

Public Relations Activities of the Imperial Japanese Navy during the Taisho Period as Reflected in the Dispatch of Warships and Military Band at the Inspection of the Reservists

Shinpei NAKAJIMA

This paper examines the public relations activities by the Imperial Japanese Navy in the prewar period, using the dispatch of warships and military bands for the inspection of the reservists as a case study.

In June 1919, the first dispatch of warships, whose main purpose was public relations, was a success, mobilizing more than 130,000 people who viewed the warships, and were entertained by a military band. As a result, there was a growing demand within the Navy Department for the dispatch of warships and military bands for the purpose of public relations activities, and public relations activities were implemented as a “byproduct” of the inspection of the reservists on board the ship.