

# 選択的記憶と戦略的忘却： 日本における歴史の商品化と産業遺産

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本論文は、日本郵船（NYK）を事例に、企業が自社の歴史を「遺産」として再構築し、選択的に歴史物語を形成する過程を批判的に考察している。NYKは、日本の経済発展における同社の役割や豪華客船サービスを強調する一方、植民地支配や戦時中の侵略への関与を曖昧にしている。この戦略は、のちの日本政府による産業遺産をめぐる議論の先駆けとなった。デイヴィッド・ローウェンタールの理論的枠組みを用いると、NYKは「過去の飼いならし」を通じて、ブランドイメージの向上と過去の不正義の認識の最小化を図っていることがわかる。この分析は、企業の社会的責任が、単なるブランド管理を超えて、過去により正直で内省的に取り組むことを含まなければならないことを示唆している。自社の歴史に正直かつ批判的に向き合うことは、グローバル企業にとって重要な一歩なのである。

# Selective Memory and Strategic Forgetting: The Commodification of History and Industrial Heritage in Japan

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**Abstract:** This study critically examines the process by which Japan's industrial history is reconstructed as "industrial heritage," revealing how various actors, including corporations, government, and local communities, strategically manipulate historical narratives for the purposes of tourism and economic development. Through case studies of contemporary memorials and commemorative sites related to the Meiji era, the paper analyzes the dynamics of selective memory and strategic forgetting to explore the socio-political implications of commodifying history, demonstrating how these practices not only reshape public memory but also perpetuate contemporary power structures under the guise of heritage preservation. The research employs social and cultural history methodologies, utilizing frameworks from memory studies and discourse analysis to investigate how power relations and cultural processes shape history. Analyzing official records, photographs, video materials, and corporate promotional materials traces the formation of dominant narratives in Japan's modern industrial heritage, including the erasure of colonial-era workers. This approach illuminates the construction of selective memory and its complex power relations, fostering a deeper understanding of historical inequalities, national identity, and the legacy of Japanese colonialism. The article situates this analysis within the broader context of Japan's imperial legacy and its enduring impacts embedded in contemporary

societal structures, examining how dominant narratives formed during the colonial era influenced the development of multinational corporations, particularly Nippon Yusen Kaisha (NYK). By focusing on individual testimonies that challenge and complicate official memory narratives, the study reveals the construction of selective memory and its social and cultural ramifications, shedding light on the intricate relationships between Japan and its former colonies. This approach provides a foundation for reconsidering discussions of historical inequality, national identity, and the legacy of Japanese colonialism from new perspectives. Ultimately, the research suggests that corporate social responsibility for companies like NYK, part of the Mitsubishi Group, must extend beyond mere brand management to encompass a more honest and introspective engagement with the past. As corporations increasingly leverage their histories as brand value and cultural capital sources, they must also grapple with the ethical implications of historical revisionism and the risks associated with obscuring or forgetting less-savory aspects of corporate heritage, particularly concerning colonial exploitation and wartime atrocities. Confronting one's history honestly and critically is an essential step for global corporations like NYK to fulfill their current social responsibilities.