

An Analysis of the Propaganda Posters & Bills in the Early Manchukuo Period (1932-1937)

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Before the World War 2, Manchukuo which was formed in the northeast China denied the rule system of the Republic of China, and tried to construct the New Nation which designated "kingcraft paradise" and "Five Nationalities' harmonies" as the principal axis of national ideology. To create "the citizen (later, Empire people)" domestically, Manchukuo government spreaded a lot of propaganda about the new national construction and executed the various media events. And it advanced the multilateral diplomatic strategies in order to obtain the acknowledgment as the New Nation internationally. In my presentation, by using the propaganda poster and bills, I will challenge to make clear Manchukuo's political features in the early Manchukuo period in order to show the features of the domestic propaganda policy.

The historical materials to examine this challenge are possessed in the some libraries in Japan. For example, the Ita Yusei Memorial Hall (Tottori prefecture), the library of Tenri University (Nara prefecture), the Oriental Library (Toyo Bunko, Tokyo), the Hakodate Central Library (Hokkaido), and the Interfaculty Initiative in Information Studies of the University of Tokyo (Tokyo). As for investigating these propaganda materials extensively, my research group is unprecedented. And by digitalizing these valuable and unusual historical materials, we have already constructed the database "Manchukuo and the Media --- Manchukuo Propaganda Posters & Bills" (<http://mediadb.human.kanagawa-u.ac.jp/kishi/poster/>).

In my presentation, by making use of this database, I will try to analyze the actual condition of the information and advertisement strategy of a fascism nation, and refer to the media events in order to assure popular mobilization.

< Bibliography >

KISHI, Toshihiko, "The relationship between the information and advertisement policy and the commemoration event in Manchukuo", *Annual Researching Report on Toyo Bunko 2007*.

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