

## Completion Report

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The Syonan Shimbun was published in Singapore by Syonan Shimbun Kai, starting on 20 February 1942 and ending on 4 September 1945, covering over three and a half years of Japanese occupation in Malaya and Singapore. The newspaper underwent a few title changes, but its primary name remained The Syonan Shimbun, with a total of 1,113 issues analyzed. The advertisements within the paper reflected the cultural richness and social evolution during this occupation period, highlighting the various aspects of daily life, governance, and economic activity.

Early advertisements aimed to maintain daily life with minimal disruptions and aid the transition of local governance under Japanese authority. They included essential public notices to keep the city functioning. Additionally, the newspaper promoted Japanese culture, starting with the "Nippon Lesson" section, which offered free Japanese language lessons from the second issue onward. By April 1942, these lessons expanded to radio programs through Syonan Radio, providing daily broadcasts showcasing the diverse languages and cultures of the region.

The Syonan Shimbun advertisements covered several social aspects, including economic and medical matters. As commodity prices rose, the newspaper featured advertisements to regulate and restore food prices and inform readers about the use of military currency. The backbone sectors like tin mining, rubber plantations, and construction were emphasized for economic sustainability. In the medical realm, advertisements called for mandatory vaccinations and sought doctors to address rising infectious disease cases. The Military Administration Department controlled medical practices, while births, deaths, and marriages were registered under its authority. Advertisements also promoted social traditions like weddings and funerals, reflecting gratitude from families and reinforcing cultural norms. Religious events were advertised as sources of healing, highlighting the role of spirituality during the occupation.

The newspaper also provided practical information about schools, banks, public transportation, mail services, telegraph communications, money orders, and taxes, ensuring the community stayed informed about essential services. The advertisements aimed to unify society, maintaining stability and standardization for efficient daily operations. In 1943, a handbook titled The Good Citizen's Guide was advertised as a reference for citizens, outlining the rules, regulations, and orders set by the Japanese administration in Syonan-to (Singapore) and Johore.

As the occupation settled, lighter advertisements emerged, focusing on leisure activities, social life, and commercial products. This shift indicated a degree of normalization over time. The presence of significant Japanese industries and companies, many of which still operate in Malaysia and Singapore today (e.g., shipping companies, insurance firms like Osaka Sumitomo Marine and Fire Insurance Co., Ltd., and various manufacturing and construction businesses), was also noted in the advertisements.

Interestingly, the advertisements in The Syonan Shimbun provided little insight into the progress or status of the war, apart from a few public notices. Without referring to news articles or other sources, readers could gain little information about the war's events or the occupation's end through the advertisements alone. This proves that the primary purpose of these advertisements was to focus on society, commerce, and public governance, rather than war or politics.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)
Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)
Book (Publisher and Date of the Book, Title and Author of the Book, etc.)