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Takeda Hiroko

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Structural Reform of the Family and the Neoliberalisation of Everyday Life in Japan



TAKEDA HIROKO

In his most recent major publication, *The Culture of the New Capitalism*, Richard Sennett reminds us of the old Weberian thesis that the capitalist economy requires a particular 'culture' which provides a normative code and framework of behaviour to function, and that the globalised 'New Economy' is no exception. This new culture of capitalism, omnipresent in the workplace as well as across sites of consumption, is based on an ever-drifting temporal sense (a 'fresh page thesis', in Sennett's words) and flexible organisations, and thus does not function as a self-disciplinary principle by delaying gratification, as Weber described in *The Protestant Ethic and the Spirit of Capitalism*.¹ Zygmunt Bauman, however, turns our eyes to a different disciplinary element of contemporary 'culture' of advanced capitalist societies, which separates people into two groups of 'us' and 'them' with reference to economic productivity and fitness to consume. According to Bauman, today there are two types of 'big brother' that discipline people to get into line and include them, while simultaneously spotting the 'unfit' to exclude. The selection mechanism posited by Bauman is still as fatal as the Protestant Ethic was, as, once excluded, there are only slim chances of returning to the world of the included ('out; and once out, forever out').² In this sense, the normative drive remains crucial in the 'new' culture of contemporary capitalist society.



(ESRC), the Arts and Humanities Research Council (AHRC), and the Higher Education Funding Council for England (HEFCE).

Notes

1. Richard Sennett, *The Culture of the New Capitalism* (Yale University Press, 2006), pp. 76–81.
2. Zygmunt Bauman, *Wasted Lives: Modernity and its Outcasts* (Polity Press), p. 132.
3. Aihwa Ong, *Neoliberalism as Exception: Mutations in Citizenship and Sovereignty* (Duke University Press, 2007), ch. 3.
4. Jamie Peck & Adam Tickell, 'Neoliberalizing Space', *Antipode*, Vol. 34, No. 3 (2002), pp. 391–2.
5. For example, Koga Junichirō & Kondō Satoshi, *Ikki ni wakaru koizumi kōzō kaikaku* (Kō Shobō, 2001); Kusano Atsushi, *Rekidai shushō no keizai seisaku zen dētā* (Kadokawa Shoten, 2005).
6. The total fertility rate represents the number of children that a woman is likely to bear. This was 1.57 in 1999, and since then it has been falling steadily. The figure in 2004 was 1.26. 
7. See Jun Koga, 'The New Normalization of Japanese Society: A Case Study of *minshuteki kibō*', *Shinshū*, No. 217 (2004), pp. 1–10.
8. For example, Jun Koga, 'The New Normalization of Japanese Society: A Case Study of *minshuteki kibō*', *Shinshū*, No. 217 (2004), pp. 1–10. Gernot Steiner, 'The New Normalization of Japanese Society: A Case Study of *minshuteki kibō*', *Shinshū*, No. 217 (2004), pp. 1–10. Andrew Ross, 'The New Normalization of Japanese Society: A Case Study of *minshuteki kibō*', *Shinshū*, No. 217 (2004), pp. 1–10. 
9. For example, Jun Koga, 'The New Normalization of Japanese Society: A Case Study of *minshuteki kibō*', *Shinshū*, No. 217 (2004), pp. 1–10. *Capitalism and Modernity*, ed. by Jürgen Habermas, trans. by Sanford Lenku (Cambridge University Press, 1991), pp. 1–10. 'Development and Modernity', *Journal of Modern Studies*, Vol. 22, No. 1 (2000), pp. 1–10. Simon Reich, 'The New Normalization of Japanese Society: A Case Study of *minshuteki kibō*', *Shinshū*, No. 217 (2004), pp. 1–10. *Capitalism and Modernity*, ed. by Jürgen Habermas, trans. by Sanford Lenku (Cambridge University Press, 1991), pp. 1–10. 'Development and Modernity', *Journal of Modern Studies*, Vol. 22, No. 1 (2000), pp. 1–10. *Capitalism and Modernity*, ed. by Jürgen Habermas, trans. by Sanford Lenku (Cambridge University Press, 1991), pp. 1–10. 'Development and Modernity', *Journal of Modern Studies*, Vol. 22, No. 1 (2000), pp. 1–10. *Capitalism and Modernity*, ed. by Jürgen Habermas, trans. by Sanford Lenku (Cambridge University Press, 1991), pp. 1–10. 'Development and Modernity', *Journal of Modern Studies*, Vol. 22, No. 1 (2000), pp. 1–10.

'Miraculous or Mired? Contrasting Japanese and American Perspectives on Japan's Economic Problems', *Pacific Review*, Vol. 13, No. 1 (2000), pp. 163-93; Barry K. Gill, 'The Crisis of Postwar East Asian Capitalism: American Power, Democracy and the Vicissitudes of Globalization', *Review of International Studies*, Vol. 26, No. 3 (2000), pp. 381-403.

10. See Dominic Wilson, 'Japan's Slow-Down: Monetary versus Real Explanations', *Oxford Review of Economic Policy*, Vol. 16, No. 2 (2000), pp. 18-33; Noguchi Akira & Tanaka Hidetomi, *Kōzō kaikaku ron no gokai* (Tōyō Keizai Shinpōsha, 2001), pp. 2-19.

11. For example, Yashiro Naohiro, *Shōshi kōreika no keizaigaku: shijō jūshi no kōzō kaikaku* (Tōyō Keizai Shinpōsha, 1999); Takenaka Heizō, *Yasashi keizaigaku* (Gentōsha, 2003).

12. Council on Economic and Fiscal Policy, 'Structural Reform of the Japanese Economy: Basic Policies for Macroeconomic Management', <http://www.keizai-shimon.go.jp/english/publication/010621.html> (last accessed 18 June 2006).

13. The Council on Economic and Fiscal Policy was established in the Cabinet Office in January 2001. The organisation in which high-profile business leaders and academics join along with ministers is directly affiliated to the Prime Minister and provides policy recommendations and advice on economic matters. In so doing, it serves the

strengthening of economic and fiscal policy.

14. Yoshida, pp. 102-

15.

15. Yashiro Naohiro, *Kōzō kaikaku ron no gokai*

16. For a mainstream perspective (2003), p.

340.

17. For a contemporary view of internationalism in

18. As a result of the Enigma of Japanese Power: People and Politics in a Stateless Nation (Macmillan, 1989).



19. Matsubara Satoshi, *Naze nihon dake ga kawarenainoka: posuto-kōzō kaikaku no seijikeizaigaku* (Daiyamondosha, 2002), pp. 207–19.
20. Naikakufu, *Kurashi to kōzō kaikaku handobukku*, <http://www5.cao.go.jp/seikatsu/2002/0430hand-book/top.gif> (last accessed on 16 June 2005).
21. David Harvey, *A Brief History of Neoliberalism* (Oxford University Press, 2005), p. 7.
22. See Wilson, 'Japan's Slow-Down'.
23. The 'maverick' and strong leadership that characterised Koizumi's political style has been pointed out by many observers, placing this populist politician who pursued 'reform' in a distinctive position in the trajectory of post-war Japanese politics. See, for example, Alisa Gaunder, *Political Reform in Japan: Leadership Looming Large* (Routledge, 2007), pp. 121–2; Uchiyama Yū, *Koizumi seikken: patosu no shushō wa naniao kaetanoka* (Chūō Kōron, 2007), pp. iii–v; Takenaka Heizō, *Kōzō kaikaku no shinjitsu* (Nihon Keizai Shinbunsha, 2006), pp. 14–21.
24. Koizumi Junichirō, 'Shoshin hyōmei enzetsu', *Gekkan Jiyū Minshu*, Vol. 579 (2001), p. 63.
25. Derek Hall, 'Japanese Spirit, Western Economics: The Continuing Salience of Economic Spirit', pp. 87–8.
26. Naik
27. Ibid.
28. For a *shakai no mienai k* (2005); Jinno Tadah *ami Shoten*, 2006.
29. Naik
30. In ac *tary school children of public assistan are. This effective for nursery*



children. The improvement of the national support scheme for working parents started in the 1990s, driven by the government's recognition of fertility decline as a political issue, and the structural reform policy certainly facilitated this process. For details of the government measures implemented before the period of structural reform policy, see Glenda S. Roberts, 'Pinning Hopes on Angels: Reflections from an Ageing Japan's Urban Landscape', in Roger Goodman (ed.), *Family and Social Policy in Japan: Anthropological Approaches* (Cambridge University Press, 2002), pp. 54-91; Heidei Gottfried & Jacqueline O'Reilly, 'Regulating Breadwinner Models in Socially conservative Welfare Systems: Comparing Germany and Japan', *Social Politics*, Vol. 9 No. 1 (2002), pp. 29-59.

31. Naikakufu, *Kokumin seikatsu hakusho*, pp. 148-9.

32. *Ibid.*, p. 149.

33. *Ibid.*, p. 149.

34. A major think tank that has close links with the policy-making process in Japan.

35. Nomura Sōgō Kenkyūjo, *Seikatsu kakumei: kokumin no ishiki henka to kōzō kaikaku* (Nomura Sōgō Kenkyūjo, 2001), pp. 32-45.

36. *Ibid.*, p. 40.

37. Shimizu, *Seikatsu kakumei: kokumin no ishiki henka to kōzō kaikaku* (Tokyo: Nomura Sōgō Kenkyūjo, 2001), pp. 32-45.

38. *Ibid.*

39. Naikakufu

40. For the details of the policy-making process, see Nagging, 'The National Support Scheme for Working Parents: A Case Study of the National Support Scheme for Working Parents', *Journal of Japanese Studies*, 36(1), 2002, pp. 1-20. The scheme is based on a proposal by Nikkeiren, the largest business interest group in Japan. For the



Nikkeiren proposal, see Nikkeiren, Shinjidai no nihonteki keiei (Nikkeiren, 1995); also John Crump, Nikkeiren and Japanese Capitalism (RoutledgeCurzon, 2003).

41. Aera, 1 August 2005, pp. 26–7.

42. For contemporary attitudes towards marriage among young people, Ogura Chikako provides some insights based on her research conducted in corporation with the Ministry of Health and Welfare. Ogura Chikako, Kekkon no jōken (Asahi Shinbunsha, 2003), pp. 30–9.

43. Morotomi Yoshihiko, Kekkon kōzō kaikaku no susume (Jitsugyō no Nihon sha, 2003), pp. 12–8. Robertson and Suzuki suggest that the idea of hegemonic masculinity in post-war Japan was overwhelmingly represented by the image of the ‘salary man’, a male white-collar worker of large corporations until the economic downturn of the 1990s. See James E. Robertson & Nobue Suzuki (eds), Men and Masculinities in Contemporary Japan: Dislocating the Salaryman Doxa (RoutledgeCurzon, 2003).

44. See Shindō Muneyuki, ‘Nihon ni okeru shakai fukushi gyōsei no ronri kōzō’, in Nihon Seiji Gakkai (ed.), Nenpō Seijigaku 1988: tenkanki no fukushi kokka to seijigaku (Iwanami Shoten, 1988), pp. 74–6; Deborah J. Milly, Poverty, Equality, and Growth: The Politics of Economic Need in Postwar Japan (Harvard University Press, 1999).

45. Harada Sumitaka, ‘“Nihon ni okeru fukushi kokka” no seisaku tenkanki no meguru seisaku tenkanki no fukushi kokka to seijigaku (Iwanami Shoten, 1988), pp. 74–6; Deborah J. Milly, Poverty, Equality, and Growth: The Politics of Economic Need in Postwar Japan (Harvard University Press, 1999).

46. Ochi no fukushi kokka to seijigaku (Iwanami Shoten, 1988), pp. 74–6; Deborah J. Milly, Poverty, Equality, and Growth: The Politics of Economic Need in Postwar Japan (Harvard University Press, 1999).

47. For Iwanami Shoten, 1988), pp. 74–6; Deborah J. Milly, Poverty, Equality, and Growth: The Politics of Economic Need in Postwar Japan (Harvard University Press, 1999).



48. Ōsawa Mari, *Kigyō chūshin shakai o koete: gendai nihon o jendā de yomu* (Jiji Tsūshinsha, 1993), in particular, pp. 39–42, 198–204; Leonard J. Schoppa, *Race for the Exits: The Unraveling of Japan's System of Social Protection* (Cornell University Press, 2006), ch. 3; for a more ideological analysis of ‘symbiosis relationship’ between the enterprise society and housewife, Tomiko Yoda, ‘The Rise and Fall of Maternal Society: Gender, Labor, and Capital in Contemporary Japan’, *The South Atlantic Quarterly*, Vol. 99, No. 4 (2000), pp. 865–902.

49. There are some more detailed discussions available for the New Life Movement: Sheldon Garon, *Molding Japanese Minds: The State in Everyday Life* (Princeton University Press, 1997), ch. 5; Andrew Gordon, ‘Managing the Japanese Household: The New Life Movement in Postwar Japan’, *Social Politics*, Vol. 4, No. 2 (1997), pp. 245–83. I have also examined the New Life Movement as a case study of the biopolitical arrangement of governing in post-war Japan in Takeda Hiroko, *The Political Economy of Reproduction: Between Nation-State and Everyday Life* (RoutledgeCurzon, 2005), ch. 5.

50. For biopolitics, see Michel Foucault, *The History of Sexuality: Volume 1: Introduction* (Penguin Books, 1978); Michel Foucault, ‘Governmentality’, in Graham Burchell, Colin Gordon and Peter Miller (eds), *The Foucault Effect: Studies in Governmentality* (Harvester Wheatsheaf, 1991), pp. 87–104. For governmentality in post-war Japan, Takeda, *The Political Economy of Reproduction*.

51. Takeuchi, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24. See also Takeuchi, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24. See also Takeuchi, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24.

52. For a discussion of the New Life Movement, see LeBlanc, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24. See also LeBlanc, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24. See also LeBlanc, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24.

53. For a discussion of the New Life Movement, see Sheldon Garon, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24. See also Sheldon Garon, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24. See also Sheldon Garon, ‘The New Life Movement and the State’, in *Journal of Japanese Studies*, Vol. 31, No. 1 (1997), pp. 1–24.



Family: The Political Function of the Domestic in Japan', in Glenn D. Hook (ed.),
Contested Governance in Japan: Sites and Issues (RoutledgeCurzon, 2005), pp. 235-40.

54. Takeda, 'Governance through the Family', pp. 240-5.

55. For the 'adult worker model', see Jane Lewis, 'Work and Care', *Social Policy Review*,
No. 12 (2000), pp. 48-67; Jane Lewis & Susanna Giullari, 'The Adult Worker Model
Family, Gender Equality and Care: The Search for New Policy Principles and the
Possibilities and Problems of a Capabilities Approach', *Economy and Society*, Vol. 34,
No. 1 (2005), pp. 76-104.

56. Higuchi Yoshio & Ōta Kiyoshi, *Josei tachi no heisei fukyō* (Nihon Keizai Shinbunsha,
2004), p. 249.

57. The politics of gender equality was carried out in conjunction with the 'structural
reform' policy implemented by Koizumi's predecessor, Hashimoto Ryūtarō, from 1996.
The structural reform policy pursued by the Hashimoto government centred around the
streamlining of the national bureaucracy and fiscal structure. See Koga & Kondō, *Ikki ni
wakaru koizumi kōzō kaikaku*, pp. 198-9; Ōsawa Mari, *Danjo kyōdō shakai o tsukuru*
(Nihon Hōsō Shuppan Kyōkai, 2002), ch. 4.

58. Ōsawa, *Danjo kyōdō shakai o tsukuru*, pp. 11-8.

59. Ueno
mezasur
(Heibons

60. Niko
Associat

61. Amo
Take
'Danjo
the posi
Takenak
Feminizu

62. As o
to kenry



ni katareba
dn (Free
nu', in
Itō Kimio,
93-5. For
yomi &
to
Feminizumu

63. Ueno Chizuko, 'The Japanese Women's Movement: The Counter-Values to Industrialism', in Gavan McCormack & Yoshio Sugimoto (eds), *The Japanese Trajectory: Modernisation and Beyond* (Cambridge University Press, 1988), pp. 167–85.
64. For an influential feminist critique of neoliberal economic rationality, see Nancy Folbre, *Invisible Hearts: Economics and Family Values* (The New Press, 2001).
65. See Yamada Masahiro, *Parasaito shakai no yukue: deta de yomitoku nihon no kazoku* (Chikuma Shobō, 2004), pp. 48–59. The idea of dekichatta-kon may require some explanation to non-Japanese readers as, statistically, marriage is no longer a prerequisite for child-bearing in many European and North American countries. As mentioned earlier, Japan's birth rate out of wedlock is extremely low in comparison with other industrially advanced countries and in this sense unplanned pregnancy often triggers marriage between couples.
66. Schoppa, *Race for the Exits*, pp. 162–70. Schoppa calls for further deregulation of the labour market to facilitate the process of reforming the support system for dual-income families.
67. Ōsawa Mari, 'Nihongata fukushi kokka to jendā: koizumi kaikaku wa "shufu no kōzā kaikaku" ka', *Gendai Shisō*, Vol. 31, No. 1 (2003), pp. 84–5; also, Ōsawa Mari, *Gendai nihon no seikatsu hoshō shisutemu: zahyō to yukue* (Iwanami Shoten, 2007).
68. Miur
69. Ibid.
70. By c has pointed
out that
commer
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e Kimberly
al Policy and
- J. Mor
Vice
71. Ohay
72. Niko
(2001), p. 18, No. 1
73. Andr



74. The discussions on the rediscovery of 'poverty' and problems in terms of social inclusion are just re-appearing in Japan. For example, Iwata Masami, *Gendai no hinkon: wākingu pua, home-resu, seikatsu hogo* (Chikuma Shobō, 2007); Ōsawa, *Gendai nihon no seikatsu hoshō shisutemu*.

75. Sylvia Walby argues that many women still remain in the pre-modern world, being tied solely to domestic responsibilities. See Sylvia Walby, 'Feminism in a Global Era', *Economy and Society*, Vol. 31, No. 4 (2002), pp. 533-57.

Additional information

Notes on contributors

Takeda Hiroko

Takeda Hiroko, National Institute of Japanese Studies and School of East Asian Studies, University of Sheffield, Western Bank, Sheffield, S10 2TN, UK.

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