

“Our Precious Bond” or Complicity: A Case Study of Pamphlets (*Naiyou-Mihon*) of Erotic Publication Series in 1920s Japan

Yuko OBI

This paper examines how the underground publishers (*Chinsho-ya*) “Bungei Shijou-Sha” attempted to influence their readers' reception experience through the pamphlets (*Naiyou-Mihon*) of the members-only erotic publication series in the early Showa-era. It became clear that the pamphlets were not just advertisement media but also strategic text. In the pamphlets, They emphasized the excellence of their books/literature, sophistication of their readers, and the irreplaceable bonds of “sender (doujin)-receiver(kaiin)”. Moreover, Bungei Shijou-Sha wanted their readers to feel self-conscious that they were the “chosen” ones, and their connection differed from the relationship that normal readers would otherwise have with major publishers.