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——以媒介生态学为视角

吴玉兰 著

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## 总 序

一个没有思想活动和缺乏学术氛围的大学校园，哪怕它在物质上再美丽、再现代，在精神上也是荒凉和贫瘠的。欧洲历史上最早的大学就是源于学术。大学与学术的关联不仅体现在字面上，更重要的是，思想与学术，可谓大学的生命力与活力之源。

中南财经政法大学是一所学术气氛浓郁的财经政法高等学府。范文澜、嵇文甫、潘梓年、马哲民等一代学术宗师播撒的学术火种，五十多年来一代代薪火相传。在世纪之交，在合并组建新校而揭开学校发展新的历史篇章的时候，学校确立了“学术兴校，科研强校”的发展战略。这不仅是对学校五十多年学术文化与学术传统的历史性传承，而且是谱写新世纪学校发展新篇章的战略手笔。

“学术兴校，科研强校”的“兴”与“强”，是奋斗目标，更是奋斗过程。我们是目的论与过程论的统一论者。我们将对宏伟目标的追求过程寓于脚踏实地的奋斗过程之中。由学校斥资资助出版《中南财经政法大学青年学术文库》，就是学校采取的具体举措之一。

本文库的指导思想或学术旨趣，首先在于推出学术精品。通过资助出版学术精品，形成精品学术成果的园地，培育精品意识和精品氛围，提高学术成果的质量和水平，为繁荣国家财经、政法、管理以及人文科学研究，解决党和国家面临的重大经济、社会问题，作出我校应有的贡献。其次，培养学术队伍，特别是通过对一批处在“成长期”的中青年学术骨干的成果予以资助推出，促进学术梯队的建设，提高学术队伍的实力与水平。再次，培育学术特色。通过资助在学术思想、学术方法以及学术见解等方面有独到和创新之处的成果，培育科研特色，力争通过努力，形成有我校特色的学术流派与学术思想体系。因此，本文库重点面向中青年，重

点面向精品，重点面向原创性学术专著。

春华秋实。让我们共同来精心耕种文库这块学术园地，让学术果实挂满枝头，让思想之花满园飘香。



2009 年 10 月

## Preface

A university campus, if it holds no intellectual activities or possesses no academic atmosphere, no matter how physically beautiful or modern it is, it would be spiritually desolate and barren. In fact, the earliest historical European universities started from academic learning. The relationship between a university and the academic learning cannot just be interpreted literally, but more importantly, it should be set on the ideas and academic learning which are the so-called sources of the energy and vitality of all universities.

Zhongnan University of Economics and Law is a high education institution which enjoys rich academic atmosphere. Having the academic germs seeded by such great masters as Fanwenlan, Jiwenfu, Panzinian and Mazhemini, generations of scholars and students in this university have been sharing the favorable academic atmosphere and making their own contributions to it, especially during the past fifty-five years. As a result, at the beginning of the new century when a new historical new page is turned over with the combination of Zhongnan University of Finance and Economics and Zhongnan University of Politics and Law, the newly established university has set its developing strategy as "Making the University Prosperous with academic learning; Strengthening the University with scientific research", which is not only a historical inheritance of more than fifty years of academic culture and tradition, but also a strategic decision which is to lift our university onto a higher developing stage in the 21st century.

Our ultimate goal is to make the university prosperous and strong, even through our struggling process, in a greater sense. We tend to unify the destination and the process as to combine the pursuing process of our magnificent goal with the practical struggling process. The youth's Academic Library of Zhongnan University of Economics and Law, funded by the university, is one of our specif-

ic measures.

The guideline or academic theme of this Library lies first at promoting the publishing of selected academic works. By funding them, an academic garden with high-quality fruits can come into being. We should also make great efforts to form the awareness and atmosphere of selected works and improve the quality and standard of our academic productions, so as to make our own contributions in developing such fields as finance, economics, politics, law and literate humanity, as well as in working out solutions for major economic and social problems facing our country and the Communist Party. Secondly, our aim is to form some academic teams, especially through funding the publishing of works of the middle-aged and young academic cadreman, to boost the construction of academic teams and enhance the strength and standard of our academic groups. Thirdly, we aim at making a specific academic field of our university. By funding those academic fruits which have some original or innovative points in their ideas, methods and views, we expect to engender our own characteristic in scientific research. Our final goal is to form an academic school and establish an academic idea system of our university through our efforts. Thus, this Library makes great emphases particularly on the middle-aged and young people, selected works, and original academic monographs.

Sowing seeds in the spring will lead to a prospective harvest in the autumn. Thus, Let us get together to cultivate this academic garden and make it be opulent with academic fruits and intellectual flowers.

Wu Handong

## 序

20 世纪 90 年代始,随着我国社会政治民主化、经济市场化与媒介产业化的不断推进,公众对财经资讯的需求越来越迫切,也越来越多样化。由此,财经类媒体也就逐渐成了我国媒体发展中的一支生力军,成为受众广为喜爱的一类新闻媒体。然而,经过了近 20 年的发展,尤其是进入 21 世纪后,面对我国社会转型过程的提速、媒介市场竞争的加剧,和新媒体、新技术的强烈冲击,财经类媒体也遇到了一系列生存、发展的困境。如何科学地调适媒介与环境的关系,助推财经类媒体在新的媒介环境中可持续发展,理应是当前新闻传播学界和世界必须直面的一大急迫话题。

吴玉兰博士的这本专著,便是科学回应这一话题的一部力作。吴玉兰博士是中南财经政法大学的一名青年学者,由于教学工作的关系,她从 20 世纪 90 年代跟随我攻读硕士学位开始,就十分关注财经类媒体的发展。后来,她在我负责指导攻读博士学位后,更是以媒介生态学理论为研究框架,对我国财经类媒体进行全方位的系统思考。该书是在她的博士论文基础上进一步完善而成的,也是武汉大学“985”创新基地“媒介生态与媒介发展”研究课题的阶段性成果之一,同时也是她所主持的教育部人文社会规划项目“媒介生态学视角下我国财经媒体发展研究”的成果之一。

该书依托媒介生态环境理论中关于内外生态环境的划分,从媒介外生态和媒介内生态两个层面展开,形成两条主要的研究线索:第一条线索即我国财经类媒体生存发展的媒介外生态,主要是指社会政治、经济、文化等各个方面的影响,以及财经类媒体与社会政治、经济、文化等的互动关系。第二条线索即我国财经类媒体生存发展的传播内生态,主要是指财经类媒体自身的定位、报道理念、资本运作、品牌塑造与人力资源管理等因素的相互作用,及其对财经类媒体的生存发展带来的影响。

作为该书稿的第一读者,我认为,该书有以下几个鲜明的特色:一是较系统、全面地梳理了改革开放后我国财经类媒体的发展历程。对应于我



国社会政治、经济生态的变化,作者将财经类媒体的发展划分为三个阶段:1978—1992年为财经类媒体发展的起步阶段;1992—2000年为财经类媒体发展的摸索阶段;2000年后为新财经媒体的崛起和财经日报诞生阶段。在梳理、叙述这一历史进程中,作者十分注意述、论结合,注意从报纸、电视、期刊和网络等多个视角,解释财经类媒体发展的动因及其给新闻传播业带来的冲击与变革。二是从媒介内外生态环境的不同层面对我国财经类媒体进行了系统考察。作者通过从政治、经济、文化和媒介产业等层面对财经类媒体的外生态环境考察,揭示了财经类媒体与客观外部环境的互动共同设定了其生存发展的空间;通过对财经类媒体经营与报道内生态环境的分析,揭示了财经类媒体的发展现状中呈现的特点和存在的危机。论述不乏颇有新意的见解,譬如对财经类媒体公共性缺失的论述等,均可为我国财经类媒体的科学发展提供有价值的参考。三是借用媒介生态环境理论提出了我国财经类媒体发展的应循之路。该书运用有关媒介生态环境理论,综合经济学、社会学和传播学等学科知识,并结合国内外财经类媒体的成功经验,从外生态优化策略、内生态发展策略、内生态互动策略等三个层面为财经类媒体的转型发展探索出了一条新的发展思路。

2008年一场由美国次贷危机引发的全球金融危机,对世界经济的发展带来了沉重的打击,也给世界新闻传媒业“西强我弱”的传统格局带来了冲击,这对中国传媒业特别是财经类媒体来说,自然是一大“利好”消息。抓住机遇,“乘势而上”,做大做强传媒业,为建构“合作、应对、共赢、发展”的世界新闻传媒业新秩序作出应有贡献,不仅是包括财经类媒体在内的中国新闻传媒业自身生存、发展的要求,也是其对国家、对世界应尽的社会责任。借此,我衷心祝愿我国新闻传媒业一路走好,也衷心祝愿吴玉兰博士在学术探索上取得更多更大的成就。

罗以澄

2009年10月于武汉大学

(罗以澄系国务院学位委员会新闻传播学科评议组成员、中华新闻工作者协会特邀理事、全国新闻与传播教育专业委员会副会长、国家教学名师)

## 摘 要

随着我国市场经济体制的不断完善,资本市场的兴起和发展,引发了财经资讯需求和财经信息源的井喷,目前我国财经类媒体正在异军突起,成为传媒业的一支重要的生力军。当然就整体而言,我国财经类媒体仍处于起步阶段,无论业务还是经营都还没有成熟的样本。当前中国传媒业发展的深刻转型、媒介融合趋势的到来、媒介并购带来财经类媒体的价值重估、全球化背景下外国财经媒体的积极入华等因素,都是财经类媒体发展中不得不正视的现实背景,因此当下财经类媒体的生态比历史上任何一个时期都要显得活跃,对财经类媒体的发展也提出了更多的挑战,如社会变革使财经类媒体所处的社会环境发生了变化,财经类媒体如何顺应时代的发展要求与时俱进;财经类媒体如何从管理体制到新闻内容和形式上创新,以着力打造自己的核心竞争力,适应和满足目标受众新的信息需求。

本书将我国财经类媒体发展研究的视角统领于媒介生态,即借鉴媒介生态学相关理论,既解读财经类媒体发展所依存的社会政治、经济、文化等要素构成的外生态,又将财经类媒体的定位、传播理念、传播方式、竞争策略放在媒介内生态的视角来进行关注,从而在媒介内外生态的双重视角中审视财经类媒体发展的动因、存在的问题、发展的策略以及今后的发展的趋势,以对财经类媒体的研究拓展出新的领域,为财经类媒体的转型发展探索出一条新的发展思路。

全书共分七部分。引论部分阐述了本书的选题背景、文献综述以及研究方法等内容。正文部分共有五章,以概述、分析、存在问题和对策、发展趋势的内在逻辑结构全文:

第一章首先考察分析了财经新闻的内涵、财经类媒体的分类与特征,在此基础上回顾了改革开放后我国财经类媒体的发展历程。对应于我国政治、经济生态的变化,本书将财经类媒体的发展划分为三个

阶段：1978—1992 年为财经类媒体发展的起步阶段；1992—2000 年为财经类媒体发展的摸索阶段；2000 年后为新财经媒体的崛起和财经日报诞生阶段。

第二章通过从政治、经济、媒介产业和文化等层面对我国财经类媒体的外生态环境考察，探寻财经类媒体与社会各构成要素之间相互关联所形成的具有特征性的结构形态，以揭示出社会系统中政治、经济和文化各子系统与财经类媒体发展的密切关系，以及财经类媒体与客观外部环境的互动共同设定了其生存发展的空间。

第三章以我国财经类媒体发展中具有样本意义的新财经类媒体为例，从经营和报道两个层面分析了我国财经类媒体的内生态特点。可以看到，以细分市场确定财经类媒体的定位、注重与资本的联姻、坚持编营独立、注重品牌塑造、讲求有效发行的经营特点和深度报道重新崛起、经济学随笔大行其道、调查性报道蓬勃发展的报道特点，构成了财经类媒体独特的内生态特点。

第四章对我国财经类媒体内生态危机作了具体考察，着重分析了由于市场发育不完善、资本营运不成熟等因素，造成的财经类媒体定位失衡、报道理念上的偏差、对金融市场缺乏全面准确的认识等造成的金融报道理念与运作的误区、财经新闻公共性的忽视、财经类媒体资本运营瓶颈亟待突破等内生态危机。

第五章运用媒介生态学相关理论，从外生态、内生态及内生态互动等三个层面探讨我国财经类媒体的发展策略：建立报刊退出机制、信息公开制度、完善信息披露制度和舆论监督制度可为财经类媒体的发展营造良好的外生态环境；将财经类媒体定位由财经专业化向商业化转化、走媒介融合之路、注重品牌塑造、坚守科学的报道理念——打造财经媒体公信力、加强财经类媒体人才的培养等则有助于优化财经类媒体的内生态环境；只有在种群内实施生态位错位和种群间实现互惠共生战略，才能更好地实现财经类媒体的内生态互动。惟此，我国财经类媒体的发展才能获得更好的生态环境和发展空间。

伴随着中国经济的快速持续发展，财经类媒体在走向小康的中国社会已经成为经济发展的晴雨表，“财经纸贵”的现象是中国社会转型的必然结果。因此本书最后指出，我国财经类媒体的可持续发展之路关键在于与社会政治、经济和文化等外生态环境的不断协调中，以责任意识提升其传

播价值，完成向主流媒体的转型；在构建和谐社会的背景下，消解传播失衡以构建和谐的财经传媒生态的同时，致力于打造财经类媒体的“新闻高地”，以使我国财经类媒体遵循“适者生存”的法则，既获得经济效益、社会效益的统一，又在激烈的传媒竞争中立于不败之地。

关键词：财经新闻；财经类媒体；媒介生态；媒介经营；报道理念

## Abstract

The continuously improvement of market economy system and the rise of capital market in China, drastically raise the needs and sources of finance information as a for sure consequence. Although financial media, with their rapid development, have become important forces in Chinese media industry, there are still in their toddlerhood compared with their foreign counterparts, with no ready samples in either financial news-making or financial media management. Currently, Chinese financial media are facing multiple social changes, such as the radical transformation of Chinese media industry, the trend of global media convergence, the re-assessment of financial media's market values followed by media purchasing, and the competition with foreign financial media within domestic market in this age of globalization. When examining the Chinese media history, the current ecosystem of Chinese financial media are in a critical stage and seem to be more active than any other past period. There are many challenges on financial media waiting to be answered by Chinese scholars. For instance, along with the circumstance change, how can Chinese financial media keep up with the development, how can they innovate in different aspects from business management, to news contents and forms. Chinese financial media must make great efforts to reform their central competence, to adapt to the varied audience's needs nowadays.

In this dissertation, the author depicts the development of Chinese financial media in the perspective of media ecology. Borrowing some assumptions in media ecology theory, she describes not only the outer-ecology environmental elements of Chinese financial media including political, economical and cultural element, but also reviews the orientation, intention, communication methods, and competition strategies of them in the perspective of inner-ecology theory. Further, she tries to present the impetus, obstacles, strategies and future of Chinese fi-

financial media development, and put forward some valuable advices on their reform.

This paper is composed by seven parts. In the introduction part, the author outlines the origin of the topic, the literature review on it and her research methods. The body is made up by five parts, including the survey of present Chinese financial media, the analysis of the survey, the problems in the development of Chinese financial media, author's advices on these problems and the forecast of Chinese financial media's future.

In the first chapter, the author begins with arguments about the connotation of the financial news, the classification and characteristics of the financial media. Then she reviews the development of Chinese financial media since 1978. According to the stages of Chinese political and economic evolvement, the author divides the modern history of Chinese financial media into three stages: the initiation of modern Chinese financial media's development from 1978 to 1992, their exploration from 1992 to 2000, and the flourishing stage after 2000 marking by the birth of Financial Daily.

In the second chapter, the author studies the outer-ecological environment of Chinese financial media from political, economic, and cultural perspectives. She reveals the close relationship among the special political, economic and cultural elements and Chinese financial media in China, and argues that it was the interaction between Chinese financial media and the elements in the outer-ecological environment that shaped the space of Chinese financial media.

The third chapter focuses on the analysis of the inner-ecology environmental characteristics of Chinese financial media. Giving some examples as Chinese up-rising financial media, the author analyzes the management and news-making of Chinese financial media. She's summarized some management characteristics of them, such as orientation according to market partition, paying attention to co-operating with capital magnates, insisting the independency of editors, focusing on brand building, and emphasizing on effective distribution. Further, she argues about some news-making characteristics, such as the reborn of depth reporting, the blooming of economical essay and the flourish of survey reporting.

The author focuses on the internal ecological crisis of Chinese financial

media in Chapter IV. She analyzes the biased orientation of Chinese financial media and the mistake of reporting ideal resulted from the juvenility of Chinese market, and the misplay of financial reporting and the ignorance of the public in them rooted in the absence of a comprehensive and exact understanding of Chinese financial market.

In Chapter V, the author deliberates upon some strategies of Chinese financial media from three perspectives: the inner ecology of them, the outer ecology of them and the interaction between inner-ecological elements and outer-ecological elements. From the perspective of outer ecology, she proposes the establishing of some effective media operation mechanisms, such as close-up mechanism, sunshine mechanism and supervision by public opinion. From the perspective of inner ecology, she calls for the transform of financial media from professional media to commercial media, the road to media amalgamation, paying attention to brand building, insisting on scientific reporting idea and cultivating talents specializing in financial reporting. From the perspective of the interaction between inner-ecological elements and outer-ecological elements, the author advocates the staggered ecological environment in financial media clusters and the reciprocal and symbiotic relationship between them.

Accompany with the fast and continuous development of Chinese economy, Chinese financial media have become the barometer of Chinese economy heading for a middle-class society. The expansion of Chinese financial media is the certain consequence of Chinese social transformation. Last but not least, the author suggests that the crux for the development of Chinese financial media is their harmonious development along with the progress of Chinese political, economical and cultural environment. She proposes the consciousness of responsibility to improve the value of Chinese financial media, the making of "news highland" of financial media while balancing their content, and the obeying of "survival of the fittest" law. Obtaining social benefit while keeping an invincible position in the ruthless media competence, this is the future the author laid out for Chinese financial media.

Key words: Financial News; Finance Media; Media Ecology; Media Management; Reporting Ideal

# 目 录

引 论 .....	(1)
一 研究背景与问题的提出 .....	(1)
二 本选题已有的研究综述 .....	(4)
三 研究思路与研究方法 .....	(20)
四 本书研究的创新点与难点 .....	(21)
<b>第一章 我国财经类媒体的发展历程 .....</b>	<b>(23)</b>
第一节 财经新闻和财经类媒体内涵辨析 .....	(23)
一 财经新闻的内涵 .....	(23)
二 财经类媒体的分类与特征 .....	(27)
第二节 我国财经类媒体的发展与演化进程 .....	(28)
一 1978—1992 年：财经类媒体发展的起步阶段 .....	(29)
二 1992—2000 年：财经类媒体发展的摸索阶段 .....	(32)
三 2000 年至今：新财经媒体的崛起和财经日报的诞生 .....	(39)
<b>第二章 我国财经类媒体的外生态环境考察 .....</b>	<b>(52)</b>
第一节 我国财经类媒体兴起的政治生态环境 .....	(53)
一 我国政治体制的变迁与财经类媒体的发展 .....	(53)
二 我国政治民主化与财经类媒体生态 .....	(56)
第二节 我国财经类媒体的经济生态环境 .....	(61)
一 新时期我国经济体制的变迁与财经类媒体的崛起 .....	(61)
二 社会分层与我国财经类媒体的兴盛 .....	(64)
三 加入世贸组织对财经类媒体发展的推进 .....	(67)
第三节 我国财经类媒体的产业生态环境分析 .....	(67)
一 我国传媒业由单一事业属性向双重属性转变的社会背景 .....	(68)
二 传媒市场化与财经类媒体发展 .....	(71)
三 传媒资本运作与财经类媒体发展 .....	(73)



第四节 我国财经类媒体的文化传播生态环境 .....	(75)
一 我国财经类媒体面临的文化传播语境 .....	(75)
二 分众传播与财经类媒体的发展 .....	(76)
三 全球一体化对财经类媒体提出新要求 .....	(77)
第三章 我国财经类媒体的内生态环境分析 .....	(79)
第一节 财经类媒体的经营特点分析 .....	(80)
一 以细分市场确定财经类媒体的定位 .....	(80)
二 注重与资本的联姻 .....	(83)
三 坚持编营独立 .....	(85)
四 注重品牌的塑造 .....	(86)
五 讲求有效发行 .....	(89)
第二节 财经类媒体的报道特点分析 .....	(91)
一 深度报道重新崛起 .....	(91)
二 经济学随笔大行其道 .....	(94)
三 调查性报道蓬勃发展 .....	(97)
第四章 我国财经类媒体的内生态危机考察 .....	(103)
第一节 媒介生态位与财经类媒体定位的失衡 .....	(104)
一 媒体定位的高度重叠加剧了报道的同质化趋向 .....	(106)
二 受众定位的僵化限制了发行量与收视率 .....	(109)
三 精准市场精准受众的缺失 .....	(112)
第二节 报道理念上的偏差 .....	(114)
一 专业性的误读 .....	(114)
二 财经周报呈现杂志化倾向 .....	(117)
三 报道内容不够客观、公正 .....	(118)
四 讲故事的泛滥与困境 .....	(121)
五 全球化意识有待于加强 .....	(122)
第三节 金融报道理念与运作的误区 .....	(126)
一 对金融市场缺乏全面准确的认识 .....	(127)
二 金融安全意识淡漠 .....	(129)
三 证券新闻报道价值取向偏差 .....	(134)
第四节 财经类媒体公共性的忽视 .....	(138)
一 媒介产品公共性的内涵 .....	(139)