

## **Public Diplomacy of Japanese Empire and Imperial/Colonial Fraternity:**

### **The Carnegie Endowment's Tour for American Journalists to the "Orient" in 1929**

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Recently, the animated debate regarding Public Diplomacy has been the focus of attention among both government officials and academic scholars. Non-militaristic diplomacy has a long and ever-evolving history. In the case of Japan, it began a campaign of public diplomacy toward the United States, Europe and Asia at the end of the 19th century. In 1929, the Carnegie Endowment planned and executed a tour for American journalists to the "Orient"; Japan, Korea, Manchuria and China. The purpose of my presentation is to explore the public diplomacy of Japanese Empire *vis a vis* the tour and it aims to shed light on an aspect of imperial and colonial fraternity among the U.S.-Japan relations at least in the latter half of 1920s.

The paper clarifies that the tour was part of the public diplomacy strategy of the Japanese empire in two key ways. Firstly, the tour aimed to generate Western knowledge and positive attitude regarding the "orient." The Japanese government intended to propagate and control its image in the eyes of the American people through the reports by the journalists in the tour. It hoped to raise American awareness of Japan within the Asian situation.

A second goal was to promote a shared sense of imperialistic recognition between Japan and the U.S. The American journalists grasped the "oriental" situation by accepting Japanese propaganda during the tour. They regarded Japan as Asia's only westernized, civilized country. The goal was to distinguish Japanese from other Asian people by the standard of "civilized" versus "barbarian." This cynical ploy helped to maintain discrimination among the Asian countries. It was a resource not only for Japan to maintain its imperialistic power but also for fraternal relations of U.S.-Japan by sharing the imperial and colonial gaze on "uncivilized" countries and people.

The use of Carnegie's tour for American journalists to the "Orient" as a public diplomacy method for Japan thus played a key role in establishing the hegemony of the Japanese empire. This study identifies the imperial and colonial fraternity between U.S. and Japan, but also the structure and meaning of Japan's public diplomacy in depth as a valuable lesson that still resonates today.