

Popular News Magazines—*Jikyoku Zasshi*—in Occupied Japan

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This paper examines the features and meaning of popular news magazines called "*Jikyoku Zasshi*," published during Japan's occupation period, 1945 to 1952. "*Jikyoku Zasshi*" were created as a branch category of general interest magazines established in the 1930s, one example being *Local Reports* published by Bungei Shunjusha. During the Sino-Japanese War from 1937, this genre covered a wide range of domestic magazines such as *Weekly Asahi*, as well as magazines intended for overseas consumption including *Manchurian Graph* and *NIPPON*, pictorial magazines, and regional general interest magazines. After the defeat, most of these magazines were discontinued, though the "*Jikyoku Zasshi*" category survived. Furthermore, many new magazines were launched. Titles that satirized and revealed the reality of the Emperor and other political, economic, or military powers gained popularity, especially *Truth* (*Shinsō*), *Whirlwind* (*Senpū*), *Political World Jeep* (*Seikai Jeep*), and *Japan Weekly* (*Nihon Shūhō*). The weekly magazine boom by major publishers in the mid-1950s should be understood from a longer-term perspective as a transformation of popular news magazines connected to the genealogy of the "*Jikyoku Zasshi*."