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**Mass Media and Communication Research
In The Republic of China**

by

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MASS MEDIA AND COMMUNICATION RESEARCH
IN THE REPUBLIC OF CHINA

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I. NEWSPAPER

BRIEF HISTORY

Invention of Printing

China is one of the oldest civilized countries in the world. As early as 105 B.C., in the Han Dynasty (206 B.C. to 220 A.D.), Chinese already made paper and ink. By 450 A.D. block printing was developed in China, and in the Sung Dynasty, the movable type printing was perfected by Pi Sheng during 1042-48 A.D. It is over four hundred years earlier than the 42-line "Gutenberg" Bible in 1456.

Government Gazette

Scholars are generally in agreement that the first Chinese written news-book was called Ti-pao, government gazette, which was initiated during the reign of Emperor Han Wu Emperor, 140-87 B.C., of the Han Dynasty. Since he conquered most of Asia, it was necessary to establish an informed communication system for ruling his great Empire. Thus Ti-pao was invented.

The Ti-pao were similar to the transcripts of the Acta Diurna of Rome in and after 60 B.C. Its content was simple at first, consisting of the emperor's orders, reports of developments or happenings, and policy discussions among the emperor, court officers, and provincial viceroys. In a narrow sense they are public records.

The first printed gazettes regularly published in China began in the Tang Dynasty, 618-906 A.D. From this period until after the fall of the Manchu Dynasty in 1911, publication continued with only very short interruptions, though various titles were used.

Foreign Press In China

Press historians usually consider that the modern press of China was started by foreign missionaries.

In 1815, Mr. Robert Morrison, a British missionary, founded his Chinese Monthly Magazine in Malacca, Malaysia. It is always considered the earliest Chinese periodical published abroad. In 1833, the missionary founded his Eastern Western Monthly Magazine in Canton, probably the first modern Chinese periodical in China.

After the Sino-British War (Opium War) of 1840, in which the Manchu Dynasty was defeated, the foreign press flourished in China. The leading newspapers such as China Mail (1845, English, Hong Kong), North China Herald (1850, English, Shanghai), Daily Press (1857, English, Hong Kong), Chung Wei Hsin Pao (1858, first Chinese Daily, Hong Kong), North China Daily News (1864, first English Daily Newspaper in China, Shanghai), Shen Pao (1872, first Chinese daily newspaper in China, Shanghai), Wah Sze Jih Pao (1874, Chinese, Hong Kong), Tientsin Times (1886, first Chinese daily newspaper in North China, Tientsin), Hsin Wen Pao (1893, Chinese, Shanghai), Shanghai Times (1901, English, Shanghai), Chun Tien Shih Pao (1901, Chinese, Peking), China Press (1911, English, Shanghai), etc., were all controlled by foreigners. Of the above mentioned, the Shen Pao and Hsin Wen Pao, both published in Shanghai, soon led all major newspapers in circulation in the nation, and became big businesses.

Native Press Was Born

Chinese intellectuals having a knowledge of the world, particularly of the West, thought that the newspapers owned and managed by foreigners could hardly be operated in the interests of the Chinese people. So they decided the best answer to the foreign monopoly on Chinese press was to found and publish their own newspapers, papers operated by Chinese and for the Chinese. In 1858, Dr. Wu Ting-fang helped found the first Chinese language daily, Chung Wei Hsin Pao, a Chinese edition of English Daily Press, published in Hong Kong and served as editor. And Wang Tao, a Chinese pioneer journalist, founded his independent daily newspaper, Hsun Huan Jih Pao in Hong Kong in 1874. Wang Tao, the Franklin of the Chinese native press, was a scholar who passed the highest civil examination of the Taiping Heavenly Kingdom and was associated with the missionary James Legge in editing and publishing a 5-volume collection of the Chinese classics.

Contributions of the Party Press

On the eve of the Sino-Japanese War, 1894, there were about 12 native newspapers being published in the big port cities of China. After the war, reform movement was flourishing and two parties, Reform and Revolutionary, were born. To win the support of the people, they published many newspapers in China and abroad. Liang Chi-Chao, a leader of the Reform Party, was then the most outstanding journalist in China. He was the editor of Chung Wai Kung Pao, (Foreign and Domestic News), 1895, in Peking; the editor of Shi Wu Pao (Current Affairs News), 1896, in Shanghai; founded the Ching I Pao (Discussion Magazine), 1898, and the Hsin Min Tsung Pao (New People Journal), 1902, both published at Yokohama, Japan. The Liang's dailies and magazines had a circulation of some 3,000 to 15,000 copies per edition, and were very known throughout the Empire.

It was unfortunate that this political reform movement was subsequently suppressed by Empress Dowager Tsu Hsi who ruled China for almost half a century. On the other hand, the Reform Party lost the big battle to win the people's hearts. The people longed for a drastic change in the political system, turning against the milder reform policies advocated by the Reform Party.

Dr. Sun Yat-sen, the leader of the Revolutionary Party, and his comrades founded many newspapers for anti-government agitation. The first party organ was Chung Kuo Jih Pao (China Daily), 1899, established at his revolutionary headquarters in Hong Kong. From 1903 on, a number of party organs were spawned as Dr. Sun's organization expanded into a worldwide federation of Chinese associations, supporting the revolution under the name of Tung Meng Hui (Union of Revolutionary Leagues). Among these were Ta Kung Pao, 1902, in Tientsin; the Su Pao, 1903, in Shanghai; Kuo Min Jih Jih Pao (People's Daily), 1903, in Shanghai; Ching Chung Jih Pao (Alarming Bell Daily News), 1904, in Shanghai; Min Pao (People Magazine), 1905, the leading and most influential journal of the party, published in Tokyo; Shen Chu Jih Pao, 1907; Min Hu Jih Pao (People's Cry Daily News), 1909; Min Yu Jih Pao (People's Plight Daily News) 1909; and the Min Li Pao (The Democrat), 1910. The last four were all published by the most famous revolutionary journalist, Yu Yu-jen, in Shanghai.

New Republic & The New Journalism

In 1911, Dr. Sun and his party overthrew the Manchu Dynasty, and established the first Republic in Southeast Asia. According to the provisional Constitution of the Republic, the freedom of the press was guaranteed. After the country was unified following the successful Northern Expedition (1929) by the Kuomintang (KMT), the government followed a notably liberal press policy, under which the press flourished as never before.

Among the most famous newspapers of this period, were Ta Kung Pao, reorganized as an independent newspaper by Wu Ta-chuen, Chang Chi-luan, and Hu Lin in Tientsin, 1926; Yi Shih Pao, founded by the Catholic Church in Tientsin and Peking, 1915; World Daily News, an independent newspaper, established in Peking, 1925; Central Daily News, founded by KMT in Shanghai, 1928, then moved to Nanking, 1929.

With the outbreak of the Anti-Japanese War in 1937, all the famous newspapers mentioned above were moved to Chungking, the war capitol of China. As the war was intensified, newspapers suffered from serious shortages of facilities and supplies, but they made great contributions to the encouragement of the morale of the people.

Tragedy of The Free Press

At the end of the Anti-Japanese war in 1945, a new chapter in the democratic and constitutional history of China began. With regard to the press, the Chinese government not only lifted all restrictions imposed upon newspapers during the wartime but also established a solid basis for freedom of the press. Journalists, encouraged to enter the newly recovered areas with the vanguards of the national troops, either regained their newspapers from the Japanese or started new ones. Newspapers, broadcasting stations, and other mass media mushroomed in the recovered provinces, marking an unprecedented prosperous era in the history of Chinese journalism.

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According to the statistics of the Ministry of Interior, there were 1781 dailies published throughout the country in 1947, and they had a total estimated circulation of more than 3,000,000 copies.

Unfortunately, the golden age of the press in China lasted only four years. When the Communist overran the Mainland, the free press was destroyed at once completely.

STATUS QUO OF THE TAIWAN PRESS

Progress of the Press

Historically and culturally Taiwan is an integral part of continental China. Since the end of World War II, Taiwan has been receded to the Fatherland, becoming a province of the Republic. Its land area has 35,961 square kilometers, and the population, including Taipei Special Municipality, was 14,602,218, at the end of October, 1970.

When President Chiang Kai-Shek and his followers reached Taiwan from the mainland in 1949-1950, the island had only one government-run newspaper, Taiwan Shimpo, a tabloid size two-page newspaper.

Newspapers in Taiwan have been enjoying increasing prosperity under the blessing of a stable democracy, a prosperous economy, high literacy and a rapid expansion of transportation facilities.

Newspaper Readership and Circulation

Today there are 31 daily newspapers in free China, including two in English. Of them 24 are morning papers and seven are afternoon papers. Sixteen are published in Taipei. The others are in other major cities of Taiwan plus one each in Kimmen (Quemy) and Matsu, the two offshore islands. Among them, Central Daily News, United Daily News, and China Times are considered nation-wide newspapers.

The combined circulation of daily newspaper has increased from 200,000 copies in 1951 to about 1,200,000 in 1971, representing a fivefold increase in the past 20 years. Distribution is approximately one copy for every 13 persons, a rate second only to that of Japan in the Far East. This shows that there is still much room for expansion, especially when the national economy is continuing to grow rapidly.

Newsprint and Press Economy

Most of the newsprint consumed in Taiwan is locally produced and supplied. The annual consumption of newsprint now stands at 21,500 tons, nine times as much as the 2,324 tons consumed in 1952. The increasing consumption of newsprint clearly indicates the growth of circulation, having little to do with the volume of the newspapers.

Because of the shortage of newsprint, the size of a newspaper was limited to only one and a half sheets, six pages, before 1958. It has since expanded to two and a half folio sheets, 10 pages. Extra pages are added on special occasions. A standard newspaper page consists of 19 or 20 horizontal columns of approximately 1,000 words each. This equals two and a half times the wordage of a standard English-language newspaper page. In news content, the disparity is even higher because the Chinese language is monosyllabic and concise.

About 45 per cent of the newspaper space is devoted to advertisement. The combined income from advertisements of all newspapers was 146.9 million Taiwan dollars or more than 3.67 million U.S. dollars in 1962. It jumped to 559.7 million Taiwan dollars or nearly 14 million U.S. dollars in 1970.

Newspaper Competition

It seems there are too many newspapers in the capital city. But competition has hardly led to any elimination. Over the years, the number of newspapers throughout Taiwan remain rather stable. The newspaper here is not a "big business" of monopolistic nature as in the United States and certain other countries. This is a healthy situation which is chiefly attributed to the agreed uniform size of newspapers. It leaves little room for maneuvers by any one paper to get such a deeper cut into the advertiser's dollar as to jeopardize the survival of another.

However, this is not to say that there is no competition. Competition circulation is very intense since a bigger circulation will no doubt bring in a bigger income from advertisement. But even competition between newspapers for circulation has been made easier by the economic growth of Taiwan which has resulted in advancement in education and the living standards of the people. In other words, the number of newspaper readers tend to increase steadily.

As a result of the inter-newspaper competition for readership, there have been efforts to achieve variety in contents. Hence a natural tendency toward specialization, as some papers are giving more attention to sports, culture and education while others are more devoted to financial and business news and so on. Here is another factor weighing against newspaper monopoly as a "big business".

Owing to the size of the territory now under the control of Free China, most newspapers in Taipei are distributed island-wide. The improvement of transportation has greatly facilitated delivery of newspapers in Taiwan. Under these circumstances, the distinction between national and local newspapers is not very sharp except for local newspapers in other cities.

This, alas, eliminated the need for the weekly newspaper in Taiwan. The news of rural towns and districts are covered by the daily newspapers in assigned columns or pages. The few weekly newspapers we have in Taiwan are in the nature of trade journals for people in certain occupational groups.

Printing Facilities

The printing facilities of all newspapers in Taiwan have been greatly improved in the past decade and are heading towards full mechanization.

In the field of printing, high-speed rotary presses and color printing machines are operated. On the communications side, teleprinters for incoming wire services and Chinese facsimile machines are installed in every newspaper. Many newspapers are equipped with radiophoto receivers.

The outstanding events mark a milestone in the development of the press in Taiwan. The first feat is the production of rotary presses by Chinese manufacturers in Taiwan. The second is the introduction of the automatic Chinese monotype as a substitution for hand-setting types.

However, because of its high cost and the cheap labor still prevailing in Taiwan, the monotype has not been popularly used by newspapers. But, the general trend will eventually demand the employment of the monotype as the economic development in Taiwan continues steadily.

Some newspapers have adopted the offset printing method in producing colored newspapers. The trend is apparent that newspapers in Taiwan are heading competitively towards colored newspapers.

Freedown of the Press

Although Free China is in the shadow of constant communist threats there is no censorship either before or after publication.

With the founding of the "Taipei Press Council" on September 2, 1963, the newspapers have endeavoured to practise self-discipline. There is also a common code for journalists which governs their conduct of news reporting. The code serves as the basis of the Council's judgment. The newspapers are conscious that responsibility on their shoulders has become heavier following their rapid expansion which has increased their influence on the public.

The Council is a self-disciplinary organisation set up by the Taipei Newspaper Publishers Association. Its purpose is to promote ethical standards of the press by enforcing the principles of press freedom and social responsibility.

The Council is composed of seven veteran journalists and two representatives of the public both appointed by the Publishers Association. Newspapers are keeping ever stricter watch on the accuracy of their newsmen's reports.

Leading Newspapers in the Republic of China (June 1971)

| <u>Name</u> | <u>Estb. Place</u> | <u>Publisher</u> | <u>Circulation</u> | <u>Political Background</u> |
|-----------------------|--------------------|------------------|--------------------|-----------------------------|
| Central Daily News, M | 1949 Taipei | Tsao Shen-fen | 150,000 | Kuomintang |
| China Daily News, M. | 1948 Taipei | Hsiao Tze-cheng | 25,000 | Kuomintang |

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|-------------------------------|------|-----------|-----------------|---------|-----------------------|
| Hsin Sheng Pao, M. | 1945 | Taipei | Hsieh Tung-min | 50,000 | Provincial Government |
| United Daily News, M. | 1951 | Taipei | Wang Ti-wu | 260,000 | Independent |
| China Times, M. | 1950 | Taipei | Yu Chi-chung | 240,000 | Independent |
| Economic Daily News, M. | 1967 | Taipei | Wang Ti-wu | 25,000 | Independent |
| Mandarin Daily News, | 1948 | Taipei | Ho Yung | 40,000 | Independent |
| China News (English) E. | 1949 | Taipei | Lo Hsueh-lien | 10,000 | Independent |
| China Post (English), M. | 1952 | Taipei | Nancy Yu Huang | 15,000 | Independent |
| Great China Evening News, E. | 1950 | Taipei | Keng Hsiu-yeh | 35,000 | Independent |
| Independence Evening Post, E. | 1947 | Taipei | Wu San-lien | 20,000 | Independent |
| Min Tsu Evening News, E. | 1950 | Taipei | Wang Chen-yung | 30,000 | Independent |
| Young Warrior Daily, M. | 1952 | Taipei | Tang Shu-hsiang | 40,000 | Military |
| Taiwan Daily News, M. | 1964 | Taichung | Hsia Chong-chow | 40,000 | Independent |
| China Daily News, M. | 1946 | Tainan | Hsiao Tze-cheng | 50,000 | Kuomintang |
| Taiwan Hsin Wen Pao, M. | 1949 | Kaohsiung | Hsieh Jan-chi | 60,000 | Provincial Government |

Remark : Since there is no ABC System in Taiwan, the numbers of the circulation above are based on estimation.

II MAGAZINES

Periodicals are not a prosperous business in Free China. It is seldom to make money from publishing magazine. However, the number of periodicals has increased greatly. By June, 1970, 1, 343 Magazines were registered with the Ministry of the Interior. Most of these are organs of various organisations.

The most popular ones are magazines of general interest, including Newsdom, China Newsweek, International Affairs Weekly, and such monthlies as: Biographical Literature, University Magazine, Chang Liu, Rambler, Taiwan Pictorial, Beautiful China, Travelling Magazine, Continent, China Critic, Cheng Kwang, Shih Pao, Tsa Tsu, New Century and Coronet.

Harvest, a semi-monthly providing agricultural information for farmers, enjoys a wide circulation in the countryside.

The Student English Digest, Middle School Student Review and Youth (monthlies) are widely read by middle school students. The Literary Review, and Authors (monthlies) are literary magazines. Modern Poetry prints only poetry.

Periodicals in English are the Free China Review, Free China and Asia, Industry of Free China, West and East, Taiwan Trade Monthly (monthlies) and Chinese Culture Quarterly and Vista (bimonthly).

Fifty-two periodicals published by overseas Chinese in Hongkong and other areas are sold on Taiwan newsstands.

Periodicals By Subject Matter (June, 1970)

| <u>Subject</u> | <u>Number</u> |
|----------------------------------|---------------|
| Total | 1,343 |
| Military Science | 30 |
| Politics | 119 |
| Law | 10 |
| Economics | 87 |
| Industry and commerce | 157 |
| Religion | 74 |
| Education and culture | 151 |
| Literature | 137 |
| Chinese language | 23 |
| Fine arts | 106 |
| Opera, movie, radio-TV | 50 |
| Medicine and health | 46 |
| Women and family | 34 |
| Transportation | 46 |
| Science | 19 |
| Engineering | 46 |
| History and Geography | 2 |
| Children's literature | 20 |
| Agriculture and animal husbandry | 37 |
| Sports | 19 |
| General information | 47 |
| Others | 83 |

III. NEWS AGENCIES

In the field of news agency activities, there was only one news agency in Taiwan back in 1945. Keeping pace with the growth of newspapers, the number of news agencies increased to twenty-eight by 1950. At present, there are forty-three. Of them, thirty-three are private-owned.

The largest and oldest is the Central News Agency, or CNA, established in Canton in 1924, which operates a world-wide network. It has bureaus, staff correspondents and "stringers" in major cities throughout the world. Most of the other news agencies here in Taiwan are domestic operations.

CNA now renders services to seventy clients at home, including thirty-one newspapers, thirty-six radio stations and two television stations. Abroad, there are one hundred and six overseas Chinese newspapers subscribing to CNA's Newscasts in Chinese.

The Central News Agency handles about one half of a million words of domestic and foreign news everyday. It receives news reports from its own reporters at home

and abroad, as well as from foreign news agencies through commercial and exchange contracts. CNA now has such contracts with seventeen foreign news agencies for news supply.

CNA releases a daily total of about one hundred and seventy-three thousand words of news in Chinese, English and Japanese, and two hundred and forty-five news photos.

The forms of CNA dissemination of news to clients at home and abroad include:

- (1) mimeographed sheets of news stories in Chinese for subscribers in Taipei;
- (2) page-facsimile newscasts in Chinese for Taipei and other places in free China;
- (3) Chinese news in morse casts for subscribers who have not yet installed the facsimile receivers-
- (4) page-facsimile news casts in Chinese to Hongkong, Manila, Bangkok, Saigon and America-
- (5) radio teleprinter news casts in Romanized Japanese to Japan; and
- (6) news casts in English to Asia, America and Europe.

In addition to the service of news casts in Chinese and foreign languages, CNA provides its clients with various other services. These include photo airmail service, news bulletin, feature, special columns, and news maps.

Leading News Agencies in The Republic of China

| <u>Name</u> | <u>By-Line</u> | <u>Place</u> | <u>Date of Foundation</u> |
|------------------------------|----------------|--------------|---------------------------|
| Central News Agency | CNA | Taipei | 1924 |
| Military Information Service | MIS | Taipei | 1946 |
| China Youth News Agency | CYNA | Taipei | 1955 |
| China Union Press | CUP | Taipei | 1949 |
| Tatao News Agency | TTNA | Taipei | 1951 |
| Oversea Chinese News Agency | OCNA | Taipei | 1941 |

IV. RADIO AND TELEVISION

Radio

Chinese Radio broadcasting, had enjoyed a golden time until around 1965. However, with the rising of television, the radio listenership in Taiwan, as in other countries, was sharply going down.

Radio stations in the Republic are operated under the supervision of the Bureau of Culture Affairs, Ministry of Education. There were 36 broadcasting Companies, 80 radio stations and 25 relay stations in June, 1971. The ownership of the main stations, such as Broadcasting Corporation of China (BCC), Armed Forces Radio Network, Air Force Broadcasting Stations, Police Broadcasting Stations and the Fu Hsing Radio Network, are controlled by the ruling Party and branches of the Government. The other radio stations, as Cheng Sheng Broadcasting Corporation, Feng Ming Radio Network, etc., are operated on the commercial basis.

At the end of June, 1971, the number of radio receivers was estimated to be over 3,000,000. Distribution is more than one set for every 5 persons.

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The Broadcasting Corporation of China (BCC), founded in 1938, is the largest network. The BCC head office was moved to Taipei in 1949.

A staff of some 1,000 persons operates 69 transmitters totaling 2,105.35 kw. output, including 44 medium wave transmitters with a total capacity of 1,558.1 kw., 3 medium-short wave dual purpose transmitters with 57 kw. and 25 short-wave transmitters with 579.25 kw.

BCC has established FM stations in Taipei, Taichung, Kaohsiung and Hualien.

There are three systems in BCC's service: the overseas service known as the voice of Free China, the mainland service known as the Central Broadcasting Station and the domestic service. They are on the air some 550 hours daily in 17 languages and dialects: English, Japanese, Korean, Arabic, Russian, Vietnamese, French, Malay, Mandarin, Cantonese, Amoy, Hakka, Swatow, Shanghai, Tibetan, Mongolian and Uigur (Sinkiang).

The bulk of BCC's output is for mainland and overseas areas. Overseas programs are beamed to the United States, the Near and Middle East, Northeast Asia and Africa. News and commentaries are allocated 50 per cent of the air time, music and entertainment 40 per cent and others 10 per cent. Total program time is 16 hours and 50 minutes daily. BCC's service to the Chinese mainland is transmitted through four powerful medium and 11 shortwave transmitters. The biggest transmitter is of 150 kw. Letters are received from listeners on the Chinese mainland and Malaysia, Indonesia, Vietnam, Laos, Cambodia, the Philippines, Japan, Korea, Hongkong, Macao, Australia, New Zealand, the Middle East, Europe, Africa and the Americas.

BCC has three islandwide domestic networks broadcasting in Mandarin and the Amoy dialect. One network is primarily educational. Stations are located at Taipei, Hsinchu, Miaoli, Taichung, Chiayi, Tainan, Kaohsiung, Hualien and Taitung.

Other large networks are: Armed Forces Radio Network, which operates 12 stations; the Fu Hsing Radio Network, which operates 13 stations; and the Cheng Sheng Broadcasting Company, which has 6 stations in Taipei, Taichung, Chiayi, Yunlin, Taitung and Kanshan. Most of the remainder and small stations of 1 to 3 kw.

The 80 stations in Taiwan transmit more than 1,913 hours daily, including special broadcasts beamed to the mainland. Stations cooperate with the Government Information Office in dissemination agricultural, public health, traffic safety and civil defence information.

Among the popular programs are: Morning in the Park, Armed Forces Club, Our Family, Gay Children, Quiz Show, Morning Market on the Air, Selected Novels, Club 93, Taiwan Today, I Sing for You, Safety Island, Songs of Singers, Late Night Music, Lover's Bridge and dramatic shows.

Since September 28, 1958, all radio stations in Free China have beamed a joint daily broadcast to the Communist-occupied mainland at 23.30 hours, China

Standard Time. In 1962, the Voice of Free China, the international service of BCC, began providing programs in Mandarin and the Swatow dialect for Thailand and a program in Mandarin for Vietnam. "This Is Free China", a weekly series on music and cultural subjects, is produced in Mandarin, Cantonese, Thai, English, Spanish, Japanese, Portuguese and French for worldwide distribution. The recorded programs are distributed to 35 networks and stations in foreign countries. Exchange of recorded programs and music have been made with member stations of the Asian Broadcasting Union. Similar exchanges have been made with Spain, the Philippines, Japan, the United States, Korea, and stations in Africa and Latin America.

Television

There are three television companies in the Republic of China. They are: Taiwan Television Enterprise Ltd. (TTV), China Television Company Ltd. (CTV), and the Chinese Television Service Ltd. (CTS). The first two are commercial, and the last is jointly controlled by the Ministries of Education and National Defence.

By the end of June, 1971, there were 591,410 TV sets in Taiwan, and of them, 6,177 were color. The average is about one TV set for every four families.

The National Education Television Station (NETV), predecessor of the CTS, was established in February, 1962. It was the first TV station in the Republic and operated by the Ministry of Education. Owing to financial difficulties, NETV was reorganized into CTS last year and will rebroadcast on October 10, 1971.

The broadcasting hours and kind of programs of TTV and CTV are shown in the following table:

| Name of TV Network | TTV | | CTV | |
|----------------------------|-------------|--------|-------------|--------|
| | Time | % | Time | % |
| Broadcasting Hours, Weekly | 80° 12' 50" | 100.00 | 64° 47' 50" | 100.00 |
| News Reporting | 8° 9' 25" | 10.55 | 7° 13' 20" | 11.52 |
| Culture & Education | 5° 4' 5" | 6.76 | 1° 59' 50" | 3.18 |
| Entertainment | 59° 59' 10" | 77.59 | 49° 25' 18" | 78.83 |
| Public Service | 3° 56' 30" | 5.10 | 4° 3' 23" | 6.47 |

Remarks :

1. This table was made by the author according to the broadcasting contents of TTV & CTV from Feb. 22-28, 1971.
2. Advertising time : TTV 8.73%; CTV 8.80%. The advertising time is distributed into various program hours.

The advertising market, according to the studies made by scholars is insufficient to support the many mass media in Taipei. It may be a difficulty all the media have to face in the future.

V. JOURNALISM EDUCATION

History

Journalism education in the Republic of China has a history of more than 50 years. It may be divided into two periods:

- 1) The mainland period, 1918-1949;
- 2) The Free China period, 1949-1971.

In 1918 the first journalism course was offered at the National Peking University in Peking, marking the beginning of journalism education in China. However, the first department of journalism was established in 1920 by St. John's University in Shanghai. The Chairman of the Department was Mr. Don D. Patterson, a graduate of the school of Journalism, University of Missouri, and then editor of Millard's Review, a famous English weekly published in Shanghai.

In 1921, Dr. Walter Williams, the founder of the first journalism school, Missouri, of the United States, came to China and gave some excellent lectures at universities in Shanghai and Peking, one of the lectures was titled "Welcome to the Journalism Scholars from the Orient." This may be the very reason why so many Chinese young scholars later went to the Missouri.

From 1921 to 1937, journalism education in China developed rapidly. By 1937 a total of 14 universities had departments of journalism. Among them the most outstanding are the ones established in 1924 at Yenching University of Peking, in 1926 at National Fu-tan University of Shanghai, and in 1934 at the Central Political Institute of Nanking, now known as National Chengchi University.

With the Anti-Japanese war breaking out in 1937, Chinese coastal provinces were invaded by the enemy troops one after another. Consequently, only the three Universities mentioned above moved inland and maintained their departments of journalism. Furthermore, the National Chengchi University in cooperation with Columbia University of New York established a graduate school of journalism in Chungking in 1943.

After the Second World War, journalism education in China resumed its growth. But unfortunately, before the first post-war class graduated, Chinese Communists overran the mainland. This ended free journalism education on the mainland.

However, the Government of the Republic of China established its provisional capital in Taipei, Taiwan, in 1949 and Chinese journalism education has since then flourished again. To-day, journalism education in free China it may be said, reaches its high point of development both in quality and quantity in its history of 53 years.

Present Condition

There are six universities or colleges in Free China, which have departments or sections of journalism. Two of them are for vocational training, and one is at the graduate level. The number of journalism students in school totals more than 5,000.

Each student of the journalism department is required to earn a minimum of 142 to 157 semester credits during his four years of study. Upon graduation, he is awarded the Bachelor of Arts degree.

Courses to be undertaken in the journalism department are divided into journalistic studies and general studies. The former takes about 25% of the total credits. In addition to the basic studies in journalism, courses in radio, television, cinema, public opinion, and public relations are offered in each of the six journalism education institutes.

The National Chengchi University has the only graduate school of journalism in Free China, which accepts a maximum of 12 students a year. The student is required to complete 32 semester credits and to present a satisfactory thesis for the degree of Master of Arts in Journalism.

Communications research is emphasized on both the graduate and undergraduate levels. Students are often assigned research projects, and their papers have always been published in professional magazines.

Laboratory work is stressed at all of the schools. Students usually have their own newspapers and radio stations for practice.

The National Chengchi University built its own "Journalism Hall" in 1962. It has laboratories for many types of communications practice.

Journalism Education Institutions

- 1) The Graduate School of Journalism of the National Chengchi University, the first and only advanced school of journalism in free China, confers the Master of Arts degree on students who have completed two years of resident studies and passed the examination of their graduation theses. The courses offered by the School are divided into the following five fields:
 - A. History of Chinese Journalism:
 - a. History of Chinese Press
 - b. Development of Freedom of the Press in China
 - c. Seminar in Laws of Chinese Journalism
 - d. Special Topics research in Chinese Journalism
 - B. Public Opinion and Communication Theory:
 - a. Principles of public opinion
 - b. Mass Communication Theory

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- c. Press Freedom and Social Responsibility
- d. Mass Media and Modern Society
- C. International Communications and Foreign Press
 - a. Seminar in Japanese Journalism
 - b. Seminar in American Mass Media
 - c. Comparative Journalism
 - d. Seminar in Electronic Media
 - e. Seminar in International Communications
- D. Methodology:
 - a. Research Methods
 - b. Statistics
 - c. Contents Analysis
- E. Advertising and Public Relations:
 - a. Principles of Advertising
 - b. Advertising Media Research
 - c. Advertising and Modern Society
 - d. Advanced Public Relations

Among its graduates many have come from foreign countries including Korea, Hongkong, Thailand, Singapore, Malaysia and Cameroon of Africa.

In the past 17 years, more than ten foreign scholars of journalism have been invited by the school to teach as visiting professors. Most of them came from the United States, and two came from Japan. They are Dr. Howard R. Long, Chairman of Journalism Department of Southern Illinois University; Dr. Richard T. Baker, Acting Dean of Graduate School of Journalism of Columbia University; Dr. Carlton Culmsee, Dean of Studies of University of Utah; Professor Charles C. Clayton of Southern Illinois University; Professor John Casey of University of Oklahoma; Dr. Hideo Ono, former Dean of Journalism Institute of Tokyo University; Dr. John Foster and Dr. Fred. T.C. Yu, both professors of Columbia University; Dr. John Merrill of University of Missouri.

2) The Department of Journalism of the National Chengchi University, established in 1934, is the oldest school of journalism in Free China with an enrollment of some 250. One third of the students are overseas Chinese who come from Hongkong, Singapore, Malaysia, Thailand, Burma, the Philippines, Korea, Vietnam, India and Indonesia. Students are to complete four years of study with 157 academic credits for the degree of Bachelor of Journalism. The Department includes four sequences: news editing, advertising, radio and television, and English Journalism. Seventy-five per cent of the work covers liberal arts courses and twenty-five per cent is in journalistic study.

As a part of practical training, students publish a Chinese-language newspaper,

The Student News, and an English-language newspaper, The Chengchi Vanguard.

The department has a three-story building that houses the usual facilities plus a library, museum, public opinion polling center, photography laboratory, radio broadcasting station, and freedom-of-information research center. It is used as a training center for both graduate and undergraduate students of journalism at the National Chengchi University.

3) The Journalism Department of the Political Staff College of the Ministry of National Defence was founded in 1951 to train information officers for the armed forces. The training period recently has been extended from two to four years. Students receive military training before beginning their studies. A strict weeding-out system has been practiced to assure the high quality of graduates. The department, under the direction of Prof. Ta-chuen Lin, has more than one hundred students.

4) The Journalism Section of the Department of Social Education of National Taiwan Normal University was established in 1955. The purpose of the Section is to train mass communication specialists. The curriculum is similar to that of the National Chengchi University. Most of its graduates are engaged in social education, but some are working for newspapers.

5) The Department of Journalism of the Chinese Culture College was established in 1963. The courses and training are similar to that of Chengchi University. The Department has more than 250 graduates and 240 undergraduates.

6) The private World School of Journalism, originally a vocation school, was established in 1956. It has an enrollment of more than 4,000 for the academic year of 1970. The school possesses a well-equipped printing shop, a radio-TV broadcasting station, and many other facilities.

Besides, there are three departments of Journalism, Mass Communications and Radio & Television at the Night School of the Chinese Culture College and the National Taiwan Academy of Arts. Students studying in these three departments in 1970 totaled about 1,000.

Some Handicaps

According to the study of Professor Hsu Chia-shih, Dean of the Graduate School of Journalism, National Chengchi University, there are several handicaps confronted with the journalism education in Taiwan in the process of rapid development.

1) The inadequacy of full-time teachers is one of the problems to be solved. In most institutions, the number of part-time teachers far surpasses that of full-time faculty members.

2) The limited financial sources for facilities make it difficult for the schools to keep pace with the increase of enrollment.

3) A centralized national education system leaves little room for improving curriculum to meet the rapidly changing conditions.

4) Quality of researches cannot be greatly improved due to the lack of adequate financial support and the shortage of qualified personnel. The social environment in a transitional society is also unfavorable to communication research.

5) Colleges and universities are producing too many journalism graduates. It would be increasingly difficult for these young men and women to obtain jobs they are specially trained for.

VI. COMMUNICATION RESEARCH

As early as March 1949, the Central Daily News, under the management of veteran journalist-scholar Ma Hsin-yeh, resumed publication of Journalism, a biweekly supplement first initiated during its Nanking days. It was discontinued after only nine issues because of ceilings on newsprint.

The Taipei News Editors Association initiated The Journalism Semiyearly in July 1951, which has since become the sole authoritative periodical of the profession in Free China. An index of its articles was compiled and published in July 1968 to offer an important reference for source material in the research.

In addition, the Taipei Journalist Association published in 1961, 1971 The Yearbook of the Press in the Republic of China and has undertaken the publication of "Journalism Book Series" of which 24 volumes have already come off the press.

The Chinese Broadcasting Enterprises Association started a quarterly, Radio & Television, on January 1, 1967. The Taipei Press Council, founded on September 2, 1963, for the purpose of promoting ethical standards, has published The British Press Council in the Past Decade and three volumes of Cases of the Press Self-Discipline.

Research by Journalism Schools

At present six high-learning institutions have journalism departments. The most important is the Graduate School of Journalism of the National Chengchi University, founded in 1954 when the University was reactivated in Taipei. Prof. H.P. Tseng had served as director from 1954-1969, and his successor is Professor Hsu Chia-shih. Beginning May 1967, it has issued a semiyearly journal, Mass Communication Research, a publication of worthwhile papers by faculty member and graduate students. By June 1971, the publication reached No. 7.

Meanwhile, the publication project of the Graduate School has produced a number of scholarly works. The History of the Chinese Press, a collection of faculty writings, is considered a follow-up of Ko Kung-cheng's book of the same

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title published some 40 years ago. The History of World Journalism; A Comparative Study of the Press Self-Discipline; The Development, Effects and Problems of Space Communications; Comparative Television (mimeo.); and Comparative Journalism (mimeo.), all authored by Prof. Thomas C. Lee, give an in-depth insightful analysis of the world communications, past and present. Other important works include Prof. Cheng Chih-hsing's Fundamentals of Journalism.

Since 1954, 122 graduates have graduated from the School. Their theses may be classified into the following categories:

| | |
|-------------------------------|-----|
| Press History : | 14 |
| Editing, Reporting & Writing: | 16 |
| Newspaper Management | 3 |
| Editorial Writing | 4 |
| Press Law : | 8 |
| Press Freedom : | 12 |
| News Agency : | 2 |
| Magazine : | 1 |
| Public Opinion & Survey: | 16 |
| Mass Communication Theory : | 6 |
| Advertising : | 5 |
| Journalism Education : | 1 |
| Public Relations : | 7 |
| Radio and Television : | 13 |
| Movie : | 2 |
| Communist Press : | 3 |
| Content Analysis : | 8 |
| Total | 121 |

To enrich its Library collections, it has a project for microfilming important research materials.

The school's under-graduate department, under the chairmanship of Prof. Hsu Chia-shih, also has undertaken an extensive program for publications. Among the published works are Prof. Chi Chin-yao's Public Relations in Election Campaigns and Lei Kuang-lin's Liang Chi-chao and China's Modern Press. It has since 1969, started a semiyearly journal, Journalism Scholar.

The Journalism Department of the Political Staff College was founded in 1951 to train information officers for the armed forces. It has published such faculty works as Prof. Lin Ta-chun's The Art of News Writing and Chen Kao's Law and Regulations for the Press.

A late comer in journalism education is the Journalism Department of the

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College of Chinese Culture, founded in 1963. It started a Journalism Magazine Quarterly in September, 1970.

A General Review

During the past two decades, communication research in Free China has progressed from a mere empiric narration to a scientific research, from a mere media study to the study of functions and effects of mass media in the developing countries and modern society. This represents a most significant step in journalism research ever taken in the Republic of China. However, modern communication research is just at the beginning in the country. Much needs to be done by the communication scholars for promoting coordination and cooperation with other disciplines of learning at home on the one hand and with foreign communication research institutes on the other.

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