Malaya Media Warfare in World War-Ii During The Japanese Invasion (1941-1945): Propaganda *Airborne* Leaflets

Wardatul Hayat Adnan[1]
Dazmin Daud[2]

Faculty of Communication and Media Studies,
Universiti Teknologi MARA,
40450 Shah Alam, Selangor, MALAYSIA[1]

UCSI University
56000 Cheras, Kuala Lumpur, MALAYSIA[2]
wardatul@uitm.edu.my[1]
dazmindaud@ucsiuniversity.edu.my[2].

Abstract

In the history of World War II, Japanese invasion in Malaya (1941-1945) was not a forgotten war but the apogee of a propaganda war. By analysing the contents of propaganda leaflets distributed during the Japanese invasion is important in understanding the communication used in defeating, surviving in a war-incorrect grammar and sentence structure). The present study aims to explore the airdropped (propaganda) leaflets using the 10 steps of analysing propaganda and to identify types of leaflets used in communicating to its target audience. Findings showed that the frames of 'demoralization', encouraging surrender, survival and building trust were most frequently used during the overall war period in Malaya. These leaflets were frequently dropped towards the end of the war with its target in overriding and controlling Malayan people. The leaflets were varied and depended on the target audiences, for instance, different language was used for different target audience and for different propaganda objectives.

1.0 Introduction

The Empire of Japan entered World War II on September 27, 1940, by signing the Tripartite Pact with Germany and Italy. The first Japanese Imperial General Yamashita first got to know about orders to invade Malaya and capture the British naval base in Singapore was an attempt to conquer south east asia. Initially Japan's decision was made based on meticulous judgement and investigation completed by Japanese intelligence officer, Major Yasuhiro Nakasone, who is disguised as tourist. The investigation includes determining strategic landing sites, measuring water depth and soil strength to support tank landings. The invasion is needed to capture Malaya due to its natural resources, world's tin sources and natural rubber [1].

During the Japanese invasion, media has gone underwent and limited due to the war. In World War II, propaganda was an important feature of the war between Japan and Allied powers (Kratoska, 2009). Media often controlled by one country's government, as what modern practice which has similar scheme from the past. Using media has kept the civilian spirits high to depict the war in a positive light. Japan used identical method as other colonisers strategies by controlling the media to win the battle. In keeping the civilian spirits high and obey to Japanese orders many initiatives taken by the japs to win over the people of Malaya. This includes the usage of Japanese Invasion Money using banana tree motive on its 10 dollars notes as the motives are familiar among the people of Malaya. They have engaged in the regulation and censorship of the forms of media such as the banned of radio usage, as

well as introducing the new means of notifying the Malaya people through its own media platforms. Media used by the Japs are mainly to persuade and increase the trust among the people during the war.

To achieve this objective propaganda has been used in the media to disseminate messages through media materials such as posters, leaflets and many more. The use of striking invaders logo or symbol using bright colours and sensational language was designed to encourage Malayans to ration their food, buy–war bonds and to performs alternatives to support the war effort. One of its popular method in disseminating information is through the airborne leaflets. This Airborne leaflet propaganda is a form of psychological warfare in which leaflets (flyers) are scattered from-the air. Military forces have used aircraft to drop leaflets to attempt to alter the behaviour of enemies and non-enemies in enemy-controlled territory, sometimes in conjunction with air strikes. On top of that propaganda posters during Japanese invasion will be further discussed in the present study. The aim of the propaganda poster was to promote a version of Allied victory and strength (Liñán, 2010).

Therefore, the present study, it outlined a list of Allied propaganda airborne leaflets and further discussed the objectives of each propaganda initiates by invaders using the 10 steps in identifying propaganda purpose [3]. In addition, the study will further adopt the International Mass Media Security Tool Framework proposed by Richard and John in 1980 was used to identify types of propaganda used during the invasion [2]. The types highlighted are namely Facilitative, Counter Disinformation and Survival propaganda as shown in Figure 1.

Figure 1- International Mass Media Security Tool Framework [2] adapted from ELM (Richard & John, 1980)
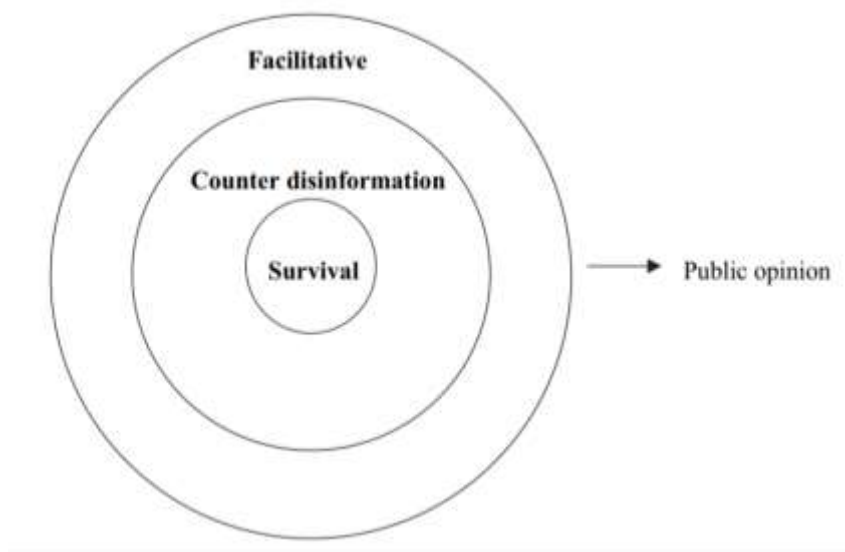

Figure 1 shows the public opinions are mostly influenced by three different categories of public opinion with different number of believers. The three categories are as follows:
   a) Facilitative communication: it is a technique in continuously assisting and aid to ensure its effective communication. Total beliefs as what has been guided.
   b) Counter Disinformation: understand the psychological factors that underpin in one information and perception of the truth.
   c) Survival: The ability in countering the misinformation and delivering survival advise messages.
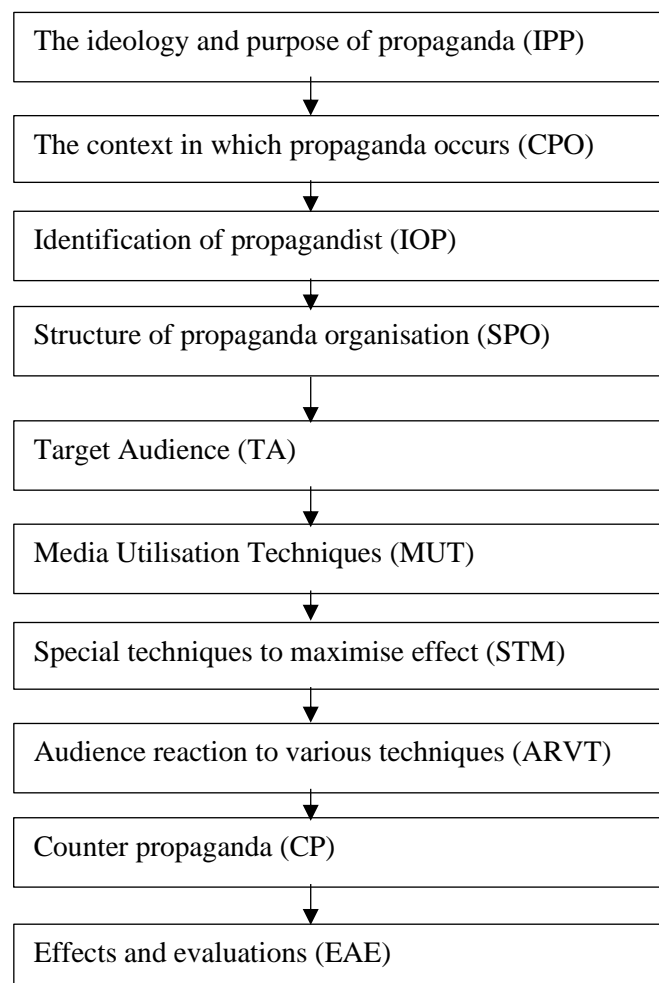
2.0 Literature Review

2.1 World War II and Propaganda

Propaganda is an essential element in warfare. During world War II, it has been as an integral part of waging war in Malaya. Besides being part of human history, war itself can be defined as violent means of attaining a specific objective [3]. Using propaganda, may lead to the same result of violent manner. Laswell, a pioneer in propaganda studies, has pointed out that psychological warfare is a recent name of an old idea to succeed in a war [5]. World War II will use the efforts in putting propaganda to win each war as previously applied in World War I. The major differences are medium used and media content in sending propaganda messages this is due to the advancement in technology and lessons learnt from world war I. However, the use of traditional propaganda media materials, such as, leaflets, posters and motion pictures were again used to increase awareness among the audience and at the same time changing in people perception that reflect towards human behaviour. These methods applied is part of the strategies used that has caused one of the deadliest wars in the world. Due to that, further studies relating to propaganda messages needed to be evaluated to understand how propaganda messages shaping peoples' mind. In the case of propaganda leaflets, the literature is popular and available in numismatic (see Schwan & Boling, 1995; Ogawa, Kozono & Boling, 1987).

Figure 2 was used in analysing propaganda leaflets in the present study. The analysis of propaganda starts with identifying the purpose of propaganda occurs in the context. This process followed by identifying the owner of the propagandist and its organisation. This is needed to ensure the propagandist purposes that benefits them. Moreover, the steps listed in below figure will also allow researcher to spot the target audience of each initiatives made by the propagandist. It also details in terms of media utilisation used, and specific techniques used by the propagandist to further analyse and look towards the impact among the audience.

Figure 2 The 10 steps in analysing propaganda [3]

The ideology and purpose of propaganda (IPP)
↓
The context in which propaganda occurs (CPO)
↓
Identification of propagandist (IOP)
↓
Structure of propaganda organisation (SPO)
↓
Target Audience (TA)
↓
Media Utilisation Techniques (MUT)
↓
Special techniques to maximise effect (STM)
↓
Audience reaction to various techniques (ARVT)
↓
Counter propaganda (CP)
↓
Effects and evaluations (EAE)

2.2 Theoretical Underpinnings

The relation between both the audience and communication used are related to the embellishment likelihood model of persuasion and generalised theories of audience reach and its impact such as symbolic Interactionism used [6]. This theory explains the self-behave on human interactions. It also explains to effectively communicate; people will use symbols with shared cultural meanings. Symbols can be constructed from just about anything, for instance, language used, gestures of giving assistance and blending with locals' culture to get acceptance and the feelings of inclusion.

In addition, the elaboration likelihood model of persuasion was used in describing the change of attitudes. The model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. In the case of an urgent message appearing on a airdropped leaflet during world war II in Malaya, the audience would simply realise an appropriate guiding principle in order for them to survive and ability to make decision based on the persuasive message established in this principle. In the case of the leaflets, it is important that the message fulfil needs of the audience in wartime for persuasion to occur.

2.2.1 Survival

Under the elaboration likelihood model, the audience may be most likely persuaded when an appropriate guiding principle, in this case the need to survive, is realised. The survival function of the framework comes to the fore most towards the end of the world war not only limited to the people of Malaya but also among the Prisoner of War (POW). Survival messages take the form of telling the allied prisoners of war on how to stay safe and survive before they are able to put them in safety, convincing the civilians will be safe from war or telling civilians to stay away from military targets. The survival messages from the air-dropped leaflets is one of the methods used during war time. The leaflets used are written in different languages based on the targeted audience. Samples used in the next section will show several languages was used in the leaflets. For instance, if it is meant for civilians; Jawi, Bahasa and Chinese characters were used in the leaflets to make it readable by its audience.

2.2.2 Counter Disinformation

Countering disinformation is a softer approach than the survival function and is used in times of crisis or in times of peace to get the British message out in the face of adversarial messages and propaganda from the Japanese. This function is particularly useful when enemy broadcast facilities continue to operate and provide disinformation. There are examples where the British uses radio or leaflets to counter information from other sources. Radio and other such services can succeed simply by telling the truth. Revealing the truth to counter disinformation will somehow motivate and encouraging surrender towards enemy.

2.2.3 Facilitative Communication

This is a softer approach than the survival function or countering disinformation. Facilitative communication constitutes what many international radio stations engage in including radio newscasts, press releases and artistic and cultural programs. This type of communication serves no other function than creating a friendly atmosphere. It is about clearly and honestly explaining the views of the Malayan, displaying the humanity and generosity of the Allied underscoring issues of commonality, and expanding opportunities for interaction between them.

2.2.4 Public Opinions

A content analysis of the leaflets and posters was conducted to examine the type of message contained in the leaflets and the intended audience to test the study hypothesis that most messages on the leaflets dropped over Malaya by the Allied during world war II. The hypothesis guiding this research is that

because of the urgent international communications requirements during wartime and the guiding principle of survival realized by the audience, the majority of messages on the leaflets dropped over Malaya would be messages of survival, targeting either the military or civilians (see sample leaflet in Figure 2). This hypothesis is based on understanding the audience situation and guiding principles, drawn from the elaboration likelihood model of persuasion. Two basic research questions were also developed to understand more fully the use of persuasive messages and audiences used during *the* Japanese invasion in *Malaya* (1941-1945).

1. Who are the leaflet messages targeted to? Malayan civilians, military, or both?
2. What are the specific content categories of messages in the leaflets? a) demoralization and b) motivational c) encouraging surrender
3. What are the techniques used in disseminating the propaganda based on the framework of Elaboration Likelihood Model?

3.0 Methodology

A content analysis of the 5 airdropped leaflets made available through authors collections of Japanese propaganda leaflets. These leaflets were dropped within the timeline of 1941- 1945. Coloured leaflets (front and back) and black and white were printed and put in a binder for the use of analysis and further been coded. Codes used *were* obtained from the ten-steps identifying propaganda purposed [3] and further group*ed* based on the framework used in the present study adopted from Jowett & O'Donell (2006) [2]. Qualitative techniques were used to meet its research objectives.

Figure 3. Image of Airdrop Propaganda leaflet: Victory over Japan leaflet "Victory over Japan" (VJ) to Malayan People: Malaya Japanese Invasion Money (JIM) Note $5.00 With V-J. (Author's Collection)

TABLE 1
Coding sheet: Propaganda Analysis of Airdrop leaflets [4]

Step	Analysis Items	Propaganda Details	Types
1	IPP	To publicize the Allied victory over Japan and the demise of invasion certain parties overprinted the Malaya $5 Japanese invasion money. These leaflets were airdropped by the Allies beginning 20 August 1945 MR. War Souvenir, to show victory against Japanese	Facilitative
2	CPO	Malayan $5 dollar occupation notes with the block letters "MK" or "MR" overprinted with the text "MALAYAN / WAR SOUVENIR" [in red] at the top and bottom, with a large red "VJ" in the center, and the words "Grim Memories / of / 1941-1945."	
3	IOP	These leaflets were airdropped by the Allies beginning 20 August 1945	
4	SPO	Victory over Japan on 5 Malaya notes. Printed as war souvenir at the end of the war	
5	TA	Malayan people	
6	MUT	Airdropped leaflets	
7	STM	Using Malayan $5 dollar occupation notes	
8	ARVT	Motivated, Reliefs, Hope and new beginning	
9	CP	None	
10	EAE	Demotivating the Japanese army, motivating Malayan People	

Figure 4. Image of Airdrop Propaganda leaflet: Defeating Japanese Army in World War II to the Malaya (Author's Collection*)*

Translations in English provided below:

<div align="center">

To all people of Malaya

</div>

"Japanese troops have been defeated everywhere. The British has defeated them in Burma while the American has defeated them in Philippines, Iwo Jima and Okinawa. As thousands of American planes bombed Japan, the navy British and American naval forces sailed near Japan to bombard their cities in coastal areas. A new bomb made by British and American scientists was 2000 times more powerful than common bombs has destroyed two Japanese cities. All these attacks on the Japanese are forcing them to admit their defeat. Therefore, the Japanese must follow Allied orders. With that, we are very happy because we do not have to fight the Japanese in Malaya by bombing towns and cities. When we arrived in Malaya, we will chase out all the Japanese army. Meanwhile, some of the Japanese army in Malaya have carry out duties such as security. This is to ensure peace and order is still in practice. Please do not fight with the Japanese army. In these few days, just be patient, and remember that every Japanese army in Malaya will be punished severely when we return. Fights with them are extremely dangerous to you and your family. All the guerrillas and British officers who had long fought against the Japanese army were ordered to remain permanently in their places. Prosperity built as if war is impossible to recover with, but with the arrival of our first ship to Malaya, together we will rebuild the country. This exaggerates back the prosperity of this country and the people".

TABLE 2

Coding sheet: Propaganda Analysis of Airdrop leaflet

No	Airdrop Leaflets	Propaganda Details	Types
1	IPP	To inform Malayan people on the victory. To advise not to panicking, involving in fight with Japanese, To give post-war guidance to the people of Malaya	Facilitative & Survival
2	CPO	Blowing spirits amongst the people of Malaya to stay still and protect the country at its level best. Guaranteeing the people on the security level.	
3	IOP	By British	
4	SPO	Airdropped leaflets distributed amongst The Malay Community	
5	TA	The Malay Community in Malaya	
6	MUT	Airdropped leaflets	
7	STM	Leaflets are in Jawi, to create friendly atmosphere.	
8	ARVT	Following guidance and advise given by propagandist	
9	CP	None	
10	EAE	Demotivating the Japanese army, motivating Malayan People	

Figure 5a. Image of Airdrop Propaganda leaflet: SMA Heiho January 1945 to Malayan people -Front (Author's Collection)

Figure 5b. Image of Airdrop Propaganda leaflet: SMA Heiho January 1945 to Malayan people – Back (Author's Collection)

TABLE 3
Coding sheet: Propaganda Analysis of Airdrop leaflet

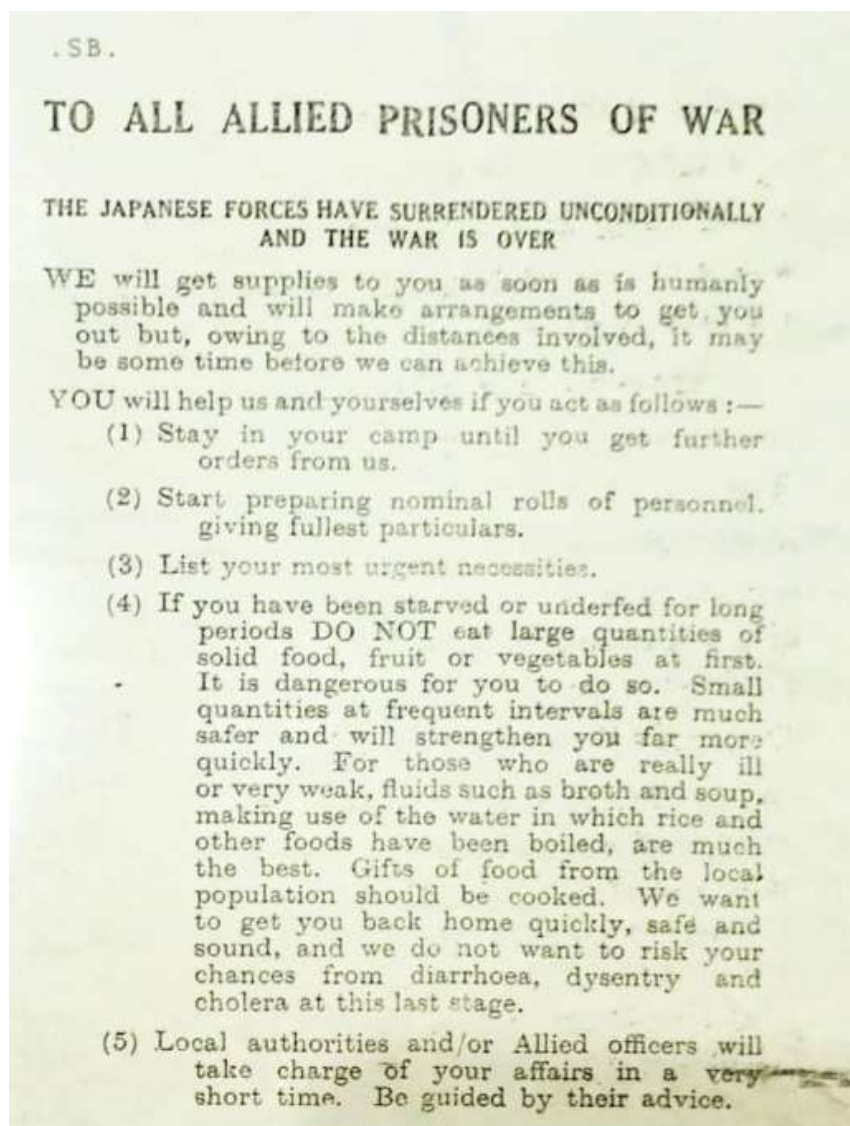| No	Airdrop Leaflets	Propaganda Details	Types
1	IPP	Disturbing images showed in each leaflets front and back. Inhumane behaviours of the Japanese in pressuring and *en*slaving the people of Malaya. To show British efforts in saving the Malayan people.	Facilitative & Survival
2	CPO	Blowing the sentiment to hate the Japanese. Increasing the hatred among Malaya people To get support from the people	
3	IOP	British	
4	SPO	Airdropped leaflets, written in Bahasa, Chinese and disturbing images	
5	TA	The Malayan People	
6	MUT	Airdropped leaflets	
7	STM	Disturbing images with skinny Malay man and showing images aid given to survivors by the British	
8	ARVT	Pleasing British efforts and increasing hatred of the Japanese.	
9	CP	None	
10	EAE	Demotivating the Japanese army, motivating Malayan People	

Figure 6. Image of Airdrop Propaganda leaflet: To allied Prisoners of war (Source: Author personal Collections)

TABLE 4
Coding sheet: Propaganda Analysis of Airdrop leaflets

No	Airdrop Leaflets	Propaganda Details	Types
1	IPP	To give hope to the prisoner of war (POW) and to provide advice to POW	Survival
2	CPO	"Japanese have surrendered", "We will get supply to you" & "Providing survival advise"	
3	IOP	British	
4	SPO	Giving advise and hope towards the POW	
5	TA	Prisoner of War (POW)	
6	MUT	Airdropped leaflet	
7	STM	Informing war status and advise for survival	
8	ARVT	Create relief environment among the prisoners. Giving new hope and stay put.	
9	CP	None	
10	EAE	Demotivating the Japanese army, motivating POW	

Figure 7a. Propaganda of Airdrop leaflets: of the above parody – Front (1944/ early 1945)

Figure 7b. Airdrop leaflets: Reverse of the above parody - Back (1944/ early 1945)

TABLE 5
Coding sheet: Propaganda Analysis of Airdrop leaflets

No	Airdrop Leaflets	Propaganda Details	Types
1	IPP	Leaflet that resembled the Malaya $10 JIM note. Occupation S10 note circulated by the Japanese in Malaya	Facilitative
2	CPO	Altered the obverse by adding diagonally a Malayan sentence which read: "Japan and Japanese money will disappear"	
3	IOP	British	
4	SPO	There is no value for Japanese money after their defeat in World War II	
5	TA	The people of Malaya and Japanese government	
6	MUT	Airdropped leaflet (mimicking Japanese Money)	
7	STM	Altered front and back of Occupation S10 money	
8	ARVT	Increase fear among the Japs, Giving the feeling of relief among Malayan people and motivating them.	
9	CP	None	
10	EAE	Demotivating the army, motivating Malayan People	

4.0 Results and Discussions

This section summarised overall content analysis for 5 selected airdropped leaflets. The initial stage of analysis identifying the 10 steps for propaganda evaluation for each leaflets Details of 5 propaganda uses listed in Table 6 below.

TABLE 6
Summary of all the 5 propaganda leaflets using 10 steps of propaganda analysis

	IPP	CPO	IOP	SPO	TA	MUT	STM	ARVT	CP	EAE
L1	To publicize the Allied victory over Japan	Blowing sentiment	airdropped by the Allies beginning 20 August 1945	Victory over Japan on 5 Malaya notes. Printed as war souvenir at the end of the war	Malayan people	Airdropped leaflets	Using Malayan $5 dollar occupation notes	Motivated, Reliefs, Hope and new beginning	NONE	Demotivating the Japanese army, motivating Malayan People
L2	To inform Malayan people on the victory. To advise not to panick~~ing~~, involving fight with Japanese, To give post-war guidance to the people of Malaya	Blowing spirits amongst the people of Malaya to stay still and protect the country at its level best.	airdropped by the Allies	Airdropped leaflets distributed amongst The Malay Community	Malayan people	Airdropped leaflets	Leaflets are in Jawi, to create friendly atmosphere.	Following guidance and advise given by propagandist	NONE	Demotivating the Japanese army, motivating Malayan People
L3	Disturbing images showed in each leaflets front and back. Inhumane behaviours of the Japanese in pressuring and *en*slavi	Blowing the sentiment to hate the Japanese. Increasing the hatred among Malaya people	airdropped by the Allies	Airdropped leaflets, written in Bahasa, Chinese and disturbing images	Malayan people	Airdropped leaflets	Disturbing images with skinny Malay man and showing images aid given to survivors by the British	Pleasing with British efforts and increasing hatred to the Japanese	NONE	Demotivating the Japanese army, motivating Malayan People

								ng the people of Malaya.	
L4	To give hope to the prisoner of war (POW)	"Japanese have surrendered"	airdropped by the Allies	Giving advice and hope towards the POW	Prisoner of War (POW)	Airdropped leaflets	Informing war status and advise for survival	Create relief environment among the prisoners. Giving new hope and stay put.	NONE	Demotivating the Japanese army, motivating POW
L5	Leaflet that resembled the Malaya $10 JIM note. Occupation S10 note circulated by the Japanese in Malaya	Altered the obverse by adding diagonally a Malayan sentence which read: "Japan and Japanese money will disappear"	airdropped by the Allies	There is no value for Japanese money after their defeat in World War II	The people of Malaya and Japanese government	Airdropped leaflet (mimicking Japanese Money)	Altered front and back of Occupation S10 money	Increase fear among the Japs, Giving the feeling of relief among Malayan people and motivating them.	NONE	Demotivating the Japanese army, motivating Malayan People

TABLE 7
Summary of Types of Propaganda Leaflet Studied

	Survival	Counter Disinformation	Facilitative Communication	Public Opinion
L1			Y	
L2	Y		Y	
L3	Y		Y	
L4	Y			
L5			Y	

In Table 6, it shows that all the propaganda items were grouped as paper leaflets except L1. L1 was a genuine Malaya $5 JIM notes where the money was printed with propaganda words at the end of World War II. Other propaganda items (L2 to L5) used white paper with black ink as a medium for verbal communication. Only L5 was printed using several colors (red, black, and green). In term of pictorial propaganda, only L3 was applied with the disturbing images.

There were 4 types of written language used for the propaganda items. These written languages were British English, Malay Roman, Malay Jawi and Chinese. Table 8 is the summary for the written language used. From Table 8, it shows that L1, L2 and L4 used single language while L3 used double languages. Only L5 had triple languages – Malay Roman, Jawi and Chinese.

Table 7 shows the type of the propaganda leaflet studied. The majority, except L4, were in the group of facilitative communication. L1, L2, L3 and L5 were designed to specific target group. The groups were civilian (town and rural areas), army personnel (Allied and Japanese) and race (Malay, Chinese, Eurasia and others). For the survival type of propaganda, it can be seen in the content from L2, L3 and L4 leaflets. The content described the needs for the targeted groups to be aware about the danger of the Japanese army. L2 and L3 shared the same features for survival and facilitative communication leaflets. Both targeted civilian but L2 was more focussed on those who can read Malay Jawi while L3 was for all types of races. In the same Table, it is found that L1, L4 and L5 had only one type of propaganda. L1 and L5 were grouped under facilitative communication. L4 was grouped under survival.

TABLE 8
Propaganda leaflets Written Language

	British English	Malay Roman	Malay Jawi	Chinese
L1	√			
L2			√	
L3		√		√
L4	√			
L5		√	√	√

Table 7, clearly showed that the each of the propaganda leaflets had different purpose and target The underlying information for all the leaflets is to create a mindset that the British and the Allied forces were superior compared to the Japanese in World War II. The keyword that relates to superiority and strength can be seen on the leaflets. For L1 the symbol "VJ" was printed in red colour. In World War II jargon, this VJ means "Victory over Japan". In L1 it can also be seen in the black printed words "Grim Memories 1942 – 1945". This refers to the agony of the Malayan people and Allied forces who suffered from the brutality of the Japanese army during World War II. The scope of L1 was for town areas where it targeted those who were able to read English language. Quite similar to L1 was L4. L4 also used English as a means of communication. The aim of L4 was to disseminate information to Allied POW at Japanese controlled prisoners in the South East Asia region. A majority of the prisoners were British and other commonwealth soldiers who were fluent in English. Message in this case was clearly understood by readers (Huang, 2015; Marquis, 1978).

The Malays were a specific target group for propaganda leaflet L2. This is because the written leaflets was in the form of Jawi. It provided instructions on how to behave in order to avoid any physical contact with the Japanese army. The elements of "patience", "kindness" and "trust" toward the Allied forces were clearly written. On the other hand, the same leaflet also triggered hatred toward the Japanese army where the elements of "arrogant" and "atrocity" were planted in the writing.

The result of the content analysis showed there is no evidence of counter propaganda in all the leaflets studied. During the war, the counter step taken by the Japanese army was to give stern warning and severe punishment to those who read and kept the leaflets. The aim was to create fear towards the leaflet's readers. In order words, the Japanese counterattack the Allied psychological operation by physical measures. The collateral damage was passed to the readers not to the source of the Allied propaganda division.

The findings from the study highlighted that the three points. First, it was designed to lower the morale of the Japanese army. Quite a few of negative words was used to de-motivate the Japanese army. For example, in L5, it was mentioned that the JIM currency would be no longer in acceptance when Japan was defeated in World War II. Just imagine when a Japanese soldier in Malaya read this leaflet, he was insecure as the money he received as a salary had no value. This would result him to relinquish his role

as a soldier. Losing his spirit to fight and deemed to surrender or committed suicide. Meaning, Propaganda is no longer just a tool for changing your opinion. Now,in our digitally mediated world, propaganda is a pathway to instanta-neous participation in political conflicts from the safety and comfort of living (Asmolov & LeJeune, 2019; .Conway, Grabe & Grieves, 2007)

The second point was that it gave a boost to the morale of civilians that the Japanese was not strong anymore in World War II. High hope occurred through the message from the propaganda leaflets. For example, the message in L3 had clearly showed a warning for civilians not to participate and cooperate with the Japanese army. Photos of men who were sick and skinny were used as the results to those who were involve in an organization called the "Heiho" – a local military group that supported the Japanese army. This tactic was used to discourage local people from joining the "Heiho". The objective of the "Heiho" leaflet was a political propaganda that developed the sentiment of hate to the Japanese (Kurasawa, 1987).

The third point was specifically meant for the prisoners of war. These were the British and other commonwealth soldiers. They were captured or surrendered during the war to the Japanese army. They were placed in local prisons in Malaya. Some who were unfortunate were sent to Thailand for the construction of the "death railway. The message in the L4 leaflet advised the POW to follow instructions in the leaflet to stay safe until reinforcement arrived. It was also mentioned that the local authorities would take charge of the POW affairs when they arrived at the prison.

6.0 Conclusion

To conclude, all the propaganda leaflets in this study were air dropped by the Allied forces. This is because the areas targeted for the dropping were still under the control of the Japanese army. Using other mode of transport other than air at that time was considered as very risky and impossible as the targeted areas were still under the Japanese control. When the targeted audience received the leaflets, it triggered the psychological effects of fear, hope, hatred, confidence, and dependence. The impact of this propaganda tactic was used to shape the mind and emotion of the targeted group. Successful propaganda leaflet would leave behind new way of psychological thinking and later physical behaviour to the targeted group. In the case of this study, the leaflets targeted to specific group of people for hope towards Allied forces and hatred to the Japanese army. The study analyses the messages from the airdropped leaflets are leading or meant for survival among the Malayan people, prisoners of war, and to demoralise the Japanese army during the war. Different types of various languages, writing and messages were used to cater to different types of targeted group to ensure the messages were delivered successfully. These subjective evidence of the propaganda media warfare history during the Japanese occupation of Malaya period have contributed the ways of disseminating information to the targeted group in a hostile environment. It was to ensure the appropriate channel of communication was properly used for the spreading the propaganda. The physical propaganda leaflets may not popular now towards the modern ways of disseminating propaganda due to the Internet and technology advancement. It can be as part of the history and evolution of the propaganda leaflets in Malaysia. Future study about the propaganda leaflets can be relate with an association with the current new social media platforms.

7.0 References

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