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**What Did the Japanese Audience Talk on the Message Board about Historical Drama of Japanese Americans in Wartime: Ethnicity, Society, and Peace**

Poster Session

TV drama has been a popular form of Entertainment Education (EE), providing the audience with new knowledge and/or brings up social issues and agendas in a storytelling style. However, how messages in such programmes are processed in the Japanese social setting has not received much attention because EE is often considered an approach used in the context of 'development'.

This study takes a historical TV drama series depicting little-known Japanese Americans in wartime to explore how new knowledge is perceived and understood. The data was collected from the messages posted to the official message board of the program, and analyzed in quantitative and qualitative manners. The findings suggest that, although the main message of the drama was more or less understood by the viewers, their reaction to war, hate crimes, and society of the time was poor, or absent if worse and never develop into discussion.