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MAJAS MEMBER LECTURE SERIES

A Sociocultural Perspective towards Forming a Japanese Hydrogen Society Frontier: The Case of Toyota



DATE

22 March 2023



TIME

3:00 - 4:30 PM



VENUE

Auditorium, Department of
East Asian Studies, Faculty of
Arts and Social Sciences, UM



SPEAKER

Dr. Normalis Amzah
Universiti Kebangsaan Malaysia



ABSTRACT

Over the last 20 years, Toyota has successfully maintained its eco-brand image in the Japanese market as shown in the Nikkei BP ESG (Environmental Social Governance) Brand Survey conducted by Nikkei Business Publication. The Nikkei BP ESG Brand Survey mainly focuses on consumer perceptions regarding company image. Therefore, the survey suggests that Toyota has been striving to not only implement environmental production and system management but has also been working very hard towards communicating such efforts to the public. This talk explores how Toyota represents its hybrid or ecological cars in a series of environmental campaigns in Japan for the last 25 years. The objective of the study is to layout an environmental car campaign development that eventually leads to the introduction of hydrogen society concept. The campaigns consist of printed advertisements, television commercials, and brochures from 1990s to 2020s. The themes of the content analysis consist of communication objectives, process cycles, benefits, identification, credentials, scientific figures, and endorsements. These themes were developed based on the triangulations of corporate, marketing and environmental communication approach. It can be concluded that Toyota may have successfully showcased themselves as an eco-friendly manufacturer and it do not only adhere to the current or established notion of environmentally friendly car, but the campaigns demonstrate how Toyota is leading the public to its own definition and perspective of eco-friendliness. In other words, Toyota is demonstrating an inclination to lead the environmental platform and exerting effort to redefine the low carbon society as a hydrogen society. The hydrogen society notion not only exudes ecological concern but demonstrates the country's energy security inclination as well.



BIODATA

Dr. Normalis Amzah graduated from Nagoya University, Japan for her bachelor's degree, Universiti Sains Malaysia (USM) for her master's degree and National University of Singapore (NUS) for her PhD. Currently she is teaching Japanese language and linguistics subjects at the Center for Research in Language and Linguistics, Faculty of Social Sciences and Humanities, National University of Malaysia (UKM). Her research interests include Japanese language, linguistics, culture, communication, social political and literature. She is also in the editorial board of *3L: Language, Linguistics, Literature* a Scopus indexed journal which focuses on key issues dealing with English Language Studies in multilingual contexts within the fields of Language, Linguistics and Literature. Dr. Normalis is also Secretary for Malaysia Japanese Language Instructors Society (MAJLIS) and Treasurer for Malaysia Nagoya University Alumni Association (NUAL).

All are invited!