

SHANGHAI PERIODICAL 上海期刊

EDITOR-IN-CHIEF LI XINLI 主编 李新立

Shanghai Culture Publishing House 上海文化出版社



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Preface

On January 25, 1857, Alexander Wylie, a missionary of London Mission Society of UK, launched a magazine *Shanghai Serial* which was a comprehensive magazine covering science, literature, news and religion. Alexander Wylie wrote in its first issue that "I compile *Shanghai Serial* with the aim of trying to understand the situation in China and foreign countries, publishing things far and near and revealing all the changes in the past and present". This is the first modern Chinese language magazine of significance in contemporary Shanghai. 150 years have passed since then and Shanghai periodicals have advanced and developed, creating a unique style in the course of their development.

An Important Center of Periodicals Industry in China

Today, Shanghai boasts of over 600 titles of magazines of different categories with over 3000 editing personnel and a total of about 200 million copies of magazines are printed every year. *Stories*, a magazine with the largest circulation, is a popular magazine of literature and was first published by Shanghai Literature & Art Publishing House in 1963. It has enjoyed a wide readership both in China's cities and countryside with a monthly circulation of over 5 million copies. In Shanghai there are 45 magazines with an average monthly impression of over 50000 copies, including not only science magazines, but also magazines of literature and fashion, reflecting the cultures and trends of thought of various kinds in China and in the world, and conveying the latest information and knowledge of various kinds to the broad masses of readers.

At the Forefront of the Confluence of Chinese and Western Cultures

Since the contemporary times, Shanghai has become a forefront position of the gradual eastward advance of western learning. The unique historical environment and historical conditions have created an international and open character of the city of Shanghai. It has also made Shanghai's periodicals take on distinctive features of the confluence of Chinese and western cultures, assimilation and inclusiveness. *ELLE* is the first magazine with international copyright cooperation since China adopted the reform and open policies. It is published through the form of copyright cooperation between Shanghai Translation Publishing House and Hachette Filipacchi Media of France. It is a fashion magazine for women, exercising influence on the ideas of consumption and way of life of Chinese young people with its latest fashion trends in modern world. Today, quite a number of magazines in Shanghai have been published through copyright cooperation with magazine publishing houses in France, Singapore, Japan and other countries.

Magazines of Literature Have Created a Unique Style of Their Own

Almost all cultural masters in contemporary and modern China have published magazines of literature in Shanghai. Mr. Liang Qichang, a leader of reformers and well-known scholar in contemporary China started the publication of the magazine *New Science* in Shanghai in the early 20th century. *The Stranger Events of the Past 30 Years*, a famous novel at the late Qing period, was published in this magazine. Mr. Lu Xun, a sage of letters and thinker of China, edited the magazine *The Torrent* in Shanghai, introducing a large number of outstanding works of literature and art by writers of Soviet Russia, Europe, America and Japan. Well-known Chinese writers Mr. Mao Dun and Mr. Gao Muhan also edited a number of literary magazines in Shanghai at their early years. Over several hundred Chinese masters of letters, writers and artists launched and edited over 100 magazines of literature in Shanghai, creating a unique style. Even in this day, magazines of literature in Shanghai are still influencing a large number of enthusiasts of literature and young people in China. Mr. Ba Jin, a famous novelist, started the publication of *Harvest*, a large magazine of literature, which enjoys the reputation as the "simplified version" of history of modern Chinese literature, and has published many important works



At the beginning of the 20th century, the Shanghai street scene was a mix of traditional Chinese architecture and modern Western influences.



This is a portrait of a famous Chinese actress, likely from the early 20th century, wearing a traditional Chinese garment.



The Shanghai Press & Publication Administration building is a landmark building in Shanghai. It is the headquarters of the Shanghai Press & Publication Administration.



of modern Chinese literature. It has persevered unwaveringly in its pursuit of its original aim - "persevere in literature, quality and gather the best works of various schools and styles", leaving a long string of solid legacies in the development of modern Chinese literature. *Rud* is a well-run magazine of literature for the youth, carrying since high school seniors as its main readers. The New Concept Composition Competition launched by the magazine and targeting high school students all over China has enjoyed popular support. Quite a number of young writers in modern Chinese literary world have named and have grown up from New Concept Composition Competition and *Rud*. The styles of works published by *Rud* have also influenced the writing style of many young people.

Science Magazines Have Gradually Integrated into the Development Track of World Science

Recent years have witnessed the great progress of science magazines in Shanghai. 11 periodicals including *Cell Research*, *Acta Pharmacologica Sinica*, *Chinese Annals of Mathematics*, *Chinese Journal of Chemistry* and *Asian Journal of Andrology* have entered the SCI index, an international authoritative science index. *Cell Research* published by Shanghai Institutes for Life Sciences of Chinese Academy of Sciences and *Acta Pharmacologica Sinica* published by Shanghai Institute of Material Medica have reached the upper middle level of international magazines of the same category. The proportion of papers written by authors sponsored by major foundations of various countries in the world (like US NIH and others) and published by *Cell Research* has been close to 50%. In 2006, the magazine's impact factor of the year was 2.616 and it was an academic magazine with the greatest international impact factor among all periodicals of science and technology in China in that year. *Acta Pharmacologica Sinica* is well known among the pharmaceutical circles in the world for its publication of the latest research achievements of the traditional Chinese medical science and new medicines of independent innovation in China. Through over 20 years' accumulation, it now boasts of 1,200 manuscript reviewers in 46 countries and regions and 20% of its papers come from international scientific circles. It has successfully run a global network of online contribution and examination system. *Cell Research*, *Acta Pharmacologica Sinica*, *Asian Journal of Andrology*, *Acta Biochimica et Biophysica Sinica*, *Journal of Plant Physiology* and *Molecular Biology* and other magazines have established cooperative relations with the Nature Publishing Group, Blackwell Publishing Group and Oxford University Press of Britain, with the latter acting as their agents for the global distribution of digital versions of their periodicals. They are making every effort to try to reach out to the world.

Digital Magazines Have Initially Started

Today, Shanghai's periodicals industry is facing a profound change which is reflected in the most striking manner on its reader contingent. China now has a population of 1.3 billion residents of whom 82% are the young people from 15 to 35 years old. Investigation has shown that the main channel of their getting information is through internet. Therefore, how to shift to digital magazines is an important issue in the development of periodicals in Shanghai. We have started to move in this direction. Over 100 periodicals in Shanghai have accessed to the network either by setting up their own portals, or through the agency of professional portals or in other forms so as to explore a digitalization development path by combining periodicals and network into one and making them interactive. For instance, *money/money.com.cn*, set up by *Money Weekly*, offers multi-level and all directional financial and economic information by making a good use of the special features of real-time updating and convenient interactive network information, thus welcomed by its readers.

Only by knowing history and the present situation, can one look forward to the future. Only by integrating with the world development tide, can one seek a better growth. We have collected the information of Shanghai's periodicals and compiled this booklet in the hope that people can gain some understanding of the present situation and characteristics of Shanghai's periodicals. Hence this preface.

Li Xinli, Deputy Director of Shanghai Press & Publication Administration

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序言

1857年1月26日,美国伦敦布道会传教士伟烈亚力(Alexander Wylie)在上海创办了一份杂志,《六合丛谈》。这是一份综合性杂志,内容科学、文学、新闻、宗教等。伟烈亚力在创刊号上写道:“今予著《六合丛谈》一书,亦欲通中外之情,窥远近之事,参古今之变。”这是近代上海第一本现代意义上的中文期刊。从那时开始到今天,150年过去了,上海期刊在不断地前进和发展,并在发展中形成了独特的风格。

中国期刊业的重要中心

今天,上海共有各类杂志600多种,有5000多名杂志编辑人员,每年杂志总印数近2亿册。发行量最大的杂志是《故事会》,这是一本通俗的文学刊物,1964年由上海文艺出版社创办,在中国的城市和乡村拥有广泛的读者;每月发行量达500余万册。上海期刊平均期印数在5万册以上的共有40余种,既有科学杂志,也有文学杂志,还有时尚杂志,反映着中国和世界各种文化和思潮,向广大读者传递着最新的信息和知识。

中西文化交汇的前沿

近代以来,上海成为西学东渐的前沿阵地,特殊的历史环境和历史条件造就了上海国际化、开放性的城市特征,也使上海期刊呈现出显著的中西交汇、兼收并蓄、海纳百川的特色。《世界时装之苑·ELLE》是中国改革开放之后第一本实行国际版权合作的杂志,由上海译文出版社和法国桦榭菲力柏契出版社通过版权合作方式出版。这是一本女性时尚杂志,以当代世界最新的时尚潮流影响着中国年轻人的消费理念和生活方式。如今,上海已有多本杂志与法国、日本、新加坡等国家杂志出版社实行版权合作出版。

文学杂志独树一帜

几乎所有的近现代文化巨匠都在上海办过文学杂志。中国近代著名学者梁启超先生于20世纪初在上海创办了《新小说》杂志,清末著名长篇小说《二十年目睹之怪现状》就发表在这本杂志上。中国文学家、思想家鲁迅先生在上海主编了《奔流》杂志,介绍了大量苏联、欧美和日本作家的优秀文艺作品。中国著名作家茅盾先生、郭沫若先生早年也都在上海主编了多种文学杂志。细数起来,有数百位中国近现代著名文学家、作家、艺术家在上海创办和主编过100多种文学杂志,形成了独有的风格。直到今天,上海的文学杂志仍然影响着中国广大文学爱好者和青年人。著名长篇小说的作者巴金先生1957年创办了大型文学杂志《收获》,被誉为“中国当代文学史的‘缩写’”。



The New Short Story Magazine

(Vol. 1, No. 1)



The New Short Story Magazine

(Vol. 1, No. 1)



本”，发表众多中国当代文学的重要作品，有时什么变迁却始终不渝地坚持并实践着最初的办刊宗旨，即“坚持文学格调，荟萃各种流派与风格的上乘之作”。在中国当代文学的发展中留下了一长串扎实的脚印。《萌芽》则是一份办得很成功的青年文学刊物，以高中里为主要读者对象，它面向全国中学生主办的“新概念作文大赛”版为深受欢迎，许多中国当代文坛的年轻作家就是从“新概念作文大赛”和《萌芽》起步并成长起来的，《萌芽》的作风风格也影响了很多年轻人的文风。

科学杂志逐步融入世界科学发展轨道

近年来，上海科学杂志得到了长足发展。《细胞研究》、《中国药理学报》、《数学年刊》、《中国化学》、《亚洲男性学杂志》等11种杂志进入了国际权威的科学引文索引——SCI索引。中国科学院上海生命科学研究院主办的《细胞研究》、上海药物研究所主办的《中国药理学报》，已达到国际同类期刊的中上游水平。其中，《细胞研究》刊登世界各国重要基金(如US NIH等)资助的作者论文比例接近50%，2005年，该刊SCI的年度影响因子达2.161，为当年中国科学杂志国际影响因子最高的学术刊物；《中国药理学报》则以发布最新中医药和国内自主创新药的研究成果闻名世界药学界，经过二十多年的积累，目前已拥有46个国家和地区的1200余名审稿人，20%的稿源来自国际科学界，成功运作全球网络在线投稿和审稿系统。《细胞研究》、《中国药理学报》、《亚洲男性学杂志》、《生物化学与生物物理学报》、《植物生理与分子生物学学报》等杂志，还与英国自然出版集团、Blackwell出版集团、牛津大学出版社等建立了合作关系，由其代理在全球发行数字版杂志，努力尝试走向世界。

数字杂志正在起步

今天，上海期刊业正面临一个秀丽的变化，最突出地反映在读者队伍上。目前，中国有1.3亿网民，其中18岁至35岁的年轻人占82%。调查显示，他们获取信息的最主要途径是互联网，因此，如何向数字杂志转变，是上海期刊发展的一个重要课题。我们已经开始起步。目前，上海约有100多种杂志通过自己设立网站，由专业网站代理等不同方式进入互联网，探索刊网合一互动的数字化发展道路。如《理财周刊》杂志设立的第一理财网，很好地利用了网络信息及时更新与方便互动的特点，多层次、全方位提供财经信息，受到了读者的欢迎。

惟有知晓历史和现状，才能展望未来，惟有融入世界发展潮流，才能谋求更好发展。我们将上海期刊的情况和信息汇总起来，辑合成这本小册子，希望大家能够从中对上海期刊的现状和特点有所了解。是为序。

上海市新闻出版局副局长 李新立

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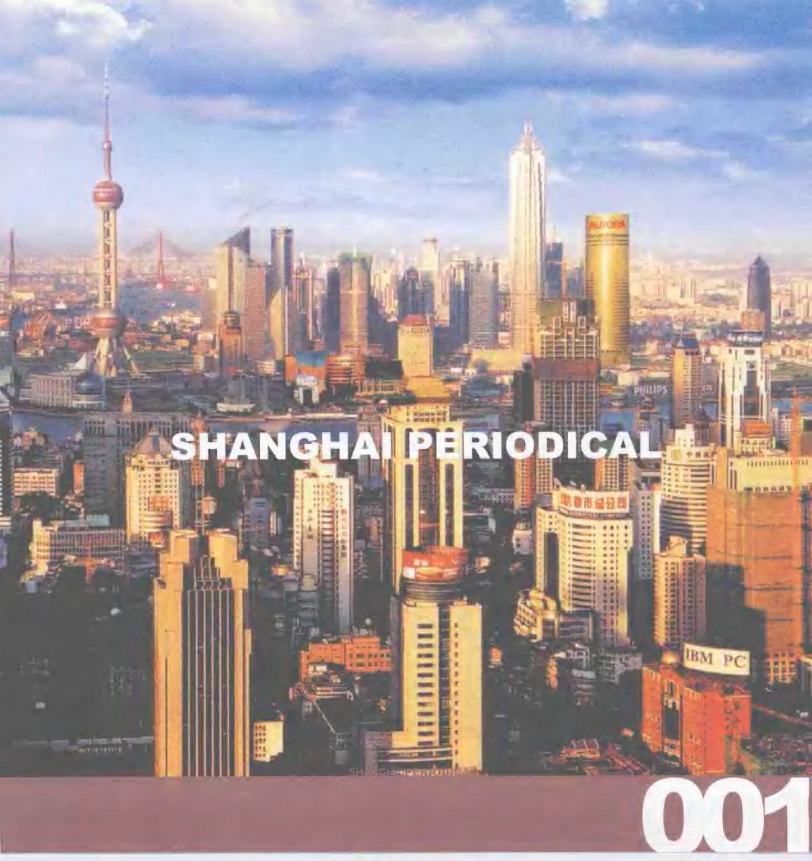
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Shanghai Literature & Art Publishing Group

上海文艺出版总社

Shanghai Literature & Art Publishing Group is a large specialized publishing group, having 13 publishing houses and subsidiary companies. With the publication of books and periodicals of literature and art as its main features, it has enjoyed a high reputation among the publishing circles at home and abroad. Carrying forward the tradition of "giving hearts to readers", the Group offers its readers over 2000 kinds of books, 16 kinds of periodicals and 2 newspapers in the field of literature, culture and art every year. The Group has set up cooperative relations with more than 60 countries and regions in the world in the fields of publication, marketing and copy right trade. In 2003, the Shanghai Literature and Art Publishing House under the Group held a copy right signing ceremony with Readers' Digest Company Limited of the United States for the overseas edition of *Stories about China*. This is the first time that *Readers Digest* bought a book copy right in China. The 20-odd kinds of periodicals published by the Group are mainly in the category

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of literature and art. Among them, *Stories* began its publication in 1963, now boasting of a monthly circulation of 5 million copies and is distributed even in the remotest towns in China. *Art World* is a mature name brand with a history of nearly 30 years and is also one of the largest art periodicals in China in terms of circulation. With its writings and pictures, *Shanghai Pictorial* reflects Shanghai's history, culture and local customs in an all-round way and is distributed in over 100 countries and regions in the world, serving as a major window to show Shanghai and China to people overseas.

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Stories 故事会

Launched in July, 1991, the semi-monthly magazine *Stories* is a popular periodical specialized in the publication of oral literary works. Since its first publication 40 years ago, it has now board of a surprisingly large number of readers and work a monthly circulation of about 5 million copies. It has come out at the top among 9000 kinds of periodicals in China.

Stories, geared to the needs of the general reading public and the common people at the grass-roots level, is distributed in cities and countryside all over the country and people can find it even in the remotest towns in China.

In accordance with the idea of stories should tell the basic principles of how to be an upright man" and through stories, a form loved by the people, *Stories* expresses its pursuit of the true, the good and the beautiful. Focusing mainly on the stories which reflect the social life of the contemporary China, and at the same time assimilating various kinds of popular folk stories and the classic foreign stories, it has the features of a strong national and folk culture.

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