



卜 卫 著

中国儿童生存、保护和发展书系

BOOK SERIES ON CHINESE CHILDREN'S  
SURVIVAL PROTECTION & DEVELOPMENT

# 进入“地球村”

——大众传播与中国儿童的发展

四川少年儿童出版社





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ENTER THE "GLOBAL VILLAGE"

——大众传播与中国儿童的发展

——Development of Chinese Children and Mass Communication

卜卫 著

by Pu Wei

我们聚集一堂，举行世界儿童问题首脑会议，目的是作出共同的承诺并向全世界紧急呼吁：让每个儿童有更好的未来。

——《儿童生存、保护和发展世界宣言》

今天的儿童是二十一世纪的主人，儿童的生存、保护和发展是提高人口素质的基础，是人类未来发展的先决条件。

——《九十年代中国儿童发展规划纲要》

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### ——大众传播与中国儿童的发展

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## 序 言

李鹏

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人类即将告别 20 世纪而跨入新的文明时代。

今天的儿童是 21 世纪的主人,儿童的生存、保护和发展是提高人口素质的基础,是人类未来发展的先决条件。我国人口占世界人口五分之一强,儿童数量居世界首位。因此,现在就抓好儿童工作,不仅对下世纪中国的经济腾飞和社会稳定具有战略意义,而且对促进人类进步、维护世界和平也会产生深远的巨大的影响。

1990 年召开的世界儿童问题首脑会议通过了《儿童生存、保护和发展世界宣言》和《执行九十年代儿童生存、保护和发展世界宣言行动计划》。1991 年 3 月,李鹏总理代表

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我国政府在上述两个文件上签了字,并向全世界做出了庄严的承诺:“我们将保证履行我们的义务。我们相信在联合国的帮助下,中国儿童一定能够达到文件中所提出的一些要求。”为表明我国政府重视儿童问题的积极而严肃的态度,依据世界儿童问题首脑会议通过的两个文件精神,根据我国国民经济和社会发展规划和第八个五年计划提出的任务和总目标,1992年3月,国务院颁布了《九十年代中国儿童发展规划纲要》。它是我国90年代继《未成年人保护法》之后,又一个中国儿童生存、保护和发展的文件,是一件利在当代、功在千秋的伟业。

儿童是祖国的未来,民族的希望。儿童的健康成长关系到祖国的前途和命运。新中国建立以后,党和政府一贯重视和关怀儿童的健康成长,积极为儿童的生存、保护和发展创造良好的社会环境。党的十一届三中全会以来,党和政府把“提高民族素质,要从儿童抓起”作为社会主义建设的根本大计,“爱护儿童,教育儿童,为儿童做表率,为儿童办实事”已成为社会共识,我国儿童工作进一步走上了社会化、科学化、法制化的轨道。我国儿童的发展水平比新中国建立以前有了显著的提高,主要指标均处于发展中国家的前列。

当然,我们还应当看到,由于我国地域辽阔,经济文化发展不平衡,各地的条件也千差万别,因此儿童的教育、保健等方面与实际需要仍然有较大的差距。要实现《九十年代中国儿童发展规划纲要》提出的奋斗目标,实现我国政府向国际社会的承诺,还需要全社会坚持不懈地努力,做大量的艰苦细致的工作。

儿童生存、保护和发展又是一项综合性强的系统工程,涉及国家、社会和每个家庭,以及许多科学领域。儿童事业的发展,在很大程度上要依靠教育、卫生、文化艺术和新闻出版工作者、社会工作者采用行之有效的科学方法去教育和动员群众,提高广大群众的素质,让“儿童优先”的原则成为我国公民的自觉行动,“让每个儿童有更好的未来”成为全社会的共同意识。四川少年儿童出版社响应联合国世界儿童问题首脑会议的紧急呼吁,带头宣传和执行《九十年代中国儿童发展规划纲要》以及有关儿童工作的政策法规,编辑出版了这套《中国儿童生存、保护和发展书系》。这套书系率先科学地总结了我国儿童工作积累的经验、取得的成绩和存在的一些问题,并从理论上探讨产生这些问题的原因,从实践上寻找解决问题的思路导向,以期引起社会各界对中国儿童生存、保护和发展问

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题的关注,使我国儿童工作得到进一步改善和提高,这是为我国儿童事业做了一件功德无量的好事。我们相信,这套书系的编辑、出版,对我国儿童工作的综合、协调、全面发展会起到积极的促进作用。

1993年12月2日.

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# PREFACE

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Mankind will pretty soon bid farewell to the 20th century and march forward to a new civilized era with big strides.

The master of the 21st century would be no other than today's children. Their existence, protection and development are the foundation to enhance the quality of our population, and the prerequisite of human development in the future. The population of our country accounts for more than one-fifth of that of the world, and the population of our children comes to the top in the world. Therefore, it is not only of strategic significance to stress the work of children for China's economic

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boom and social stability in the next century, but also of far-reaching influence on boosting human progress and safeguarding world peace.

In 1990, the World Declaration of the Existence, Protection and Development of Children and the Executive Plan on the World Declaration of the Existence, Protection and Development of Children were adopted at the Summit Conference on Matters of the World's Children. In March, 1991, Premier Li Peng, on behalf of the Chinese Government, affixed his signature on the above two documents, and solemnly declared in front of the whole world: "We promise to fulfil our obligations. Our society believe that the Chinese children, with the help of the United Nations, are sure to fulfil some of the requirements put up in the documents." In order to show the active and serious attitude of our government towards this work, the State Council of the People's Republic of China issued, in March 1992, the Programme for the Development of Chinese Children in the 1990s, which is in accordance with the two documents adopted by the Summit Conference on Matters of World's Chil-

dren, and based on the Ten-year Planning for the National Economic and Social Development of Our Country, and the task and general objective set up in the Eighth Five-Year Plan. This programme, following the issue of the Protective Decree for the Minor in the 1990s, is another important document for the existence and development of the Chinese children, and an exploit which benefits not only the contemporary era, but also throughout the ages.

Realizing that the healthy growth of children, who are the future of the nation and the hope of the people, is closely connected with the future and destiny of our country, our Party and government have paid great attention to and showed much concern for the young generation, taking vigorous actions to create favorable social conditions for them. Ever since the Third Plenary Session of the Eleventh Central Committee of the C. P. C., the Party and the government has taken the slogan "It is necessary to start from children to enhance the quality of the nation" as a matter of prime importance for socialist construction.

“Taking good care of, educating, setting good examples and handling practical affairs for children” have already become public consciousness in our society, and therefore, such work has further been advancing along the right track of socialization, scientification and legitimation. As a result, the development of our children has been leveled up to a much higher standing than before the birth of New China, and all the main indexes relating to this field are now in the forefront of those of the developing countries. Furthermore, we should also be aware of the fact that there is still a great gap, because of the vast territory, the unbalanced development in economy and culture, and the immense variety of conditions in difference regions, between reality and actual demand for education and health care for our children. It is necessary for the whole of our nation to work unremittingly and meticulously to attend the aim of the Programme for the Development of Chinese Children in the 1990s, and redeem the promise made to the international societies by our government.

The task of children's existence, protec-

tion and development is also a comprehensively systematic project, relating to the country, the society and every family, and many domains in science. The development of the cause, to a great extent, must rely on workers in the fields of education, sanitation, art, culture, journalism and publication, and social workers to educate and mobilize the masses, by applying some effective scientific measures, to enhance the quality of the public, so that the principle of "Giving priority to children" could become the conscious action of all Chinese citizens, and that of "Making sure that each child has a better future", the common consciousness of the whole society.

The Sichuan Juvenile and Children Publishing House, responding to the urgent call of the summit Conference of the United Nations on matters of the World's Children, takes the lead, by publishing this series of books, *The Existence, Protection and Development of the Chinese Children*, in publicizing and implementing the Programme of the Development of the Chinese Children in the 1990s and other policies and decrees in this field. This series

summarizes, in a scientific way, experiences, achievements, and some problems in the work of children in our country, discusses in theory causes engendering such problems and tries to find some thought provoking means to solve these problems, in the attempt of drawing the attention of all social circles to further improve and strengthen the work of children, This is certainly a great undertaking. We are confident enough to expect that the publication of this series of ours would play an active roll in the overall, coordinated and comprehensive development of the work of children in our country.

December 2, 1993

Huang Qizao



## 本书内容提要

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“地球村”是加拿大传播学家麦克卢汉在60年代的一个预言。20年后,随着电视的普及和新兴电子媒介如卫星电视、计算机等的发展,中国儿童开始进入“地球村”。在媒介传播的影响下,儿童建立了关于社会现实的概念和信仰。本书通过大量的实证资料和理论分析说明了媒介传播对儿童的影响。它分为四个部分:①描述儿童生活中的媒介发展;②论证媒介传播发生作用的原因、条件和过程;③我国儿童接触媒介状况分析;④解释传播的效果并对一些有争议的问题进行了讨论。我们将看到,媒介传播怎样通过提供信息和娱乐的形式来影响儿童的成长。

## ABSTRACT

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The "Global Village" is a prophecy by Canadian mass communicator Marshall McLuhan in 1960s. Twenty years later, with the popularity of television and development of new electronic media, such as satellite television, computer and so on, Chinese child is starting entering the "Global Village". Under the influence of media communication, Chinese children have established the concept and belief of social reality. This book illustrates the influence of media communication on children through a vast amount of data and theoretical analyses. The contents include four parts: 1. To describe the development of media

in child life; 2. To demonstrate the function of media communication and its cause, condition and process; 3. to analyse China's situation of child's media contact; 4. To explain the effect of communication and discuss some controversial questions. In this book, we will see how the media communication influences children's through the forms of information and entertainment.

## 《中国儿童生存、保护和发展书系》

名誉主编	黄启璪
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主 编	康 泠
	钱 铃
副主编	李启民
	何群英