

## Concerning the national policy exhibition at the department store

### ABSTRACT

When we examine newspaper advertisements by department stores in the second decade of the showa era we discover that a lot of national policy exhibitions were held at department stores after the outbreak of World War II. Up to this time, the propaganda of national policy is often discussed as the process of the operation of thought and consciousness of one-sided people through the mass media-especially through radio or newspaper--in the totalitarian state. But we must not ignore the aspect of propaganda as amusement and popular culture, too. In this paper, I try to think about the reason why department stores were used as the place of national policy exhibitions and how they played an active part as the main locatious for such exhibitions until the last years of the war, with reference to the stage of the development of media environment and urban populdr culture in those days. And I try to point out the characteristics of the media of department stores and exhibition before Word War II in Japan.

**Key word** : national policy exhibition, department store, propaganda