

大學用書

世界新聞傳播發展史

——分析、比較、與評判——

李明水 著

大華晚報 發行

大學用書

世界新聞傳播發展史

——分析、比較、與評判——

李明水 著



世界新聞傳播發展史

—比較、分析與評判—

作 者：李 明 水

台北縣三重市五谷王北街四二巷一六號

郵政劃撥：○五九二一二四一八號 陳福群

出 版 者：大華晚報社

台北市酒泉街六一號

印 刷：大文化打字印刷有限公司

台北市延平南路二三六號七樓

三八一五六五〇・三三一五〇五〇

定 價：國內新台幣陸佰元整，三十本以上七折
優待。國外郵資自付。

經 銷 處：三民書局

台北市重慶南路

中華民國七十四年五月初版

中華民國七十四年七月再版

G1219.19

LMS

409-24-5

十八世紀英國重要「論文性刊物」(Essay Paper) 之一「泰特」(Tatler)。

一七〇二年，英國首家日報「每日新聞」(Daily Courant)。



十七世紀英國「倫敦公報」(The London Gazette) 版面貼「印花稅」(Stamp Tax) 圖(右下角處)。

The Boston News-Letter.

Published by Authority.

From Monday May 1. to Monday May 8. 1704.

London Gazette, from Novemb. 8 to 11. 1703

Westminster, Novemb. 4

THE Parliament met here this Day, and His Majesty being come to the House of Peers, as is used on the Throne in Her Royal Kneels, with the usual Solemnity, the Gentleman Usher of the Black Rod, was sent with a Message to the House of Commons, requiring their attendance in the House of Peers, whether they came accordingly, and His Majesty was pleased to make a most Gracious Speech in Late Houses, which follow:

My Lords and Gentlemen,

I Have Called you together as soon as I thought you could conveniently Come out of your Countries: that no Time may be lost in making Our Preparations for Carrying on the Present War, which I do not Doubt of your Cheerful Concurrence, since you can't but be sensible, that on the Success of it depends Our Own Safety and Happiness and that of all Europe.

I Hope I have Improved the Confidence you Reposed in Me last Year, to your Satisfaction and the Advantage of Us and Our Allies, by the Treaty with the King of Portugal, and the Declaration of the Duke of Savoy, which in great Measure may be Imputed to the Cheerfulness with which you Supported Me in this War, and the Assistance with which you Trusted Me in the Conduct of it: And We cannot sufficiently acknowledge the Goodness of Almighty God, who is pleased to Afford Us so far a Prospect as We now have, of bringing it to a Glorious and Speedy Conclusion.

I must therefore Desire you, Gentlemen of the House of Commons, to Grant Me such Supplies as shall be requisite to Defray the Necessary Charge of the War in the next Year, with regard, not only to all Our former engagements, but particularly to Our Alliance lately made with the King of Portugal for recovering the Kingdom of Spain from the House of Brabant, and Restoring it to the House of Austria, which Treaty is in it self of the highest Importance imaginable, and requiring all possible Dispatch in the Execution of it, has Necessarily occasioned a great Expence even in this present Year, but not so much as it will Require, and for which, I hope, We shall be amply Reimbursed in the next.

The Subsidies which will now be immediately Required for the Assistance of the Duke of Savoy, will likewise Occasion a further Necessary Charge.

I must take Notice to you, That tho' no particular Provision was made in the last Session, either for the Charge of Our present Expedition to Portugal, or for that of the Augmentation Troops desired by the States General, yet the Funds given by Parliament have held out so well, and the Produce of the Prizes has Proved so Considerable, that you will find the Publick will not be in Debt by Reason of either of their Additional Services.

I may further observe to you, That tho the Funds

for the Civil Government are diminished by the War I have, in Conjunction with the States General, Contributed out of My Own Revenue towards some Publick Services, and particularly the Support of the Circle of Swabia, whose firm Adherence to the Interest of the Allies under the greatest Peril, did very well Deserve our Seasonable Assistance: And I shall still be Careful not to engage My Self in any Unnecessary Expence of My Own, tho' I may have the more to spare towards the Ease of My Subject.

My Lords and Gentlemen,

I Heartily Wish some easier and less chargeable Method could be found for the speedy and Effectual Manning of the Fleet.

I must also Recommend to you to make some Regulation for Preventing the Excessive Price of Coals, I have Examined this Matter, and taken particular Care to appoint Convoys for that Service; but the Price has not been in the least Abated notwithstanding a very considerable quantity has been Imported since that time. This gives great ground of Suspicion there may be a Combination of some Persons to Enrich themselves by a general Oppression of others, and particularly the Poor. I will deliver your Consideration how to Remedy this great Inconvenience. And in all your Affairs, I must Recommend to you as much Dispatch as the Nature of them will admit. This is Necessary to make Our Preparations early, on which in great Measure Depends the good Success of all Our Enterprises.

I want Words to Express to you My earnest Desires of Seeing all My Subjects in perfect Peace and Union among themselves. I have nothing so much at Heart as their general Welfare and Happiness; Let Me therefore Desire you all That you would Carefully Avoid any Heats or Divisions that may Disappoint Me of that Satisfaction, and Give Encouragement to the Common Enemies of Our Church and State.

London, December 9.

ON Monday the Marquise de Esmouart, a French Protestant Refugee, departed this Life at the 70 year of his Age, leaving behind him a very good Name, for his great Piety and other Virtues, truly becoming a Noble man. As he had cheerfully made a sacrifice of a great Estate to his Religion, he lived in his Estate after an Exemplary manner, that justly gained him the esteem of all that knew him.

By His Excellency JOSEPH DUDLEY Esq. Captain General and Governour in Chief, in and over His Majesty's Province of the Massachusetts Bay in New-England.

A PROCLAMATION for a General FAST.

UPON Consideration of the calamitous State of Europe, by reason of the Calumnious Wars, wherein these Nations are engaged among themselves, and of the distresses Great and Just thereof, I do hereby the

一七〇四年五月八日，美國「波士頓新聞信」(The Boston News-Letter)版面。

STollen the 4 instant in the Morning out of the house of James Cooper, near Charlestown Ferry in Boston, several sorts of mens Apparel, both Woollen & Linnen, by an Irish man, speaks bad English; he is a young man about 22 years of Age, low Stature, dark coloured hair, round visage, fresh coloured: he ript a small striped Tick-ing-bolster, and put some of the Goods in that he carryed away. Whoever discovers said Person, or Goods Stollen, so as both be secured, shall have sufficient reward at the place aforesaid.

AT Oysterbay on Long-Island in the Province of N. York, There is a very good Fulling-Mill, to be Let or Sold, as also a Plantation, having on it a large new Brick house, and another good house by it for a Kitchen, & work house, with a Barn, Stable, &c. a young Orchard, and 20 Acres clear Land. The Mill is to be Let with or without the Plantation: Enquire of Mr. William Brad-ford Printer in N. York, and know further.

Lost on the 10 of April last, off of Mr. Shipen's Wharf in Boston, Two Iron Anvils, weighing between 120 & 140 pound each: Whoever has taken them up, & will bring or give true Intelligence of them to John Campbel Post-master, shall have a sufficient reward.

THis News-Letter is to be continued Weekly; & all Persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares or Merchandizes, &c. to be Sold, or Let; or Servants Run-away, or Goods Stole or Lost; may have the same inserted at a Reasonable Rate, from Twelve-pence to Five Shillings, & not to exceed: Who may agree with John Campbel Post-master of Boston for the same: And if in the Country, with the Post-master of the respective Towns, to be transmitted to the Post-master of Boston: & all such Advertisements are to be Brought in Writing to said Post-Masters.

All Persons in Town & Country may have said News-Letter every Week by the Year, upon reasonable terms, agreeing with John Campbel, Post-master for the same.

一七〇四年，美國首次印刷媒體廣告
出現於「波士頓公報」(Boston
News-Letter)之三則廣告版面。



This is the Place to
affix the STAMP.



一七六五年，英國政府加諸美國殖民地之印花稅稅徵(左)及美國報業反對，改貼骷髏圖案反對(右)。

THE WEEKLY
Jamaica Courant.
With News Foreign and Domestic.

Published by Authority.

Wednesday, April 15. 1719.

GREAT BRITAIN.

London, January 14.



HIS Day his Grace the Archbishop of York preach'd a Charity Sermon at the Parish Church of St. Paul Covent-Garden, for the Benefit of the British Charity School, lately erected by Subscription, for the pious Education of poor Children descended of Welch Parents, in and about the Cities of London and Westminster, and for providing them all necessary Apparel, and placing them (when qualify'd) to useful Trades.

Yesterday His Majesty was pleas'd to confer the Honour of Knighthood upon John Askew of Liddiard Millicent Esq; High Sheriff of the County of Wilts for this present Year, being introduc'd to His Majesty by his Grace the Duke of Kingston, Custos Rotulorum of the said County, and the Right Honourable the Lord Viscount St. John.

Madrid, January 3. N. S. The King grows better and better, having been paraded several times with Success, and recover'd his sleep and Stomach; so that there is grounds to hope his Majesty's Health will soon be entirely re-establish'd.

Paris, January 18. N. S. The Marshal de Villeroi is very ill of the Gout. The Duke of Chartres, the Regent's Eldest Son, is made President of the Council of Regency. Mr. Law hath bought the fine Palace of Nevers, which hath a long Gallery painted by Rubens; and is going to employ Two hundred Workmen to repair the House and Gardens.

[The following is more fully express'd than in our List.]
 Paris, January 21. N. S. On the 10th Instant, the Parliament made an Act, which orders the Suppression of a Printed Paper, Entitled, A Declaration made by the Catholick King, December 25. 1718. The King's Advocates represented, that that Paper, which bears so awful a Name, being fill'd not only with the most injurious Terms and Expressions, but also with Maxims directly contrary to the Principles of the Government, they were far from thinking it was the Work of a Prince instructed in the Rights of Sovereigns, and educated in the Kingdom: That his Auteurs seem'd to design to excite Division and Revolt, having advanced their Temerity against the most Sacred Laws of the Land, and disown'd the Lawful Authority by which we are govern'd. The Court of Parliament hath order'd that Paper to be suppress'd as Seditious, tending to Revolt, and impugning the Royal Authority; enjoining all such as have Copies thereof, to bring them to the Registry, and forbidding all Persons to print, sell, utter or otherwise distribute it, upon pain of being prosecuted as Disturbers of the Pub.

一七一九年，中美加勒比海地區首家報紙「每週牙買加新聞」(Weekly Jamaica Courant)。

THE [N^o 58] New-England Courant.

From MONDAY September 3. to MONDAY September 10. 1722.

Good is in cards follow, ill is ere there.
To the Author of the New-England Courant.



notion, is often the best Argument against it and Means of removing it, when the most severe Reprimands alone are found ineffectual.

I WOULD in this Letter improve the little Observation I have made on the Vice of Drunkenness, the better to reclaim the good Fellows who usually pay the Devotions of the Evening to Bacchus.

I DOUBT not but moderate Drinking has been import'd for the Diffusion of Knowledge among the ingenious Part of Mankind, who want the Talent of a ready Ureliance, in order to discover the Conceptions of their Minds in an entertaining and intelligible Manner. 'Tis true, drinking does not improve our Faculties, but it enables us to use them; and therefore I conclude, that much Study and Experience, and a little Liquor, are of absolute Necessity for some Impetus, in order to make them accomplish'd Orators. *Dis. Ponder* discovers an excellent Judgment when he is inquis'd with a Glass or two of Cyder, but he passes for a Fool among those of small Conversation, who never saw him the better for Drink. And here it will not be improper to observe, That the moderate Use of Liquor, and a well plac'd Effect, and some who cannot ordinarily talk but in broken Sentences and false Grammar, do in the Heat of Passion express themselves with as much Eloquence as Warmth. Hence it is that my own Sex are generally the most eloquent, because the most passionate. "It has been said in the Praise of some Men," (says an ingenious Author,) that they could talk "whole Hours together upon any thing; but it must be owned to the Honour of the other Sex, that there are many among them who can talk "whole Hours together upon Nothing." I have "a new & curious branch out into a long extemporaneous Dissertation on the Edging of a Petticoat, and "a new and singular way of breaking a China Cup, in all the Figures of Rhetorick."

But after all, it must be consider'd, that no Pleasure can give Satisfaction or prove advantageous to a *reflex and Mind*, which is not attended with the *Reflections of Reason*. Equipment is not to be found by Excess in any Indulgent Dissipation; but on the contrary, the moderate Use of the Voluptuous, etc always succeeded with Loathing and a pal-

led Appetite. What Pleasure can the Drunkard have in the Reflection, that, while in his Cups, he retain'd only the Shape of a Man, and a red the Part of a Beast; or that from reasonable Discourse a few Minutes before, he descended to Impudence and Non-sense?

I CANNOT pretend to account for the different Effects of Liquor on Persons of different Dispositions, who are guilty of Excess in the Use of it. 'Tis strange to see Men of a regular Conversation become rask and profane when intoxicated with Drink, and yet more surprising to observe, that some who appear to be the most praiseworthy Wretches when sober, become mighty religious in their cups, and will then, and at no other Time address their Maker, but when they are debilitate of Reason, and actually assisting him. Some shrink in the Wetting, and others swell to such an unusual Bulk in their Imaginations, that they can in an Instant understand all Arts and Sciences, by the liberal Education of a little viscidifying Punch, or a sufficient Quantity of other exhilarating Liquor.

AND as the Effects of Liquor are various, so are the Characters given to its Devotees. It argues some Shame in the Drunkards themselves, in that they have invented numberless Words and Phrases to cover their Folly, whose proper Significations are themselves, or have no Signification at all. They are seldom known to be drunk, tho they are very often *brave, coggy, tipsy, faze'd, merry, mellow, fuddled, groatable, Confoundedly eat, See two Monies, See the Philosopher, In a very good Humour, See the Sun, or, The Sun has shone upon them; they Cipe the King's English, are duns'd froze, Pleasur'd, In their Drivings, Pretty well enter'd, &c.* In short, every Day produces some new Word or Phrase which might be added to the Vocabulary of the Tipplers; But I have chose to mention these few, because if at any Time a Man of Sobriety and Temperance happens to eat himself *confoundedly, or smother froze, or fazeur'd, or accidentally see the Sun, &c.* he may escape the Imputation of being drunk, when his Misfortune comes to be relawd.

I or S. R.
For Humble-Strout,
SILENCE DOGOOD.

FORBESGW 5442988.

Berlin, May 8. Twelve Prussian Battalions are sent to Mecklenburg, but for what Reason is not known. "Tis said, the Emperor, suspecting the Designs of the Czar, will secure all the Dominions of the Duke of Mecklelburg. His Prussian Majesty, to promote the intended Union of the Reformed and Lutherans in his Dominions, has charged the Ministers of those two Communions, not to make the least mention in the Pursuits of the religious Differences about some absolute Points, particularly the Doctrine of Predestination, and to forbear all contentious Explications against one another.

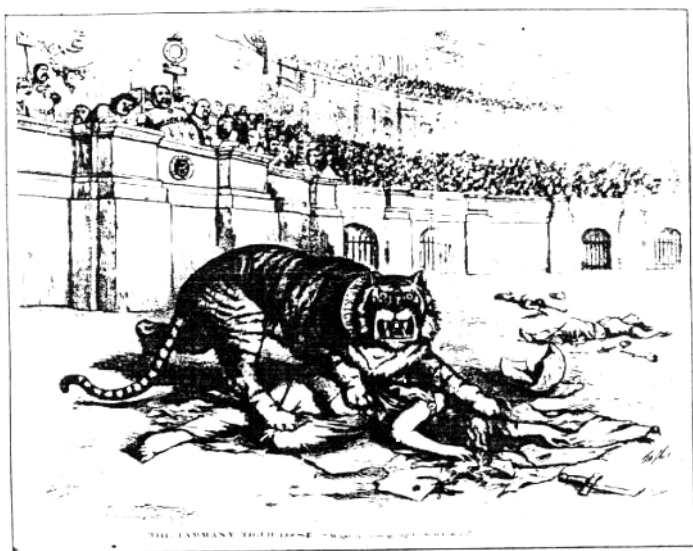
Hamburg, May 8. The Imperial Court has order'd the Curies of Lower Saxony, to keep in Read-

一七二二年九月十日，美國班哲明·佛蘭克林 (Benjamin Franklin) 匿名 Silence Dogood 發表文章版面。(右下角處)



PENNSYLVANIA JOURNAL;
AND
WEEKLY ADVERTISER.

[illegible]



一八七一年，美國「哈潑週刊」(Harper's Weekly)畫家那斯特(T. Nast)筆下名畫「坦馬尼虎」(Tammany Tiger)，諷刺當時坦馬尼派。

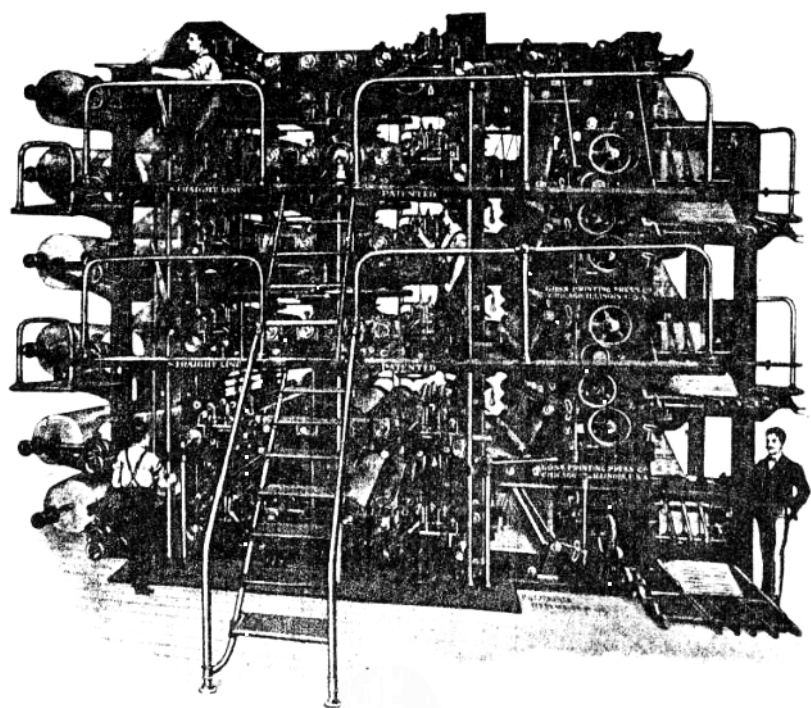


象徵美國共和黨的大象，乃出自於一八七四年，哈潑週刊（Harper's Weekly）漫畫家那斯特（T. Nast）筆下。畫中大象代表共和黨之擁有絕對優勢票數。



"A LIVE JACKASS KICKING A DEAD LION"

「活驢踢死獅」，一八二八年，美國第七任總統選舉，民主黨候選人賈克遜（A. Jackson）之反對者，稱他為「公驢」（Jackass）。到一八八〇年代，「哈潑週刊」（Harper's Weekly）漫畫家那斯特（T. Nast），曾多次以「公驢」代表民主黨作畫，逐漸使「公驢」代表民主黨。本畫「活公驢踢死獅」，即為那氏名作之一。



一八八五年，美國高斯（ Goss ）印刷機。



THE OPEN-AIR SCHOOL IN HOGAN'S ALLEY.

一八九六年，身着黃色睡衣的「黃色童子」（Yellow Kid）漫畫，出現於美國紐約「世界報」（World）。本幅名為「泥木屋巷的露天學校」（The Open-air School in Hogans Alley）。



一八九六年美國紐約出現的「黃色童子」(Yellow Kid) 漫畫，旋有商人依樣製售玩偶，頗見風行。本幅乃留存於德州大學西南新聞史中心，由格拉士 (H. Grace) 捐贈。

\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD.

EDITION FOR GREATER NEW YORK
NEW YORK JOURNAL
AND ADVERTISER

DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY.

\$50,000!
\$50,000 REWARD!
For the Detection of the
Perpetrator of
the Maine Outrage!

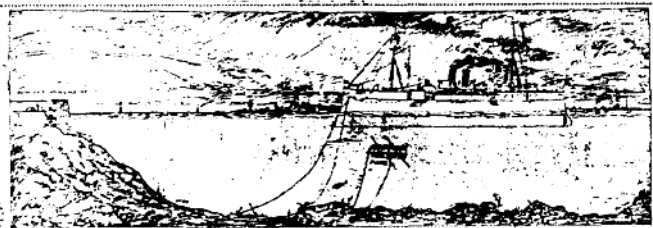
THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE. THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE. THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE.

Assistant Secretary Roosevelt
Convinced the Explosion of
the War Ship Was Not
an Accident.

The Journal Offers \$50,000 Reward for the
Conviction of the Criminals Who Sent
258 American Sailors to Their Death.
Naval Officers Unanimous That
the Ship Was Destroyed
on Purpose.

\$50,000!
\$50,000 REWARD!
For the Detection of the
Perpetrator of
the Maine Outrage!

THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE. THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE. THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE.



NAVAL OFFICERS THINK THE MAINE WAS DESTROYED BY A SPANISH MINE.

Havana, March 25.—A Sunking Torpedo Believed to Have Been the Weapon Used Against the American Minion-Warrior—Charges and Murders—The Ring Stones of Being Blown into the Air—And a Mass of Shattered Steel and Exploding Bombs—Survivors—Brought to Key West—Said the Idea of Accident—Spanish Officers—Pro-Test—Mayhew—For Cabinet Orders a Searching Inquiry—Journal Sends Delegates to Havana to Report Upon the Condition of the Wreck.

Was the Vessel Anchored Over a Mine?

BY CAPTAIN J. E. ZIMMERMAN, U. S. N.

THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE. THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE. THE JOURNAL OFFERS \$50,000 REWARD FOR THE DETECTION OF THE PERPETRATOR OF THE MAINE OUTRAGE.

一八九八年二月十五日，美國「緬因號」(Maine)被炸沉，
二月十七日「紐約新聞報」(New York Journal)報導該
新聞之版面。

OF THE
ONE OF THE MOST
S. 1000000

The



World 863.956

MAINE EXPLOSION CAUSED BY BOMB OR TORPEDO?

Capt. Sigsbee and Consul-General Lee Are in Doubt—The World Has Sent a Special Tug, With Submarine Divers, to Havana to Find Out—Lee Asks for an Immediate Court of Inquiry—260 Men Dead.

IN A SUPPRESSED DESPATCH TO THE STATE DEPARTMENT, THE CAPTAIN SAYS THE ACCIDENT WAS MADE POSSIBLE BY AN ENEMY.

Dr. E. C. Pendleton, Just Arrived from Havana, Says He Overheard Talk There of a Plot to Blow Up the Ship—Capt. Zairiski, the Dynamite Expert, and Other Experts Report to The World that the Wreck Was Not Accidental—Washington Officials Ready for Vigorous Action if Spanish Responsibility Can Be Shown—Divers to Be Sent Down to Make Careful Examinations.



一八九八年二月十五日，美國「緬因號」(Maine)被炸沉，
二月十七日紐約「世界報」報導該新聞之版面。