

## **Poster Strategy of the Ministry of the Navy in Prewar Japan**

**Natsuko TAJIMA**

This article offers a comprehensive overview of propaganda posters commissioned by the Ministry of the Navy in pre-war Japan, highlighting their trends and distinctive features.

Research indicates that the Ministry of the Navy produced sixty-seven posters from 1925 to 1944 over twenty years. These posters can be categorized into five groups: recruitment of voluntary soldiers, navy anniversaries, artistic paintings, aviation-related topics, and others.

Compared to the posters the Ministry of War created, the Navy's posters were often larger in format and resembled works of art; some were even sold for a price. The ministry solicited design submissions, many of which incorporated photo-montage techniques. Although most original designs have been lost, they were typically created by professional artists specializing in marine art.

After production at the head office in Tokyo, these posters were sent to various naval districts and distributed to specific organizations responsible for their dissemination.