

大学之道，在明明德，在亲民，在止于至善。

ISSN 1006-1460

CN 31-1157 / G2

**JOURNALISM  
RESEARCH**

教育部主管 复旦大学主办

CSSCI来源期刊 本刊实行匿名评审制

2021年第6期总第182期

# 新闻大学

**[中国共产党百年新闻传播思想研究特辑]**

百年大党对党媒的引领、规范和关爱——兼记党媒对中国共产党百年成长的贡献

论马克思、恩格斯新闻思想形成与发展的历史条件和时代背景

中国共产党百年进程中马克思主义新闻观的创新发展



QK2124300



ISSN 1006-1460

万方数据

# 目录 CONTENTS

---

## 本刊特稿

百年大党对党媒的引领、规范和关爱

——兼记党媒对中国共产党百年成长的贡献

童 兵 (1)

论马克思、恩格斯新闻思想形成与发展的历史条件和时代背景

尹韵公 (11)

中国共产党早期的宣传观念、宣传组织与宣传方法

马 凌 刘胜男 (31)

中国共产党百年进程中马克思主义新闻观的创新发展

邓绍根 丁丽琼 (48)

中国共产党百年对外传播形态创新机制研究

刘小燕 李 静 (71)

全面抗战时期中国共产党的日俘教育与对敌宣传研究

赵新利 (90)

中国共产党对新闻干部的教育、储备及调配 (1945—1949)

梁德学 (103)

# JOURNALISM RESEARCH

---

VOLUME 182, NO. 6, 2021

## 1 Centennial Party's Guidance for Party Media: The Contribution of the Press of the CPC to the Centennial Growth of the Communist Party of China

---

• *TONG Bin*

[Abstract] Regulating and caring for the journalism, this paper reviews and summarizes the CPC's leading from five aspects, especially the press of the CPC. Firstly, the growth of workers' newspapers before the founding of the party and the establishment of press policy after the founding of the CPC. Secondly, the party media were required to become the leaders and guides of the revolutionary work during the period of the Civil Revolutionary War. Thirdly, the party press were required to carry out newspaper criticism and give full play to the function of supervision by public opinion in the early days of new China. Fourth, as intellectuals, the journalists should strive to become public servants of the masses and be both red and expert. The last but not the least, the press of the CPC should work actively to create a stable and united public opinion environment in the context of new media period.

[Keywords] the Communist Party of China; policy propaganda; the press criticism; news reform

## 11 On the Historical and Social Contexts of the Formation and Development of Marx and Engels' Thoughts on Journalism

---

• *YIN Yun-gong*

[Abstract] To study Marx and Engels' thoughts on journalism, we should place them in the historical environment of Europe and Germany for in-depth investigation instead of extracting chapters or sentences in newspapers and periodicals or interpreting out of context. Only in this way can we have a comprehensive, systematic and deep understanding and command of Marx and Engels' thoughts on journalism as well as the social reasons



and historical conditions of their formation and development. As the spiritual leaders of the proletariat around the world, Marx and Engels were born in the rising period of Germans. They dare to criticize capitalism, and at the same time dare to admit their misjudgment. This great style of criticism and self-criticism does not affect or weaken the truth of Marxist theoretical system. We must adhere to integrating the universal principles of Marxism with our national conditions, constantly keep enriching and developing the localization and nationalization of Marxism in China, and resolutely prevent Marxism from adopting unhealthy pragmatism and incorrect dogmatism.

**[Keywords]** Marx and Engels; France; Prussia; French Revolution; Napoleon; Bismarck

### **31 The Philosophy, Organization and Techniques for Propaganda in the Early Times of the CPC**

---

• *MA Ling, LIU Sheng-nan*

**[Abstract]** In its early days, the CPC was composed of young students with progressive thinking and people in the publishing circle. In the process of transforming from a "minority researchist group" to a "party of actions for the people," CPC made full use of propaganda as an indispensable tool for social mobilization. With a propaganda philosophy originated from the Revolution of 1911, CPC build its propaganda organization out of the Communist International, adopting a propaganda method conceived in the New Culture Movement. Since propaganda is considered central to the operation of the CPC, therefore its early founders established the party by running newspapers and publishing, hoping to instill Marxism into the people. Furthermore, from the beginning of the party's establishment, party spirit was necessitated, out of which the "Iron discipline" distinguished them from other parties that are "herding cats." From 1921 to 1927, with an extreme shortage of both political power and military power, the CPC endeavored to launch propaganda work of multidimensional scales in order to meet the needs of revolutionary work by integrating Chinese tradition, working experiences and Marxism in the way of continuously reflecting and adjusting its strategies in practices. The early founders were not only deeply aware of the harm of formalism but also realized that only by going to the people can they arouse the people. Propaganda was decisive in a regime's success, which was clearly proved by the failure of the National Revolution, whose collapse owned much

to the lack of military spirit management. In a word, propaganda is still the fundamental principle for building CPC with the resolution of the Gutian Conference symbolizing the installment of this principle. With the teamwork of the barrel of the gun the barrel of the pen, a bright future is awaiting.

**[Keywords]** the Communist Party of China; the early history; propaganda history; propaganda philosophy; propaganda organization

## **48 The Innovative Development of Marxist Journalism View in the Centennial History of the CPC**

---

• ***DENG Shao-gen, DING Li-qiong***

**[Abstract]** The centenary history of the Communist Party of China is a history of the Sinicization of Marxism. The Innovative Development of Marxist Journalism View is synchronized with the history of the Sinicization of Marxism. In the course of the centenary of the Communist Party of China, it has experienced four stages: Exploration and gradual formation of the New Democratic Revolution Period, the tortuous development of the Socialist Revolution and Construction Period, the clarification and deepening of the Reform and Opening-up and the Socialist Modernization Construction Period, the deployment and integration of the New Era of Socialism with Chinese Characteristics; In the process, Marxist journalism view, from fragmentary to systematic, from abstract to concrete, from superficial to deep, has finally formed an organic whole including the nature and function of journalism, party spirit, affinity to the People, news style of writing, team construction and international communication, etc., and has gradually been established as the guiding ideology of the party's news and public opinion work, reflecting the continuity of sharing the same origins, the scientificity of advancing with the times, and the guidance of facing practical problems.

**[Keywords]** the Communist Party of China; Marxist journalism view; the sinicization of Marxism

## 71 The Mechanism of Innovation for the CPC's International Communication in the Past Century

---

• *LIU Xiao-yan, LI Jing*

**[Abstract]** This paper expounds the historical context and innovation mechanism of the evolution of CPC's international communication forms from the four stages of "revolution period", "construction period", "reform period" and "governance period". Based on the investigation of the international communication forms in different periods, this paper holds that the CPC's international communication forms present the evolution path of "external propaganda"—"external explanation"—"external communication"—"public diplomacy" in the past century. The evolution of the international communication forms is the result of the dynamic interweaving of many complex factors, which is embodied in the following aspects: Domestic political needs are the internal driving force of the change of the CPC's international communication forms; International relations and the evolution of the international situation are the external traction for the transformation of the CPC's international communication forms; The transformation of the international communication concepts is the ideological guidance of the transformation of the CPC's international communication forms; The development of media technology is the material basis for the CPC's international communication forms. Then it analyzes the internal logic of the evolution of the CPC's international communication forms and the resonance with the times under multiple factors.

**[Keywords]** the Communist Party of China; the international communication forms; innovation mechanism; times; resonance

## 90 A Study of the the CPC's History of Educating Japanese Captives for Propaganda During the Period of the Anti-Japanese War

---

• *ZHAO Xin-li*

**[Abstract]** During the period of total anti-Japanese war, the CPC actively carried out propaganda against the enemy. However, in the early days of the overall anti-Japanese war, the propaganda against the enemy faced practical difficulties such as language and cultural barriers. With the development of the anti-Japanese war situation and the increase

of Japanese captives, the CPC actively transformed and educated Japanese captives through the Japanese Workers and Peasants School, and used Japanese captives to conduct propaganda against the enemy. The CPC's propaganda strategy and slogan are constantly optimized, and propaganda against the enemy has achieved positive results.

**[Keywords]** total anti-Japanese war; Japanese captives; propaganda against the enemy

### **103 The CPC's Journalist Cadre Education, Cultivation and Employment (1945-1949)**

---

• *LIANG De-xue*

**[Abstract]** On the eve of the founding of new China, the CPC had done fruitful work in the education, reserve and deployment of journalist Cadres. Before the war of liberation entered the strategic counterattack, the people's journalism led by the CPC mainly concentrated in Northern Shaanxi and the rural areas of North China. With the reversal of the war situation and the opening up of the new liberated areas, the shortage of the party's journalist cadres had become extremely prominent. In this context, relying on large party news organizations such as Jinchaji daily, Jinsui daily and Dazhong daily, the CPC dispatched and transported a large number of journalist cadres to the new liberated areas in the form of urgent March. At the same time, the journalist cadres who followed the army set up many journalist cadre schools in the areas where they were stationed. On the one hand, they trained quasi journalist cadres or on-the-job journalist cadres. On the other hand, they actively absorbed old journalists to carry out ideological transformation, so as to bridged the huge gap in all aspects of journalist cadres. During this period, the party's achievements in the education, reserve and deployment of journalist cadres enabled the party to quickly complete the landing and layout of the people's journalism in the new liberated areas, promoted the smooth development of the people's Liberation War, and accumulated rich experience for the party's journalist cadre team construction and organization and personnel management in the future.

**[Keywords]** the Communist Party of China; journalism education; journalist cadres; deployment

新闻传播融合  
理论实践结合  
科研教育并重



封面摄影：觉醒年代 上海 2021  
作者：孙中钦（新民晚报）

大学之道，在明明德，在亲民，在止于至善。

# 新闻大学

JOURNALISM RESEARCH

月刊 2021 年第 6 期总第 182 期

国内统一连续出版物号：CN31-1157/G2  
国际标准连续出版物号：ISSN1006-1460

## 国内发行：

上海市邯郸路440号复旦大学新闻学院内  
邮政编码：200433  
电话：021-65641289

## 国外发行：

中国出版对外贸易公司  
北京782信箱

## 编辑部地址：

上海市邯郸路440号复旦大学新闻学院内  
邮政编码：200433  
电话：021-65641289  
邮件：xwdx@fudan.edu.cn

印刷：上海新开宝商务印刷有限公司  
广告营业许可证：沪工商广字第1011号

定价：每本 30.00 元  
全年十二期 360 元（含邮资）