

論文の英文要旨

論文題目	A Study on Jitsugyo no Nihon sha Ltd. — the Prologue to a Study of History of Magazines in Modern Japan —
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Genealogy of typical Japanese magazine publishers before World War II is Hakubunkan Ltd., established in 1887, Jitsugyo no Nihon sha Ltd., established in 1897, and Kodansha Ltd., official name is Dai Nippon Yubenkai Kodansha, established in 1909. Hakubunkan from 1890's to first half of 1910's, almost until late Meiji Era, Jitsugyo no Nihon sha, from latter half of 1910's to first half of 1920's, almost until Taisho Era, and Kodansha after late 1920's, almost prewar period in Showa Era, obtained top position in the magazine world.

There are some studies on Hakubunkan and Kodansha, but there are few full-fledged studies about Jitsugyo no Nihon sha. This thesis is intended to search management of Jitsugyo no Nihon sha and the tone of their main magazine *Jitsugyo no Nihon* from June 1897, the foundation of the company to October 1931. The reason why marking 1931 as an end is that management of Jitsugyo no Nihon sha changed dramatically, significant turning point for the company, and in this year the Aisan Pacific War began. At the same time, also it was turning point throughout all areas including politics and economy in Japan.

This thesis consists of preface, Chapter 1 to Chapter 6 and epilogue. Outline is as follows.

In preface, considering the history of studies, from new historical points of view, 'nation state' or 'discourse', it should have been subjected to study, but actually not. It seems there are two reasons. The first, storage of original issues of this magazine is very limited, so, it is very difficult to read them from beginning to end. The second, *Jitsugyo no Nihon* has been had a strong image of a trade magazine of stock market from post World War II, so, it is difficult to have been interested in this magazine in prewar period. Very few people recognize that *Jitsugyo no Nihon* was a major general magazine publisher.

In second paragraph, it is overviewed that the history of the magazines at the same period of Jitsugyo no Nihon sha and *Jitsugyo no Nihon*.

Chapter 1 to Chapter 6 are divided into the periods from 1897, foundation year of Jitsugyo no Nihon sha until 1931, downsizing of the company. Outline is as follows.

First of all, it is considered that Jitsugyo no Nihon sha at start-up period and the tone of *Jitsugyo no Nihon* during 1897 to 1903 in Chapter 1. In particular, personal history of Giichi Masuda, president of Jitsugyo no Nihon sha and the background of launching *Jitsugyo no Nihon*, taking over rights of editorial and publishing from Iichiro Mitsuoka and establishing Jitsugyo no Nihon sha, launching Jitsugyo no Teikoku (Empire of Business) in November 1902, written by Andrew Carnegie and *Seiko Taikan*, (Ways to Success) in May 12, 1903, and actually obtained great success. In the first stage of *Jitsugyo no Nihon*, they strongly appealed significance of business and inspired success, and gave influence to people who desire success in life. It seems this enabled to expand its circulation and lead to the hit of above mentioned two books. Then, Jitsugyo no Nihon sha could establish the foundation as a publisher.

In chapter 2, it is considered that developing period of Jitsugyo no Nihon sha from before and after the Russo-Japanese War until 1907, 10th anniversary of the company, and the tone of the articles of *Jitsugyo no Nihon* at that time. Jitsugyo no Nihon sha published *Seiro Senpo* (News of the Russo-Japanese War) as an extra edition immediately after beginning of the Russo-Japanese War and obtained blockbuster success, and gained profit by publishing *Seiro Shashin Gacho* (Albums of the Russo-Japanese War), additionally. Developing business by reporting the war was the same way as the newspapers at that time.

Before the war Jitsugyo no Nihon sha expressed outbreaking of war against Russia, but after the war they were against the government that took military expansion as a basic policy by increased tax and continued after the Russo-Japanese War administration, since then, gradually enhanced the tone of criticizing the government from the standpoint of medium and small size commercial and industrial enterprises people. It seems this was the reason why *Jitsugyo no Nihon* was supported by them and could increase its readership. Also, Jitsugyo no Nihon sha launched *Fujin Sekai* (Women's World), and *Nihon Shonen* (Japanese Boys) and established impregnable position as a magazine publisher.

In chapter 3, it is considered that Jitsugyo no Nihon sha and the tone of the articles of *Jitsugyo no Nihon* during expanding period at end of Meiji Era (from 1908 to 1912). In this period, they newly launched *Shojo no Tomo* (Girls' friend). Also, they appointed Inazo Nitobe as an editorial advisor and had famous people including Shigenobu

Ohkuma as regular authors and raised social valuation. In this period *Jitsugyo no Nihon sha* enjoyed business prosperity. And in 1912, year of 15th anniversary, they held exhibition of study results of all Japan elementary schoolchildren as a memorial event, and held cultural programs such as lectures in Nagoya, Kyoto, Kobe and Osaka, and obtained good reputation through all Japan.

Jitsugyo no Nihon in this period went hand-in-hand with Tokyo Chamber of Commerce that lead the campaign against higher tax, and advocated that military expansion would bring disorder of finance and decline of economy. Considering against higher tax and against expansionism of foreign policy was one of key tones at this period, it is possible to say they played a role of ideological basis for Taisho democracy.

But in this period they advocated moral and effort instead of success. It seems that changes of the tones reflected the society of having been passed the time of industrial revolution, and they enhanced significance of living a conservative life by acquiring knowledge or skills more than desiring in rosy future for youths.

In chapter 4, it is considered that *Jitsugyo no Nihon sha* and the tone of the articles of *Jitsugyo no Nihon* during most prosperity period from 1913 until the Great Kanto Earthquake. In this period five major magazines, ie. *Jitsugyo no Nihon*, *Fujin Sekai*, *Nihon Shonen*, *Yonen no Tomo*, of *Jitsugyo no Nihon sha* maintained excellent sales. So, they decided to introduce returned goods system for all magazines, and era of *Jitsugyo no Nihon sha* emerged instead of Hakubunkan. Additionally, they dispatched a delegation to study education circumstances in U.S.A., and a delegation of heads of occupational schools to China and South American Countries, and held an exhibition of Japanese-style paintings by paintress.

The tone of *Jitsugyo no Nihon* in this period, regarding the domestic politics, they supported advocacy of constitutional government and their key tone faced the direction of realizing constitutional government. But some tones were seemed attuned Southward theory after World War I. They completely denied socialism, communism or anarchism.

In chapter 5, the influence brought by the Great Kanto Earthquake in 1923 is reviewed. In this chapter, particularly 'Tenkenron', arisen in the world of criticism after the earthquake, is reviewed. Tenkenron considered the earthquake to be a tocsin from Heaven against Japanese people addicted to western civilization at that time. As a result, together with 'Kokumin Seishin Sakko nikansuru Shosho', it means a certificate of arousing national spirits, restrained Taisho democracy. In this chapter it is clarified that Tenkenron had a wide variation depending on writers and analyzed that of Giichi

Masuda in more detail.

In chapter 6, it is considered that *Jitsugyo no Nihon sha* and the tone of the articles of *Jitsugyo no Nihon* from 1925 until 1931. In this period Kodansha expanded business thanks to tremendous advertising, and Iwanami Shoten Ltd. and Bungeishunju Ltd. caught up, when *Jitsugyo no Nihon sha* entered business depression period. In October 1931, they were forced to cease three magazines of *Fujin Sekai*, *Shojo no Tomo* and *Kenko Jidai* (the Period of Health) among six magazines in all they published at that time.

The reason why they showed poor performance, in this thesis it is pointed out that they could not manage their business suitable for the social condition in early Showa. It linked to the tone of *Jitsugyo no Nihon*, particularly, they could only understand 'Mo-bo' (modern boys), 'Mo-ga' (modern girls) and 'Gin-bura' (walking in Ginza street), and urban manners and customs represented by 'Ero' (erotic), 'Guro' (grotesque) and 'Nan-sensu' (nonsense) as obscene over matured civilization. In this aspect, Kodansha was clever enough to make a strategy of developing popular culture and took new management such as launching *King* in January 1925. Iwanami Shoten tried to popularize culture and succeeded in business by launching paperback library under 'Yen Hon' (one yen book) boom. And Bungeishunju increased circulation steadily by including gossip into literary. They were widely different from *Jitsugyo no Nihon*.

Regarding modern Western thought and civilization, there were many negative advocacy of *Jitsugyo no Nihon* as a whole, but it is striking that regarding foreign affairs they kept to have a global point of view such as advocating disarmament and fostering global-mind, and severely criticized dispatching troops to Shandong in China three times by Tanaka cabinet.

In epilogue, taking all points clarified from chapter 1 to chapter 6, it is confirmed that the role and position of *Jitsugyo no Nihon* and *Jitsugyo no Nihon sha* in history of magazines in modern Japan and referred to future tasks.

Regarding significance of *Jitsugyo no Nihon*, following two points are confirmed. Firstly, they informed what business means to people at that time and played a role of establishing the word of business. Secondly, *Jitsugyo no Nihon* had a character of opinion magazine. And regarding the activity of *Jitsugyo no Nihon sha* as a publisher, following point is pointed out. They caught the trend of the times successfully, and entered into 1920's, era of *Jitsugyo no Nihon sha* emerged. Regarding the history of magazine sales, they took the initiative in introducing returned goods system.

Developing, expanding and prosperity period of *Jitsugyo no Nihon sha* was the time

of Japanese capitalism moving toward developing and establishing, and at the same time modern society in Japan showed improvement, until Taisho democracy period in political. In these periods, *Jitsugyo no Nihon sha* was sensitive enough to catch trend and raised business, and era of *Jitsugyo no Nihon sha* emerged. After a while depression and crash happened, and strike and peasant disputes happened often, and then thoughts of socialism, anarchism and communism were prevailed, but *Jitsugyo no Nihon* whose basis was capitalism and the Emperor system, denied them completely. In Showa era, entering into the time of Mo-bo, Mo-ga, Gin-bura, Ero, Guro and Nan-sensu, *Jitsugyo no Nihon sha*, placing value on self-cultivation and effort, could only answer adverse effect of awfully over mature civilization.

That is to say, sense of *Jitsugyo no Nihon sha* was activated when modern society was going upward, but it rose to some extent and showed another turn, it recognized them negative activity only. *Jitsugyo no Nihon sha* could not create positive policy, then gave up the top position to Kodansha.

But there was a big role played by *Jitsugyo no Nihon sha* in the history of magazine in Modern Japan, represented by the stream from Hakubunkan to *Jitsugyo no Nihon sha*, from *Jitsugyo no Nihon sha* to Kodansha.

Finally, I refer to four future tasks. Firstly, study *Jitsugyo no Nihon sha* more after the period referred in this thesis. Secondly, precisely analyze the tone of *Jitsugyo no Nihon* at each period. Thirdly, deepen study of Giichi Masuda. Fourthly, review other magazines.

The abstract of this thesis has been described as above.