

## **The representation of Compensated Dating (*enjo kōsai*) in Japanese magazines, newspapers and literature**

Based on the assumption, that Compensated Dating (*enjo kōsai*) was not so prominently discussed in Japanese media because of its high news value, but because of its marketing value and "cultural potential", the fact that *youth* or better, *youth-in-crisis*, can well be exploited to condemn disagreeable and, at the same time display agreeable social behaviour, this study examines firstly, which norms and values were propagated in the discussion about *enjo kōsai*, and secondly, whether the different representations of the phenomenon followed a distinct pattern.

The analysis of the way *enjo kōsai* is presented in Japanese magazines, newspapers and in literature has shown that Compensated Dating was identified as a form of youthful deviance and was welcomed as a discursive construct for re-establishing the moral of sexual chastity for women as well as traditional female life agendas, whereby women are intended to become wives and mothers.

It has also demonstrated that those processing the topic resorted to the political strategy of scandalizing; a strategy which is not only frequently used to emphasize good conduct, but also in order to market topics. Compensated Dating was initially defined as schoolgirl prostitution (Step 1) and – as was to be expected with this definition and indeed intended – triggered off a far-reaching discussion about the moral (des-) integrity of Japanese schoolgirls (Step 2). During this discussion, the destiny of women as wives and mothers was frequently invoked. By contrast, the male part in *enjo kōsai* received virtually no attention. It was first and foremost the female participants who were found guilty of immoral conduct (Step 3).

Nor does the literary treatment of the topic really contemplate a genuine re-definition of the phenomenon that might pave the way for a new kind of approach. Although the authors do not necessarily agree with all aspects of the general moral indignation, nevertheless, by equating *enjo kōsai* with prostitution, they inevitably become involved in the general, moralizing discourse.