

人民畫報·中國生活

China Pictorial · Life in China

# 東部生活

LIFE IN EAST CHINA

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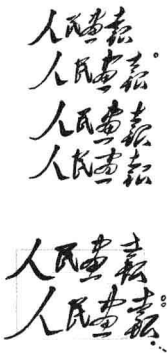
Shandong Jiangsu Zhejiang Anhui Jiangxi Fujian

1950 — 2010



南方日報出版社

谨以此书  
纪念《人民画报》创刊60周年



1950年6月毛泽东主席为《人民画报》题写刊名。当时他分别在两张纸上写了6条，并在他满意的一条右上方后面划了两个圈，这便是被确定并沿用至今的《人民画报》刊题。

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China Pictorial · Life in China

# 东部生活

LIFE IN EAST CHINA



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《人民画报·中国生活》序

# 大国脸谱 人民记忆

徐步

1950年，毛泽东主席为《人民画报》创刊号亲笔题写了刊名。

2010年，人民画报社将60年来发表的照片分类、整理成系列图册——《人民画报·中国生活》。

六十年，一个甲子；六十年，岁月如歌。

从1950年7月创刊起，《人民画报》便承担起国家对内对外宣传的重任。这本图文并茂的综合性国家画报，即使在“文革”期间也没有停刊，至今已出版740多期。走过60年的《人民画报》，记录了一个巨变的中国。其内容涉及重大事件、经济建设、人物风采、社会生活、山川风物、历史文明、文化旅游等多个领域，展示了一幅波澜壮阔、色彩斑斓的新中国历史画卷。

《人民画报》作为全国“五大新闻单位”之一，在新中国成立后的相当长时期内得到党和国家领导人及社会各界的关注和厚爱：毛泽东主席题写刊名；周恩来总理在“文革”期间亲自审阅画报稿件达三年之久；邓小平同志1990年为画报题写“人民画报创刊40周年”；江泽民同志为画报题词“坚持为社会主义服务，为人民服务的方针，让人民画报成为广大读者的知心朋友”；2004年，胡锦涛总书记访问罗马尼亚，将原罗马尼亚文版《人民画报》作为礼品赠送罗马尼亚友人；2008年，温家宝总理办公室来电，肯定和表扬《人民画报》有关南方冰雪灾害的报道。

《人民画报》的照片具有纪实影像特质，在一定程度上形成独特的审美模式，用准确凝炼直观的图像来传播社会主流思想。在影像的选择过程中，照片大多具有典型事件、典型人物、典型情绪和典型的瞬间，不仅为共和国留下了时代的足迹和符号。

也提供了从传媒角度研究中国社会建设、人民生活和新闻宣传策略等方面发展变化的完整文本

《人民画报·中国生活》系列图册目前共八册，《革命年代》收入图片的时间为1949年—1978年，选择经典的影像作品，分层次呈现新中国前30年历史阶段中，革命观念、激情生活等对中国社会各领域所产生的作用，真实再现这一“革命激情年代”，中国特有的主流生活模式和类型的表征，还原新中国一段无法忘怀的特殊历程。《劳动人民》、《北京生活》、《上海生活》、《东部生活》、《西部生活》、《南方生活》、《北方生活》七册所收图片的时段为1950年—2010年间。《劳动人民》反映60年来，在不同工作环境中不断延伸和变化的中国劳动者形象。而《北京生活》等六集，内容与具有一定政治社会学色彩和“特殊态”的《革命年代》形成互补，其编选视角侧重于平民化和“常态”。在将首都北京和上海单列出来后，依据自然地缘原则，把中国分成东部、西部、南方和北方四大地域单元；按照日常生活内容分类，辑选出每种分类中处于不同时点的代表性图片，浓缩出一个“甲子”里，凸显在不同地理空间和生存环境下普通中国人的生存状况与活动方式。

《人民画报·中国生活》系列图册的照片大多选自《人民画报》，部分由合作方fotoc.com图片库提供推荐。我们希望借助昔日的照片，回望曾经发生的历史事件，探寻中国社会的发展轨迹；观看形形色色的面孔，感受中国人的精神风貌，这是《人民画报》60年来的精髓——大国脸谱，人民记忆。



# Framing the Nation, Capturing the Memories

Xu Bu

2010

In 1950, Chairman Mao Zedong made an autograph for the initial issue of China Pictorial.

In 2010, China Pictorial Publishing House makes a classification of the pictures it has published in the past sixty years and compiles them into collections of photos—"China Pictorial · Life in China".

Sixty years are one "jiazi". During sixty years, time passes like a flash and the river of life runs like a melodic song.

Since its first publication in July, 1950, China Pictorial took up the task of promoting the image of China at home and abroad. With its excellent pictures and texts, this national comprehensive pictorial has published more than 740 issues without any interruption even during the Cultural Revolution. The sixty-year of China Pictorial has recorded a nation under dramatic changes. The Pictorial covers a wide range of topics, from big events, economic construction, people, social life to mountains and rivers, history and civilization, culture and travel, revealing a gorgeous grand panorama of new China.

China Pictorial is one of the "top five press entities" in China. In a long time after the foundation of new China, China Pictorial has received great concerns and attention from the state leaders, Party leaders and people from all walks of life: Chairman Mao Zedong made the autograph for the name of the Pictorial; Premier Zhou Enlai went over the manuscripts for the Pictorial for three years during the Cultural Revolution; Deng Xiaoping made the autograph "40th Anniversary of China Pictorial" in 1990; Jiang Zemin made the autograph "For Socialism, For the People, Making China Pictorial a Close Friend of All Readers"; Secretary General Hu Jintao visited Romania in 2004 and presented the Romanian version of China Pictorial as a gift to Romanian friends; Premier Wen Jiabao's office phoned China Pictorial in 2008, commending it for its reports on the snow disaster in southern China.

Photos published by China Pictorial have certain characteristics of documental photography and have formed their own aesthetic standards, spreading the mainstream philosophy with vivid and pleasing pictures. Most photos selected by China Pictorial capture typical events, typical people, typical moods and typical moments. They not only keep the tracks and signs of the time for the New China, but also provide a complete content on the research of Chinese social construction, people's life and press promotion strategies from the view of media.

"China Pictorial · Life in China" includes 8 books. "Time of Revolution" includes classic photos from 1949 to 1978, reflecting the influence of revolutionary ideas and passionate life on every aspect of China's social life in the first 30 years after the foundation of New China. It vividly reproduces the mainstream lifestyle in the "passionate time of revolution" which is unique to this special historical stage in New China. "Working People", "Life in Beijing", "Life in Shanghai", "Life in East China", "Life in West China", "Life in South China" and "Life in North China" include photos taken from 1950 to 2010. "Working People" depicts the images of Chinese laborers which undergo constant changes in different working conditions. "Life in Beijing" and other six books put their focus on the common people and "normal condition", thus constituting a complement to Time of Revolution, which put certain emphasis on political sociology and "special condition". After singling out Beijing and Shanghai, these six books divide China into four geographical areas: the east, the west, the north and the south; they include typical pictures of different time according to different types of daily life to provide readers with insights into the living conditions and action modes of Chinese common people in the past 60 years in different geographical areas and different living environments.

Photos in "China Pictorial · Life in China" are mostly provided by China Pictorial and partly provided by our cooperator fotoe.com. Through these old pictures, we hope to recall the historical events, explore the developing route of China, appreciate various faces and feel the spirit of Chinese people. This is the goal China Pictorial still pursues today—framing the nation, capturing the memories.



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O N E





1952·山东荣成 备鞍。  
1952 Rongcheng, Shandong Saddling up.



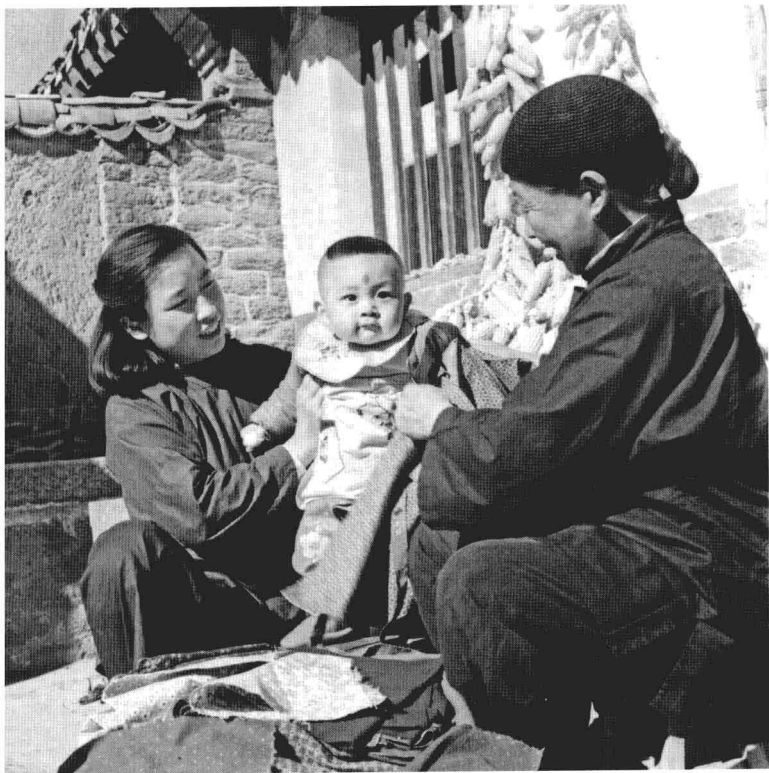
1953 · 山东莘县 记事。

1953 Shenxian, Shandong Keeping a record of events.



1953 · 浙江杭州 赏菊  
1953 Hangzhou, Zhejiang Enjoying the chrysanthemum





1954 · 山东龙口 装扮小外孙。

1954 Longkou, Shandong Dressing up the grandson.

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