

Indigenizing Colonial Propaganda: The Japanese Mobile Film Projection Unit (*Junkaieisha*) in Manchukuo (1931-1945)

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Keywords: *Junkaieisha*, mobile film projection unit, Japanese colonial propaganda, Manchurian Film Association, cultural imperialism

This research examines the film propaganda system in the Japanese puppet state of Manchukuo. The focus is on *Junkaieisha*, that is, the mobile film projection unit active in rural areas. This thesis reveals how a national film propaganda project was aimed at the ordinary people in rural areas (which accounted for more than 90% of the total population). The sources used were internal publications of the Manchukuo government, PR magazines, *Manshu Eiga*, published by the Manchurian Film Association, as well as video copies made from actual films, that were later brought back from Russian State Film Archive and released in Japan. These sources were examined to establish the context for the projection tours while the films themselves were subjected to detailed text analysis.

The research discovered that Manchukuo's own characteristics were stressed and intensified in these films shown in rural area rather than being colonial propaganda representing Japanese culture in urban areas. This suggests that context helped determine the film text and resulted in an adaptive indigenization of a politically powerful nation's culture.