



The Characteristics of Distribution of the Newspapers of the Chinese Communist Party in Some local Anti-Japanese Base Areas During the Yan'an Period

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Abstract. During the Yan'an period, the Communist Party of China attached great importance to the distribution of party newspapers and formed a certain distribution model. However, during the Anti-Japanese War, because the enemy blocked the roads, the connection between the central and local base areas was weakened. This unique relationship between "central and local" makes the distribution of party newspapers in the Yan'an period not only to summarize the unified characteristics, but to examine them in combination with the specific conditions. The purpose of this paper is to study the characteristics of distribution in each base and then enrich the research on the distribution of party newspapers in this period.

Keywords: Yan'an period, Anti-Japanese Base Areas, Party newspaper, Characteristics of newspaper distribution

1 Introduction

The Communist Party of China has always attached great importance to "gun barrel" and "pen barrel". At present, the research on "pen barrel" is very fruitful. The Communist Party of China has always attached great importance to "gun barrel" and "pen barrel". At present, the research on "pen barrel" is very fruitful. The research mainly focuses on the editing and content of newspapers. However, there is a lack of research on the distribution of newspapers in the Yan'an period. Moreover, the existing research on the distribution of newspapers in the Yan'an period mainly studies the distribution characteristics from the perspective of the whole, and lacks the research on the characteristics of distribution in each base area. This article will examine the characteristics of the distribution of Chinese Communist Party newspapers in each anti-Japanese base area during the Yan'an period, thereby greatly enriching the distribution of newspapers.

During the Yan'an period, the party newspapers were not only distributed to various anti-Japanese base areas, but also distributed to the Kuomintang-ruled areas and enemy-

occupied areas, forming a distribution network, and finally achieved a very good effect of publicity and organization in the war environment.

2 Jinsui border area

The Jinsui Anti-Japanese Base Area is one of the 19 important anti-Japanese base areas founded by the Eighth Route Army led by the Communist Party of China and the anti-Japanese army and people behind the enemy during the Anti-Japanese War. It is the barrier of the Shaanxi-Gansu-Ningxia Border Region, not only shouldering the heavy responsibility of defending Yan'an and the Party Central Committee, but also ensuring the connection between the Party Central Committee and the base areas behind the enemy. From 1941 to 1942, the Jinsui anti-Japanese base experienced an extremely difficult period, with frequent natural disasters. In addition, the Japanese army divided, blocked, and "encroached" on the anti-Japanese base, and implemented the policy of burning, killing, and looting. These have greatly affected the distribution work of the base. In order to overcome difficulties, the Communist Party of China implemented a unified leadership method in the anti-Japanese base areas. At the same time, carry out rectification movement, and carry out Marxist education; carry out large-scale production movement, open up wasteland and cultivate land, develop textile industry; and develop military production. Since 1943, the difficult situation in the anti-Japanese base areas has begun to improve, and the struggle against "mopping up" and "encroaching" has continued to win. In 1945, the military and civilians in the anti-Japanese base area launched a comprehensive counter-offensive. More than 10,000 militiamen joined the army and went to the front line, and finally won the final victory in the Jin-Sui border area.¹

During the Anti-Japanese War, the news dissemination in the Jinsui Anti-Japanese Base Area was carried out in a special environment, showing the following characteristics. Firstly, the struggle in the anti-Japanese base areas in northwestern Shanxi was relatively complicated, and was mainly opened up by the Eighth Route Army, Yan Xishan, and the military and political forces of the Kuomintang. In the early days of the Anti-Japanese War, a large number of newspapers were founded by different organizations. Secondly, in the early days of the Jinsui Anti-Japanese Base, in addition to the Eighth Route Army, there were also the Jinsui Army and the Central Army. Therefore, there are many newspapers founded by the Kuomintang army in this area; Thirdly, the economic and cultural conditions of the Jinsui Anti-Japanese Base Area are relatively poor. It is much more difficult to start a newspaper here, and it will be damaged by the anti-communist forces.

"Jinsui Daily" is the official newspaper of the Jinsui Branch of the Central Committee of the Communist Party of China. The Anti-Japanese War Daily was founded on September 18, 1940, and was renamed "Jinsui Daily" in 1946. During the preparation and publication of "Anti-Japanese War Daily", the Japanese army repeatedly "mopped up" the revolutionary base areas in northwestern Shanxi. Frequent wars and lack of materials and technology made the preparation and publication of newspapers very difficult. Publishers risked their lives to distribute newspapers to guerrilla and enemy-

occupied areas. The model trafficman Li Renhe delivered newspapers in the enemy-occupied area, and fought with the enemy with pistols and knives during the encirclement and pursuit of the enemy many times. Once again surrounded by the enemy, he heroically fought with the enemy with a pistol, and finally sacrificed. Life at that time was extremely difficult. These days, the newspaper office was stationed in this village, and in a few days, they would go to another village. Without food to eat, they slept on cold beds at night, and everyone huddled together. Long-term nutritional deficiencies, coupled with intense and tiring work, some comrades became ill from overwork.

The economic development and mass culture of the Jinsui border area lag behind, and the material and talents are in short supply. Therefore, the people of the Jinsui border area creatively used blackboard newspapers and organized a large number of correspondents to spread the party's voice farther and promote the development of news and propaganda in the base area. Posters can complement distribution efforts. Most of the peasants in the Jinsui area are illiterate and unable to read newspapers. The posters can bring the masses together, the literate people can read aloud, and others can get the new policies of the party, the new developments of the revolution, etc. The blackboard newspapers have gradually become the most popular news and propaganda positions for the people of Jinsui. The distribution work in turn affects the editorial work of the newspaper. The editors of "Jinsui Daily" noticed this phenomenon and were inspired to set up a column in "Jinsui Daily" that mimics the format of a wall newspaper, called "Blackboard News". Driven by the column of the blackboard newspaper, the news and propaganda work of each village and township has been vigorously promoted. Around the blackboard newspaper, it was further ensured that there was a special person in charge of leadership. Organize farmers' blackboard newspaper groups and set up newspaper reading groups.

3 Shandong Anti-Japanese Base

Shandong Anti-Japanese Base Area was one of more than a dozen anti-Japanese base areas behind enemy lines led by the Communist Party of China during the Anti-Japanese War.² The formation of the Shandong base area is different from the base area establishment model of "the main forces of the Eighth Route Army and the New Fourth Army enter - destroy the enemy - mobilize and arm the masses - establish the political power", but "organize the armed forces - establish the political power - let go and mobilize the masses - Build the party's unified leadership". Luo Ronghuan later said with great affection: Shandong people's contribution to the Anti-Japanese War and the war of liberation was great. Under extremely difficult circumstances, the people of Shandong firmly followed the Party. "The establishment and development of the Shandong Anti-Japanese Base Area was full of military struggles against "mopping up" and "friction". Each party member must connect and mobilize the masses through various social relations. The Shandong Provincial Party Committee invited experienced Red Army troops to conduct military and political training for militiamen mobilized from the countryside. It became the first armed team of the Shandong people under the leadership of the Communist Party, and seized the opportunity to create an anti-Japanese base

area. The second step is to establish a political power, effectively organize the local people and establish a stable social order. The third step is to greatly strengthen and improve mass work. The fourth step is to establish a unified leadership of the party. Only in this way can the unity of thought and the unity of action be truly guaranteed, which is crucial to victory in the war of resistance.

In the Shandong Anti-Japanese Base, "Dazhong Daily" is a model, and its circulation once reached more than 20,000 copies. In terms of distribution, in 1942, it was decided to establish the Shandong Province Wartime Post Office, which was mainly responsible for strengthening the transportation and the distribution of party newspapers during the Anti-Japanese War. After that, the Shandong Branch of the Central Committee of the Communist Party of China made a "decision on the unification of the party and government transportation distribution work". The wartime post office first created a "three-in-one" management system of mailing, transportation, and distribution, which is a major feature of the Shandong Anti-Japanese Base. In addition, as a supplement to the issuance, newspaper reading groups and newspaper reading clubs have been widely established in various regions. Every office, factory, school, and rural area in Shandong generally has a communication group and a newspaper reading group, and some rural labor unions and peasant associations have also organized their own newspaper reading groups. It is recommended that at least ten people read a newspaper, and after reading it, forward it to others, or post it on the street for group reading.

The Shandong base area implements the integration of the distribution work of the party newspaper and the transportation work of the post office, so the distribution work has made great progress. After the newspaper is ordered by the post office, not only the speed is improved, but also the distribution of the newspaper is generally extended to the rural areas. This is to take advantage of the universality of the post office for political and cultural communication. Regarding the distribution work, the main function of the party newspaper during the war was political propaganda and fighting against the enemy, and the business was auxiliary. Initially, the distribution of the party newspaper was mainly based on donations. When the majority of readers understand, we begin to collect payments. When collecting payment, a reservation system is proposed. At first, the reservation time is stipulated. In order to make the subscribers see the newspaper on time, the order should be reported five days before the regular period. If there is a distant bureau, it should be earlier. Secondly, the pre-determination period is stipulated, which is at least one month and at most three months. The counties and bureaus are responsible for publicity, expanding subscribers. Regarding the standardized distribution behavior, it is stipulated that after receiving the newspapers, the total number should be counted first, and if there are any shortages or damages, reissues will be processed. For subscriber-related issues, such as subscriber transfer, it is stipulated that the bureau is responsible for forwarding. The transportation behavior has also been standardized. When transporting newspapers, they should be compressed with wooden boards and then tied with ropes, in the order of first-come-first-issue, and later-issued order, to avoid confusion of issue dates.

Despite the difficult wartime environment, the distribution policy has always been to promote a large number of businesses and expand the scope of services. It is required to simplify the issuance procedures and adapt to the needs of war and rural areas. The

Shandong base issued a document specifically to give instructions on the distribution of party newspapers, ideologically, we must regard distribution as a political task, and correct the wrong thinking that the masses are backward and dare not read newspapers. In terms of method, the border areas mainly adopted the method of secret transmission, posting newspapers behind enemy lines to consolidate and enhance the fighting spirit of the masses. In the distribution strategy, the distribution focus is on institutions, groups, troops, schools, shops, cooperatives, and private individuals can also expand the distribution work of the post office.

4 Jinchaji Anti-Japanese Base Area

The Jinchaji Anti-Japanese Base Area was the first base area behind the enemy during the Anti-Japanese War. Because of his outstanding achievements and rich experience, he was praised by Mao Zedong as "an important fortress in the War of Resistance Against Japanese Aggression", "a fortress in the War of Resistance in North China", and a "guide for the people in the occupied areas to fight against Japan".³

The distribution work of the Jinchaji base area was completely relied on the military and the military post office at first, and then gradually established its own unique distribution model integrating transportation, mailing and distribution. This distribution model mainly includes the construction of transportation organization, the construction of transportation team, the construction of transportation network, and the construction of transportation system. In 1944, the newspaper began to implement the "integration of mail and distribution", and the distribution work was quite in-depth, and many people in remote villages and enemy-occupied areas could see our party's newspapers. The distribution of the newspapers in the base area is aimed at workers, peasants, and goes deep into the lives of the masses, and is well received. The experience that the distribution work in the Jinchaji base area can be so successful is: firstly, relying on the party organization to carry out the distribution work. The party is responsible for establishing distribution agencies and selecting traffic officers. Secondly, relying on the masses to assist in the distribution work. Thirdly, rely on the help of the Party Central Committee, deploy professional distribution personnel to help carry out work, determine business policies, and standardize the distribution system.

Regarding the distribution policy of the Jinchaji base area, before the establishment of the distribution organization, it was completely free distribution to serve propaganda during the war; after the establishment of the distribution organization, it adopted a commercial distribution policy and charged fees for self-sufficiency; After the establishment of Xinhua Bookstore, it has adopted a commercial distribution that takes into account both making money and serving the masses. Under certain distribution principles, a certain amount of fees will be recovered, and at the same time, the distribution business will be expanded to serve the people. Regarding the distribution method, system and organization of the Jinchaji Base Area, from 1937 to November 1938, no special distribution organization was established during this period. Distribution can only rely on transmission along the village, using the army or military mail to deliver news-

papers. From November 1938 to 1941, a special distribution organization was established during this period. The distribution work is gradually becoming formalized. The Issuance Section was established, led by the General Affairs Department, and the lower-level issuing agencies were gradually established and led by the Issuance Section.

The distribution work needs to be measured by the distribution effect, and the distribution effect is reflected in the distribution scope. When examining the distribution scope of the Jinchaji base area, it was found that at the beginning, due to the environment of the base area and the limitation of the number of publications, the distribution scope could only reach three to five counties. With the continuous development of the base area construction, it covers the entire Jinchaji base area. It can be said that with the construction of the base, the distribution work has grown from nothing to a great one.

Since wars occurred frequently in the Jinchaji base area, wartime distribution was a major feature. Newspaper distribution in the wartime state was only required to be distributed to the county-level agencies and groups, and then they distributed to the various villages. During the war, it is very important to know the situation of the traffic officers, the situation of the district bookstores, and the connection points of some major leading agencies. Regarding the characteristics of the traffickers during the war, it was analyzed that they were mainly peasants mobilized from local areas. On the one hand, he is sloppy and conservative, and on the other hand, he is hard-working, faithful and simple. Then, determine the leadership style according to these characteristics, so their leaders should have both strict life discipline and work discipline, as well as persuasion and education that make them feel happy in life, care for them from all aspects, and solve their problems in time. Only in this way can they dare to speak and give opinions. Secondly, if they do not accept their opinions, they should be patiently explained to them, and they should not be attacked. For their mistakes, they should be launched to criticize and fight to overcome them. Finally, make a summary and conclude that their education should be flexible, regular, purposeful, and planned. Regarding the establishment of traffic station, it is stipulated that the establishment of the station should be close to the dirt road to ensure convenient transportation and fast distribution. However, it is not suitable in wartime. In wartime, these places will become channels for the enemy to garrison and frequent exchanges. Therefore, we should choose a good sub-line and establish sub-stations in peacetime. The establishment of substations is generally chosen in small villages in the valleys, where the conditions of the masses are good, and the enemy cannot stay for long. After the auxiliary station is established, traffic officers should take turns to familiarize themselves with the route of the auxiliary station, and establish a good close relationship with the people along the way, so that the people can cover and help.

The success of the wartime distribution work in the Jinchaji Base Area also had a lot to do with the leadership of Nie Rongzhen and Deng Tuo. During the war, Nie Rongzhen made important instructions on the distribution of the "Jin-Cha-Ji Daily". He said: Party organizations at all levels must understand this work. It is not a subsidiary work, but the Party's propaganda and organizational work. It is an important work of the Party. This work should be regarded as transporting bullets to the most intense front

lines. Comrade Deng Tuo put forward the policy of self-reliance and career development. While continuously strengthening and improving the newspaper propaganda work, in the spring of 1941, the Jinchaji branch of the Xinhua Bookstore was officially established, and a sales department was opened. The bookstore consists of departments such as sales, accounting, distribution, inspection, and general affairs, which are responsible for the unified management of the distribution and sales of newspapers and periodicals and the management of traffic stations. With the improvement of the distribution organization, the expansion of the distribution team and the increase of the distribution personnel, the transportation network will be gradually established. Regarding the strategic deployment of the transportation network, the traffic officers are handed over in the villages beside the main road in peacetime, and in wartime they are transferred to the villages in the mountains. When the enemy swept away, the traffickers and fellow villagers defended their hometown and persisted in their work. There are big stations and small stations. Big stations are located in larger villages and towns. Generally, there are three to four traffickers and one cadre, who is responsible for the leadership of the station. There is generally only one trafficker at the small station, the distance is about 30 miles, and the round-trip journey is one day. Due to frequent raids by the enemy. The location of the newspaper office changes frequently, so the lines and stations of the traffic station are often adjusted, and a set of traffic lines is gradually formed. The Jinchaji base area summed up the following four lessons in the case of wartime distribution: Firstly, when wars occur frequently, the entire distribution work must rely on the protection of the masses. Secondly, in a war situation, be sure to master the transportation system and be sure to keep in touch with the publisher. Thirdly, the distribution organization and the sending and receiving system must be simple. Fourth, in the wartime environment, only career operation can be adopted, and complete commercial operation is not feasible.

5 Northeast Base Area

The Northeast region has a large area, rich resources, developed industries and convenient transportation. The Northeast region is bordered by the Soviet Union in the north, Mongolia in the west, North Korea in the east, and the Liberated Area of Shandong in the south across the sea. It has a very important strategic position. In April 1945, in order to smash the conspiracy that the Kuomintang attempted to occupy the northeast and surround the liberated areas. The Communist Party of China strives to build Northeast China into a strategic base area and make it cooperate with other liberated areas to prepare for a protracted struggle. In September 1945, the Central Committee of the Communist Party of China issued the "Current Tasks and Strategic Arrangements" to the whole party, proposing that "the national strategic policy is to develop northward and defend southward". The Chinese Communist army traveled day and night to the northeast. In view of the situation that the Kuomintang has controlled the major cities and railways in the Northeast, the Central Committee of the Communist Party of China has decided to establish solid bases in rural areas and small and medium-sized cities. The central government instructed that "our party's current task in the northeast is to

establish base areas" and "to establish and consolidate base areas in remote cities and rural areas."⁴ In addition, the troops are required to be dispersed and engaged in the work of mobilizing the masses, eliminating bandits, and establishing political power. Dispatch troops to various villages to clean up bandits, mobilize the masses, and build bases. Mobilize the masses to fight against the traitors, spies, and bullies. In the end, the Chinese Communist Party severely attacked the remnants of the Japanese invaders and feudal forces, and disintegrated the social foundation of the Kuomintang in the Northeast. In 1946, the Central Committee of the Communist Party of China decided to further develop and consolidate the base areas in the northeast; it emphasized that mobilizing the masses and establishing the base areas was the first task; it called on all cadres to go to the countryside and fully develop the base areas. Since then, there has been an upsurge in the construction of bases. Strengthening the construction of people's political power in urban and rural areas has laid a solid foundation for the victory of the Northeast Liberation War.

With the prosperity of the publishing industry, the distribution of party newspapers in the Northeast Liberated Areas has developed greatly. On the one hand, it is due to the importance attached by the Central Committee of the Communist Party of China to propaganda work, and on the other hand, it also benefits from the active participation of a large number of progressive people. The development of the publishing industry in the Northeast Liberated Areas supported the victory of the war of liberation, and also cultivated talents and laid a foundation for the development of the publishing industry in New China. Soon after the Civil War broke out, newspaper circulation rose rapidly, surpassing 150,000 by 1948. The circulation of "Northeast Daily" reached 80,000 copies. In addition to Chinese newspapers, several Korean language newspapers are also published.

"Northeast Daily" is the first regional newspaper established by the Communist Party of China in the Northeast Liberated Area. On November 1, 1945, "Northeast Daily" was founded in Shenyang. Until 1946, the "Northeast Daily" was in turbulent conditions. The newspaper was forced to move four times. The publishing environment was difficult and the materials were scarce, but it insisted on publishing the newspaper. The scale of the newspapers increased from small to large, the content was constantly enriched, and the circulation reached 20,000 copies. In May 1946, the newspaper office of "Northeast Daily" had a relatively large scale, the number of staff increased day by day, and the circulation of the newspaper increased rapidly, reaching nearly 80,000 copies.⁵ In November 1948, the Liaoshen campaign was completely victorious, and the entire Northeast was declared liberated. On August 31, 1954, the Northeast Daily ended its publication. The Northeast region has been ruled by Japanese invaders for a long time, and the people generally have low cultural quality and are very unfamiliar with the ideas and propositions of the CCP. In the early days of the war of liberation, they believed that the Kuomintang was the only legitimate government. In short, the mass base is weak. Therefore, the distribution of party newspapers in the Northeast must go deeper into the masses, mobilize the masses, and implement and innovate the mass line. Secondly, the CPC Central Committee made the Northeast a base for the National Liberation War. Nearly one-third of the members of the Political Bureau of the Central Committee, 100,000 troops and 20,000 cadres from major liberated areas,

and most of the cultural and educational workers in Yan'an entered the Northeast. It has laid a solid foundation for the development of the Party's journalism in the Northeast. The slogan at that time was to rely on "100,000 troops, 20,000 cadres, and one newspaper" to carry out work, and one newspaper was the "Northeast Daily".⁶ Therefore, the Northeast Party News has concentrated a large number of the party's human resources, so that when the Northeast Party News was founded, its theoretical literacy and professional level stood at a higher starting point.

6 Conclusion

In order to clarify the characteristics of the distribution of Chinese Communist Party newspapers in the Anti-Japanese Base Areas during the Yan'an period, this paper studies the distribution work of the Jin-Sui border area, the Shandong base area, the Jin-Cha-Ji base area, and the Northeast base area. The results show that the newspaper distribution in the Jinsui border area was carried out by fully mobilizing the masses under the condition of extreme shortage of materials and personnel; The distribution of newspapers in the Shandong base area is based on the tradition of self-reliance, the establishment of a wartime post office, and the development of a distribution method that combines "post, transportation, and distribution"; The distribution feature of the Jinchaji base area is "wartime distribution", and it attaches great importance to the establishment of distribution networks and the training of distributors, and the distribution work has been affirmed by the Central Committee of the Communist Party of China; The newspaper distribution in the northeastern base areas benefited from the policy of "developing north and defending south" in the war of liberation. Although the mass base is relatively weak, it stood at a relatively high starting point from the beginning. In a word, the results of this study show that the distribution of party newspapers in each base area and the Kuomintang-ruled area has its own characteristics, which are not only affected by its own objective factors such as geographical environment and mass base, but also by the policies of external enemies on our side, as well as by the policies of our side on the external enemies. The well-done aspects of newspaper distribution in the local base areas have also been used for reference by the Central Committee of the Communist Party of China, and have been elevated to the central government's guidance for local newspaper distribution. The distribution of newspapers in various places is not only guided by the central distribution work, but also learns from each other.

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