

P.A.C. O'CONNOR	國際理解科目 Japan's Modern Image
Week 5 The networks of the English-language newspapers of Japan	<ul style="list-style-type: none"> • The Japan Times in the Gaimushō network • The Japan Chronicle network • The Japan Advertiser network
Reading 2: The Gaimushō Jōhōbu in Japan's propaganda network	
<p>FROM 1900-20, <i>Gaimushō</i> archives record numerous initiatives by Japanese based in North America to recruit local opinion leaders to Japan's cause, often on generous terms. News bureau were established on both coasts, each with an associated journal. Through the Kokusai Tsūshinsha (1913-1926) approved journalists supplied the Japan correspondence of a handful of American local and national newspapers. Friendship societies, such as the Japan Society of New York and, with the help of the Japan Advertiser's B. W. Fleisher (1870-1946), the America-Japan Society (1919), were also inaugurated. These beginnings helped the <i>Gaimushō Jōhōbu</i> to hit the ground running after its official opening in 1920-21, so that even with little time for preparation, Japan was able to make a far slicker presentation of its case at the Washington Conference of 1921-2 than at Versailles.</p>	
<p>The two key figures in building the early <i>Gaimushō</i> network were John Russell Kennedy (1861-1928) and Zumoto Motosada (1862-1943), both journalists with an eye to political advancement and strong links to Shibusawa Eiichi and Itō Hirobumi, in whose suite they travelled to organize Korea's foreign press. Zumoto founded the <i>Japan Times</i> in 1897, but was supplanted as President by Kennedy in 1913. In 1913 Kennedy set up the Kokusai Tsūshinsha and in February 1914 negotiated an agreement with the Reuters agency to handle Reuters' Japan correspondence. Zumoto moved to the <i>Oriental Review</i> in New York, then back to found the <i>Herald of Asia</i> in Tokyo in 1916, and to run the <i>Vladivo Nippō</i> during the Siberian intervention. Russell Kennedy was authorized to use <i>Gaimushō Jōhōbu</i> funding to create a network of semi-official English-language newspapers, magazines and news agencies in Japan and China and elsewhere, with a hybrid of Kokusai, Reuters and Associated Press agency interests and personnel and the flagship <i>Japan Times</i> at its centre in Tokyo.</p>	
<p>The <i>Gaimushō</i> network was essentially a series of linked institutions set up in reaction to the perceived strengths of, first, the <i>Japan Chronicle</i> and, after 1921-22, the <i>Japan Advertiser</i> and their networks. The <i>Gaimushō</i> network's primary task was to counter the impressions and ideas of Japan conveyed by the foreign-owned networks. It was not until the advent of the Dōmei Tsūshinsha in 1936 that the <i>Gaimushō</i> network started making news as opposed to denying it.</p>	
<p>From the early 1920s, the <i>Gaimushō</i> network was aimed more at changing public opinion in America than in Europe. The cosy relationship with AP, as well as Kennedy's own correspondence for the <i>Chicago Daily News</i> and the <i>Washington Post</i>, reflected this emphasis. In Japan the network ran the <i>Japan Times</i> and the <i>Herald of Asia</i>, small magazines like the <i>Far East</i>, the Kokusai Tsūshinsha and succeeding news agencies. In Korea it ran the <i>Seoul Press</i> and <i>Keijō Nippō</i> in liaison with the office of the Governor General. In China in 1921 the <i>Gaimushō</i> network included the <i>Manchuria Daily News</i>, <i>Far Eastern Review</i>, <i>Central China Post</i>, <i>North China Standard</i>, <i>China Advertiser</i> and <i>North China Star</i>, all of which it supplied with news sent <i>gratis</i> from Tokyo by the Shin-Tōhō Tsūshinsha.</p>	

Reading 2: *The Japan Chronicle* network

AS A SMALL NEWSPAPER WITH A LOCAL CIRCULATION RUNNING IN THE LOW THOUSANDS, the editorial line of the *Chronicle* reflected the ideas and principles of its editor more intimately than would have been possible for a bigger selling newspaper. Robert Young (1858-1922) founded the *Japan Chronicle* in 1891 and in thirty-one years made its reputation for fierce but scrupulous engagement with the politics and society of contemporary Japan. During his fourteen years as editor, Arthur Morgan Young (1874-1942) built strongly on this foundation, and was banned from Japan for his pains. In the last five years of the *Chronicle*, Edwin Allington Kennard (1902-77), edited the paper with the help of a *Gaimushō* subsidy and benefited from the sale of the newspaper to its semi-official rival, the *Japan Times*.

The Japan Chronicle network had comparatively few consistent high-level contacts but some editors were well-connected: Putnam Weale as a paid consultant to the Chinese foreign ministry; O. M. Green as a China Association lobbyist and China correspondent for *The Times* and the *Daily Telegraph*. Robert Young of the *Chronicle* was reputed to be the scourge of official Japan, but he was the only foreign journalist to meet the Meiji Emperor, and he was on friendly terms with Prime Minister Hara Kei and his Home Minister Tokonami Takejirō.

In China, the Japan Chronicle was close to the *Peking & Tientsin Times*, the *North China Daily News*, and another four or five Shanghai and Beijing newspapers. The *Japan Chronicle* quoted from these newspapers and was quoted by them in a cosy exchange of bylines ('JC' 'P&T Times'). These newspapers exchanged staff and local news, and their editors kept in close touch. The China editors, H. G. W. Woodhead, O. M. Green, Sheldon Ridge and Putnam Weale, and the Japan editors, Robert Young and Morgan Young, were all active in the China Association and in the British Association of Japan, which since 1908 had formed a joint lobby in London. These newspapers shared many of the principles of the classic liberal press. Their editorials took a common line on key issues: the Korean Independence risings of 1919-22, the Shaw affair of 1921-22, and the campaign against renewal of the Anglo-Japanese Alliance. Throughout the 1930s, with the gradual exception of George Woodhead, they were united in distrust of Japan.

The outstanding strengths of the *Chronicle* were political and intellectual. The brilliance of Robert Young's essays and squibs and Morgan Young's polemics attracted contributions from the cream of expatriate scholars, from Hearn and Chamberlain to the Russian *émigré* Ivan Kozlov. Both editors enjoyed profound but argumentative friendships with journalist-intellectuals such as Uchimura Kanzō, and Ishibashi Tanzan. The great weakness of the *Chronicle* itself was its lack of British and American newspaper correspondence. *Chronicle* writers provided the *Manchester Guardian* with Japan reports from 1900-1936 and both editors wrote occasional reports for American newspapers. Beyond these correspondences, the work of *Chronicle* writers was the *Chronicle* itself.

Reading 3: The *Japan Advertiser* network

The *Japan Advertiser*'s US press connections make the *Chronicle* look almost provincial. For most of 1921-41, B. W. Fleisher (1870-1946) or his son Wilfrid (1897-1976) and *Advertiser* staff wrote the Japan correspondence for the *New York World*, the *New York Times*, the *Chicago Daily News*, *St. Louis Post & Despatch*, a dozen other major provincial US dailies and news agencies, and a raft of trade journals. *Advertiser* staff wrote the Tokyo dispatches, but most of the work remained in B. W. Fleisher's gift. The exception was Hugh Byas (1875-1945), who edited the *Advertiser* from 1914-17, 1918-22 and 1926-29, then left with the Japan correspondence for *The Times* of London and the *New York Times*, which he wrote until he left Japan in March 1941.

Alongside these correspondences, the *Advertiser* network's influence in America rested on its role in employing graduates of the University of Missouri School of Journalism. From 1918-30, by an arrangement made between B. W. Fleisher, Frederick S. Millard and other China journalists, and Walter Williams, Dean of the School of Journalism, forty-seven Missouri alumni came to East Asia: thirty to the *Advertiser* and then to China newspapers, seventeen directly to China. Between the wars, cooperative relationships and a real camaraderie developed between journalist-proprietors like Millard and Fleisher, senior China journalists, and younger members of the 'Missouri Mafia'. A young *Advertiser* or *China Press* journalist who caught the eye of the management soon got a chance to file despatches for an American newspaper. In time, these young men and women became full-time correspondents in China and Japan, where their close links to the *Advertiser* made them a force to be reckoned with in reporting East Asia to the United States.

Between 1913-25, two American ministers to China, Paul Reinsch and Charles R. Crane, became closely involved in the efforts of Millard, Crow and other journalists to make the situation in China better known to Americans and to frustrate Japan's ambitions in Manchuria. In 1919, Reinsch, B. W. Fleisher, Victor McClatchy and others organized a cheap, fast trans-Pacific news service to compete with Reuters and Kokusai in China (Rozanski 1974: 306). The newspaper, lecture and lobbying campaign undertaken in 1920-21 by Millard and Crane in the US and by Putnam Weale at the Imperial Conference in London and (with Chinese funds) through Reuters, was not the deciding factor in the superseding of the Anglo-Japanese Alliance but it was a model of its kind in the way it targeted opinion leaders and raised a media groundswell against the Alliance. It also raised Japanese suspicions of Anglo-American double-dealing that lingered for years. Despite Reinsch and Crane's position, these were private, unofficial initiatives by closely linked interests: Crane was a shareholder in the *Advertiser*, Fleisher a shareholder in Crane and Millard's *China Press*, Millard a paid consultant of the Chinese government.