

## *Kamishibai* Propaganda

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GHQ was amazed at the widespread popularity of the street picture show known as *Kamishibai* in Japanese cities and investigated the secret of the medium's popularity. On a large scale, the Japanese Imperial government used *kamishibai* as propaganda media after the eruption of the Second Sino-Japanese War (1937-45) and the beginning of World War II. The government purchased *kamishibai* directly from publishers and distributed them to military factories, schools, and village facilities throughout the Japanese main islands. Southern China provided the first experimental ground for the systematic exploitation of *kamishibai* in China. The Japanese-led *kamishibai* production in mainland Asia consistently failed to attract local interest. The direct translations from Japanese and imported expressions revealed ethnic and cultural differences and weakened *kamishibai*'s appeal.