


国际出版与传播英语系列教材

# 出版历史与文化 简明英语教程

主 编/叶文芳

A Concise English Course for  
Publishing History and Culture

 中国人民大学出版社

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# 出版历史与 文化简明英语教程

主编 叶文芳

中国人民大学出版社  
·北京·

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# Preface

## 总序

人类进入到了 21 世纪，全球化的飓风吹遍了世界的各个角落，作为“地球村”的公民，我们日益感受到了空间距离的缩小，昔日远隔重洋的距离，在网络时代缩短到了鼠标的一次点击。

要适应全球化时代的需求，人才培养的国际化已经成为了一种趋势。教育部发布的数据显示，2015 年，共有来自 202 个国家和地区的近 40 万外国留学人员在我国 31 个省、自治区、直辖市的 811 所高等学校、科研院所和其他教学机构中学习。截至 2015 年底，改革开放后我国累计出国留学人数已经达到 404.21 万人。随着来华留学生人数以及我国高校学生出国交流学习人数的不断增长，教育部门越来越意识到全英文教学和双语教学对于提高我国高等教育国际化水平的重要意义。2001 年，教育部颁发的《关于加强高等学校本科教学工作提高教学质量的若干意见》中明确提出本科教育要创造条件使用英语等外语进行公共课和专业课教学。

课程国际化是我国高校和境外高校开展全面和深入合作交流的重要保障。传播学作为一个学科形成于 20 世纪上半叶的美国，而且许多重要的理论也来源于欧美，所以很多内容更适于用英文表达，这也构成了出版传播类课程英文或双语授课的必要性和可能性。但是在英文授课的实践中，我们发现目前适合中国学生学习的出版与传播类的英文教材缺乏，并已经成为英文或双语授课的瓶颈。为了更好地推动和开展出版与传播课程的全英文或双语授课，提高出版与传播课程的国际化水平，我们组织力量编写了这一套“国际出版与传播英语系列教材”。

“国际出版与传播英语系列教材”共包括八部，分别为：《传播学简明英语教程》《跨文化传播简明英语教程》《新媒体写作简明英语教程》《出版理论与实务简明英语教程》《版权管理简明英语教程》《出版历史与文化简明英语教程》《当代出版产业简明英语教程》《国际出版管理简明英语教程》。

本套教材的编著者均为多年从事出版与传播类全英文教学的一线教师，本套教材凝结着他们多年的教学经验和专业素养。教材力求深入浅出、循序渐进、简明实用、科学系统。这套教材的适用对象为传播、出版或相关传媒类专业本科生、研究生，以及留学生，本套教材也可以作为外语类专业学生的专业英语教材使用，同时也可以作为我国出版传媒产业及相关产业专业人士的业务参考书。

身处文化全球化、人才培养国际化的时代，能在课程国际化方面发挥一定的积极作用，为国际化人才的培养尽一点力是我们的最大心愿。希望教材的使用者和各界人士多提宝贵的意见和建议，帮助我们进一步改进和完善。

编者谨识 2016 年 10 月  
于北京印刷学院

# Foreword

## 前言

人类历经了口语传播时代、文字传播时代、印刷传播时代、电子传播时代，每一个时代都打上了该时期独特的文化烙印。如果说 15 世纪印刷机的发明开启了大众传播的历史，那么出版的历史要早于其两千多年。中国早在春秋战国时期（公元前 770 年—前 221 年），就出现了以竹木简牍和缣帛为主要材料的图书，由于中国汉代学校兴起、文化发达，对图书的需求日益增多，诞生了最早形式的图书贸易。中国的造纸术和印刷术影响着世界文明，西方国家的技术进步推动着出版产业的发展繁荣和文化进步。整个世界出版的发展史可以被视为一部技术革新与社会转型相互依托、共同促进的历史。

本教材以中国及西方国家的出版发展史为主线，突出技术的发展对社会结构及社会文化的推动作用，并对出版的未来作出前瞻性的预测。本书一共分为三个部分十个单元，每个单元由两篇文章构成。第一部分介绍中国的古代、近现代的出版发展史，并重点论述中国为了促进中国文化的发展采取的“走出去”政策。第二部分以西方出版发展进程为经，以出版史上重大的事件和人物为纬，起于早期抄写和刻写的出版形态，强调纸莎草、羊皮纸、摇篮本等早期图书的历史更替，讲述亚历山大图书馆的繁荣与毁灭及其对古代希腊罗马科学技术和文学艺术发展的巨大影响，突出古登堡印刷术对世界文明的伟大贡献，重点论述英美国家出版业的崛起及皇室和教会对印刷出版的管治。第三部分在梳理完数字出版的技术特征后，对出版业的未来发展趋势和目标作出大胆预测。

本教材是一本以英文文献为主体的英文简明教材，读者通过阅读和学习此书既能掌握世界出版的发展史，也能增强英语语言的阅读和理解能力。本教材适应当今国家大力发展国际化教学的基本战略，特色鲜明，内容丰富，适合英语专业的学生或编辑出版专业和传播学专业的研究生使用，也可以作为我国出版产业、传媒产业的专业人士的业务参考书。

在本书的写作过程中，北京印刷学院新闻出版学院的邓漪老师和孟辉老师、北京信息职业技术学院的丁一老师在图书的体例和内容编排上都给予了许多指导和建设性的意见；2015级出版专业硕士生王丽萌、张暄、张勋在图书的资料搜集方面提供了技术支持，王丽萌同学更是以她扎实的英语语言功底为本书的内容审定提出很多建设性的意见。廖冰颢、汪春梅、潘思妮、赵盼、梁冬莹、于洪洋、范宁、韩江雪、景贵英、谷雨浓等也为本书的编写提供了建议。在此我们谨向他们每一位致以最诚挚的谢意！

如前所述，出版历史是一部技术进步史和文化发展史，内容极其丰富，尽管编者编写工作付出了极为艰辛的努力，但由于时间仓促和编者水平有限，本书不足之处在所难免，期望读者批评指正。

叶文芳  
北京印刷学院



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## **Part One**

# **Chinese Publishing History and Culture**

## Book Publishing History in China

### Section A Book Publishing in Ancient China

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#### The Era of Oracle Bones<sup>1</sup>, Bamboo and Silk

##### *21st—2nd Century BC*

Chinese book culture originated in the Xia Dynasty (2070—16th century BC), the first dynasty in China's history. As people's literacy improved, primitive writing tools and documents came into existence. All this **paved** the way for early publishing activity. The period between the 21st and second century BC, the time that paper was invented, was the first high point of ancient Chinese **civilization**, one that laid the foundations for the further evolution of Chinese culture. Over these nearly 2,000 years, publishing **evolved** from nascence to **maturity**. As improvements were made in the Chinese script and in the **editing**, distribution and form of books, it finally became a systematic program with historical significance and **contemporary** features.

When books appeared book **distribution** began immediately. Books were widely distributed as people copied books, borrowed them from others and learned from teachers. Book copying became a profession. Book trading also emerged.

Publishing began in China in the 21st century BC. In the second century BC, our **ancestors** invented paper making<sup>2</sup> based on previous experimentation over a long period. But it should be noted even after paper making had been invented, it took a long time for the technology to become widespread and, for centuries, paper and silk remained in use. Paper did not become a popular writing medium in society until the fifth century AD, when the emperor ordered that paper should replace silk.

## The Era of Books Handwritten on Paper

### *1st Century BC—7th Century AD*

Handwritten books on paper were the norm for about 800 years—from the invention of paper making in the second century BC to the seventh century AD. During this period, China's publishing industry progressed towards its first age of **prosperity**. The period from the second century BC to the fourth century AD was the primary stage of handwritten books, when books of bamboo **strips**, silk and paper coexisted. The fifth to the seventh century was the prime time for books handwritten on paper. From the eighth century on, printing<sup>3</sup> technology became widely adopted and, after a period of **coexistence** with handwritten books, printed books handwritten on paper had a history of about 1,000 years.

In this period, the number and types of books increased considerably. According to rough statistics, 11,754 titles in more than 73,200 volumes were published from between 25 and 618. New types of books mushroomed, such as **encyclopedias**, **essay** collections, dictionaries of **rhyming** words and **genealogies**. Along with the widespread adoption of paper, works became longer and had more characters than ever before and books with several hundred thousand characters became **commonplace**.

This period also witnessed deepening exchanges between China and foreign countries in book publishing. **Buddhist** belief and scriptures were introduced from India to China via the Silk Road, between the first and second centuries AD, making a profound impact on Chinese culture and its publishing industry. As China translated Buddhist scriptures in large numbers, Buddhist scriptures became one of the major categories of Chinese publications. At the same time, Chinese books and paper making technology spread to neighboring countries and regions such as **Vietnam**, Korea and Japan, having far-reaching implications.

While books were mainly copied by hand, book trading became an emerging cultural industry as demand for books soared. Books were traded in market and some works became bestsellers gaining great popularity among readers.

Along with social progress and cultural development, there was a growing need to develop a more efficient way to reproduce books. Against this backdrop, the Chinese kept exploring new book **duplication** techniques. While skills in producing handwritten books continued to improve, new techniques such as rubbing and stamping emerged, paving the way for the invention of printing.

## The Hand Printing Era

### 7th—19th Century

The invention of printing was **epoch**-making event in history, because it greatly promoted the progress of human culture and the entire world. China was the first country to invent printing: **woodblock printing** was invented here by the seventh century at the latest. Between 1041 and 1048, Bi Sheng<sup>4</sup> invented **movable** type printing<sup>5</sup>, and color printing were the three basic forms of printing in ancient China. Of these woodblock printing was the earliest and most widely used.

The invention and wide application of printing opened a new page in the history of publishing in ancient China. The era of printed books had begun. Publishers made new strides in improving both the quality and quantity of books, contributing greatly to the development of social and cultural services in ancient China.

The invention of printing gave rise to woodblock printing and, very soon, five major publishing systems took shape, namely: official printing houses<sup>6</sup>; private printing houses<sup>7</sup>; commercial printing houses<sup>8</sup>; religious (temple) printing houses and academy printing houses.

The number of books published increased dramatically in this period. Both governmental and private publishing reached **unprecedented** heights. Scholar's statistics show that 31,513 titles in 395,839 volumes were published between 960 and 1644.

Book trading and distribution prospered. Both government agencies and private book dealers printed and sold books. Private publishing houses were also quite active, **imbuing** the publishing industry with a strong market economy awareness. At the same time, publishing exchanges between China and other countries made progress. China made a profound impact on the world's publishing industry as Chinese books were exported in large numbers and its printing technology spread across **Eurasia**. In the late 16th century, Western **missionaries**<sup>9</sup> started to **engage** in book translation and publishing in China, giving a fresh **stimulus** to China's publishing and cultural communities.

At the beginning of the 19th century, along with capitalist expansion into China, there appeared another influx of missionaries; they not only brought with them advanced printing equipment for publishing but also translated books introducing religion and capitalist society. Traditional Chinese publishing began to decline, shrinking in the face of Western missionaries who arrived in China, opening up a new era of translating Western books and of publishing exchanges between China and the West. This had a profound transformative impact on Chinese society. As **modernization** gained pace,

the Chinese publishing industry, influenced by the West, also **embarked** on a new development path.

## Vocabulary

1. pave /peɪv/ *vt.* to cover a surface with flat stones or bricks 铺设; 安排; 作铺设之用
2. civilization /ˌsɪvəlaɪ'zeɪʃn/ *n.* a state of human society that is very developed and organized 文化; 文明
3. evolve /ɪ'vɒlv/ *v.* to develop gradually, especially from a simple to a more complicated form; to develop something in this way 发展, 进展; 进化; 逐步形成
4. maturity /mə'tʃʊərəti/ *n.* the quality of thinking and behaving in a sensible, adult manner 成熟; 到期; 完备
5. edit /'edit/ *v.* to prepare a piece of writing, a book, etc. to be published by correcting the mistakes, making improvements to it, etc. 编辑
6. contemporary /kən'tempərəri/ *adj.* belonging to the same time 当代的; 同时代的; 属于同一时期的
7. distribution /ˌdɪstrɪ'bjuːʃn/ *n.* the way that something is shared or exists over a particular area or among a particular group of people 分布; 分配
8. ancestor /'ænsɛstə(r)/ *n.* a person in your family who lived a long time ago 祖先, 上代; 先祖
9. prosperity /prɒ'sperəti/ *n.* the state of being successful, especially in making money 繁荣, 成功
10. strip /stri:p/ *n.* long, narrow piece 条
11. coexistence /ˌkəʊɪg'zɪstəns/ *n.* the state of being together in the same place at the same time 共存; 和平共处; 并立
12. encyclopedia /ˌɪn.sæklə'piːdiə/ *n.* a book or set of books giving information about all areas of knowledge or about different areas of one particular subject, usually arranged in alphabetical order; a similar collection of information on a website or CD-ROM 百科全书
13. essay /'eseɪ/ *n.* a short piece of writing on a particular subject, written in order to be published 散文; 随笔

14. rhyme /raɪm/ *v.* to be similar in sound, especially with respect to the last syllable 押韵
15. genealogy /ˌdʒiːnɪ'ælədʒi/ *n.* the study of family history, including the study of who the ancestors of a particular person were 世系, 家系, 血统; (动植物、语言的) 系, 系统
16. commonplace /'kɒmənpleɪs/ *adj.* done very often, or existing in many places, and therefore not unusual 平凡的; 陈腐的
17. Buddhist /'bʊdɪst/ *adj.* following or connected with the religion of Buddhism 佛教的
18. Vietnam /ˌvjet'næm/ *n.* a country in South East Asia 越南
19. duplication /ˌdjuːplɪ'keɪʃn/ *n.* the act or process of making an exact copy of something 复制; 副本; 成倍
20. epoch /'iːpɒk/ *n.* a period of time in history, especially one during which important events or changes happen 新纪元; 新时代
21. woodblock printing /'wʊdblɒk/ /'prɪntɪŋ/ a technique for printing text, images or patterns used widely throughout East Asia and originated in China 木刻版印刷术
22. movable /'muːvəbəl/ *adj.* can be moved from one place or position to another 可移动的
23. unprecedented /ˌʌn'presɪdɪntɪd/ *adj.* that has never happened, been done or been known before 空前的; 无前例的
24. imbue /ɪm'bjuː/ *v.* to fill somebody/something with strong feelings, opinions or values 使充满; 灌输; 深深影响
25. Eurasia /jʊə'reɪʃə/ *n.* the land mass formed by the continents of Europe and Asia 欧亚大陆
26. missionary /'mɪʃənəri/ *n.* a person who is sent to a foreign country to teach people about Christianity 传教士
27. engage /ɪn'geɪdʒ/ *v.* to carry out or participate in an activity 从事于, 忙于
28. stimulus /'stɪmjələs/ *n.* something that helps somebody/something to develop better or more quickly 刺激; 激励; 刺激物
29. modernization /ˌmɒdənaɪ'zeɪʃn/ *n.* the process of making a system, methods, etc. more modern and more suitable for use at the present time 现代化
30. embark /ɪm'bɑːk/ *v.* to start to do something new or difficult 开始



## Notes

1. Oracle Bones (甲骨文): 又称“契文”“甲骨卜辞”、殷墟文字或“龟甲兽骨文”。中国的一种古代文字,是汉字的早期形式,有时也被认为是汉字的书体之一,也是现存中国王朝时期最古老的一种成熟文字。属于上古汉语,而非上古或者原始的其他语系的语言。甲骨文记录和反映了商朝的政治和经济情况,主要指中国商朝后期(公元前14世纪—公元前11世纪)王室用于占卜吉凶、记事而在龟甲或兽骨上契刻的文字,内容一般是占卜所问之事或者是所得结果。殷商灭亡周朝兴起之后,甲骨文还使用了一段时期,是研究商周时期社会历史的重要资料。甲骨文其形体结构已由独立体趋向合体,而且出现了大量的形声字。它上承原始刻绘符号,下启青铜铭文,是汉字发展的关键形态,被称为“最早的汉字”。现代汉字即由甲骨文演变而来。在总共10余万片有字甲骨中,含有4000多种不同的文字图形,其中已经识别的约有2800多字。
2. paper making (造纸术): 中国四大发明之一。纸是中国古代劳动人民长期经验的积累和智慧的结晶,人类文明史上的一项杰出的发明创造。东汉元兴元年(105),蔡伦改进了造纸术。他用树皮、麻头及敝布、渔网等原料,经过挫、捣、抄、烘等工艺制造的纸是现代纸的渊源。为纪念蔡伦的功绩,后人把这种纸叫做“蔡侯纸”。造纸是一项重要的化学工艺,纸的发明是中国在人类文化的传播和发展上所做出的一项十分宝贵的贡献,是中国历史上的一项重大的成就,对中国历史产生了重要的影响。
3. printing (印刷术): 印刷术是中国古代劳动人民的四大发明之一。雕版印刷术发明于唐朝,并在唐朝中后期普遍使用。宋仁宗时毕昇发明了活字印刷术。印刷术是人类近代文明的先导,为知识的广泛传播、交流创造了条件。印刷术先后传到朝鲜、日本、中亚、西亚和欧洲地区。
4. Bi Sheng (毕昇): 北宋著名科技家、活字印刷术的创始人,歙县人。毕昇是徽州一位没有功名的布衣,一生喜爱钻研技术。北宋庆历年间,毕昇有感于传统雕版印刷的繁杂不便,潜心研究泥活字印刷技术,他发明了黏土坯上刻字,一字一坯,然后烧硬的泥活字,使印刷工艺得到了质的飞跃,速度大大加快,错字可以单独更换,可以重复使用活字,实现了人类印刷史上第一次伟大的革命。宋代学者沈括在《梦溪笔谈》中对毕昇的业绩有专门记载。宋初,毕昇为书肆刻工。宋庆历年间,毕昇根据实践经验,发明了胶泥活字印刷技术。这一技术未及推广,毕昇就去世了。
5. moveable type printing (活字印刷): 中国早在11世纪就发明了活字印刷。作为中