

明天传播学丛书

世界新闻传播史

陈力丹 著



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上海交通大学出版社

内 容 提 要

本书分为七篇二十一章。第一篇是对世界新闻传播发展的宏观概述,提纲挈领。第二篇至第七篇,以洲或大的地区为范围,首先用少量文字概述这个洲或地区新闻传播的发展,然后选择有代表性的国家较为详尽地叙述和研究其新闻传播发展的历史和特点,本书尝试着在叙述史实的过程中,呈现各国新闻传播业发展的特征。

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序

虽然人类的传播活动同人类历史一样悠久,虽然人类对自己的传播行为的研究从人类有传播活动开始就未停止过,虽然人类对自己的传播行为的认识仍然是肤浅的,但中国人对传播的探索和认识也许是最早和最深刻的,正如传播学大师宣伟伯教授描绘的:我们在西方的文化背景中学习科学的研究方法与理论的人,看见中国长春的文化,和她悠久的传播艺术传统,总免不了会肃然起敬。我们常想,中国人那种深邃的智慧与洞达,要是有一天能用来帮助西方人多了解自己的工艺知识,增深我们在实验方面的体会,该是多么好的事。许多人已注意到现代中国人在传播学问上认识的深刻与精到,不但反映了悠长的历史传统,且常能推陈出新。

著名传播学者、传播学中国化的强力推动者余也鲁教授也深刻地指出:一个有如此丰富的文化背景的民族,一直没有人对传播理论与实际的研究方面下功夫,实在教人诧异。也许像我刚刚说过的,传播行为太普遍,反而没有引起大家的注意。近 20 年来,由于通讯与交通工具的发达,人际与国际接触频度的大幅度倍升。再加上现代传播工具的深入家庭,传播活动所形成的问题,以及更多与更频繁的传播需要,促成了现代对这种基本活动本身的注意,开始有了从不同角度与不同侧重点来进行传播研究。

这套丛书是又一次探索,是从哲学、心理学、文化学、经济学、社会学等方面对传播学进行的综合探索,以找寻到一个出发点,一个研究的方向与范畴。

明天传播学丛书编委会

前　　言

世界新闻史应是新闻传播学的基础研究之一。鉴于历史的原因，我国关于这个课题的研究比中国新闻史薄弱得多，直到1988年才出版教材性著作。以后出版了多本这方面的著作，大多是大学本科教材。其中采用横向发展为主线写作的居多数。这样写的优点，可以对世界新闻传播业整体发展的脉路有所了解，但是各个国家的新闻传播史被割断，难以形成一种完整的印象。由于各国新闻传播业发展差距很大，横向写世界新闻史，当然只能以工业发达国家的进程为主线，这样许多发展中国家就难以被提及。各发达国家新闻传播史的特点也很不相同，一旦以某种标志、时间划线来讲述，就只能简单地将一个个很不相同的国家的新闻传播史，纳入一种实际上并不合适的框子里。

我们与世界打交道，只能表现为与一个一个具体国家打交道，这就需要一种符合实际需要的研究思路。首先有一个较为宏观的关于世界新闻传播业发展的大体脉路，接着是世界各大洲（或大的地区）新闻传播业的发展脉路，最后是具体国家在世界和地区范围内所处的地位、该国新闻传播业的具体历史和其特点。前面几点只需要总体了解，而最后一点则应较详尽地知悉，因为我们接触的新闻传播媒介总是处于某个具体国家，跨国传播的媒体毕竟是少数。

鉴于以上的理由，本书分为七篇二十一章。第一篇是对世界新闻传播发展的宏观概述，只用一万多字，但是提纲挈领。第二至七篇，以洲或大的地区为范围，首先用少量文字概述这个洲或地区新闻传播的发展，然后选择有代表性的国家较为详尽地叙述和研究其新闻传播发展的历史和特点。根据我们与外国新闻界交往的频率，世界上的主要国家，特别是西方七国与俄罗斯，需要较为详尽地了解；发展中国家中

较为主要的，也应当重视。所以，现在就形成一个总体概述、6个大的地区概述、14个主要国家详述的写作格局。中国新闻传播史本应在世界史的范畴内，鉴于中国新闻传播史的著作很多，这里只在亚洲概述中涉及，不再单独列入。

新闻传播史不能简单地叙述史实，研究各个国家新闻传播的发展特点，特别是文化特点，是本书的目的之一。本书重视各国的国家形成、历史传统、政治经济体制、内部民族和语言状况、在世界交往中的地位等等因素对该国新闻传播业发展和体制形成的影响。于是提出并力求回答以下问题：

为什么英国新闻传播业总是平稳而渐进地发展？

为什么法国的新闻传播业总是因为政治原因而出现断代？

意大利古代和中世纪末期发达的新闻传播，为什么到了现代反而落后了？

为什么德国新闻传播业总是呈现分散的状态？

为什么俄国的新闻传播业具有典型的集权控制特征？

为什么美国的新闻出版自由体制能够在二三十年内一气呵成，而英国却用了二百多年？

为什么同是西方人开拓美洲，拉丁美洲国家的新闻传播业落后于美国和加拿大？为什么加拿大的新闻传播业发展又相对落后于美国？

巴西为什么不像拉美西班牙语国家那样出现频繁的新闻政策反复？

为什么东亚是现代新闻传播业较晚到达的地区？

印度的种族、宗教、语言冲突如何造成媒介种类繁多的状态？

为什么历史上的日本新闻媒介大多主动鼓动侵略战争，为什么日本报纸至今保持着二战时期形成的报纸大合并格局？

为什么埃及的新闻传播体制最近40年在形式上僵持不变？

南非白人和黑人两两相对的矛盾如何构成了一部南非新闻传播史？

澳大利亚的新闻传播业如何形成了世界上垄断程度最高的格局？等等，等等。

除了史实,本书各个国家的叙述结构、各国新闻传播发展阶段的划分,以及对以上问题的回答,几乎没有参照系,只能根据自己对该国历史、地理、人类学的了解和感悟。本书尝试着在叙述史实的过程中,呈现各国新闻传播业发展的特征,适当回答上面提出的问题。由于在现有的结构中难以详尽展开,所以这里只能点到为止,待有机会在另外的场合讨论。

对本书所述内容也许会有不同看法,这很正常。我们通过共同研究世界新闻传播史,更多领会这个已经须臾不可缺少的产业走过的历程,讨论中一定会有更好的深刻理解和认识。

本书的材料截止到 2000 年。对个别已有的媒介名、地名的中译文作了重译,各章译法统一;对现有的翻译中个别明显有误的媒介中译文作了校正。

陈力丹

2002 年 4 月

Danischer Nachgang. Schwedischer Zürgang.

Das ist /

Gründliche Erweisung /

Daß der Anfang des jetzigen Schwedischen Kriegs,
wesens dem Danischen / was die Ursachen anlangt/ bey weitem
nicht gleich. Dahero auch der Aufgang/ so viel die Willigkeit be-
ruft/ nicht erstaunlicher zu hoffen.

Durch ei-
nen Aven-
turier, so
an jeho
Relation.
vimbregt.



Zur neuen
Zeitung
auf den
Pommer-
schen Guar-
nisonen
angebracht

Gedruckt im Jahr Christi / 1631.

1631 年在德语区出售印刷新闻纸《关系报》的木刻画。

来源:A. Smith《世界报纸史》,1979 年英文版

AREOPAGITICA;⁹
A
S P E E C H
O F
Mr. JOHN MILTON
For the Liberty of V N L I C E N C'D
P R I N T I N G,
To the PARLAMENT of ENGLAND.

Τινάδιθερος δ' ἐκτίνος, οἵ τις θίλει πόλει
Χρηστόν πά βάλει μετά τούτους εἰρηνή, ἔχαν.
Καὶ Ιωῦ ὁ χρυζός, λαμπεῖς ἔστι, οἱ μὲν θίλει,
Σιγάρ, πά γέ των ἔστιν ιων περι πόλει;

Euripid. Hicetid.

Ex Sono Authoris

*This is true Liberty when free born men
Having to advise the public may speak free,
Which he who can, and will, deserve's high praise,
Who neither can nor will, may hold his peace;
What can be juster in a State then this?*

Euripid. Hicetid.

Reuelled. 24: L O N D O N,
Printed in the Yeare, 1644.

约翰·弥尔顿《论出版自由》一书 1644 年第一版封面

来源：A. Smith《世界报纸史》，1979 年英文版

31)

Di Spagna l'anno Cap^o li vi April 1566.
Serissime et di messo anno ai vostri altissimi Signori mandar alle
Sfondre ricevendo si chiam^o d'ogni cosa li notizie e quelli
imposti, che la Regina d'Inghilterra v'andar i portori a grande
lazzo, dove s'aspettano i soldati quando verrà in Spagna. Et
e al Cap^o messe il Reine e' popoli in Spagna, che la Cittadina
di Saragozza perquisita le sue pietre, se ne frega. Li vengono con la
fiducia. Che la Cittadina v'andar nella cagliola ha un de
m'ucciso di 300 - e' gara degli uccisi, e' distinto a far
100. Che ormai statu' regolari i deputati che' ringraziano
la Cittadina Regia, e' male additato a' popoli greci, che la vengano.

Da Genova l'anno 7. di Maggio.

Sono ricevute herezze, galate dall'Ind^o, d'Oriente, e portavano la forte
alle spalle, in sanguinosa battaglia vinta sopra l'armata E.
Spagn., e' videro la caccia a due galere, finora misero a' vinti
e' latore maghi in terra, e' la paura avuta che con i resti
degli altri andavano errando, seguiti dalla Cittadina, che tra
le loro e' pericoli. Si' haua della capitale sette di' dieci
Cittadine, che erano eredate que' ai nobili, i venuti sopra le galate delle
sig.^o, e' intornata delle stesse, due per le barriere, vedevano
e' i campanili, e' sono venuti dimandar plauso delle cose levate
dagli e' porti di Ponantiburgos, solo che' trevi nudi d'assentire
che' furono non tante puritate, ecclesiastiche, e' nobili,
ma più a' nobili.

Da Roma l'anno 7. di Maggio.

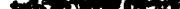
Sono giunte gli stessi che son' ormai solennemente in Roma,
et appena la via è infinita de' piazze, e' meravigliosa la felicità
Contra' i papi, con cui la Cittadina inglesi niente hanno, che
il magnifico. Furono astigiani l'attori, e' i papa
famiglia de' Carli e' di Stu^o.
Invasione ormai e' fatta, e' quella, e' quella
uccelli fiori, am' che' sono

The handwritten newsheets produced weekly in Venice as early as 1566 may qualify as the world's first newspaper. This is the front page of one of those "gazettes" written in May of 1566.

the product of a private news service, contracted for by British agents, would more than one copy have reached London? Would copies have reached Augsburg? Would they have been unsigned? Bongi notes that these sheets do not have the appearance of diplomatic or private information.³⁶ (There is also evidence that their audience was expanded by individuals who read them aloud, perhaps in return for a coin.³⁷) More research needs to be done on the distribution of Venice's gazettes, but it seems likely that Voltaire and D'Israeli were correct in looking to Venice for the origin of the newspaper.

1566 年意大利威尼斯的定期手抄新闻《威尼斯公报》

来源：M. Stephens《新闻的历史》1997 年版

The Penny  London Post,
OR,
MORNING THE ADVERTISER.

O R

MORNING



**London Post,
THE
ADVERTISER.**

From Friday March 22, to Monday March 25, 1745

Printed and Sold by J. NEEHOFF, at the Printing Office near Black and White Court, in the Old Bailey.

To the AUTHOR, &

SIR,



induced to look into the Bifilar Accidents of the Islands, and find they are so frequent with them, they have particular signs to discover the Approach of these vast Catastrophes; and prepare for the accordingly.

One of their great days is that of Hallowe'en, or the Night before the Day of the Full Moon; A turbulent day, the sun red, an universal Calm, the Stars appearing red, Noises in Hollows or Caves or the Earth, a strong Smell of the sea and a fuddled Westerly Wind, are certain Prognosticks.

It is the custom for the French and English
planters in the Caribbean Islands, to send every year
about June to the native Caribees of St. Domingo
and St. Vincent, to know whether there will be
any Hurricane that Year, and about ten or twelve
Days before any Hurricane comes, they constantly
send their Word.

They began in the North, and, by the time Town & Country had a Jove, they had come to the South. They are not individuals; all shapes are used to put them, while they last, but each rather to please at Antes, or in the Boats, yet with good management always, as they did at Sea in the fifties, as ladies at other seasons, by taking Care the Party be well bar'd and call'd. Top-sails and Topsails taken down, the Yacht-pairlors, and the Downs and Windmills secured. With these Precautions that experienced Navigation Capt. Langford preferred at Vifield in two great Hurricanes and taught others to do the same by putting out from Port where they would naturally have perished.

From the above Progressicks, the Knowledge of which Capt. Langford obtained by being extraordinary civil to a Barbadian of the Caribbees, he foretold several Hurricanes at Lindi. He added, that all Hurricanes begin near the North and run to the Westward, till arriv'd at the South it all turns

The Gulf of California, suggests to the mind scenes of the Zaragoza Islands and going back towards the South, and the repelling or bounding back of the Wind, occasioned by the calming of the general Trade-wind.

As I anticipated, one of which was Hans Sloane's
tobacco, they expect every Year; I find great
yearly increase of that most remarkable in which
happened last Year, 1702, so both many of your
Readers may now or have met with it. — It is
not indeed quite so constant with the Subject of a
Humane Society as looking toward Parades
and collecting the Recreations of the Publick, but
is a Change from the former. — Mr. Leake calls it
a Cessation of his former Life, — but a very
unusual Number of it however give me Leisure to

present anything. Evidence.

In two months I made a break down and downed one of those fine houses of Paris-Royal. The house which cost me £1,500 a month, deep. The French government were in power at Paris, and they had it otherwise to do than to let me have the Harbour, and all was over. At the time I went there, the people who were in Paris, were all Englishmen. All the houses were there, though very ugly.

moved half a Mile from its place. At all Wellness from one Harbour to six or seven, the Water went out at the top with a vehement motion. While the Harbour on one Side of the State were overflowed up, on the other they were thrown on land. Hence the name of the State of New Jersey. Waves in the Sea, running spirally round the Land, as if the Earth it self was in motion, drove the water into the Land, so that it is driven down into Pits in the same form, having a blinding Water breaking in, till the waves end over, waves catching hold of Beans and Raisins, &c. Shape and Stoops in the Harbours were inverted and cut, the Swan Lighthouses particularly by the Motion of the Sea, and sinking of the Woods, was driven over the Tops of many Islands. It was attended with a number of terrible Noise like that of Thunder, so that in a Month, they lost Quartals of the Hours, and the Ground they treaded upon was so much shaken, that the Water under Water, and the Air above Water, shakily swayed no better than a Horse in Kubith. The like was observed, that all new People down upon the shores of their Rivers as they were charmed by a greater or smaller Fright. The like also observed, and passed away in the Islands, the Water was so much agitated, as to cover them in many Places, that it was carried into the houses and pens, and that you could not get out of them, without being carried along. So that a family in one of the Islands, were swallowed up in a very short time, and caught by the inhabitants of the neighbouring Islands, who were in the roads only separated. The like happened to the Harbour, following up the Harbour, and carrying away whole Rivers of Water, so that the Harbour was dry. Hence in the Air, and in the Water, there was such a noise, that the Fishes could scarce spare

Marquis de Villars has since been with the Count de Lombarde, in the Name of the King, his Master, to inform him, that he intended Modello portfolio in his hands, and that he had made publickly what he intended to do, in the Treatment of the French, and to make him aware, that for the protection of the fifth Iteration of the House of Hanover, and for obtaining a general lasting Peace, The Lord de Montagu's is greater Credit than ever, and it is to have command over these Majesties, that the Campion, who person'd as D'Espeire, for new press receiving the War, Italy, and study put at out of his hands, and that he may keep secret, all the business of this Marquis, and his Agent, most particularly; however the Marquis de Espanet, will be placed at a strong post of giving great Light into the Matters of the Spanish Government, to strangers.

BERLIN, March 16.—Before the King, for his actual, not his Order, of forbidding every Evangelical Cleric to go to the Camps of the enemies, there was a secret Conference. It was to negotiate that the Army would continue its march to Berlin on the 14th January, in honor of an Accommodation, but not to withdraw the King's Order to act differently at the first opportunity, and even before the King gave notice, the Authors are able to oppose him and to have a powerful Division in favour of him. After,

FRANKFORT, March 31.—The French Cavalry that was sent to Negotiate with the Huns, began their March yesterday, in order to join the main army at Mayence. The French General, who is in command of the troops that have been sent to put down the rebellion, has issued a proclamation, which says: "Inasmuch as we are engaged in a war against the Adelsthaler, they have a right to be treated as rebels, and those who are found guilty will be executed." A camp was occupied by five Dutch Companies of Dragoons, and they evacuated it in Order to give the inhabitants upon whom the French Army is having a policy, the opportunity to escape. The French General, however, is determined to keep the Western frontier intact, and obliges the peasants to furnish him with Provisions, and forage for the horses.

and with Prussia and France for the
Balkans.

The Society, Madison, We have an
invitation to a reception at the French
Consulate, 10th Street & B'way, between Madison
and Park Aves., on Monday evening, May 10,
at half past six o'clock, to honor the
Duke of Connaught.

HARRY M. CLARK, The Vice-M.,
Managing editor of *The Evening Star*,
will receive letters received from the Lower
Chamber, and the Duke of Connaught
will speak on the proposed Mission, in
the presence of the Foreign Minister, in
the Ambassador's Drawing room, he has had
the pleasure of being allowed to extract from it.

MADISON.

FOREIGN NEWS.

PETERSBURG, February 24.—The Da-
ughter of a well-educated and pugnacious Pe-
titioner of the **Bethel** Church, in the
State of **Delaware**, was captured and sold into
the Grand Dutchess by her sister, in the greatest
Hall of the Place. The Clergy of the Evangelical
Church, and other Persons of Distinction, to the
Number of one hundred attended the sale.
The Grand Duke Duke alone in his own
Apartment with his Mother-in-Law, to avoid
Partaking of a horrid Entertainment. All the Foreign
Diplomats, and other Persons of distinction, in
the United Kingdom, had a hand in this abominable
man, who died a little while ago, in the Ditch
of this Castle. Prince Augustus of Holstein, who
lived here about a fortnight ago, could not
survive the Peal, by reason of an infarct.

Accidents. Part of his Note being frozen in snow, Journey.

that while the *Kings* of various countries are to be found in a *King's* *Encyclopedia*, the *Emperors* are to be found in an *Emperor's* *Encyclopedia*.

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