

WWII Propaganda U.S. & Japan 1944-1945

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Geographical Context

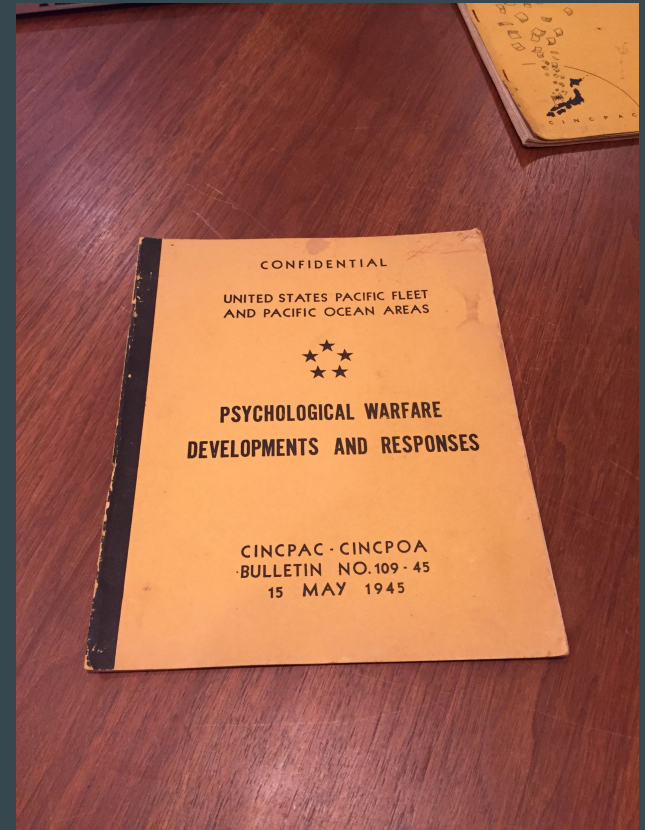


<https://www.mca-marines.org/gazette/2012/11/okinawa-final-great-battle-world-war-ii>

Psychological Warfare: Developments & Responses

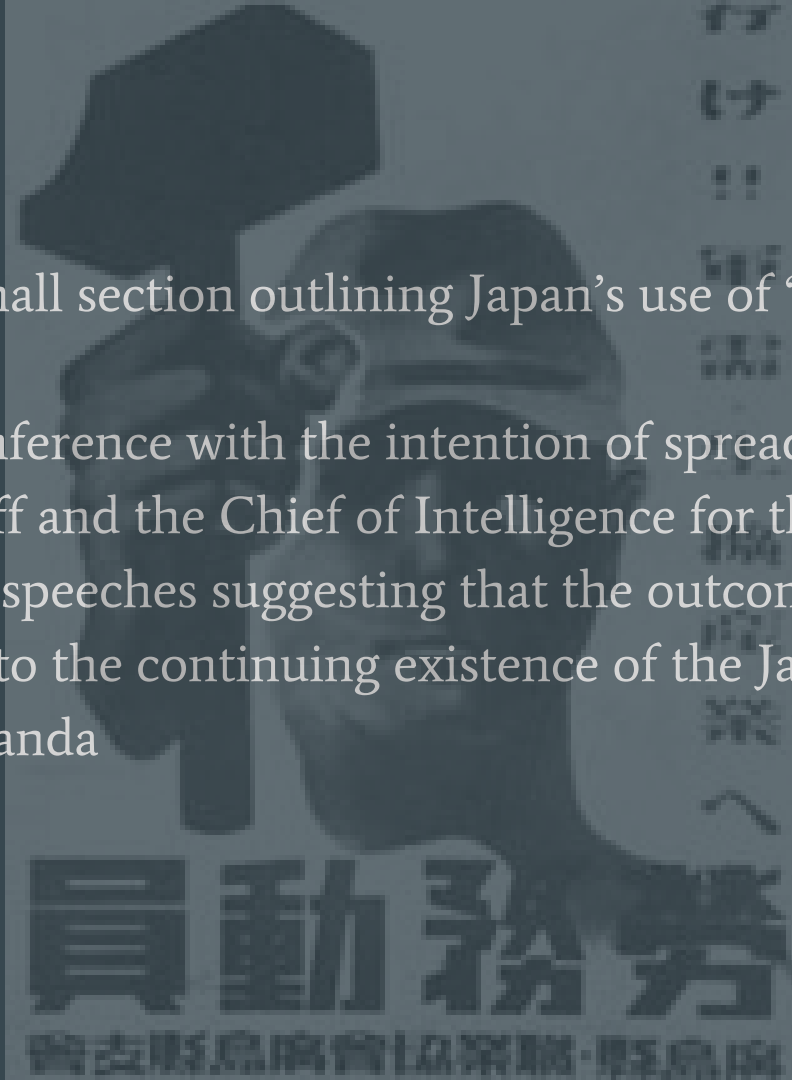
May 15, 1945: At this point, Japan shows no signs of surrendering to the Allied Powers. One day prior, Nagoya, Japan had been heavily bombed. Allied powers sought to weaken Japanese forces to the point of surrender.

Intent of Psychological Warfare Developments and Resources: Outlines U.S. uses of propaganda in Japan and analyzes their success rates. Small section analyzing Japanese propaganda tactics included.



Testimonial

- Book contains small section outlining Japan's use of "Testimonial Propaganda"
- At a Japanese conference with the intention of spreading propaganda, the Vice Chief of Staff and the Chief of Intelligence for the Japanese government give speeches suggesting that the outcome of the war is of vital importance to the continuing existence of the Japanese empire
 - Gray Propaganda



Card Stacking

GUADALANCAL

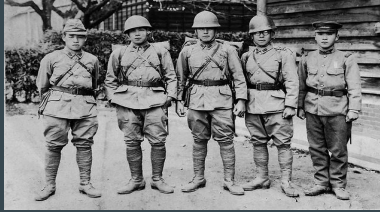
- Leaflets, suggesting that Japanese soldiers will die if they do not surrender but will be fed and survive if they do, are distributed in Guadalcanal.
 - Gray propaganda
- Yields 13 surrenders → Not very successful



Engineering of Consent

- Guadalcanal: Many official pamphlets distributed across enemy lines but only 13 surrender
- Saipen: Pamphlets containing “Life Saving Guarantee” tickets distributed via low flying planes over Saipen
 - 280,000 total printed
 - Many native civilians surrendered but did not yield many surrenders by Japanese soldiers
- Tinian: Used the same method as Saipen with the goal of obtaining Japanese surrenders
 - Many soldiers and civilians see the pamphlets but do not surrender
- Marshalls: Low flying airplanes urge Japanese surrender, over the Marshall islands, via speakers attached to the planes.
 - Only 21 Japanese surrender but this is considered a success since only 2 had prior surrendered from this area
- Myitkyina: U.S. forces use sound equipment to lower Japanese morale
 - 244 native inhabitants surrender

Plain Folks



GUAM

- Japanese prisoners taken in Guam are surprised to learn that the Americans do not brutally torture and murder their POWs → POWs that volunteer to are allowed to return to the field to spread their positive findings about the U.S. troops
 - On average, for every one POW sent into the field, 3-4 soldiers return with him to surrender
 - In one instance a POW returned with 18 soldiers prepared to surrender

PELELIU

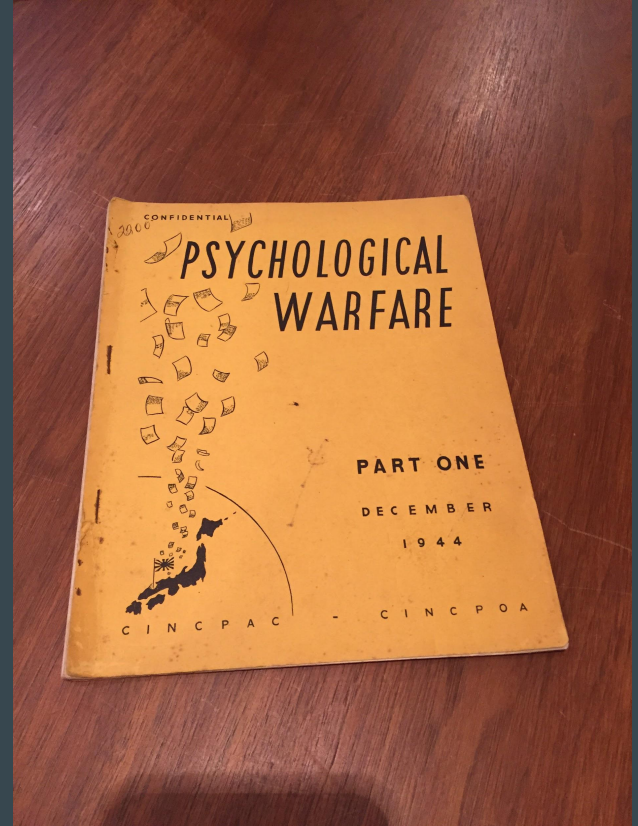
- POWs sent into field to distribute U.S. propaganda leaflets
 - Not unsuccessful but does not yield as many surrenders as the efforts in Guam

Psychological Warfare

Commander in Chief of the U.S. Pacific Command

December 1944: Towards the end of the island-hopping campaign in the Gilbert and Marshall islands. Released a few weeks before the bombing of Tokyo began. The tide of the war was in favor of the Americans.

Psychological Warfare was intended to teach the creators of propaganda how to get in the heads of Japanese soldiers and civilians, as well as how to deliver the propaganda after it was produced.



Pacific Propaganda Paradigms

General Propaganda - For Japanese controlled territory that is not under attack currently and may not be by-passed

Assault Propaganda - Aimed at enemy soldiers during/ after battle along with possible US allies in occupied territories

Propaganda for By-Passed Garrisons - Intended to discourage outposts that were starving or ill but would not be attacked by American troops

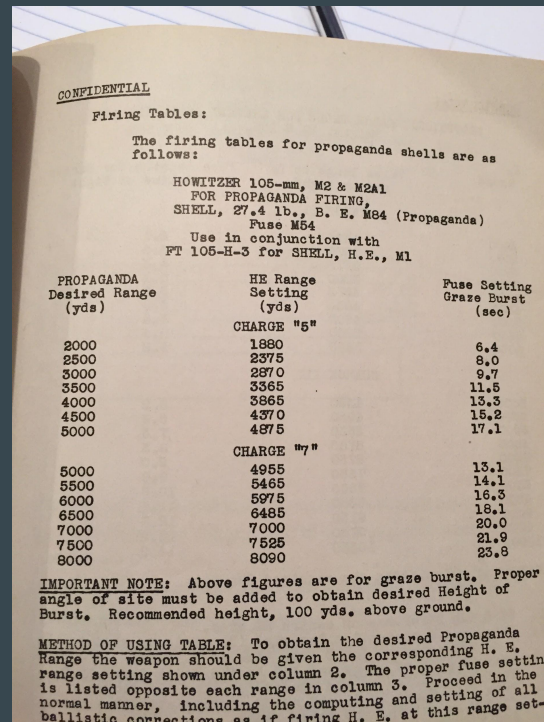
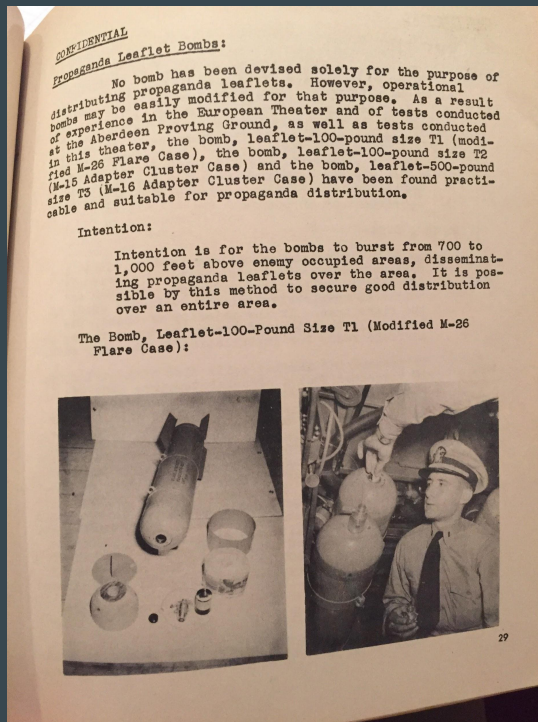
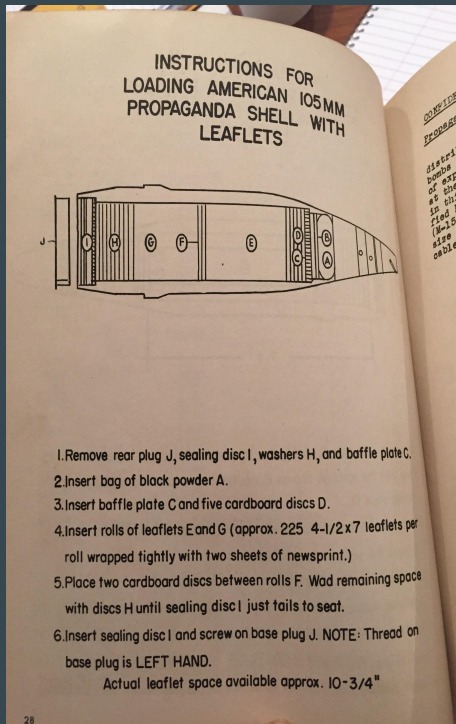
Japan Proper- Propaganda that attempted to influence students, workers, and officials alike in Japan

Themes of Propaganda

- Dispel Japanese lies of victory
- Contrast with images of American military might
- Play to the split of Japanese classes (military and social)
- Appeal to the Japanese sense of pride
- If all else fails threaten with force



Method of Delivery

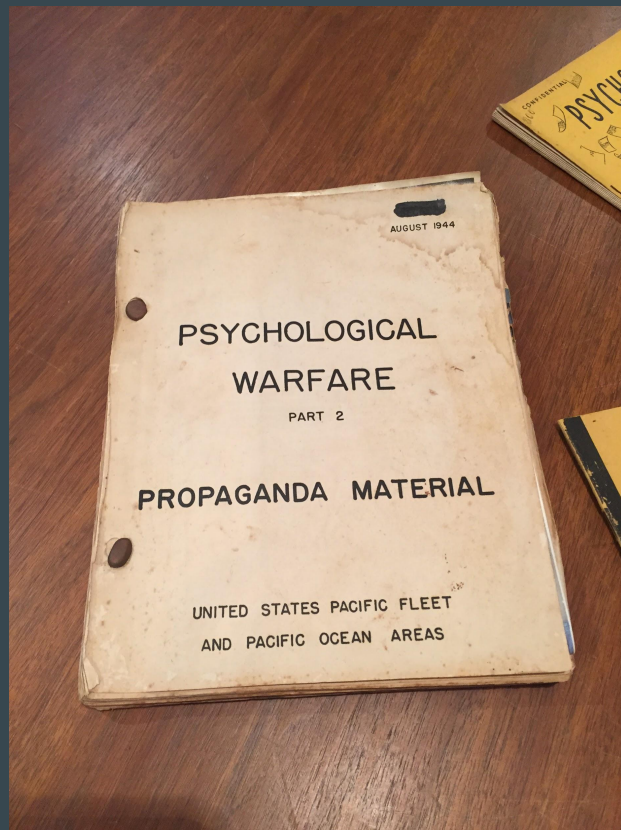


Psychological Warfare: Propaganda Material

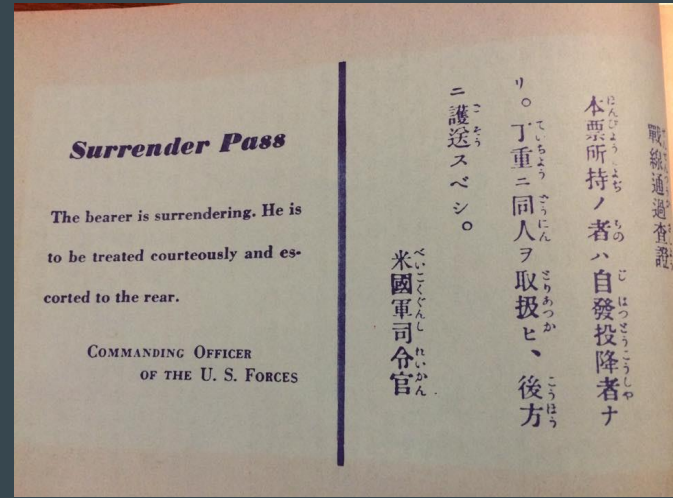
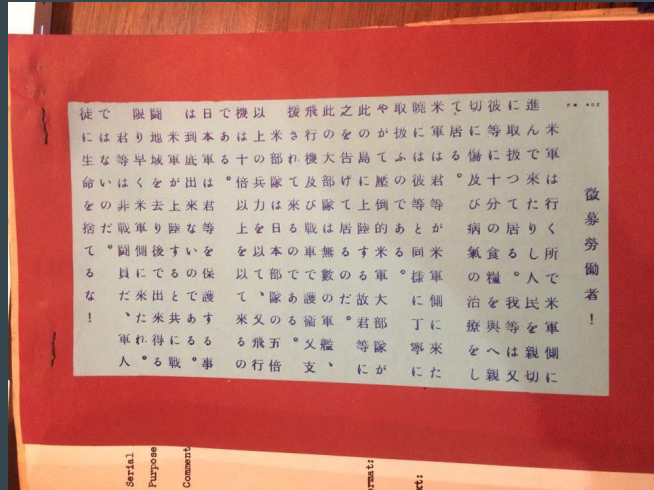
United States Pacific Fleet & Pacific Ocean Areas

August 1944

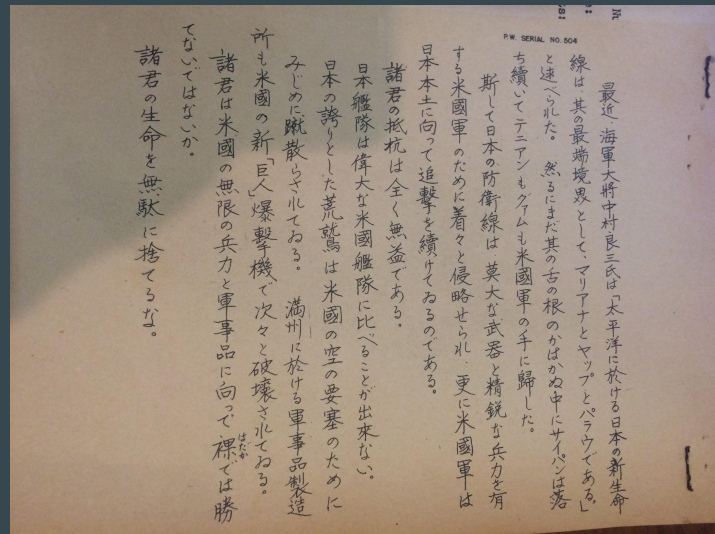
- Serial number of leaflet
- Specific place and time used
- Number of leaflets used and manner of distribution (if dropped by plane, altitude, etc.)
- Reason for use of particular leaflet
- Serial numbers of particular leaflets used immediately before and after leaflet being discussed
- Effectiveness
- General Comments



Propaganda Material



Propaganda Material



Propaganda Material



立向ふ事が出来ません。又隠
れて居て艦砲射撃や砲火を制
壓する事が出来ません。
病氣や負傷は放つて置ても
癒^ナる筈がない。
米軍の方へ來給へ!!
そうすれば充分の温^ナかい食物や
冷^ナい水は勿論の事醫療迄も目
く頂^ナけます。
今抵抗しても又無駄に戦死
しても何にもなりません。

Reference List

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