

东方的微光 林中的响箭

中国电视新闻早年历史

the early history

of television news of China

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摘 要

中国电视事业发轫于1958年5月1日，电视台播出的第一天，就有了新闻节目。在至今40多年的发展历程中，成百上千电视台的新闻节目交织构成了中国电视新闻园地的丰富和繁荣。电视成为人们生活中不可缺少的信息来源，被称为第一媒体，它的信息作用、舆论作用其他媒体无可匹敌。

本文的研究对象，是电视新闻的发展历史。本论文的研究年代本应包括中国自有电视新闻以来的全部历史，但鉴于论文所能容纳的篇幅，现仅选入其中的前三章单独成篇。从年代来看，这一段恰是中国电视发展的早期。

第一章 草创电视事业，初探新闻样式（—1958年）

本文第一章研究的是创办前后、创办过程与开播后第一年的节目。

电视诞生在英国，在中国电视出现的三十多年以前。中国电视及电视新闻的出现是在世界电视发展的第二波阶段。

1954年，毛泽东主席发出中国要办电视的指示。1955年2月国务院批准立项。

1956年广播事业局、清华大学无线电系及北京广播器材厂合作，开始黑白电视设备的设计研制。1957年8月设计、研制出了中国最早的电视发射核心设备试验机。1958年3月，试制出了第一批全套黑白电视播控设备。台址选择在当时刚刚竣工的广播大厦四楼西南侧。

1957年8月16日，广播局党组通过了《关于设立电视试验台筹备机构的决定》，决定成立北京电视实验台筹备处。中央广播事业局任命罗东为北京电视实验台筹备处主任，孟启予、胡旭为副主任。他们从中央人民广播电台、八一电影制片厂、中央新闻纪录电影制片厂调来了全套技术、业务干部，并前往苏联和民主德国学习考察电视节目的设置和组织。

1958年5月1日19时，我国第一座电视台——北京电视台开始试验广播。当天播出的节目有演播室谈话、新闻纪录片、科教片和朗诵、舞蹈等文艺节目。

1958年5月1日到9月2日为实验广播时期，北京电视台确定了这个阶段的任务：试办各种形式的节目，取得办节目的经验。在这期间，北京台星期四、日播出两次，每次三小时左右。每月各有9天播出，“七一”、“八一”还增加了两天特别节目。播出日中，完全没有新闻和纪录片的占14.3%，另外85.7%的日子至少有一档新闻节目；其中有自制新闻的占到64.3%。新闻播出次数超过计划设想次数。在最初的电视新闻性节目中，经济建设内容的比例最高，其次是农业、文教、外事、英模报道。

9月2日正式播出后，每周节目增至四次（二、四、六、日）。当年后四个月总共播出78天，其中17.9%的播出日没有新闻，其余82.1%有新闻节目，实际播出数量大大增加；且当时现场转播多为当日大会及时政性文艺活动，也多属新闻性质，加上此类，比例达到91%。正式播出即开办了《简明新闻》栏目，

新闻条数大大增加。内容统计可见，电视新闻性节目中经济建设类题材的数量最多，其次是会议、外事，人物、文教新闻；纪录片中以经济类最多，人物、风貌片也占一定比例。

初期新闻节目样式依次出现的有：谈话节目、纪录片、国际新闻片、图片新闻、自制新闻片、现场转播、新闻影片、口播新闻、专题片、电视评论。前七项出现在试验播出阶段，后三项出现在正式播出之后。将以上节目归类，它们分属于：纪录片、新闻片（国际新闻、自制新闻片、图片报道、新闻简报）、口播新闻、现场转播、电视访谈、电视评论六大类别。

在第一年中北京电视台共设置了五个新闻栏目。它们是：《体育爱好者》、《电视新闻》、《简明新闻》、《图片报道》、《国际新闻》和《新闻简报》，前四个为自制栏目。

创办初期，北京电视台是隶属于中央人民广播电台的处级单位，称为电视编辑部。设主任一人（罗东），副主任二人（孟启予、胡旭）。下设政治组、文艺组、文教组、播出组、秘书组、办公室等部门。构成最初北京电视台班底的人员主要来自两个行业：电影界和广播界，还有一部分来自文艺团体或是高校毕业生、复转军人等。

台里设备不仅少而且质量差。播出技术是在开播前三天才“急中生智”地拼凑解决，新闻拍摄技术、设备则是在开播之后才确定、装备。播出操作非常复杂、艰苦，播出故障也时有发生。后期制作因陋就简，大家都要身兼数职。以上多样的新闻形式和大量的播出就是在这样的物质条件下创造出来。

第二章 形成事业团队 打造新闻精神（1960—1966年）

中国电视诞生的国际背景多变、动荡。国内是在1957年整风反右运动以后，正处在“大跃进”的热潮中。北京台创办以后，一些省市纷纷紧随其后：上海台、哈尔滨台、天津台、沈阳台、长春台相继自力更生、土法上马，只有广州台是靠广播事业局的“外援”创办。1960年形成了第一次办台高峰，有多达11家电视台开始试播节目。到1962年底全国省级台达到23家，各类台共达36座。

电视台在仓促上马后，不得不随后补上早就该有的装备设施。1960年3月，北京电视台新楼落成，全台在第二年搬入，改善了演播室及洗印设备、环境。中国电视在60年代中叶有了微波、录像等传送和记录新技术。

1960年5月1日北京电视台用自行研制的国产NTSC制式彩色电视设备进行了试验播出，获得成功，从开始研究到试播，一共用了一年零四个月的时间。是世界上第6个开始彩色电视试播的国家。1962年，由于经济困难，北京、上海的彩电试验都被迫下马。一停就是近十年。

1959年至1961年，我国国民经济发生了严重困难。为贯彻党的“调整、巩固、充实、提高”八字方针，中央广播事业局提出了“紧缩规模、合理布局、精简人员、提高质量”的调整方针。全国电视台除保留北京、上海等五座以外，其余一律停办。保留下来的电视台也开始压缩节目、精简人员。

对外交流对中国电视早期的发展有着举足轻重的作用，它使中国电视迅速

通过模仿、学习，了解、接近世界水平。电视还成为与世界人民交流沟通的渠道，因此对外交流是中国电视当时的重要任务。1962年以前，苏联、东欧社会主义国家的新闻片构成中国电视国际新闻的主要来源。1963年9月，以《人民日报》和《红旗》杂志编辑部名义发表的针对苏共中央“九评”的系列文章公开了中苏矛盾。随后，与苏东各国的电视节目交换也越来越少。

1960年，北京电视台同日本共产党主办的日本电波新闻社签订了交换电视新闻片的合同。同年，还与英联邦国际新闻影片社开始接触，建立了互购电视新闻片的关系。1963年与后者签定了试行交换电视片合同。这一举措，给北京电视台的《国际新闻》节目增加了来源。在经过三年困难时期的调整以后，《国际新闻》的内容在不断丰富，有了较快的发展。

1962年开始，当时的中央广播事业局为电视台制定了“立足北京，面向世界”的办台方针，其目的是通过电视突破外国媒介对我国的新闻封锁，反击对我的诬蔑和诽谤。实际从1959年4月北京电视台就开始向苏联、东欧各国寄送电视片，这些片子被称为“出国片”。其中多数为新闻片，还有一些电视专题短片。除自制外，国内的电影制片厂及地方电视台都给予了大力的支持。这类片子数量增加较快，重大新闻的国外采用率也较高。

随着我国国际地位的提高，对外交往逐渐增多。为了捕捉新闻、丰富报道，北京电视台也开始派记者走出国门，或是随党和国家领导人出访，或是跟文艺、体育团体出国演出、比赛，还有记者赴越南—老挝—柬埔寨进行战地采访。这些报道不仅充实了国内荧屏的国际新闻内容，其中的战地新闻还作为独家新闻向国外电视机构输送。在这些出国采访中，记者们付出了双倍的辛劳，不仅要拿回活动、事件的报道，还要拍回当地风土人情。在越老柬采访的记者则做好了牺牲的准备，在战争前线拍回了“独家新闻”，向世界发出了中国人的声音。

北京电视台从1962年4月4日开始，创办了述评性栏目《国际知识》。节目宗旨是向观众介绍通过民族解放运动获得独立、并与中国建交的一个个亚非国家；综述国际时事、普及国际知识，发表国际问题述评。形式上，主要由播音员串连，由文字、图片、影片资料构成，有时有专家分析或是访问、座谈，整个节目“很像新闻评论”。¹

1961年4月4日在北京举行的第26届世界乒乓球锦标赛，是有史以来我国举办的第一次重大国际体育赛事。在报道中，北京电视台开辟了两条战线：一条是现场转播，另一条是拍摄新闻影片在节目中播出，并及时向各地、国外电视台发送。北京电视台的报道，在北京掀起了第一次电视体育热。

1960年元旦，北京电视台《电视新闻》栏目固定播出，其中的题材几乎全是国内新闻。六十年代初，“三年困难时期”的宣传方针，主要强调提高节目质量、扩大题材范围。电视新闻中报道了一些比较轻松和知识性、趣味性的内容，同时也展开了更大规模的英雄模范事迹宣传。

当时每年五一、十一的庆典和焰火晚会，电视当天的实况转播和新闻片、

¹ 赵忠祥：《迈上神圣之路》，《往事如歌》160页；

纪录片都是全台的重大战役。全台上下统一协调、密切合作，及时、很好地完成了报道。1959年人民大会堂建设时安装的电视中心设备为北京电视台的转播提供了良好的条件。

1966年3月北京电视台的三名记者赶赴邢台地震灾区拍摄了电视片，在节目中第一次播出了灾难报道。

北京电视台每天新闻的审发、播出，都是紧张的战斗，但都忙而不乱。

在每日播出新闻报道的沉重压力下，北京电视台还曾制作播出了一系列电视纪录片。记者队伍中涌现出一支拍摄纪录片的主力军，创作出一批以《收租院》为代表的优秀作品。

建台初期，北京电视台就播出了不少谈话节目；60年代初，新闻部社教组创办了固定的谈话栏目：《电视台的客人》，在演播室对所邀各界名人进行访谈。此外，在社教节目中也有谈话节目，如著名的“小萝卜头”姐姐宋振苏的《读<红岩>忆亲人》。上海电视台也办有一个名为《电视台客人》的固定谈话栏目。

各地方台也都因陋就简制作播出了新闻节目。地方台和北京台之间的节目交换，形成了互相补充、互相支援、共同协办电视新闻的传统。

从建台以后，北京电视台的人员不断增加，而组织机构也根据节目的发展和方针的调整不断进行适应性变革。人员逐渐增多，分工越来越专业，机构越来越完备。

那个年代，干电视新闻就意味着要吃苦耐劳、艰苦奋斗。所有电视新闻人全要一身多能、身兼数职。面对繁重的任务和艰苦的条件，他们没有困顿，反而积极、自觉的承担起一切责任与义务，团结一致，勇敢拼搏，锻造出历史上最好的团队。这个团队的领导人富有远见、率先垂范，并建立了最早的规则、机制。早期的新闻节目锻炼了团队，打造了电视新闻传统；同时也摸索出操作规律，形成了电视新闻人的行为规范，强化了电视新闻事业的追求。当时的电视人中很多都将形象的新闻媒体做为自己的理想，在不断完善实现理想的操作。

到1960年1月1日，北京电视台的播出时间从以前的每周六次增加到了八次，除每天都有节目外，星期天早上还增加了一次播出。在这个时期的节目中，新闻在播出节目的比例中占到近30%，加上社会教育性节目达到40%多。虽然形式、栏目都较为多样了，但是当时的电视新闻题材、风格都还较为狭窄与单一；电影团队中对画面美追求的趣味较多占据了大家的视野，形成了一些与新闻理念相悖的诉求。

第三章 “文革”期间的电视新闻事业（1966—1976年）

1966年，毛泽东错误地引发了中华大地极大的人为混乱——文化大革命。媒体因都属于文化事业而首当其冲。大批判首先在媒体上展开，电视中正常的节目秩序被完全打乱。已有形式被完全否定，其结果竟导致了停止播出。恢复后的节目不但没有什么新的气象，反而形式更为单一、内容更为狭窄，完全变成了一种迷信和批判的程式、模式。组织机构上则实行了长达五年多的军事管制。到军管结束前后，节目量才仅仅恢复到接近文革爆发前的水平。由此可见，

文革对电视事业来说是实际的倒退。

文革创造的形式：造反新闻、转播讲用、批斗直播都最终成为这段荒唐历史的记录。而直播效果的难控，使它此后很长时间内成了“烫手的山芋”，被划为“禁区”。文革中，四人帮极其恶劣地政治化、符号化了一切形式，将电视镜头的大小、时间的长短、画面的多少都作为其黑幕政治的隐晦表达手段，扼杀了其中的文化精髓，遗毒深远。

在政治阴谋登峰造极的同时是对毛泽东无以复加的个人崇拜。被盲目崇拜冲昏头脑的记者们无所不用其极、不计工本地突出、表现偶像，自己却因抢拍毛的“光辉形象”而在一次采访中遭到毛本人的趋逐。文革是群众的运动，大型群众集会的增加使得电视大型转播也相应增多。记者在文革中见证了很多历史关头，如八届十一中全会的斗争。

文革中常规播出的是正面成就与英模人物报道。70年代开始，文革痕迹开始一点点褪去，林彪事件后，这一速度更大大加快。一些文革前的节目也逐渐恢复。文革中北京台对越、老、柬几国人民抵抗侵略战争和对中苏西北边境冲突的战地报道中，电视记者都不辱使命，成为名副其实的战地记者。唐山地震是北京台的第二次地震采访，但对社会的报道却少之又少。“乒乓外交”是中国人的创造，在对乒乓球国内比赛的报道中，电视实现了远距离实况转播。

江青在九大报道中提出的报道要以编导为主的意见和陈伯达当年提出的“不准播错一字”的指令也都歪打正着地为电视操作带来了一些变化。

对外报道同样经历了倒退。外国人不买文革“新闻”的帐，北京台又开辟了驻外使领馆的播放途径。直到中国在联合国的席位恢复，对外关系也逐渐正常，与外国电视机构也重新开始了联系、往来。但在尼克松访华等重大事件报道和对外交流中凸显出中国经济、技术的落后。中国电视界看到了世界的发展、技术的进步和先进的理念，于是有了在技术、业务领域奋起直追的冲动。

让人费解的是利国利民的影视合并建议，在周恩来总理十多年的提倡中竟然不能实现！满足了要求、购置了设备，依然难以迈出实质的一步。

开播彩电，在中国走了两次弯路。一是60年代初因经济困难下马，二是在1969年的自制创式。后一次努力被实践证明是费力不讨好，推迟了彩电的播出；还导致了直到今天的对外国设备的依赖。

微波线路的建设使得电视节目远程播出成为可能。电视走出地方媒介一隅，走向原本广阔的国土。在此基础上，“新闻联播”才有可能。当然，初期的《新闻联播》栏目还仅是个雏形。

周恩来总理的逝世唤醒了人们多年被压抑与扭曲了的常识与良知，四人帮对纪念活动及其报道的压制与人民的要求发生强烈冲突。在经历了半年多的思考与酝酿之后，终于在毛泽东去世后爆发成一场巨大的变革，最终推翻了四人帮，迎来了新的历史阶段。电视人见证、目睹了这些变化，并投入了亿万人民的思考与斗争。

“文化大革命”的十年，电视在技术上有了较大的改善，从彩色胶片、微波、

卫星传送到彩电，一一实现。在这期间，各省、自治区（除西藏外）、直辖市（北京市级还没有台）除个别外都建立起电视台，初步形成了全国性规模。但是由于国家经济实力不足，制约了市场，电视发展也受到限制。

在 18 年的时间里，电视新闻从虎虎生气、挑战万难地诞生到达成年。在人力、财力、物力都极度匮乏的条件下，电视人拼尽全力，丝毫不避艰难困苦地努力奋斗。可悲的是在后 10 年里，电视新闻真正的进步很小：节目量不大，内容局限，形式也基本停留于开始时创造的几种类型；报道影响很小，还是一个没有进入主流的边缘媒体，是一个和百姓有相当距离的神秘媒体。在这种氛围下，电视在很大程度上被视为娱乐媒介，新闻的影响依然很小。

但电视新闻已经走出了关键的一步，也已经有了相当的经验，加上正确的方针政策、适当的经济实力、和电视人的勤奋耐劳、聪明才智，它必将释放出奇异的光彩和巨大的影响力。早期阶段的电视新闻正如“东方的微光，林中的响箭”²蕴育着黎明和一飞冲天的光明和远大前景。

² 鲁迅：白莽作《孩儿塔》序，《且介亭杂文末编》，见《鲁迅全集》第六卷，人民文学出版社 1981 年版，493 页。

Abstract

The Chinese television cause originated on May 1st, 1958. Since the first day of television broadcasting, there is television news. During 40 years of development, the news programs from hundreds of television stations have constituted the abundance and prosperity of Chinese television news. Regarded as the first media, television service has become the indispensable information source, and its role in gaining information and public opinions is incomparable to other media means.

The object of the studies focuses on the development history of TV news. The discussed years in this thesis should cover the whole history since the emergence of television news in China. However, due to the length limitation that a thesis can hold, only the first three chapters are chosen to compose a separate thesis. On the perspective of time, it is just the early decades of Chinese television development.

Chapter One

Starting to establish the television cause, exploring the news form initially (—1958)

The first chapter in this thesis studies the situations before and after the establishment, its whole process of establishment and all the programs in the first year after the beginning of broadcasting.

TV set first appeared in Britain over 30 years earlier than its appearance in China. Chinese broadcasting and television news emerged during the second phase of world TV development.

In 1954, Chairman Mao Zedong instructed that China should set up its own television station, which was approved and registered by the State Council in February 1955.

In 1956, the Broadcasting Bureau, the Radio Department of Tsinghua University and Beijing Broadcasting Instrument Factory collaborated to start designing and manufacturing black-and-white television equipment. And in August 1957, the oldest experimental television core transmitter of China was designed and developed. And then in March 1958, the first full set of black-and-white television broadcasting and monitoring equipment was trial-produced. The location of the television station was chosen on the southwest side of the fourth floor in Broadcasting Mansion which had just been completed.

On August 16th, 1957, the party committee of Broadcasting Bureau passed *The Decision on Establishing the preparatory Organization for the Experimental Television Station*, and decided to set up the preparatory department of Beijing experimental television station. The Central Broadcasting Bureau appointed Luo

Dong as the director of the preparing department of Beijing experimental television station, and Meng Qiyu and Hu Xu as the deputy directors. They transferred the full set of technology and operation cadres from China National Radio, August First Film Studio and Central Newsreel and Documentary Film Studio and went to Soviet Union and Democratic Germany to learn and investigate how to put up and organize the television programs.

At 7 o'clock P.M. on May 1, 1958, our first television station---Beijing Television Station began to trial-broadcast. The programs broadcasted that day included talks in studio, news documentary, science and educational films, declamation and dancing, etc.

It was the trial-broadcasting period from May 1st to September 2, 1958. And BTV determined the mission of this phase that various kinds of programs should be created to attain the relative experience. In that period, BTV sent out programs on Thursday and Sunday every week, about three hours each time. Therefore, in every month, we had broadcasted for 9 days, together with some special programs on July 1 and August 1. In these broadcasting days, programs without any news or documentaries occupied 14.3% of the total time, there were at least one news program each day during the days left with the self-edited news occupying 64.3%. And the broadcasting times of news exceeded our expectation. In the initial television news programs, the story of economical construction hit the highest proportion, and the reports about agriculture, cultural education, foreign affairs and heroic models went after.

Since the formal broadcasting on September 2nd, the frequency of program broadcasting in each week increased to four times (on Tuesday, Thursday, Saturday and Sunday respectively) and for totally 78 days during the last four months that year. 17.9% of those days had no news programs, and the actual number of news broadcast had increased a lot. If the programs of live relay, mostly conferences on that very day and some current political entertainment activities that might have the characters of news, were added, the whole proportion would come to 91%. At the beginning of the formal broadcasting in Beijing Television Station, the column of *Brief News* were launched which helped increase the pieces of news. The statistics of the broadcast content of television news program shows that the subject matters concerning economical construction held the largest part, and the followed were the news on conferences, foreign affairs, personages and culture & education. Among documentaries, the sort of economy was the most, and the sorts of personages and scenes also took certain parts.

In the early days, the modes of news programs appeared in turn were: talk show, documentary, international news film, photo news, self-edited news film, live

relay, newsreel, oral news, special subject film and television commentary. The former 7 modes appeared in the trial-broadcasting phase and the latter 3 appeared after the formal broadcasting. When classified, the above-mentioned programs went to six categories: documentary, newsreel (including international news, self-edited news film, photo report, and news bulletin), oral news, live relay, television interview and television commentary.

In the first year, BTV arranged five news columns. They were *Sports Fan*, *Television News*, *Brief News*, *Photo Report*, *International News and News Bulletin*, the former 4 of which were self-edited columns.

In the early time of establishment, BTV was a sectional unit subordinated to China National Radio, called Television Editorial Department, with one director (Luo Dong) and two deputy directors (Meng Qiyu and Hu Xu). It set up several groups like Politics Group, Entertainment Group, Culture and Education Group, Broadcasting Group, Secretary Group and Office. And the personnel that formed the team of BTV mainly came from two fields: movie and broadcasting coupled with some from art organization, college graduates and demobilized soldiers.

The equipment of BTV was in short with poor quality. Even the broadcasting technology was pieced together in such an emergency of three days before the beginning of broadcasting, while the technology of news shooting and the equipment were fixed and furnished after broadcasting. Since the operation of broadcasting was complicated and tough, breakdowns during broadcasting often occurred. And the post-production was done with anything available and all the staff were in several harness. Under such material circumstances, the various news modes mentioned above and considerable broadcasting were created.

Chapter Two

Form the undertaking group, foster the news spirit (1960—1966)

An instable world outside China had witnessed the birth of China's TV station. Inside China, the earliest TV stations were accompanied by Great Leap Forward just after Rectification and Anti-Right Campaign in 1957. Following BTV, Shanghai, Haerbin, Tianjin, Shenyang and Changchun set up their own stations all by themselves with the traditional technique. The foundation of Guangzhou TV station, however, relied on the sponsor of the bureau of broadcast. The first peak of building TV station appeared in 1960 with 11 stations at their first trial. Up to the end of 1962, the total number of TV station had reached 36 with 23 at provincial level in China.

The hasty setting of station resulted in an essential need of apparatus which should be due at onset. Beijing TV station was moved into the new building which was completed in March, 1960. This had improved the studio, the film-developing

apparatus as well as the environment. The transmission and record of data by using new technology such as microwave and video were available in middle 60s in China.

On May 1st, 1960, a trial broadcast of color TV apparatus by using domestic produced NTSC was successfully done in Beijing TV station. It took 16 months from the start to the trial broadcast, and china became the sixth country that tried the color TV broadcast. In 1962, the color TV broadcast was abandoned as a result of the financial crisis. And this delay continued for ten years.

Between 1959 and 1961, China's national economy was in sever difficulty. To implement the policy of "adjusting, consolidating, enriching and improving", central bureau of broadcast proposed readjustment measures, namely to minimize the scale, to adjust the TV-station-distribution, to reduce the staffs and to raise the quality. As a result, the TV stations in China were all closed down except five among which Beijing station and Shanghai station were included. And the five also began to compress the programs and reduce the personnel.

Exchanges between China and outside world had played a significant role in the initial stage of the TV development in china. Through imitating and learning, China had a clear view of the world's TV development and it had shortened the distance between china and the world level. TV served as a communication channel between people all over the world, which was why communication with outside world was set as an important task of China's TV at that time. Before 1962, newsreel from the Soviet Union and socialist countries in Eastern Europe was the main source of international news of china's TV. In September 1963, the contradiction between China and Soviet Union were made public with the publication of serial articles of Nine Comment in the name of the editorial department of People Daily and Hongqi magazine. After that, the exchanges of TV programs between China and Soviet and Eastern Europe was becoming less and less.

In 1960, BTV signed a contract for the exchange of TV newsreel with Nihon Denpa News Co.Ltd sponsored by Japanese Communist Party. In the same year, BTV began to contact with The British Commonwealth International News Films Agency Ltd and established a relationship of counter-purchasing of television newsreel. And in 1963, a contract for the trial exchange of TV documentaries was signed between the two which had enriched the sources of BTV's program *World News*. After three years' adjustment in a time of difficulty, the program *World News* was enriched with a fast pace of development.

From 1962, the policy of basing on Beijing and facing the world was shapened by central broadcasting bureau for BTV with the aim of breaking through the blockage that foreign media imposed on us, and retorted to the slander and libel against our country. In fact, BTV began to deliver telefilms known as

"going-abroad-films" to Soviet Union and many countries in Eastern Europe since April 1959, among which the majority was newsreel, coupled with some special subject film. In addition to self-editing, BTV get the great support from domestic film studios and other provincial or city TV stations. Such kind of telefilms increased very fast, with a high rate of adoption by foreign media.

With the raise of China's international status, its association with outside world increased gradually. In order to catch the news and enrich the report content, BTV began to send journalists to go abroad in the form of accompanying political leaders' visits or going with arts or sports delegations. Some journalists even went to Vietnam, Laos and Cambodian to do battlefield interviews. These reports not only enriched content of international news on domestic screen, but also were transmitted to overseas television organization as exclusive news. During these interviews, the journalists were asked to bring back the relative report as well as the film of local sceneries and customs. Journalists in above-mentioned countries had made preparation for sacrificing themselves, and sent back the exclusive news from the frontlines, which transmitted Chinese's voice to all the world.

On April 4th, 1962, BTV established a review column International Knowledge, the aim of which is to introduce those Asian-Africa countries obtaining independence through national liberation movement and establishing diplomatic relations with China, to sum up world current affairs, to popularize international knowledge, and to make comments on international issues. In terms of form, the program is mainly connected by the announcer and constituted of words, photos and film materials, together with the experts' analysis, interview or discussion sometimes. The whole program is "quite similar to news comment"³.

The 26th World Table Tennis Championship was held in Beijing on April 4th, 1961. It is the first time for China to hold such a great international sports competition. BTV opened up two reporting lines: one is live broadcasting and the other is to make news films and broadcast them in the program, while transmitting them to other TV stations at home and abroad. BTV's reports stirred up the first craze of TV sports in Beijing.

On New Year's Day of 1960, BTV's column of *TV News* was broadcasted regularly, the content of which was almost about national news. At the beginning of 1960s, the propaganda policy in three-year hardship period put mainly emphasis on improving program's quality and expanding the subject range. In addition, something relaxing, intellectual and interesting emerged in TV news, and meanwhile, the introduction and propaganda of hero's exemplary deeds was launched much extensively.

³ Zhao Zhongxiang: Step up the Road to Holiness, *Past is Like Songs*, P160

Live broadcasting, news films and documentaries about celebrating parties and fireworks on May Day and National Day every year were regarded as the significant task of the whole station. And coordination and close cooperation within the whole station contribute to the success of reporting. The equipment of television operating center installed in 1959 when the Great Hall of the People was constructed offered a good condition for the relay of BTV.

In March, 1966, three journalists of BTV rushed towards the earthquake-stricken area of Xingtai and shot the telefilm, in which the disaster report was broadcasted for the first time.

People in Beijing television were busy with news-examining and broadcasting, which was more like a battle, but all were in good order.

Under the heavy pressure of the news report every day, BTV still made a series of TV documentaries. A mainstay of making the documentary emerged in the team of journalists. They created a set of excellent works, among which *Yard of Collecting Rent* was the representative.

In its initial stage, BTV broadcasted many talk-show programs. And in the early years of 1960s, social education group of news department established a regular talk column *Our Guests*, interviewing those famous people in various fields in the studio. In addition, talk programs were involved in social education programs, such as *Recalling Relatives While Reading Hongyan* of Song Zhensu, Xiaoluobotou's elder sister. Shanghai TV Station also ran a regular talk column named *Guest of TV Station*.

Televisions in local areas all made and broadcasted news programs with anything available in poor conditions. The programs exchanged between BTV and television in local areas formed the tradition of complementing and supporting each other and coordinating to make TV news.

The personnel of BTV increased constantly since its establishment, and the framework of organization was in the adapting change according to the development of programs and the adjustment of policy. As a result, the staff of BTV became more and more, the work-division became more and more professional and the organization became more and more complete.

At that time, it means bearing hardships and standing hard work, living plainly and struggle hard to work for TV news. The staff in this field should have several skills and usually take upon several posts completely. In the face of the strenuous task and arduous condition, they were not tired out but instead, they have been bearing all responsibility and obligation consciously and positively, uniting as one, striving bravely, and forging the best team in history. The far-sighted leader of this team established the model of the job and set up the earliest rules and mechanism.

The early news program tempered the team, fostered the tradition of the TV news, found out the law of operation at the same time, formed TV staff's behavioral norm, and strengthened the pursuit in the cause of television news. Many TV staff at that time considered news media of image as their own ideal, perfecting the operation of realizing ideal constantly.

By January 1st, 1960, the broadcast time of BTV rose from former six times to eight times every week. In addition to the programs every day, BTV increased by one more time broadcast on Sunday morning. In the program during this period, the news accounted for nearly 30% in the proportion of the broadcasting program and the proportion will reach 40% if the social educational program was taken into account. Though the forms, columns were comparatively various, the subject matter and style of TV news at that time were still comparatively narrow and single; Film group's interest in pursuing beautiful images occupied their vision and formed some appeals contrary to ideas of the news.

Chapter Three

The cause of TV news during the Cultural Revolution (1966—1976)

In 1966, Chairman Mao Zedong launched the Cultural Revolution which triggered a tremendous disorder of China society with media suffering first. As the massive criticism was unfolded on media, the regular TV programs were off the track and the contemporary styles and forms thoroughly denied and finally ended up with ceasing broadcasting. Nothing was found fresh later on in the restored programs with only monotonous style, confined horizon and even a formula and mode of superstition and criticism. In terms of organization, over five-year military supervision was carried out. Around the conclusion of the military control, the account of restored TV programs was narrowly close to the pre-Cultural Revolution level. So we can say that the development of TV suffered a huge downturn and degradation during the Cultural Revolution.

Rebelling news, relay of directing and live broadcast of criticizing and repudiating created by the Cultural Revolution finally became records of the ridiculous history. Owing to the hard control of the effect, live broadcast had been a forbidden zone and a hard nut to crack in a long time since then. During the Cultural Revolution, the Gang of Four abominably politicalized and symbolized all TV forms including size of TV lens, length of time and amount of pictures, which were used as means of obscure expression for their shady political purpose and which snuffed out the essence of the culture with a far-reaching poisonous effect.

The utmost personality cult towards Mao Zedong appeared while the political conspiracy reached its peak. The mind-cracked journalists resorted to every

conceivable means to highlight and depict their idol disregarding the cost. However, they were once driven out by the chairman because of scrambling to take Mao's photos in an interview. The increase of large-scale rally during the Cultural Revolution brought more chances of large-scale TV relay and journalists witnessed many historical moments, e.g. the struggle of the 11th plenary session of the 8th Party's National Congress.

The regular broadcast during the Cultural Revolution was positive achievements and heroic models figures. After 1970s, the influence of the Cultural Revolution began fading away and Linbiao incident speeded up its pace. Meanwhile, the pre-cultural revolution programs were gradually restored. BTV's journalists had done an excellent job in reporting anti-invasion war of Vietnam, Laos and Cambodia as well as the conflicts in west and north border of China and Soviet Union. BTV did its second earthquake interview after Tangshan earthquake but broadcast little to the audience. Ping-Pong diplomacy was created by Chinese and just in the reports of domestic Ping-Pong competition TV realized long-distance live relay.

The proposal put forward by Jiangqing that editor dominated reports and the instruction by Chen Boda that no wrong character was permitted in broadcast coincidentally prompted some changes to TV operations.

International reports suffered similar retroversion. BTV opened up a new broadcasting way through China's embassies and consulates in other countries because foreigners didn't accept our news of Cultural Revolution. In 1971 China was restored to its rightful seat in the United Nations and began to enjoy regular international relations including contacts with foreign TV corporations once again. However, China's weakness in economy and technology was shown in the reporting and exchange of such great events as Nixon's visit to China. And the world development, technological progress and advanced concepts of developed countries stirred up motive to catch up with them.

To our confusion, the beneficial proposal of incorporating film and TV had failed to be realized even though Premier Zhou Enlai had put forward for many times during the 10 years.

China's broadcast of color TV was postponed by two incidents: one was the stoppage due to economic difficulties at the beginning of 1960s; the other was self-creation of television system in 1969. The latter proved unnecessary by practice and delayed the broadcast of color TV and led to the reliance on foreign equipment.

The construction of microwave lines made the long-distance relay of TV programs possible, which brought larger space for the development of TV. On this basis, News Hookup became possible. However, the initial column of *News Hookup* was only an embryonic form.

People's common sense and conscience constrained and distorted for many years were waked up by Premier Zhou's death. The suppression of mourning and the related reports by the Gang of Four conflicted fiercely with people's demand. After Mao's death, an enormous revolution broke out and the Gang of Four was overthrown. An new historical stage arrived. The TV staff has seen and witnessed all these changes and plunged into the consideration and struggle together with tens of thousands of people.

During the 10 years of Cultural Revolution, the television had greater improvement in the technology. The color film, microwave transfer, satellite transfer and the color TV were realized one by one. In this period, almost every province, autonomous region (except Tibet), municipality directly under the Central Government (Beijing has no TV station at the city level) set up its own TV station, which formed a nationwide TV net tentatively. However, TV development was limited because of the economic insufficiency that restricted the market.

The 18 years had witnessed the birth and maturity of TV news. All TV staff exerted themselves with undeterred spirit into the TV development, in spite of insufficient labor, finance and materials. However, it's a pity that TV news had made little progress in the latter 10 years with small amount of programs, confined contents few innovative forms and small influence. TV was still a marginal and mysterious media which kept a certain distance from the audience. In this atmosphere, TV was considered as an entertainment media to much extent instead of a news media.

However, television news has stridden forward a significant step and gained considerable experience. Coupled with the correct guideline and policy, the proper economical strength and the diligence and intelligence of our television workers, television news will certainly give out fantastic gloss and have tremendous influence. The television news in its early years is like "the dawn in the Orient and the sonorous arrow in the forest"⁴, carrying within itself the dawn and the amazing brightness and broad prospect.

⁴ Lu Xun: preface Child's Tower by BaiMang, Collection of Lu Xun's Essay in Concessional Settlement Territories, Volume Six of Lu Xun's Complete Works, People's Literature Publishing House, 1981 edition, P493