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VIA: AIR
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DISPATCH NO. RJTA-

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14 AUG 1956

TO : Chief, FE
FROM : Acting Chief of Station,
SUBJECT: GENERAL: Psychological/Operational
SPECIFIC: Survey of the Yomiuri Shimbun

DATE: _____
SW

ACTION REQUIRED: None, for information only

Enclosed is a "Precis of Analysis of the Yomiuri Shimbun," which was prepared as a result of a survey of the Yomiuri Shimbun for a two-week period (17 - 30 June 1956). A copy of this analysis will be passed to PODAM.

Enclosure:
1. Precis of Analysis of the Yomiuri Shimbun

13 August 1956

Distribution:
4 - Addressee w/encl. - in dup.

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- EXEMPTIONS Section 3(b)
- (1) Agency
 - (2) Methods/Sources
 - (2)(3) Foreign Relations

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Date: 2005

PRECIS OF ANALYSIS OF THE YOMIURI SHINBUN
(17 - 30 June 1956)

From a survey of the Yomiuri Shinbun for a two-week period (17 - 30 June), it may be concluded that no definite trends and/or consistent treatment or "slants" to the news have been discernible. One of the more obvious factors apparent from this survey is that the Yomiuri does not have a clear policy on reporting and commenting upon the news of the day. This is somewhat of a departure from what may have been the past policy of the newspaper, inasmuch as it is reported that during the pre-war days it was "ultra-militarist" in tone and later became "ultra-Rightist" subsequent to 1945. Available information points to the paper's swinging toward the Right-Wing Socialist viewpoint after the signing of the Peace Treaty. At the present time, however, it does appear from the survey that the editorial staff and column writers enjoy a greater amount of freedom in their selection and treatment of newsworthy topics.

During the survey period, the major portion of the pertinent news was given over to the Price Report and the issue of Okinawa. In the treatment of this subject, all papers assumed something less than a pro-American tenor in their reporting. The Asahi, which may be categorized as maintaining a Right-Wing Socialist stand, was consistent in its advocacy of a "strong and firm stand" by the Japanese Government leaders to gain concessions from the U. S. The Mainichi, categorized as slightly more conservative than the Asahi, also maintained a similar policy, which consistently predicated its coverage treatment of the Okinawa issue. The Yomiuri, on the other hand, while assuming an anti-American position, drifted from caustic and bitter reporting of U. S. actions to a mild and sometimes even neutral position in reporting the day-to-day highlights of the situation in the Ryukus. From a U. S. standpoint, Yomiuri's reporting may be considered generally unfavorable re the Okinawa problem. The newspaper also seemed to enjoy blaming the Japanese leaders for their unfamiliarity with the seriousness of the problem, a position which one would expect of a Right-Wing Socialist newspaper in view of the then impending national Diet elections.

Reportage on the H-Bomb experiments in the Pacific by the Yomiuri again evidenced a lack of consistency. Factual articles citing the necessity for the Free world to remain ahead in the atomic race were carried without comment. Also in evidence were columns strongly opposing the U. S. stand for continuing the tests. (On the issue of cessation of H-Bomb experiments, the major papers - including the Yomiuri - usually directed their protests toward the U. S., ignoring for the most part direct criticism of Soviet Russia and the fact that it has not given prior notification of nuclear tests conducted within its own borders.) A Yomiuri column dated June 20th stated:

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"...It appears that the Americans were very proud of their experiment on 21 May, but the bomb fell four miles from the target, with two persons suffering the loss of their eyesight. Acting with indifference, the Secretary of the Air Force said that 'such mistakes are common to human beings.' If they (U.S.) carry out nuclear tests in spite of opposition by a majority of mankind, they should do it with prudence so that 'such common mistakes' may be avoided...."

On the matter of the atomic race and stockpiling of nuclear weapons, all newspapers - Yomiuri included - commented upon the doubts of the Japanese as to the standards of the permissible amount of radioactivity, the necessity of preventive measures, and the theory of value of the A-race between U. S. and the Soviet Union. A related topic here is the "Hiroshima Maidens" whose recent return from medical treatment in the U. S. was given extensive press coverage. The Yomiuri, along with other major papers gave favorable treatment to this subject, citing the benevolence of Americans toward these victims. However, in the treatment of this subject by some papers - Yomiuri excluded - a thread of resentment could be found, pointing out to the Japanese readers that they not forget that it was the same U. S. which brought about the fate of these "Hiroshima Maidens."

During the survey period, some of the topics treated editorially by the Yomiuri were: "Raising of Public Interest in the Elections," "Renewed Efforts to Increase Exports during Second Half of 1956," "War against Mosquitoes," "Arguments over the De-Stalinization Moves," and "Chou En Lai's Foreign Policy Speech." On the Stalin issue, the Yomiuri commented upon the 'wishful thinking' harbored by the West, that this would ignite a chain reaction of resistance within the Communist orbit countries. The paper criticized the capitalistic papers for predicting such an event, stating that they were deliberately endeavoring to incite disturbances within the orbit nations. TOULIATTI's declaration received only superficial review. In the review of Chou En-Lai's foreign policy speech (30 June), the Yomiuri claimed there was nothing new and the only point which attracts attention is that the general tone of the Foreign Minister had somewhat softened. A three-sentence acknowledgment of Chou's reference to Japan stated that China's obvious attempt to use the release of Japanese POW's is welcome, but that the "lack of positiveness in Communist China's bid.....seems to indicate that it is trying to attain actual diplomatic relations rather than mere nominal restoration of relations."

Conclusion: This two-week survey would indicate that the Yomiuri lacks an established policy in reference to U.S.-Japanese relations. The editorials blow hot and cold on this subject; apparently at the whim of the particular writer for any given edition. If we assume that the executives of the Yomiuri themselves have a policy on the paper's treatment of topics involving the United States and Japan, it would appear that this executive policy has not filtered down to the working echelons. The reasons for this omission of co-

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ordination will have to be left to conjecture. One can usually predict the Asahi or Mainichi's treatment of news involving the U. S., but until the Yomiuri reaches the newstands, it is almost impossible to prophesy with any degree of accuracy the particular stand that this paper will adopt. This factor is considered the most significant finding of a survey of that paper.

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