

Actual Aspects of Rumpus in Circulation Expansion of the Large Newspapers during the Sino-Japan War

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It is often pointed out that the mass media in modern Japan, especially the newspaper press, grew with the eruption of war. Notably, the Mukden Incident, which took place in the Showa era, functioned as the trigger to expand the newspaper market that had experienced stagnation after WW1. *Osaka Asahi* and *Osaka Mainichi* played a significant role in this market. Both presses settled in the Kansai area, developed vigorous competition in western Japan, and acquired their readers by raising the circulation in Korea, Taiwan, China, and Manchuria. After Japan started the war with China in 1937, as the territory Japan gained expanded, their readers included Imperial Japan army soldiers, corporate laborers, and immigrants. They published a special issue on the glory of the Japanese Imperial Army, and those articles escalated the competition among a large press. The newspaper dealers in small towns took an active role in this expansion of circulation. In this article, examining marketing and advertisement data from Yawatahama city, Ehime prefecture, from a micro perspective, I attempt to clarify the mutual relationships between newspaper dealers and major newspapers in Osaka from a macro perspective.