

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 3, 2007**

Dentsu and Tokyo Gakugei University Develop and Implement Educational Program

— Program to Improve Communication Abilities through Advertising —

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Tokyo Gakugei University (Chancellor: Yasuhiko Washiyama; Location: Koganei City, Tokyo) announced today the launch of a jointly-developed educational program geared towards improving the communication abilities of children.

In recent years, games, mobile telephones, and such have caused remarkable changes in the information environment. Given this situation, it is very important as children grow up that they learn the ability to sort through information and decipher the contents. Thus, media literacy education (see Note 1) for children is attracting much attention throughout the world.

With its many years of accumulated know-how from using advertising and media for communication, Dentsu decided to collaborate in developing a media literacy program. Along with Mami Komaya (see Note 2), who specializes in this field of social contribution, teaching materials using advertising were developed and an action plan was created. As a key university involved in teacher training, Tokyo Gakugei University, after receiving a proposal from Dentsu, decided to take part in the development of the media literacy program, and the two parties worked on developing concrete guidance methods for the program.

Through using the program's basic teaching material, a video, children can learn about advertising communication, and can also have the experience of making ads. As well, children can acquire the three abilities of comprehending information based on their own judgment; relaying information based on their own understanding; and overall communication skills (the ability to state one's feelings and to imagine the feelings of others). By improving these abilities, the program's goal is to strengthen the "Communication Quotient" of children.

Experimental classes were first held at Tokyo Gakugei University's affiliated elementary school Setagaya Elementary School, where the development of the basic program took place. For those teachers who participated in the program and expressed interest in

implementing the educational program in their classes, a training session will be held in September (see Note 3). In the future, Dentsu's CSR Activities Office and Tokyo Gakugei University plan to hold the media literacy classes in other public and private elementary schools.

We hope that in the future this program will be the foundation for media literacy programs to spread throughout Japan, and encourage involvement from organizations and companies involved in media and advertising.

Please see below for details about our activities and the program.

Main Activities

1. Development of advertising-themed teaching materials and media literacy teaching materials (Dentsu)
2. Curriculum development (Tokyo Gakugei University and Dentsu)
3. Instructor training (Tokyo Gakugei University)
4. Acquire sponsorship from organizations and participation from companies (Tokyo Gakugei University and Dentsu)
5. Expansion of the program into other schools (Tokyo Gakugei University)

Proposed Curriculum

Theme: "Understand, Communicate and Enjoy Ads"

Aim of the Classes:

- Use TV commercials to create interest in advertising and encourage media awareness
- In making ads, learn the use of media as a way to collect and choose information
- By making ads, learn the methods of expression as a sender of information (media)
- By conveying ads, learn communication skills as a sender of information (media)
- Learn the power of advertising and how to interact properly and pleasantly with it.

Class Units: 3 units of 12 hours in total (1 unit to be 4 hours)

First Unit: Product Commercials

Second Unit: Introduction Commercials

Third Unit: Public Service Commercial

(The first unit, "Product Commercials", was held during the experimental classes)

Note 1: Media literacy programs have been introduced into elementary schools in the UK, Canada, and other Western countries to teach children the ability to decipher information from the media.

Note 2: Mami Komaya received a research grant from the Hideo Yoshida Memorial Foundation in 2002 for the development of a media literacy program to promote children's understanding of

commercials, and she carried out research in how to have children strengthen their reception and selection abilities through the experience of making commercials. Ms. Komaya is currently a lecturer at Showa Women's University.

Note 3: Instructor Training

Date: September 17, 2007 (national holiday) from 9:00 to 17:30 (tentative time)

Place: Setagaya Elementary School
Fukazawa 4-10-1, Setagaya-ku, Tokyo
Tel: 03-5706-2131

Contents: Explanation of the background to the program, its guidelines and class simulations

Program Character



The program's character, "Commercial Dog"
We named him this because of his love of commercials

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