

“Democracy Begins with Baseball” Japan’s Acceptance of Postwar U.S. Propaganda

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On September 28, 1945, two Japanese newspapers carried a New York Herald Tribune editorial claiming that baseball was a good way to inculcate the Japanese with democratic doctrines. The article was transmitted as part of U.S. propaganda efforts known in Japan as San Francisco Radio. It was translated and distributed by the Domei News Agency, with the Yomiuri-Hochi using a headline that translates to “Democracy Begins with Baseball.”

Focusing on the work of San Francisco Radio, this paper examines how Japan arrived at full acceptance of U.S. propaganda in the postwar period through unraveling the process by which "Democracy Begins with Baseball" was published in Japan.