

## **Newspapers and News Agencies in Japanese-Occupied North China During the Second Sino-Japanese War**

**QU Yang**

This paper examines propaganda activities in North China during the Second Sino-Japanese War through an analysis of major newspapers, such as *Yongbao* and *Huabeixinbao*, as well as the role of the Domei News Agency. Under a centralized information control system, media content was unified to support the Japanese occupation policies. As the war progressed, the propaganda focus shifted from military might to economic recovery, and finally to spiritual mobilization. Newspapers served as tools for state ideology, adapting their tone to changing wartime conditions. Their abrupt shift following Japan's defeat demonstrates their consistent role as spokespersons for the occupying power throughout this period.