

人民画报社 编

国家记忆

MEMORIES OF
THE NATION

《人民画报》820期封面故事精选

SELECTED COVER STORIES OF
820 ISSUES OF CHINA PICTORIAL



中国画报出版社
CHINA PICTORIAL PUBLISHING HOUSE

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作 者:人民画报社

出 版 人:于九涛

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责任编辑:李 媛

中文编辑:韩丽群

英文编辑:朱露茜

英文翻译:刘海乐

英文改稿:Scott Huntsman

英文审稿:王冬梅

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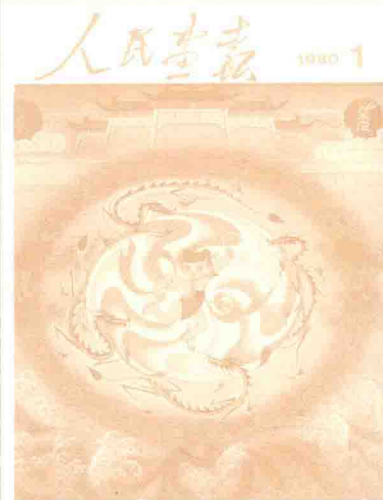
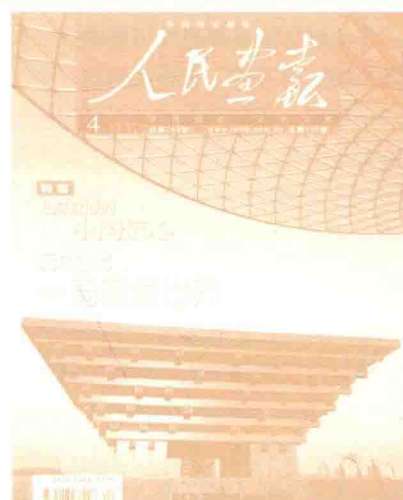
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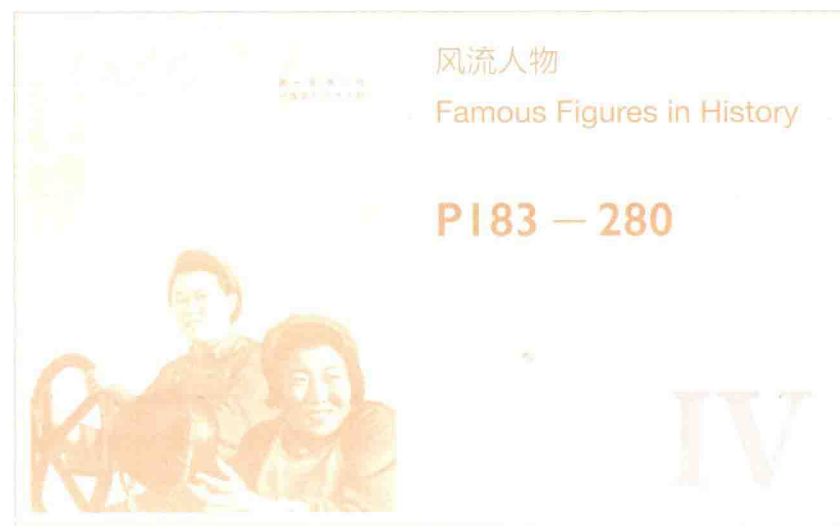
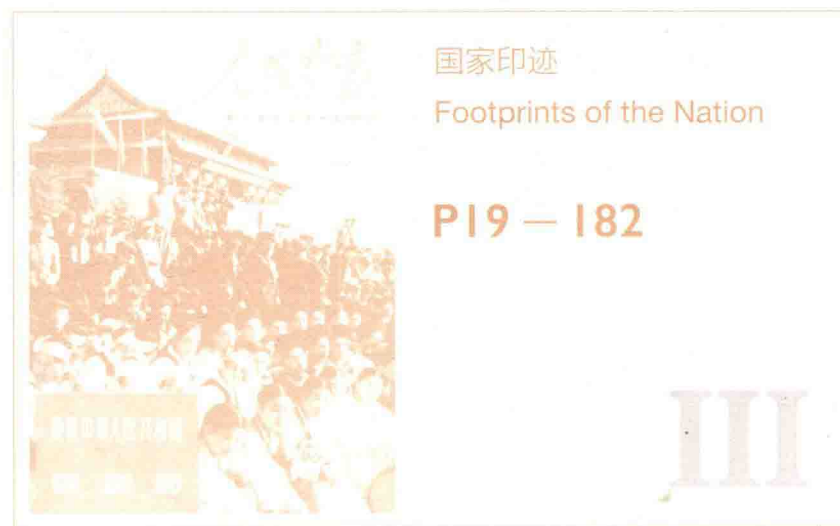
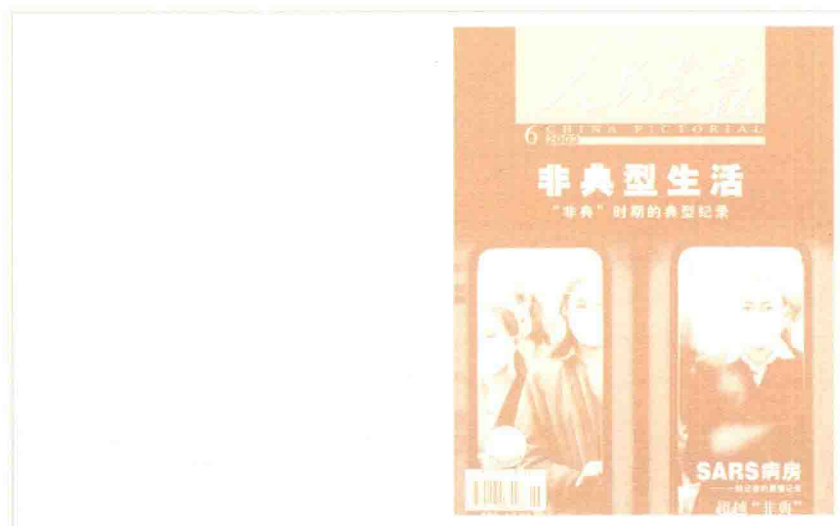
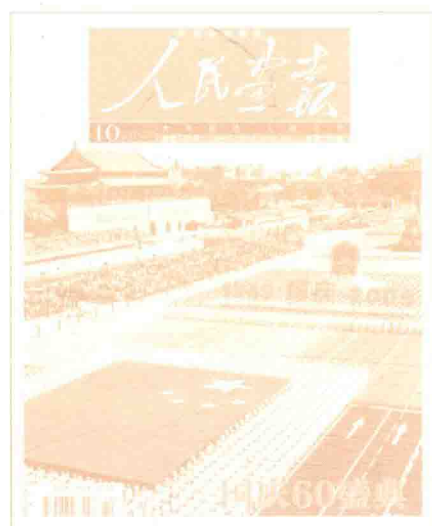
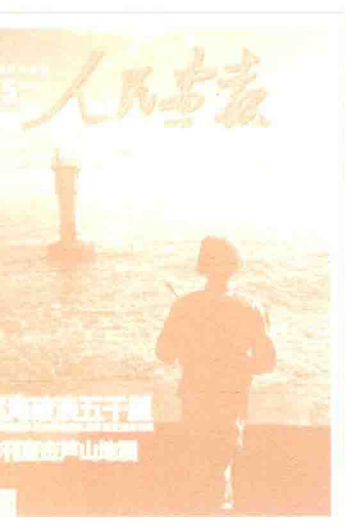


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MEMORIES OF THE NATION

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国家记忆：《人民画报》820 期封面故事精选

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Memories of the Nation: Selected Cover Stories of 820 Issues of *China Pictorial*

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序

《人民画报》是新中国出版的第一本面向世界的综合性画报。毛泽东主席为 1950 年 7 月的创刊号题写刊名，周恩来总理在 20 世纪 70 年代初期亲自审阅稿件……66 岁的《人民画报》已经连续出版 820 期（截至 2016 年第 10 期），是中华人民共和国唯一没有停过刊、刊期最久的期刊。

66 年来，《人民画报》始终以图片报道的形式，记录共和国的发展步伐，讲述人民的生活变化，谱写时代的精彩故事。

从北京府前街石碑胡同启程的人民画报社，经历了北长街、百万庄、车公庄到现在海淀花园村的变迁。一期期从北京出发的《人民画报》，走遍了祖国的天南地北，走到了全球 100 多个国家和地区，走进了亿万读者的心中。《人民画报》已成为穿越时代的历史见证和精神寄托，被誉为“中国国家画报”。

“愿我们用大家的力量来把人民画报办好，使我们的伟大时代的伟大人民在这个画报中留下美丽的动人的纪录。”出自 1950 年《人民画报》创刊号中发刊词的这句话，是画报人不会忘记的初心，始终被一代又一代人民画报人所秉承和坚守，也必将照亮人民画报社继续前行的未来！

“中国需要更多地了解世界，世界也需要更多地了解中国。”人民需要新的画报，时代需要新的媒体。新一代人民画报人的光荣使命，是要对“人民画报”这四个字做出无愧于时代召唤和读者期待的新的诠释。

于涛 于九涛
2016 年 9 月

Foreword

China Pictorial is New China's first comprehensive pictorial tailored for global readers. In July 1950, Chairman Mao Zedong inscribed the masthead for the inaugural issue of *China Pictorial*. Late Chinese Premier Zhou Enlai personally reviewed and edited articles for the magazine in the early 1970s. By October 2016, *China Pictorial* had published a total of 820 issues for 66 straight years, making it the longest-continually-running magazine ever in the history of the People's Republic of China.

Over the past 66 years, *China Pictorial* has documented the development of the nation, recounted changes in the lives of the people, and recorded unforgettable moments of the great era with intriguing photos.

Over the same period, the office of China Pictorial Publications has moved from Shibei Hutong in Fugian Street successively to Beichang Street, Baiwanzhuang, and then Chegongzhuang before finally settling in Huayuncun, Haidian District, Beijing. The magazines that it published have been distributed not only across China, but also in more than 100 countries and regions around the world, attracting millions of readers. Hailed as a "national illustrated magazine," *China Pictorial* has become a witness of history and a spiritual ballast for Chinese people.

As the foreword of the first issue of Chinese-version *China Pictorial* said, "We hope to make *China Pictorial* a great success through pooling wisdom and efforts of all of the people, to paint a beautiful, intriguing picture of great people in the great era." Over the past 66 years, those words that illustrate the initial goals of the magazine have inspired generations of *China Pictorial* employees and will continue serving as a torch lighting the way to the future.

China needs to better understand the world, and the world also needs to know more about China. The people need a new *China Pictorial*, and the era requires new types of media organizations. The glorious mission for the new generation of its employees is to make a new interpretation to the name of *China Pictorial* that meets the call of time and expectations from readers.

Yu Tao, Yu Jiutao
September 2016

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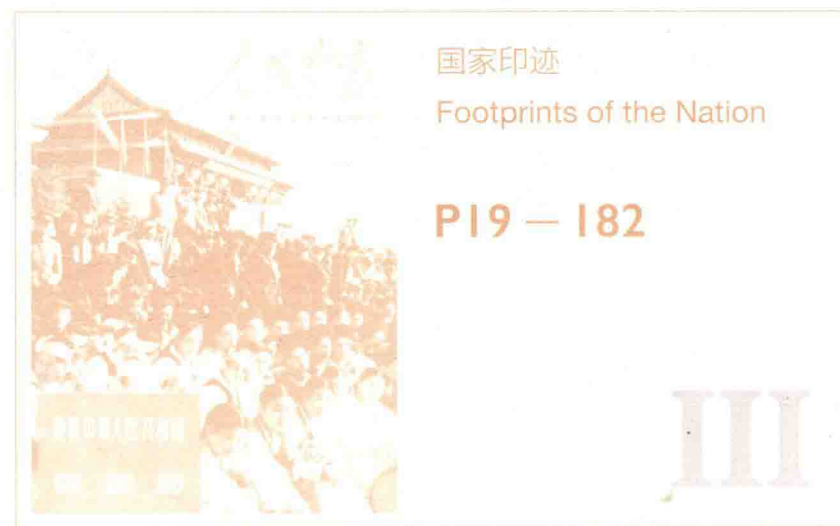
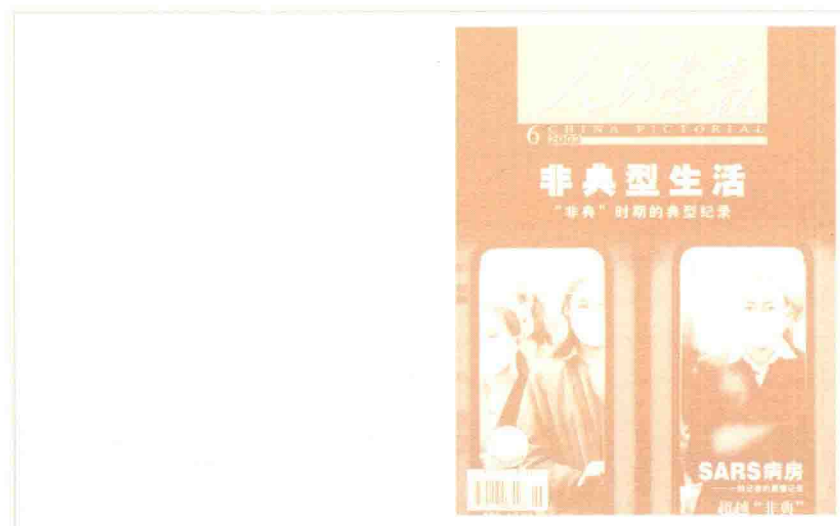
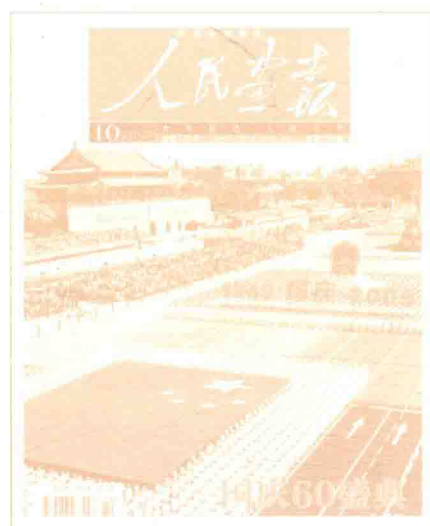
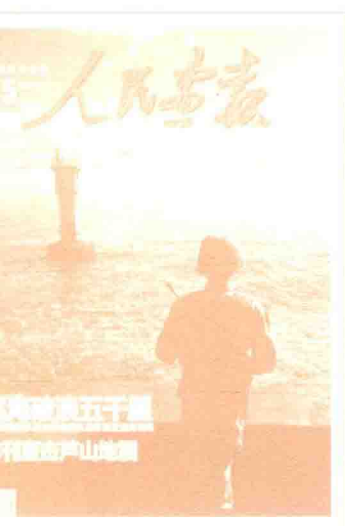


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人民畫報
人民畫報
人民畫報
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人民畫報
人民畫報

1950年，毛泽东主席为新创刊的《人民画报》题写刊名手迹。当时，他分别在两张纸上题写了6条，并在他最满意的一条的右上方画了两个圈，这便是沿用至今的《人民画报》刊名。

1950: Manuscripts by Chairman Mao Zedong for the masthead of China Pictorial. Chairman Mao penned six drafts of the masthead "China Pictorial," and marked the version he preferred with two small circles. That piece has since been the masthead of the Chinese version China Pictorial.

《人民画报》诞生记

1949年10月，中华人民共和国成立后不久，中共中央宣传部决定创办一份全国性的大型画报，由时任中宣部副部长、新闻出版署署长的胡乔木主持此事。创办画报的工作从1949年11月开始，到1950年5月，《人民画报》编辑部正式成立。

1950年6月，由编辑部提出并请胡乔木转达，请毛泽东主席为《人民画报》题写刊名。当时，毛主席分别在两张纸上写下了6条“人民画报”字样，并在他最满意的一条的右上方画了两个圈，这便是被一直沿用至今的《人民画报》刊名。

1950年7月，《人民画报》创刊号正式出版。创刊号的封面刊登了毛泽东主席在开国大典上的画面，扉页发表了发刊词。当期共印了4万份。

这本杂志从一开始就气派非凡——48页大八开本，采用那个年代少见和珍贵的彩色胶片以及精美的全彩印刷，常年直送党和国家领导人、党中央及国务院各部门。1951年后，《人民画报》英、俄、法、日、西班牙、德、印地、阿拉伯等文版相继创刊，文种版本最多时达26种，发行到100多个国家和地区，向全世界展现中国的发展和变化，成为中华人民共和国政治、经济、文化、生活诸方面的生动见证。

60多年来，只有《人民画报》与《人民日报》等四份报刊没有在此起彼伏的政治风云下中断出版。更为可贵的是，虽然时局变幻、风云激荡，但是《人民画报》以图片、画作为报道形式，一直保持着对美的纯真追求。

Birth of China Pictorial

In October 1949, soon after the founding of the People's Republic of China (PRC), the Publicity Department of the Central Committee of the Communist Party of China (CPC) decided to launch a national illustrated magazine. Hu Qiaomu, then deputy minister of the Publicity Department and director of the State General Administration of Press and Publication, was entrusted to head the task. Preparations to launch the magazine began in November 1949 and continued until May 1950 when the editorial department of *China Pictorial* was officially established.

In June 1950, the editorial department came up with an idea of inviting Chairman Mao Zedong to inscribe a masthead for *China Pictorial* and asked Hu to deliver the request to Chairman Mao. Chairman Mao wrote six versions of the Chinese characters "China Pictorial" on two pieces of paper and marked the one he liked best with two small circles. That calligraphy has since been the official masthead of the Chinese-version *China Pictorial*.

In July 1950, the inaugural issue of *China Pictorial* was published, with its cover featuring Chairman Mao at the founding ceremony of the PRC and a title page bearing the foreword to the magazine. A total of 40,000 copies of the inaugural issue were printed.

From the very beginning, the magazine showed extraordinary momentum: With 48 pages in oversized octavo format, it featured beautiful color photos and exquisite full-color printing that were rare at the time. The magazine was even directly delivered to Chinese top leaders and departments of the State Council throughout the year. After 1951, English, Russian, French, Japanese, Spanish, German, Hindi and Arabic editions of *China Pictorial* were launched one-by-one. In its heyday, it was published in as many as 26 languages and circulated in more than 100 countries and regions. Not only has it showcased modern China's development and changes to the outside world, but also witnessed the evolution of the country's politics, economy, culture, and lifestyle.

Over the past six decades, only four Chinese magazines and newspapers, including *China Pictorial* and *People's Daily*, has published continuously despite any political turmoil. More commendably, though undergoing many ups and downs, *China Pictorial* has never abandoned its instinctive pursuit to capture beauty and purity in an illustrated magazine.

發 刊 詞

我們的國家正在進行着大規模的社會改革工作和經濟建設工作。我們的國家每天每天都有進步，每天每天都有新鮮事物在我們的生活中湧現出來。

人民畫報的主要任務就在於用攝影機和畫筆來向全國人民報道這些使得每一個人感到興奮鼓舞的新鮮事物。

這是一個光榮的和艱巨的任務。僅僅人民畫報社工作同志的有限的能力是不足以完成這個任務的。

因此，人民畫報要求全國職業的和業餘的攝影工作者大家來參加工作，與編輯部建立經常的、密切的聯繫，投寄稿件，提出意見。

人民畫報要求與全國畫家、電影工作者、戲劇工作者和造型藝術工作者合作，他們的作品是人民畫報所不可缺少的一部分。只有在他們和全國攝影工作者的援助下，人民畫報才有可能進行全面的報道，並表現中華民族的豐富的藝術才能。

人民畫報要求與全國文藝工作者合作，文藝作品同樣是人民畫報所不可缺少的一部分。也只有獲得文藝工作者的援助，人民畫報才有可能成爲一種完美的、圖文並茂的畫報。

人民畫報要求與全國讀者建立聯繫，歡迎讀者經常投寄稿件，提出意見。讀者的意見是我們改進工作的主要依據。

願我們用大家的力量來把人民畫報辦好，使我們的偉大時代的偉大人民在這個畫報中留下美麗的動人的紀錄。

封面解读

COVER STORIES OF
CHINA PICTORIAL

大国脸谱—— 《人民画报》封面的时代解读

在全国近万种期刊中,《人民画报》被誉为“中国国家画报”,肩负着宣传中国形象的重大外宣使命。它的封面,记录了新中国历史各个阶段的重要事件,展示了社会发展变化的潮流。本文从期刊封面的重要意义、《人民画报》的刊物特点和不同时期画报封面的分析三方面,论述独特的画报封面文化内涵。

封面的意义和图片的共性

封面,对一本期刊的编辑和读者而言意义不同,却同样具有极其重要的作用。作为期刊最直接的外观存在,在期刊制作过程中,封面往往不是首先完成的环节,但却一直都是编辑部花费最多工夫、反复推敲的关键所在。编辑们通过封面,将杂志的办刊理念、整体形象、独家风格、刊物内容集中展现;读者们通过邮局订阅、报刊亭零售、图书馆借阅等各种方式取得刊物,首先关注的也是封面,并迅速地从获取大量的信息,包括他们所熟悉的期刊的一贯风格、本期的主打文章和新闻点、区别于其他杂志的独家卖点等。因此,可以毫不夸张地说,封面是一本期刊的形象代言和主打页。

从直观的阅读感受来说,封面由图片内容和文字内容组成,两者相辅相成。文字内容包括刊名、文章标题,这些内容用简洁的语言尽可能多地介绍本期刊物的内容,从设计角度而言,文字通常让位于图片内容,起到点睛的作用。与之相比,图片内容对读者更具有吸引力,更能形象地传递刊物信息,因此图片内容在封面中所占比重大大超过文字内容,是封面的重要元素,需要编辑人员花费更多的心思。

A Window to the Nation – Cover Stories of *China Pictorial*

Of nearly 10,000 magazines published in the country, *China Pictorial* is the only considered the “national illustrated magazine” and tasked with the mission to introduce China to the outside world. The covers of the magazine have recorded milestone events throughout the history of the PRC and they illustrate trends of social development. This article elaborates on unique cultural connotations embedded in the cover images of *China Pictorial* by discussing the importance of magazine covers and analyzing the distinctive characteristics of *China Pictorial* and its covers in various historical periods.

Importance of Magazine Covers and the Commonalities of Photos

Although a magazine's editors and readers may take away different understandings of the covers, no one denies the importance of magazine covers. During the process of edition, the front cover isn't usually the first completed, but it is treated as a critical piece worthy of extra time and effort. Editors highlight the magazine's philosophy, image, unique style, and content with front covers. Whether purchased via subscription, a newsstand or borrowed at a library, readers focus first on the front cover, with which they can obtain an enormous amount of information about the magazine, including its style, feature stories, and unique selling points that distinguish it from others. It is fair to say that the cover determines a magazine's public image and central tone.

A typical magazine cover consists of complementary graphic and textual contents. Text includes the masthead and previews of feature stories, revealing as much information as possible about the issue with only a few words. From the design perspective, cover text is secondary to graphic contents and only plays a role like icing on the cake. Imagery is more eye-catching and can convey