

## Propaganda Media as Advertising Media: Commercial Advertising in Japanese Propaganda Magazines Published for Distribution in Thailand During WWII

Hiroshi KANO

The purpose of this paper is to consider the relationship between propaganda and advertising during WWII by examining advertisements in a Japanese propaganda magazine produced for distribution in Thailand, *Khaw Phaap Tawan-ook*. Although many advertisements exist in Japanese propaganda magazines during WWII, little attention has been given to them—this remains true for Thai-language magazines. The ratio of advertising pages in *Khaw Phaap Tawan-ook* was higher than the average magazines at that time. Advertisements for pharmaceutical, cosmetic and textile companies were published frequently, and evidenced an effort to utilize the Thai language. These facts show that this particular Japanese propaganda magazine intended to promote Japanese products to Thai people through the combined effect of articles and advertisements.