

[Research Note] The Emperor's eyes as Midas Touch: The Beginning and the end of Imperial Branding in Modern Publishing advertisements

Publication advertising, Imperial branding, Emperor's viewing, Imperial viewing, Imperial presentation

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Power controls people. However, conversely, this power can also be used as a resource.

The publishers are using the Emperor's authority as a brand, with publications showing the symbol "Tenran or Tairan" (Presented to the view of the Emperor/or Imperial family) .

The searchable digitized publishing advertisements, revealing that this phenomenon began with the book by Hakubunkan in 1899 and ended with the revision of the handling regulations in 1930. I hope this article will be a first step towards understanding the "how to use the Emperor" in publication of these era.