

The Geo-Tetsu World of Shikoku District from Keywords in the Newspaper Series

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1. What is the Geo-Tetsu ?

The Geo-Tetsu (Kato et al., 2009) is discover wonders of the earth by train trips, that enjoy and learn the nature along the railway. The Geo-Tetsu is supported by the members of Geo-Tetsu Project Committee of the Fukada Geological Institute (<http://fgi.or.jp/geo-tetsu/>). We select enjoyable Geo-Tetsu courses and Geo-points through which people can see geoscientific phenomena and railway facilities through train trips, and continue the proposal of geo-tours using a railway (Fujita et al.,2013).

2. The new approach of the Geo-Tetsu

We started writing the series of "The Geo-Tetsu Trip: Let us Enjoy Wonders of the Geological feature and the Topography of Shikoku District by Train" by a request from the Kochi Shimbun Company. It was published as the series in a "Saturday Nature" in 24 times of the Kochi Shimbun on every month third Saturday from April, 2013 to March, 2015. According to the marketing data which the Kochi Shimbun Company announced in January 2013, as for the morning edition circulation is 198,350, estimated total readership is 539,156, share in Kochi is 86.3%. It was a good opportunity in a meaning to have many people could know the Geo-Tetsu with or without interest to earth science and railways. It also became the new method of the Geo-Tetsu that the style of writing the familiar sceneries as Geo Points in around a station or along a short interval between the stations.

3. The style and layout of the series of "The Geo-Tetsu Trip"

The series was constructed as follows: the size about 1/2 (A3 size) of the newspaper space; the subject, subtitle, the text; a geological map and route map; one piece of big color photo and others 1-2 pieces; the surrounding map and the illustration of the geological structures as necessary. The series is complete in one issue. A member of the Geo-Tetsu Project Committee of the FGI wrote it by turns and tried improvement of the content with the committee.

4. The Geo-Tetsu world of Shikoku district from keyword of the series

We selected 9 routes of railway of Shikoku district in the series for two years. There are many keywords of disasters and railway facilities. The rugged topography and complicated geology of Shikoku district are reflected in them. You can know the railway technological invention to overcome the difficulties; fault motions of Median Tectonic Line, large-scale landslides, the re-routing and disused lines. It was also reported the flood of the Niyodo River and the Shimanto River.

Not only those keywords, we introduce the pleasure from the train window. We can enjoy various topography of the famous sightseeing at Oboke, the incised meander at Shimanto River, and the erosion topography of Sanuki plains. On the Geo-Tetsu trip, we can feel the benefit of geological feature and topography, too. It was focused on the people living along the railway that the springs called Uchinuki of the alluvial fan at Iyo-Saijo, the beach ridge at Akano and so on. In addition, there are episodes of the historical context until construction of the railway and the dawn of the geological history. There are also articles about the origin of the place name about the land. From various keywords only in Shikoku district, we can feel the original Geo-Tetsu story.

Keywords: Geo-Tetsu, Shikoku district, newspaper series, the Geo-Tetsu trip, keywords