual words that are relevant to the planned results, but the general meaning of the statement and its context” [Szczepaniak 2012, 82]. By also taking into account a qualitative analysis of illustrative material, the researcher may verify the general assumption that photography is an actual reflection of reality, therefore its analysis gives better results than does text analysis alone [Taylor, Willis 1999].

Results

Based on the data obtained and analyzed, all three hypotheses tested positively. Accordingly, the treatment of *judo* as a sport prevailed over its treatment as a martial art form, as revealed primarily in reports and articles. Between the years 1950 and 1969, the quantity of coverage that *judo* received changed in terms of the number of publications and species in which it appeared.

The first answer to questions raised through the hypotheses was obtained on the basis of the analysis conducted, concerned the articles focusing on *judo* as a sport dominate the periodical as opposed to those focusing on *judo* as a martial art form. As a result of counting

and categorizing responses, only limited exposure was found, as evidenced by the data in Table 1.

The results presented in Table 1 indicate the predominance of categories referring directly to *judo* as a sport (58.8%) in relation to *judo* as a martial art (41.2%). This constitutes an affirmation of the first hypothesis, while rejecting its alternative hypothesis.

The subject of *judo* treated as a sport discipline includes its portrayal on the basis of information on the achievements of individual players through the results of their training and their tournament results. Also presented are participants winning high level championships who are also athletes, in addition to special rules of contact rivalry.

Judo presented as a martial art include categories which treat the discipline as taught in a place that emphasizes the tradition of this form of physical activity (i.e. the *dojo*) by masters with specific authority. *Judo* was also compiled, sometimes directly, with other martial arts, also based on the principles that characterize it.

The verification of the second hypothesis was also based on the distinction of categories grouping journalism and journalistic genres by means of which martial arts and fighting sports were described in specific narratives. The obtained results, which do not add up to 100%, are shown in Table 2.

The results presented in Table 2 indicate the advantage of the journalistic genre (61%) over journalism (39%). In the first case, the “JKR” contains primarily four types of publications while in the second case, there are five with the category “Other”, appearing sporadically. In this case, the relevant hypothesis also tested positively.

In terms of journalistic genre, the article (100%) was definitely dominant, with only one percent of the editorials (99%) remaining in terms of occurrence. An important frequency was noted in the case of the column (54%), and there were definitely fewer reviews (11%).

Table 1. *Judo* as a sport versus *judo* as a martial art in “Judo Kodokan Review”, 1950-1969

<i>JUDO AS A SPORT</i> (58,8%)	<i>JUDO AS A MARTIAL ART</i> (41,2%)
<i>Judo</i> in tournaments/competition	<i>Judo</i> as a self-defense form
<i>Judo</i> players	<i>Judo</i> adepts in <i>dojo</i>
<i>Judo</i> institutionalization as a sport	<i>Judo</i> institutionalization as a martial art
<i>Judo</i> high-degree masters as players	<i>Judo</i> high-degree masters as non-players
<i>Judo</i> versus other fighting sports	<i>Judo</i> versus other martial arts
<i>Judo</i> – sport rules	<i>Judo</i> – martial arts rules

Source: Authors’ own research.

Table 2. Martial Arts and Fighting Sports in journalistic genres in the “Judo Kodokan Review”, 1950-1969

JOURNALISM GENRES (39 %)		PUBLICISM GENRES (61 %)	
Profile	93%	Article	100%
Biography	89%	Editorial	99%
Report	62%	Column	54%
Infographics	11%	Review	11%
Announcement	3%	Others	2%
Others	2%		

Source: Authors’ own research.

Publications exhibiting the assigned category "Other" (2%) rarely appeared.

In this case, the journalist genre was limited to the figure (93%), biography (89%), reports (62%), infographics (11%). Additional categories appeared episodically (e.g., "Preview" – 3%, "Other" – 2%).

The articles dealt with topics that promote *judo*, along with which, episodically other martial arts, fighting sports, and the culture of the Far East were presented. Both Japanese and European views on martial arts and fighting sports were popularized in columns while the reviews highlighted creations of material culture. The "Other" category consists topics not shown in other forms of publication.

Profiles and biographies are forms of conversion of characters associated with martial arts and fighting sports (great masters, founders of schools, outstanding sportsmen). Using the reports, the authors primarily presented sport events, in which the infography was also helpful (e.g., photos of competitors and other participants), as was information and announcements.

The third hypothesis was checked by analyzing thematic changes occurring during the aforementioned periods of time. These changes, observed by means of separate categories corresponding to the percentages of publications, are presented in Table 3 (for the sake of clarity of data presentation, the years 1950-1969 were divided into four 5-year sub-periods).

The results obtained by the analysis show that within particular periods of time there was a thematic diversity. In each period, the greatest diversity consisted of publications presenting various types of martial techniques originating from *judo*. In other thematic categories, there was volatility in the extent of diversity.

All information contained in "JKR" regarding tournaments and competitions concerned the results and other achievements of the competitors. In addition, masters with high degrees in martial arts were presented based on their biographies. The readers' attention was drawn to the characteristics of martial arts and fighting sports, with almost all of them considered on the basis of *judo* treated as martial art and as a fighting sport.

The techniques of fighting through the use of *judo* as presented in "JKR" included both attitudes, as well

as appropriate actions in an emergency situation. Techniques used in sports combat were also presented.

The history of martial arts and fighting sports was also presented on the basis of *judo*, and their sports dimension was also touched upon. Furthermore, the themes relating to them were discussed in a cultural perspective, indicating their material and non-material forms. The entire contents of individual editions of this magazine were complemented by other related themes, for example, Japanese *geishas*.

Discussion

This discussion of the results obtained in this study, as well as in the analyses of other authors, is divided into three thematic groups related in various respects to the tested hypotheses. The focus is primarily on the results of qualitative analyzes.

The results obtained in this study can be compared with findings made by, among others, T.G. Martin, Antonio S. Williams, Warren Whisenant, and Windy Dees, who analyzed various mass media in terms of their presentation of martial arts and (to a lesser extent) martial arts in general. These authors draw attention to the potentially significant impact of martial arts media content on the popularity of their disciplines. Important elements in this discourse are text and illustration in publications, as well as the commercialization of their content [2015].

The transmission of content concerning martial arts and fighting sports is further related to the living conditions of people; hence, having information on appropriate martial techniques, more-or-less successful characteristics of great masters (as potential teachers), and ways of self-improvement in terms of physical performance and mental acuity [Cynarski 2006] are especially desirable for recipients. The "sound" of a publication was attributed to specific journalists and journalistic genres and was primarily dependent on the formalized broadcasters, which had a form of monopoly on the creation and "filtering" of information. In posting articles, reports, or essays, mass media functioned as the only (beyond oral or historical knowledge) sources for "extracting content" [Spencer 2014]. In the following decades, there was a

Table 3. Thematic categories in "Judo Kodokan Review", 1950-1969

THEMATIC CATEGORIES (in %)	YEARS			
	1950-1954	1955-1959	1960-1964	1965-1969
Tournaments/competition	12	19	24	17
High-degree masters	19	14	19	9
Characteristic of fighting sports	5	6	8	8
Characteristic of martial arts	16	21	13	23
Techniques of fighting	26	27	21	29
History of martial arts and fighting sports	17	11	11	10
Martial arts/fighting sports culture	4	2	4	5
Others	1	2	5	1

Source: Authors' own research.

slow change in the situation, which gained momentum at the time of the Internet to a massive extent and pace in the last decade of the twentieth century. The variety of journalistic perspectives and genres present in “JKR” constituted, at that time, an additional advantage in broadcasting the publication’s subject of discussion to residents of Europe, acquainting these local recipients with products of foreign cultures [Miracle 2016]. With the inception of the twenty-first century, the recipients of this content expanded even further, as did the variety of broadcasters [Spencer 2014].

The thematic content of mass media such as “JKR” reflects the encounter of European thinking about martial arts and sports with the “Orientalist” understanding of Asia; this meeting of perspectives pervades contemporary discourse about local cultural practices and the significance of Far East forms of movement, as well as the experiences and behaviors of the people practicing it [Channon 2013]. The creation of a discourse suitable for these broadcasts, which developed before mass media contributes not only to its commercial success, but also to recognition that these sources help to popularize such knowledge for broader audiences.

Mass media can be used to disseminate physical activity initiatives. Regardless of whether they are one-off media campaigns or longer-lasting promotion of content, the dissemination potential of the media can play an important role in the relationship between improving public health and promoting physical activity. It is also illustrative of the concept of limited transmission, in which the media is perceived as having a direct impact on recipients and their behavior. Messages that are part of the “dialogue” with the recipients are multi-componential (i.e. different in meaning and interpretation) [Finlay, Faulkner 2005].

According to Wojciech J. Cynarski, negative effects of media commercialization, i.e. laudatory content, are not found in the magazine surveyed for this study. These effects include the: “1) creation of literary and cinematographic fiction; 2) sport-like character of many martial arts” (including *judo*, given that it is also a sport; 3) secondary ideologization of martial arts schools; 4) departure from the ethos and ethics of the once elitist knight’s traditions; 5) activities of incompetent teachers and production of eclectic forms in the martial arts business” [Cynarski 2001: 200]. Probably, the absence of these characteristics is at least in part due to the patronage this periodical receives from one of the most important *judo* organizations in Japan, namely, “Ko-do-Kan”.

Knowledge resulting from the media analyses conducted, according to how it has been addressed to martial arts enthusiasts, is also associated with the concept of culture (in this case in its global dimension), which is to be defined based on the use of its so-called indigenous domains. These include cultural heritage (i.e. the traditional martial arts as forms of transmitting mate-

rial and non-material cultural content) and the press, including both digital and audiovisual media [Kopiecka-Piech 2013].

Issues regarding the media can be considered to be based in part on their activities related to the promotion of the most popular sports disciplines and the various types of remittances used for this purpose. In the first case, one can speak about the positive and negative impact of mass media both on the sport itself and on its perception by mass media recipients. On the other hand, it is believed that nowadays media and sport must cooperate with each other at the various levels of amateur and professional practice [Dziubinski *et al.* 2012].

The use of particular elements of the message is possible due to its afore-mentioned development and “economic logic”, suggesting the adoption of a specific discourse (e.g. its brutal power, the image of a warrior). This discourse becomes an element of the media-created image of the “real world” of sports and martial arts [Pennington 2012]. The recipients’ preferences play a huge role, which - in the case of martial arts media - can be divided into categories, comprised of those who: 1) engage in these forms of physical activity regularly, 2) are interested in them only occasionally, 3) investigate them as areas of scientific or scholarly interest, and 4) relate with them in other ways [Pawelec 2011]. Therefore, the managers of these media try to obtain the fullest answers to the recipients’ questions regarding the product offered to them, its strengths (including with respect to competitors’ products), its uniqueness, the possible benefits it offers, and the motives which characterize its buyers [Pfister 2006].

Commercialization plays an important role in these processes. Its critics usually accuse mass media of compromising the integrity of the sport at all levels. While the tradition and principles of fighting sports and martial arts have been “trivialized” for the short-term material benefits of media owners in many instances [McQuail 2007], as noted earlier, this phenomenon does not occur with the particular journal discussed in this article.

Conclusions

Therefore, the thematic diversity of mass media potentially affects both broadcasters, in terms of content offered, and recipients, in terms of adaptation of acquired information. The thematic distribution (i.e. *judo* as sport *versus judo* as martial art) depends on the expectations of modern consumers of “martial arts media” (both in the Twentieth and Twenty First Centuries).

“*Judo Kodokan Review*” is a mass medium, which functioned in the era of pre-electronic media. For obvious reasons, some genres of publications were not focused on the creative expressions of senders and recipients.

References

1. Barry Ch.A. (1998), Choosing Qualitative Data Analysis Software: Atlas.ti and Nudist Compared, "Sociological Research Online", no. 3, pp. 1-13; doi: 10.5153/sro.178
2. Bowman P. (2017), The Definition of Martial Arts Studies, "Martial Arts Studies", no. 3, pp. 6-3; doi: 10.18573/j.2017.10092.
3. Channon A.G. (2013), Enter the Discourse: Exploring the Discursive Roots of Inclusivity in Mixed-Sex Martial Arts, "Sport in Society: Cultures, Commerce, Media, Politics", no. 10, pp. 1-19; doi: doi.org/10.1080/17430437.2013.790896.
4. Cynarski W.J. (2001), Commercialization process of the Far East Martial Arts, "Studies in Physical Culture and Tourism", no. 8, pp. 191-201.
5. Cynarski W.J. (2004), Teoria i praktyka dalekowschodnich sztuk walki w perspektywie europejskiej, Rzeszow University Press, Rzeszow [in Polish].
6. Cynarski W.J. (2006), Recepcja i internalizacja etosu dalekowschodnich sztuk walki przez osoby cwiczace, Rzeszow University Press, Rzeszow [in Polish].
7. Cynarski W.J. (2009), W kierunku ogolnej teorii samoobronny, "Ido – Ruch dla Kultury/ Movement for Culture", no. 9, pp. 240-245 [in Polish].
8. Cynarski W.J., Litwiniuk A. (2006), Kultura przemocy na przykladzie boksu, "Ido – Ruch dla Kultury/Movement for Culture", no. 7, pp. 84-95 [in Polish].
9. Cynarski W.J., Yu J.-H., Warchol K., Bartik P. (2015), Martial arts in psycho-physical culture, "Ido Movement for Culture. Journal of Martial Arts Anthropology", no. 4, pp. 33-38, doi: 10.14589/ido.15.4.5.
10. Dijk van T. (1991), Media contents The Interdisciplinary study of news as discourse [in:] N.W. Jankowski, K.B. Jensen [eds.], A Handbook of Qualitative Methodologies for Mass Communication Research, Routledge, London, pp. 108-120.
11. Domas White M., Marsh E.E. (2006), Content Analysis: A Flexible Methodology, "Library Trends", vol. 55, no. 1, pp. 22-45.
12. Dziubinski Z., Jankowski K.W., Lenartowicz M., Murrmann J., Rymarczyk P. (2012), Mass Media and Professional Sport, "Baltic Journal of Health and Physical Activity", no. 4, pp. 284-294.
13. Finlay S., Faulkner G. (2005), Physical activity promotion through the mass media: Inception, production, transmission and consumption, "Preventive Medicine", no. 2, pp. 121-130.
14. Goban-Klas T. (1997), Analiza zawartosci przekazow masowych [in:] J. Wasilewski [ed.], Wybrane zagadnienia teoretyczno – metodologiczne badan socjologicznych, Wydawnictwo Uniwersytetu Jagiellonskiego, Krakow [in:] M. Malinkowski, M. Niezgoda [eds.], Badania empiryczne w socjologii. Wybor tekstow, Wyzsza Szkola Spoleczno-Gospodarcza, Tyczyn, pp. 294-320 [in Polish].
15. Gruber H. (2011), Analiza komunikacji w nowych mediach [in:] R. Wodak, M. Krzyzanowski [eds.], Jakosciowa analiza dyskursu w naukach spolecznych, Oficyna Wydawnicza Losgraf, Warszawa, pp. 88-122 [in Polish].
16. Kopecka-Piech K. (2013), Spory o przemysly kreatywne, "Kultura i Edukacja", no. 3, pp. 50-72 [in Polish].
17. Lim Ch.H., Martin T.G., Kwak D.H. (2010), Examining Television Consumers of Mixed Martial Arts: The Relationship Among Risk Taking, Emotion, Attitude, and Actual Sport-Media-Consumption Behavior, "International Journal of Sport Communication", no. 3, pp. 49 -63.
18. Martin T.G., Williams A.S., Whisenant W., Dees W. (2015), Mixed Martial Arts (MMA) and the Media: An Examination of an Emerging Sport's Coverage in ESPN The Magazine, "Public Organization Review", no. 3, pp. 433-452; doi: 10.1007/s11115-014-0283-x.
19. McQuail D. (2007), McQuail's Mass Communication Theory, Sage, Los Angeles-London-New Delhi-Singapore-Washington DC.
20. Miracle J. (2016), Now with Kung Fu Grip! How Bodybuilders, Soldiers and a Hairdresser Reinvented Martial Arts for America, McFarland, Jefferson.
21. Niedbalski J. (2014), Komputerowe wspomaganie analizy danych jakosciowych. Zastosowanie oprogramowania NVivo i Atlas.ti w projektach badawczych opartych na metodologii teorii ugruntowanej, Wydawnictwo Uniwersytetu Lodzkiego, Lodz [in Polish].
22. Pawelec P. (2011), "Black Belt" as an example of magazine about martial arts. Outline of the subject, "Ido Movement for Culture. Journal of Martial Arts Anthropology", no. 3, pp. 20-26.
23. Pawelec P. (2015a), Kodowanie zawartosci mediow "sztuk walki" (na podstawie teorii Stuarta Halla). Krotka analiza wprowadzajaca, "Media – Kultura – Komunikacja Spoleczna", vol. 11, no. 3, pp. 37-51 [in Polish].
24. Pawelec P. (2015b), Model Shannona i Weavera a tworzenie wlasnego wizerunku medialnego (na przykladzie mistrzow i nie-mistrzow sztuk, sportow i systemow walki [in:] I. Hofman, D. Kepa-Figura [eds.], Wspolczesne media. Medialny obraz swiata. Zagadnienia teoretyczne, vol. 1, Wydawnictwo Uniwersytetu Marii Curie-Sklodowskiej, Lublin, pp. 251-265 [in Polish].
25. Pawelec P. (2015c), Wybrane aspekty profesjonalizacji mediow sportowych a przemysly kreatywne na przykladzie „mediow sztuk walki” [in:] K. Kopecka-Piech [ed.], Innowacyjnosc przemyslow kreatywnych. Media a sport, Akademia Wychowania Fizycznego, Wroclaw, pp. 203-220 [in Polish].
26. Pennington R. (2012), Mass media content as cultural theory, "The Social Science Journal", no. 49, pp. 98-107.
27. Pfister G. (2006), Professionalism [in:] R. Bartlett, Ch. Gratton, Ch.G. Rolf [eds.], Encyclopedia of International Sports Studies, Routledge, Abingdon, pp. 1072-1074.
28. Pisarek W. (1983), Analiza zawartosci prasy, Osrodek Badan Prasoznawczych, Krakow [in Polish].
29. Reese S.D., Shoemaker P.J. (2006), Mediating the message. Theories of influences on mass media content, Routledge, New York.

-
30. Spencer D.C. (2014), From Many Masters to Many Students: YouTube, Brazilian Jiu Jitsu, and communities of practice, “Jomec Journal”, no. 5, http://www.cf.ac.uk/Jomec/Jomecjournal/5-jun e2014/Spencer_BJJPractice.pdf (access Aug. 2018).
 31. Swider P. (2018), Aikido and Judo in teaching of shihan Wojciech J. Cynarski, “*Ido Movement for Culture. Journal of Martial Arts Anthropology*”, no. 1, pp. 33-38, doi: 10.1458 9/ido.18.1.2.
 32. Szczepaniak K. (2012), Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne, “*Acta Universitatis Lodzianensis. Folia Sociologica*”, no. 42, pp. 82-112 [in Polish].
 33. Taylor L., Willis A. (1999), *Media Studies. Texts, Institutions and Audiences*, Blackwell Publishing, Oxford.
-