

專輯論文

# 衛生觀念與社會責任： 健康傳播視閥下的《大公報·醫學周刊》 (1929-1937)

劉娟

## 摘要

民國時期中國社會疫病橫行，國家與民眾的「身體」羸弱促使以醫界人士為代表的社會精英階層和國民政府做出種種「衛生救國」的嘗試。儘管這種自上而下的改良運動因缺乏群眾基礎而失敗，但客觀上卻促進了中國社會的近代化。本文以《大公報·醫學周刊》為研究樣本，採用文獻梳理和史料整理的方法，在健康傳播的視閥下考察其傳播內容、傳播特點、傳播策略及傳播功能。認為「衛生」觀念在近代中國的傳播與推廣客觀上促進了醫學事業的發展與國民生活習慣的改良，重寫了身體層面的社會結構與權力佈控，從另一角度為中國社會的近代化提供了註腳。

關鍵詞：《大公報·醫學周刊》、衛生觀念、健康傳播、近代化

劉娟，西南政法大學全球新聞與傳播學院講師。研究興趣：健康傳播、人際傳播。電郵：ccrtracy@aliyun.com

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## Modern Hygienic Concept and Social Responsibility: A Case Study on *Medical Weekly of Ta Kung Pao* (1929–1937)

Juan LIU

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### Abstract

The history of the Republic of China during the first half of 20th century could also be tracked in terms of the prevalence of epidemic diseases. Social elites who believed in Western medical systems, as well as members of the Kuomintang, the party in power at the time then led by Chiang Kai-shek, both tried to save the country by establishing a modern health care system. Their attempts to educate people about modern conceptions of hygiene failed with the absence of grassroots support. This research is a case study on *Medical Weekly, Ta Kung Pao's* medical supplement with the longest publishing history of 406 volumes. It examines how the concept of hygiene was diffused to the masses through print media in Republican era China. By analyzing the content, editorial characteristics, publishing strategies and functions of *Medical Weekly* from the perspective of health communication, we found that although it might not be the purpose, the diffusion of modern hygienic concepts in Republican era China practically helped develop the public health care system and improve people's living conditions indeed, therefore promoting the modernization of China in the process.

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Juan LIU (Lecturer). School of Global Journalism and Communication, Southwest University of Political Science and Law. Research interests: health communication, interpersonal communication.

**Keywords:** *Medical Weekly of Ta Kung Pao*, modern hygienic conception, health communication, modernization

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