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近十年来中国大陆出版业的变化

Changes in Mainland China's Publishing Industry for the Past Ten Years

中国人民大学新闻学院教授 周蔚华

Weihua Zhou, Professor, School of Journalism, Renmin University of China.

- **Introduction to Professor Zhou Weihua**
- Zhou Weihua is currently a professor at the school of journalism of Renmin University of China and the chief expert of the major project of the National Social Science Foundation "the history of contemporary Chinese book publishing". He once served as chief editor of Renmin University Press of China, President and chief editor of China social newspaper.



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- 2012年中国共产党第十八次代表大会，习近平当选为党的总书记，之后这个时间段被称为“新时代”。
- In the discourse system of mainland China, Xi Jinping was elected as the General Secretary of the Communist Party of China after the eighteenth National Congress of the Communist Party of China in 2012, and the period after that has been called the "New Era".



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- 在新时代，中国大陆的政治、经济、文化、社会 and 生态环境等方面都发生了巨大变化，相应地出版业也发生了一些重要变化。
- In the new era, great changes have taken place in the political, economic, cultural, social and ecological environment of mainland China, and correspondingly, some important changes have taken place in the publishing industry. Below I will give a brief introduction to these changes.



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- 主要讲四个问题：
- Four main aspects:
- 一、出版管理机构的变化情况
- 1. Changes in the publishing management organization
- 二、出版管理政策的变化情况
- 2. Changes in publishing management policies
- 三、出版关键数据的变化情况
- 3. Changes in key data of publishing
- 四、大陆出版业未来发展趋势
- 4. The future development trend of mainland publishing industry



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- 一、出版管理机构的变化情况
- Changes in the publishing management organization
- 从2012年之后，中国大陆出版管理机构经历了两次比较大的变化：
- Since 2012, the publishing management institutions in mainland China have undergone two major changes:



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- 第一次是2013年3月，国家对管理机构实行“大部制”改革，将原新闻出版总署与原国家广电总局合并，成立了“国家新闻出版广电总局”，统一对新闻、出版、广播、电视、电影等传媒行业进行管理。
- For the first time, in March 2013, the overhaul will see the State Council cut the number of its ministry-level bodies. The State Press and Publication Administration and the State Administration of Radio, Film and Television, two media regulators, are merging to form “The State Administration of Press, Publication, Radio, Film and Television” to oversee press, publication, radio, film and television.



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- 第二次是2018年3月，新闻出版广电总局撤销，由中宣部统一管理新闻出版业务，对外加挂国家新闻出版署（国家版权局）的牌子。
- The second time was in March 2018, when State Administration of Press, Publication, Radio, Film and Television was revoked, and the Central Propaganda Department managed the press and publication business in a unified manner.
- 目前中宣部出版局统一管理图书、期刊、电子音像以及电子游戏等出版物的出版。
- At present, the Publishing Bureau of the Central Propaganda Department manages the publication of books, periodicals, electronic audio-visual and video games in a unified manner.



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- 调整后，中央宣传部关于新闻出版管理方面的主要职责：
- After the adjustment, the main responsibilities of the Central Propaganda Department in terms of press and publishing management are:
- 贯彻落实中国共产党的宣传工作方针，拟订新闻出版业的管理政策并督促落实；
- Implementing the propaganda work policy of the Communist Party of China, formulating management policies for the press and publishing industry and supervising their implementation;
- 管理新闻出版行政事务；
- Manage press and publishing administrative affairs;



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- 统筹规划和指导协调新闻出版事业、产业发展；
- Overall planning, guidance and coordination of press and publishing undertakings and industrial development;
- 监督管理出版物内容和质量；
- Supervise and manage the content and quality of publications;
- 监督管理印刷业；
- Supervise and manage the printing industry;



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- 管理著作權；
- manage copyright;
- 管理出版物進口等。
- Manage publication imports, etc.



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- 中宣部將決策與執行合二為一，強化了對出版的管理工作。
- The Central Propaganda Department combined decision-making and execution into one, strengthening the management of publishing.



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- 二、出版管理法规政策的变化
- 2. Changes in publishing management regulations and policies
- 1. 加强了对出版重大选题的引导
- 1. Strengthen the guidance on major topics for publication
- 从2014年起，每年都发布关于做好下一年度主题出版工作的通知，对于下一个年度党和国家的重大事件、重要纪念日、重要会议等进行选题指引。
- Since 2014, every year, a notice is issued on doing the planning in the publication of the theme for the next year, guiding the topic selection for major events, important anniversaries, and important meetings of the Communist Party of China and the country in the next year.



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- 比如2021年的中國共產黨成立100周年、今年迎接中國共產黨第二十次代表大會的選題等。
- For example, the topic selection for the 100th anniversary of the founding of the Communist Party of China in 2021, the topic selection for the 20th National Congress of the Communist Party of China this year, etc.



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- 2. 突出了社会效益考核，加强出版物质量检查
- 2. Highlight the assessment of social benefits and strengthen the quality inspection of publications.
- 2015年9月，中共中央办公厅、国务院办公厅印发《关于推动国有文化企业把社会效益放在首位、实现社会效益和经济效益相统一的指导意见》
- In September 2015, General Office of the CPC Central Committee and the General Office of the State Council on Issuing "Guiding Opinions on Promoting State-owned Cultural Enterprises to Put Social Benefit First and Realize the Integration of Social Benefit and Economic Benefit".



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- 2019年1月，中宣部印发《图书出版单位社会效益考核评价试行办法》开始施行。主要考核出版质量、文化和社会影响、产品结构和专业特色、内部制度和队伍建设等方面。
- In January 2019, the Central Propaganda Department issued the “Trial Measures for the Assessment and Evaluation of Social Benefits of Book Publishing Units” and came into execute. It mainly evaluates the quality of publication, cultural and social influence, product structure and professional characteristics, internal system and establishment of publishing group, etc.



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- 3. 出台了一系列推动出版融合发展的政策
- 3. Promulgated a series of policies to promote the integrated development of publishing
- 2014年4月，新闻出版广电总局、财政部联合发布《关于推动新闻出版业数字化转型升级的指导意见》，提出用3年时间，支持一批新闻出版企业、实施一批转型升级项目，带动和加快新闻出版整体转型升级；
- In April 2014, the State Administration of Press, Publication, Radio, Film and Television and the Ministry of Finance jointly issued the “Guiding Opinions on Promoting the Digital Transformation and Upgrading of the Press and Publishing Industry”, proposing to support a group of press and publishing enterprises and implement a number of transformation and upgrading projects within three years to drive and accelerate the overall transformation and upgrading of press and publishing;



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- 2015年4月，新闻出版广电总局、财政部发布了《关于推动传统出版和新兴出版融合发展的指导意见》，提出用2-5年时间，建设若干家具有强大实力和传播力、公信力、影响力的新型出版传媒集团；
- In April 2015, the State Administration of Press, Publication, Radio, Film and Television and the Ministry of Finance issued the "Guiding Opinions on Promoting the Integrated Development of Traditional Publishing and Converging Publishing", proposing to use 2-5 years to build a number of powerful Publishing and Media Groups with strong strength, communication power, credibility and influence.



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- 2016年3月，新闻出版广电总局、工业和信息化部联合发布《网络出版服务管理规定》，对网络出版服务许可、网络出版服务管理、监督管理、保障和奖励、法律责任等作了较为详细的规定。
- In March 2016, the State Administration of Press, Publication, Radio, Film and Television and the Ministry of Industry and Information Technology jointly issued the "Regulations on the Administration of Online Publishing Services", which detailed the licensing of online publishing services, management of online publishing services, supervision and management, guarantees and rewards, and legal responsibilities.



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- 在有关高校、科研机构和出版企业，推动建立一批数字出版融合实验室，为数字出版融合提供示范；
- Promote the establishment of a number of digital publishing integration laboratories in universities, scientific research institutions and publishing companies to provide demonstrations for digital publishing integration;



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- 这些实验室在智能媒体技术、数字内容组织和服务、知识产权挖掘与服务、技术与标准应用、期刊动态语义出版与知识服务、医学融合出版、数字版权与服务、大数据治理与服务等领域对出版融合关键技术进行了探索。
- These laboratories have explored the key technologies of publishing convergence, including intelligent media technology, digital content organization and service, intellectual property mining and service, technology and standard application, journal dynamic semantic publishing and knowledge service, medical fusion publishing, digital copyright and service, big data governance and service, etc.



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- 4.加强出版公共服务建设
- 4. Strengthen the construction of publishing public services
- 第一，延续过去对出版业的税收优惠政策；
- First, continue the tax preferential policies for the publishing industry in the past;
- 第二，倡导全民阅读活动，推动书香社会建设；
- Second, advocating national reading activities and promoting the Scholarly Society Construction;
- 第三，扶持实体书店、农家书屋、社区书屋等，支持出版业的发展。
- Third, support physical bookstores, rural bookstores, community bookstores, etc., to support the development of the publishing industry.



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- 5. 鼓励出版国际文化交流，通过“经典中国工程”、“丝路书香工程”等支持中国出版业“走出去”。
- 5. Encourage international cultural exchanges in publishing, and support China's publishing industry to "go global" through "Classic China Project" and "Silk Road Book Project".



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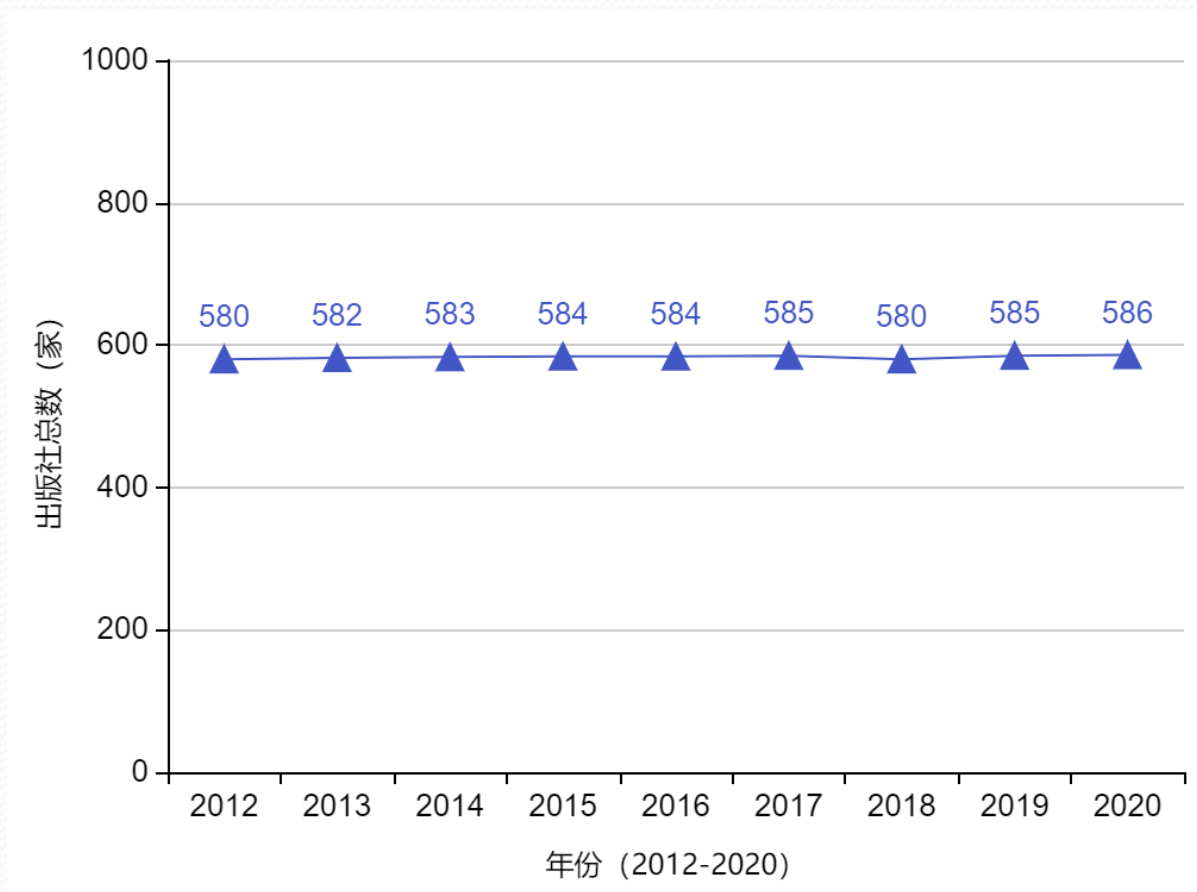
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- 三、出版关键数据变化情况
- 3. Changes in key data of publishing.
- 由于时间关系，这里仅就一些重要的出版数据给大家做一些展示。
- Due to time constraints, only some important publication data are shown here.



1. 出版社数量变化

Changes in the number of publishers +6家



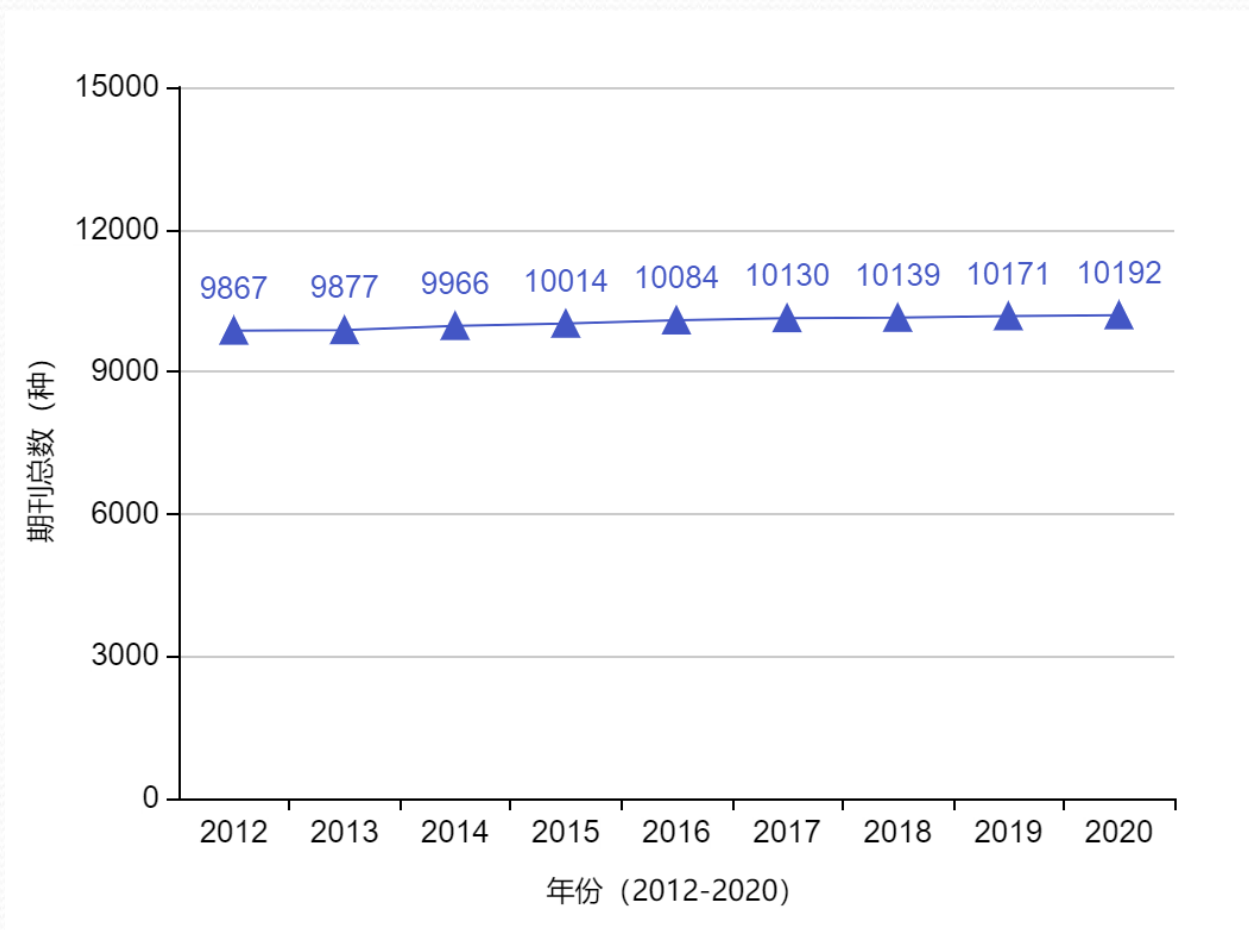


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2. 期刊数量变化

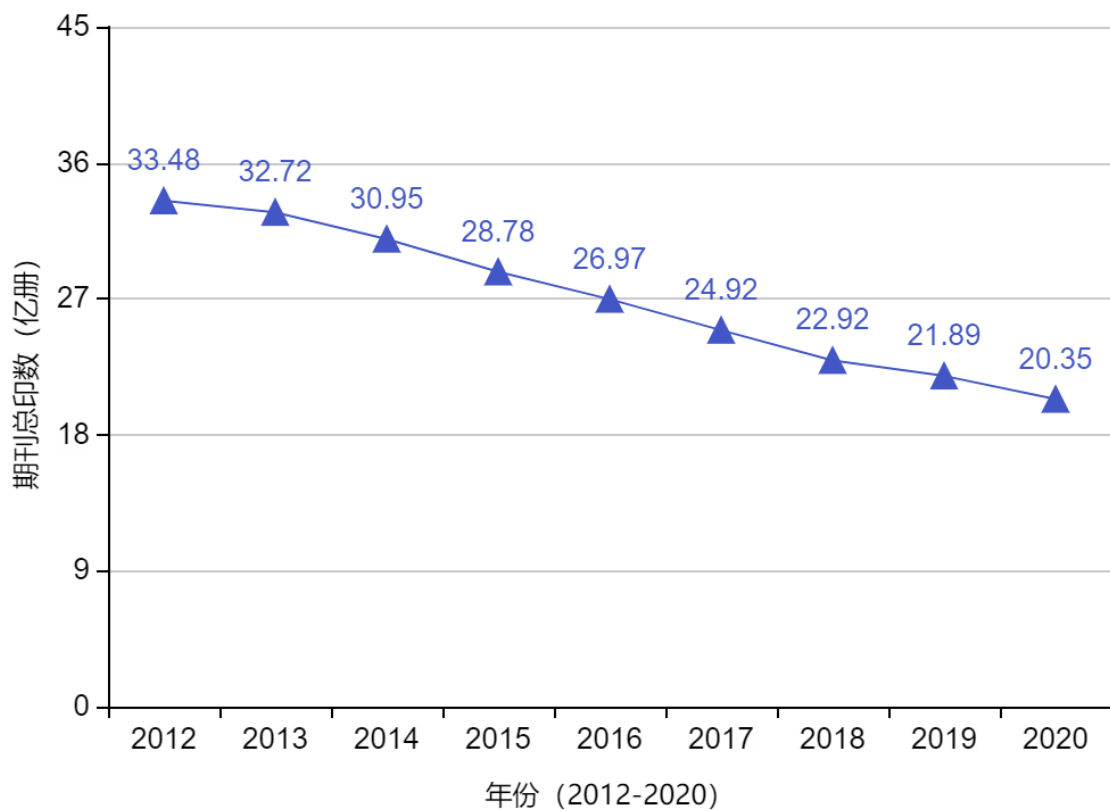
Changes in the number of journals +325种





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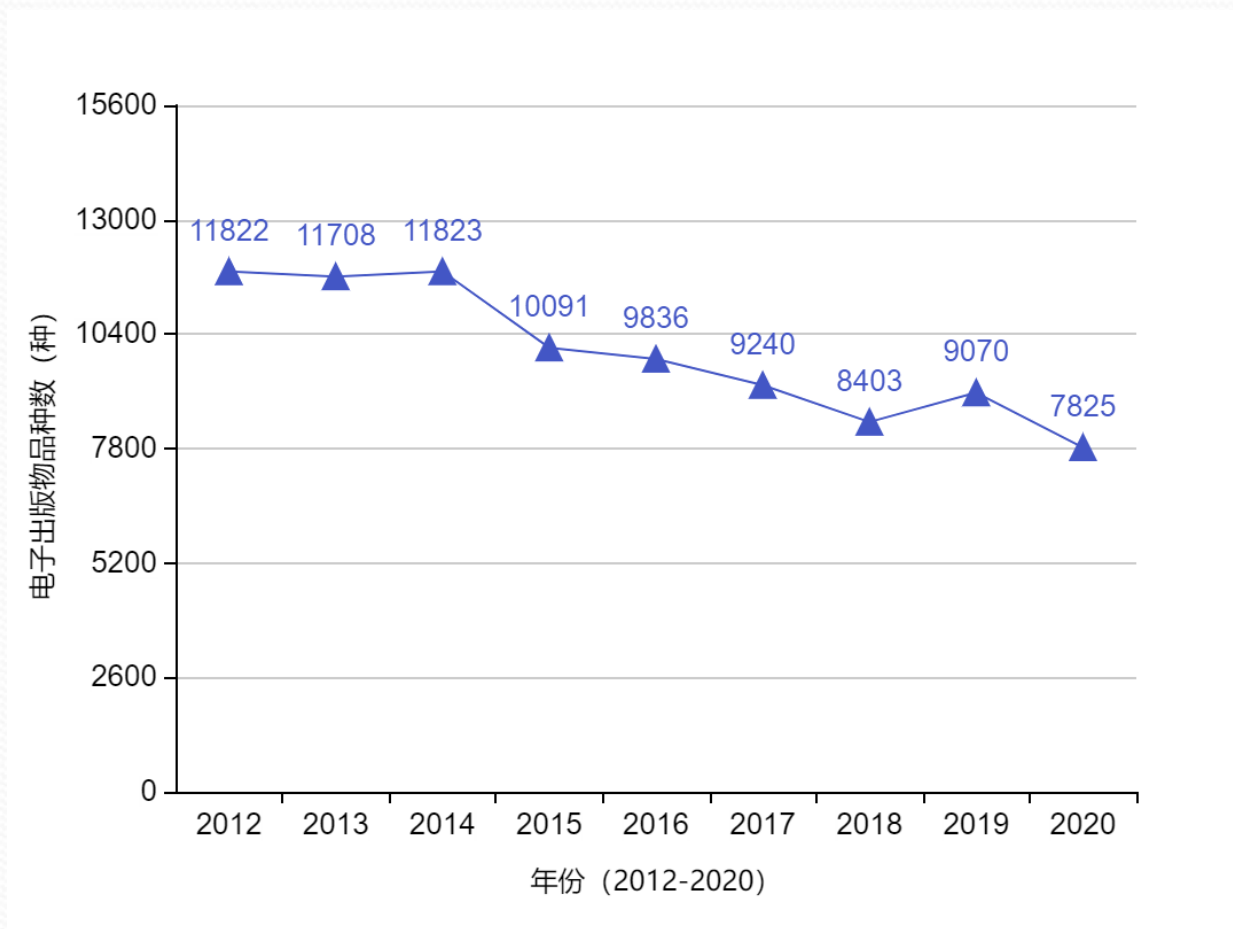
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3. 电子出版物数量变化

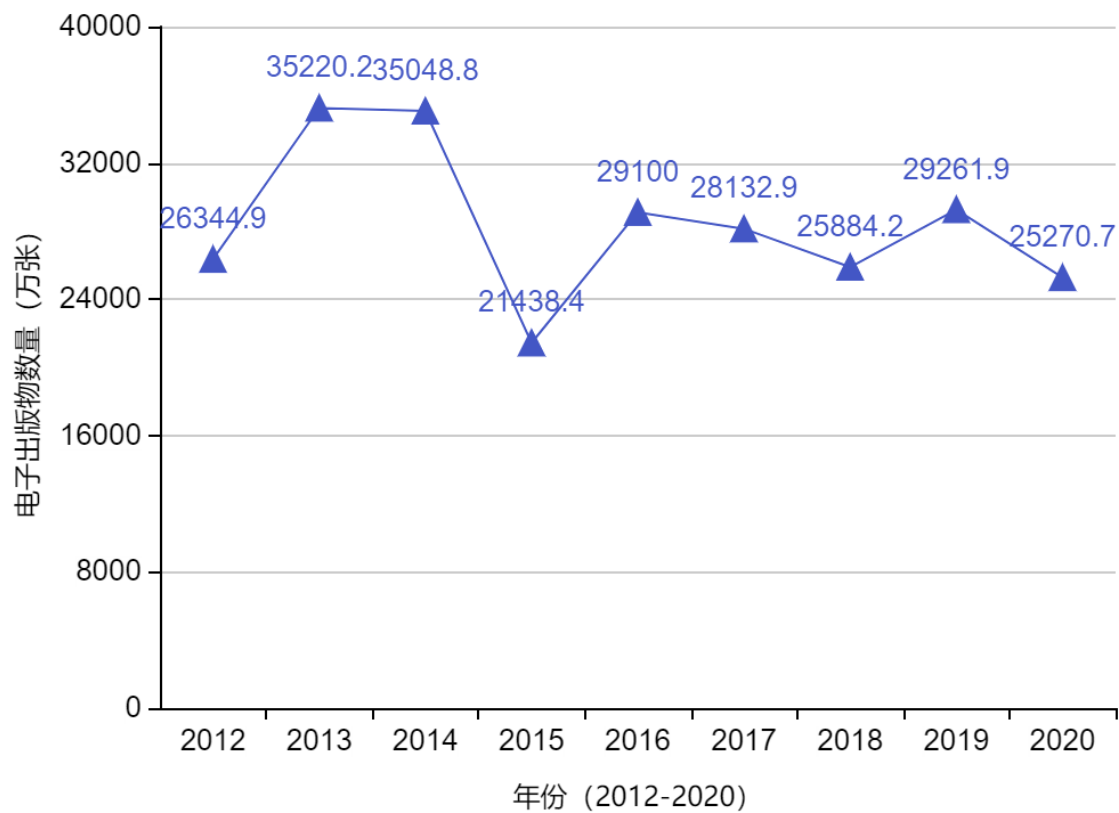
Changes in the number of electronic publications —3997





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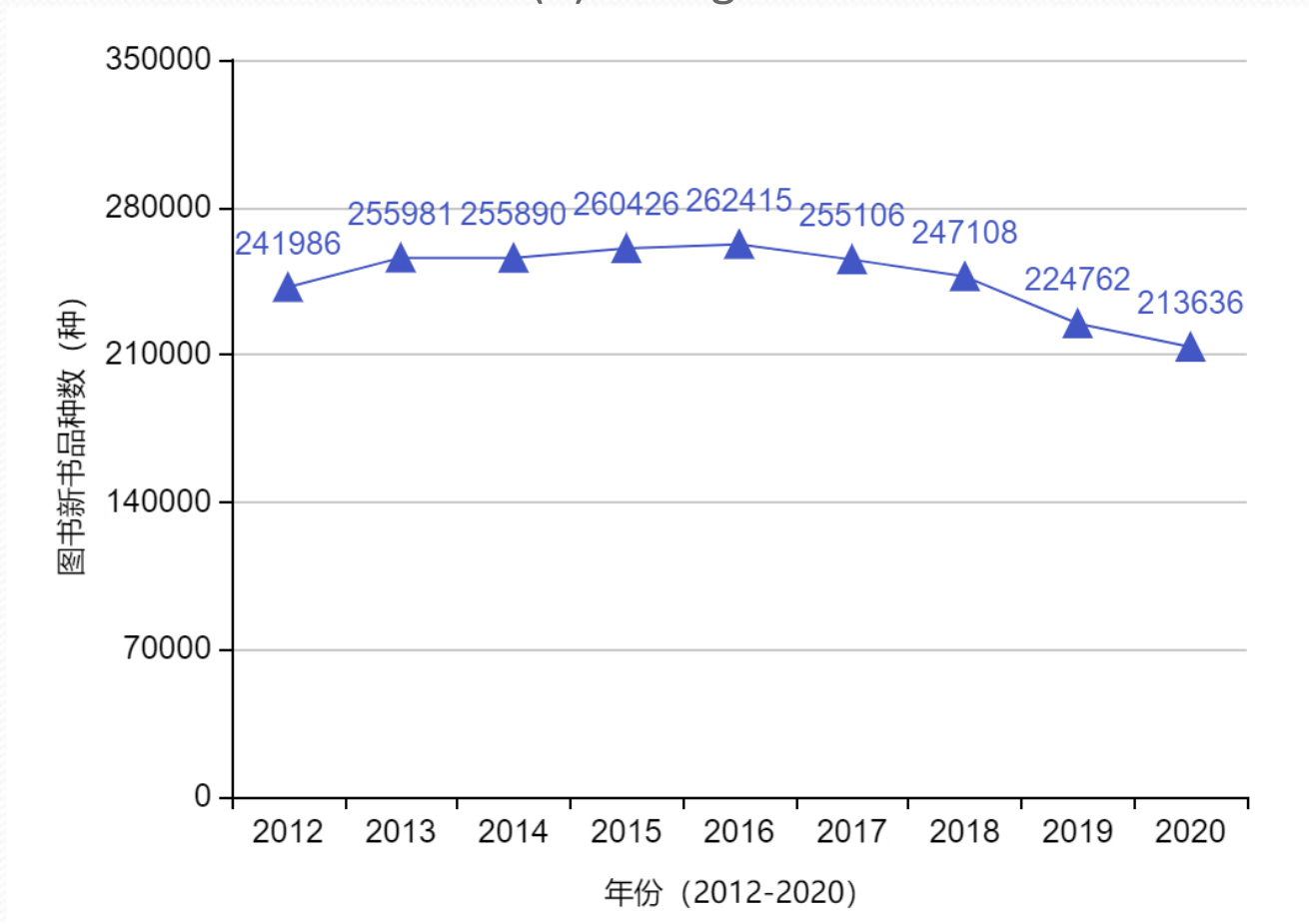
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4. 图书数量变化：（1）总量变化 -28350

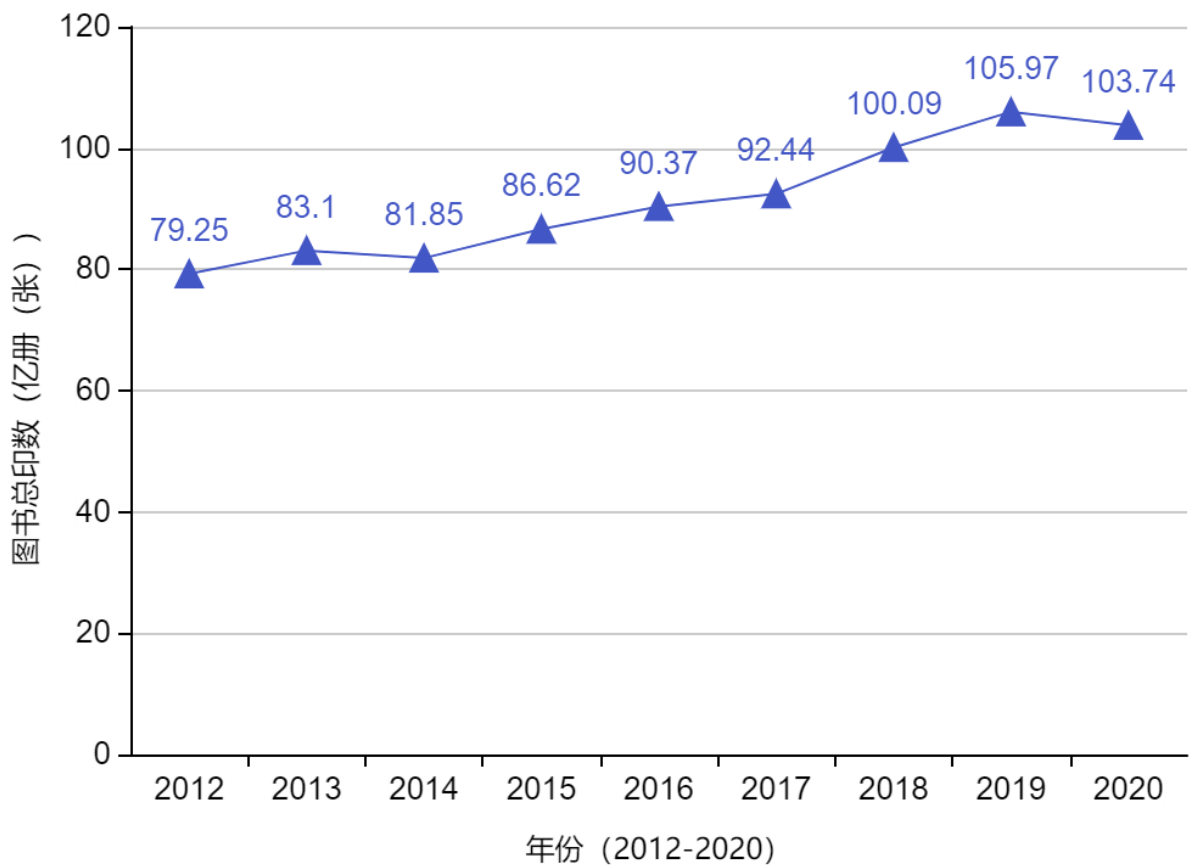
Changes in the number of books: (1) Changes in the total amount





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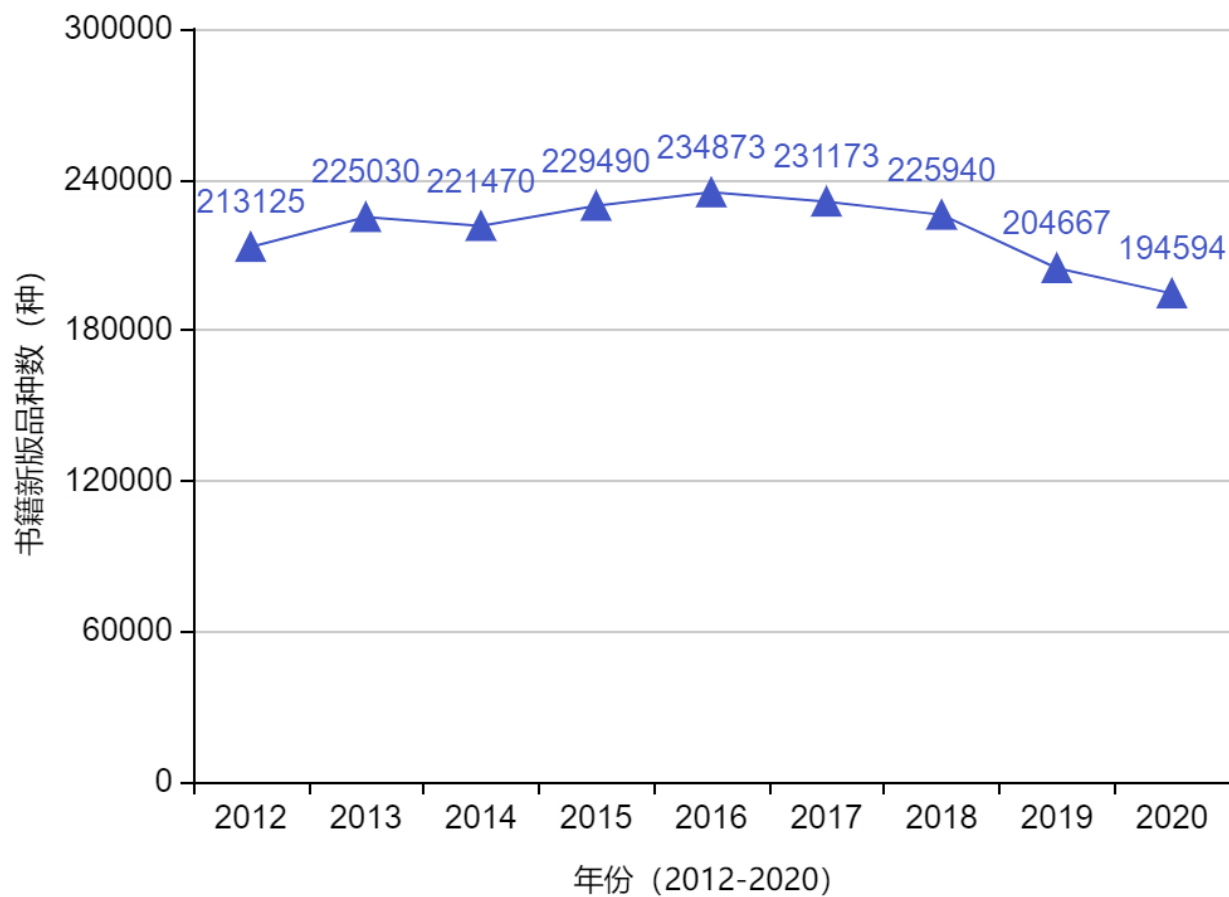
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(2) 分类变化情况

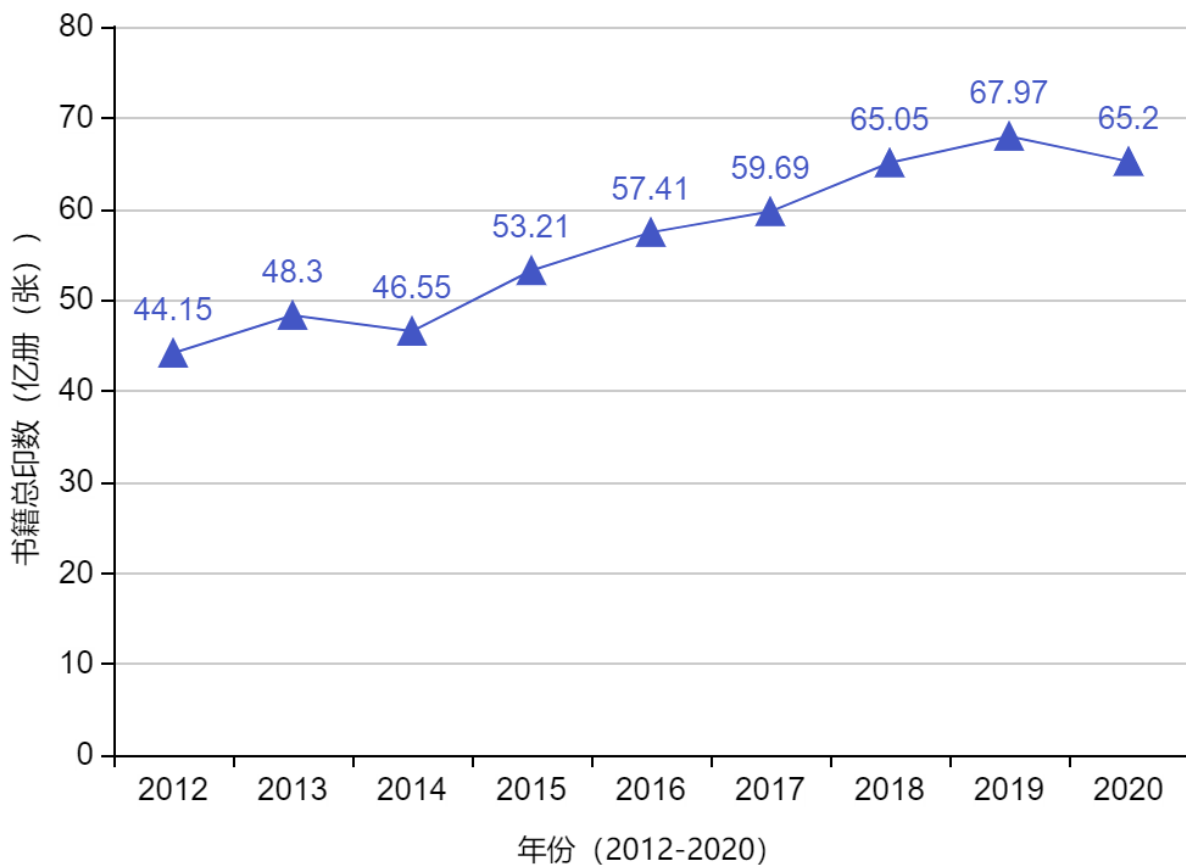
Classification changes





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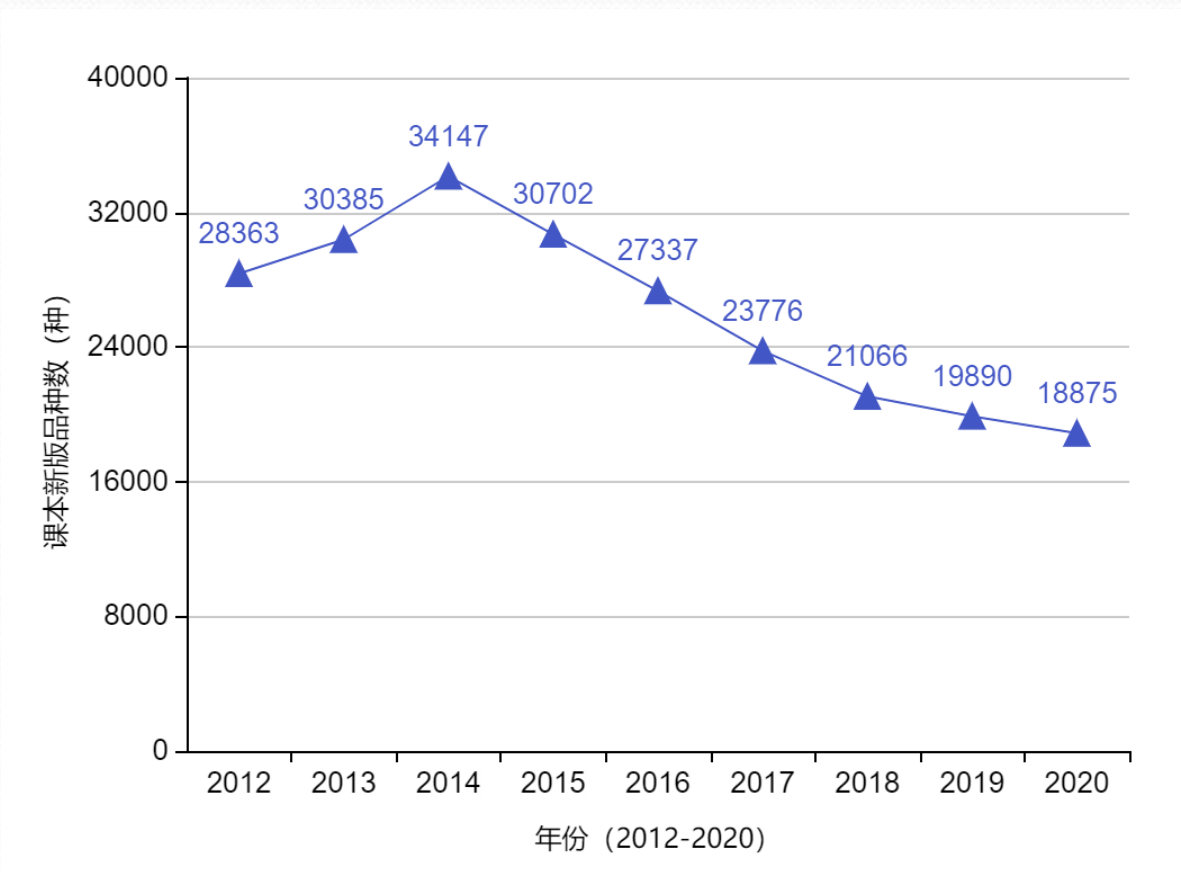
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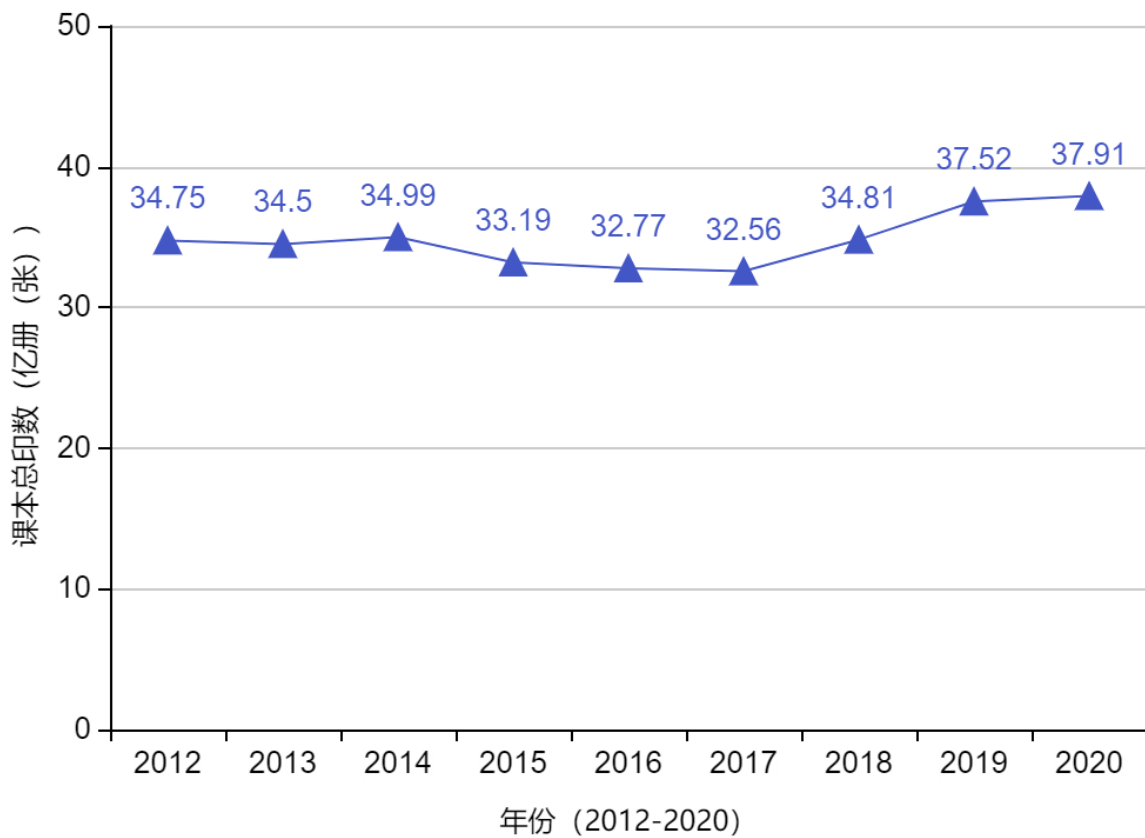
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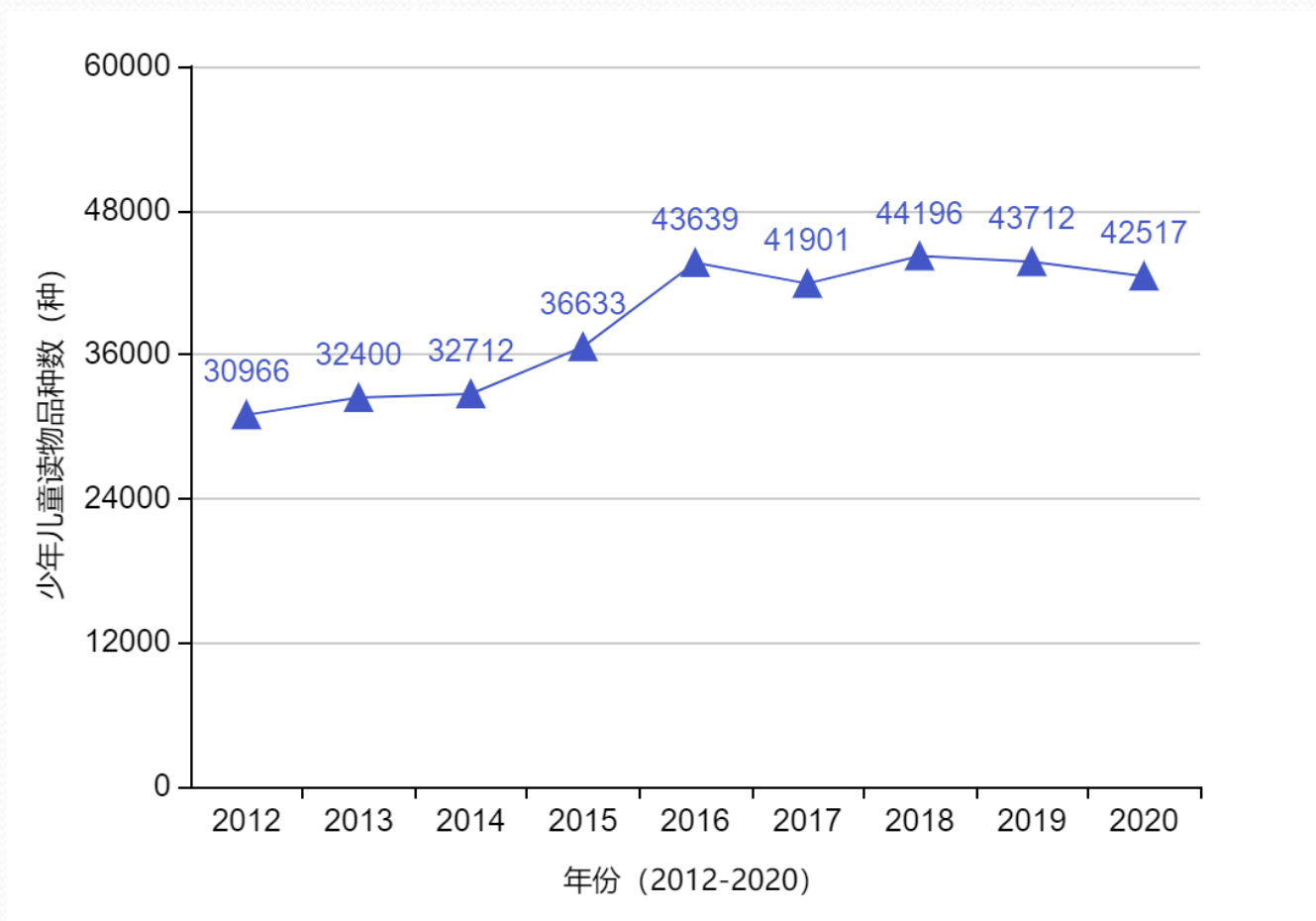
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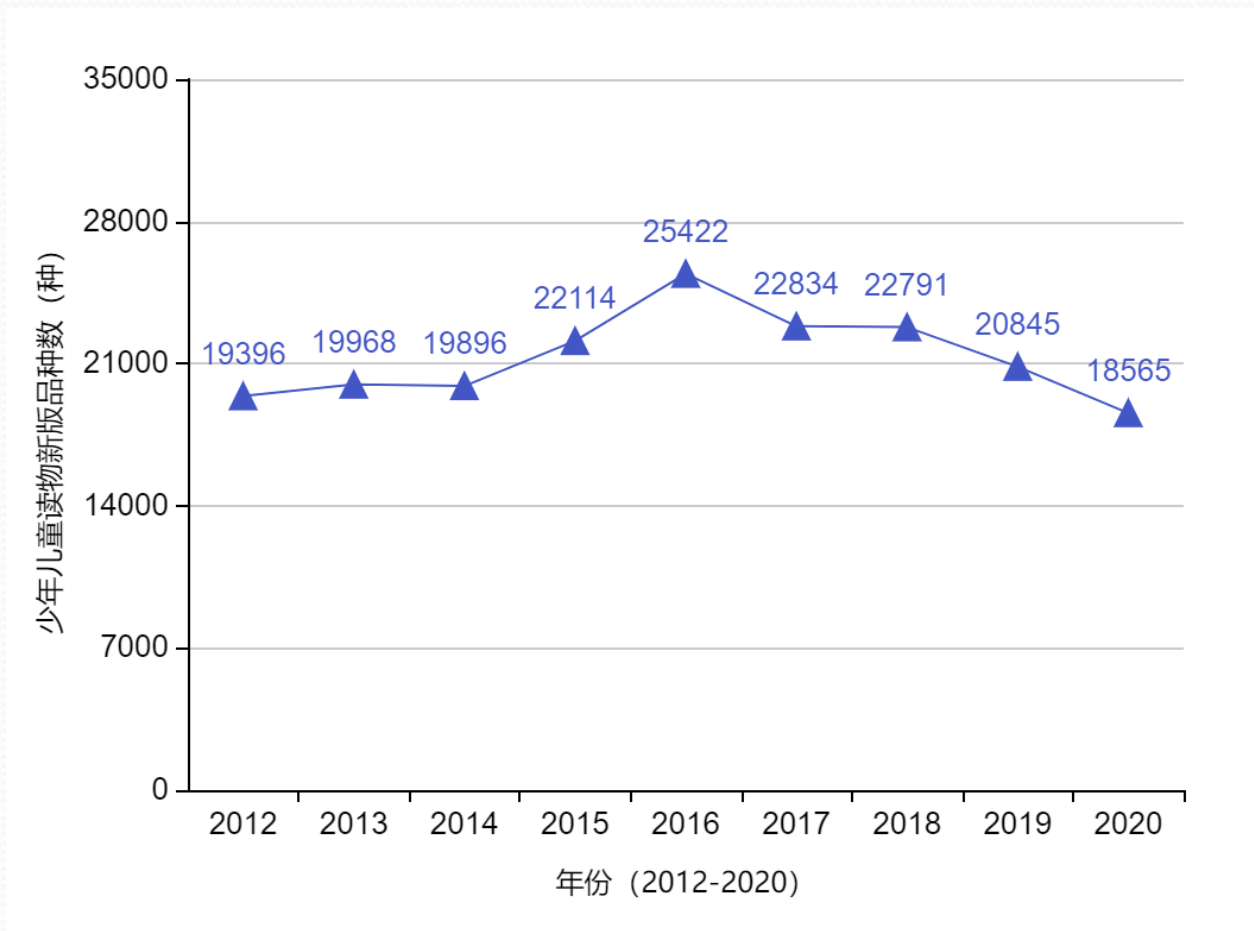
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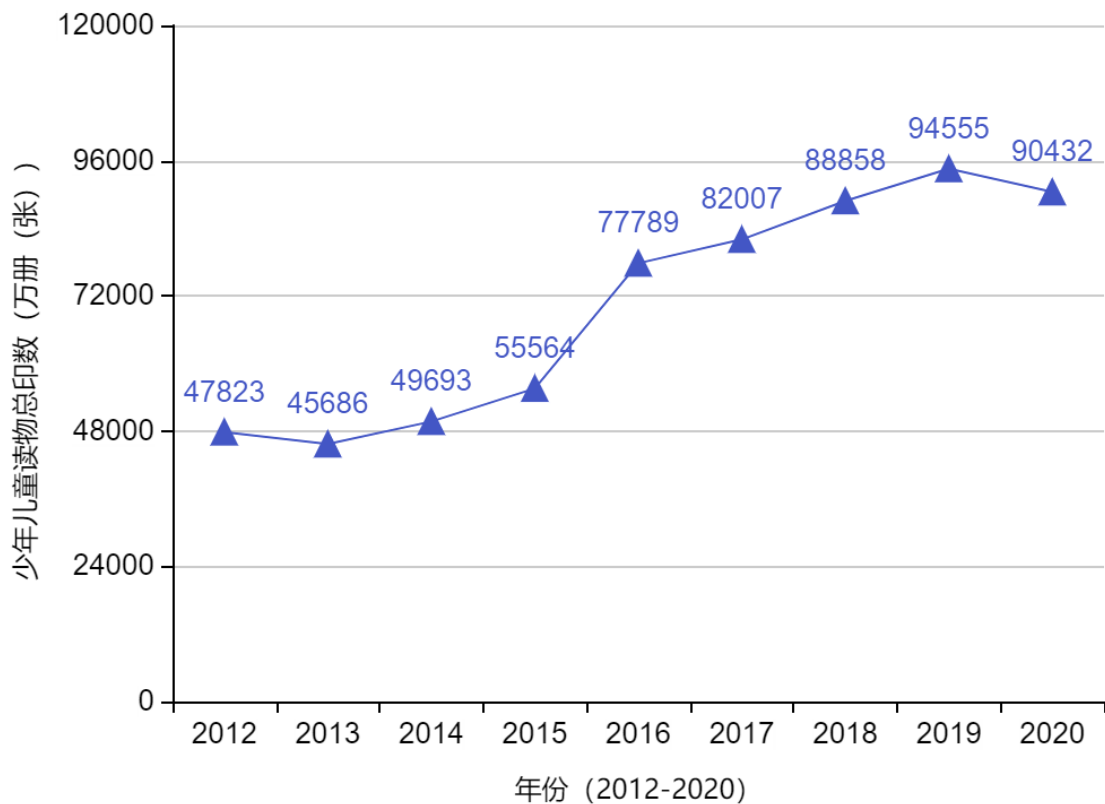
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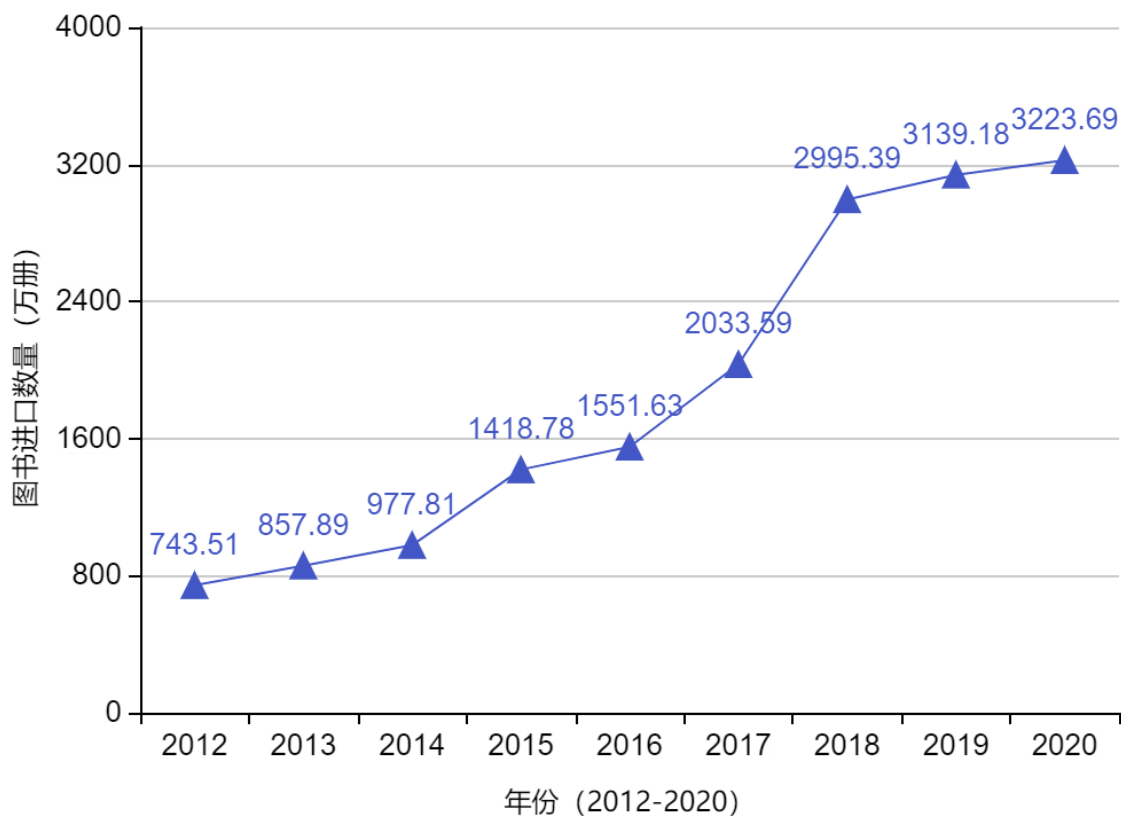
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5. 出版物進出口變化情況：（1）進口

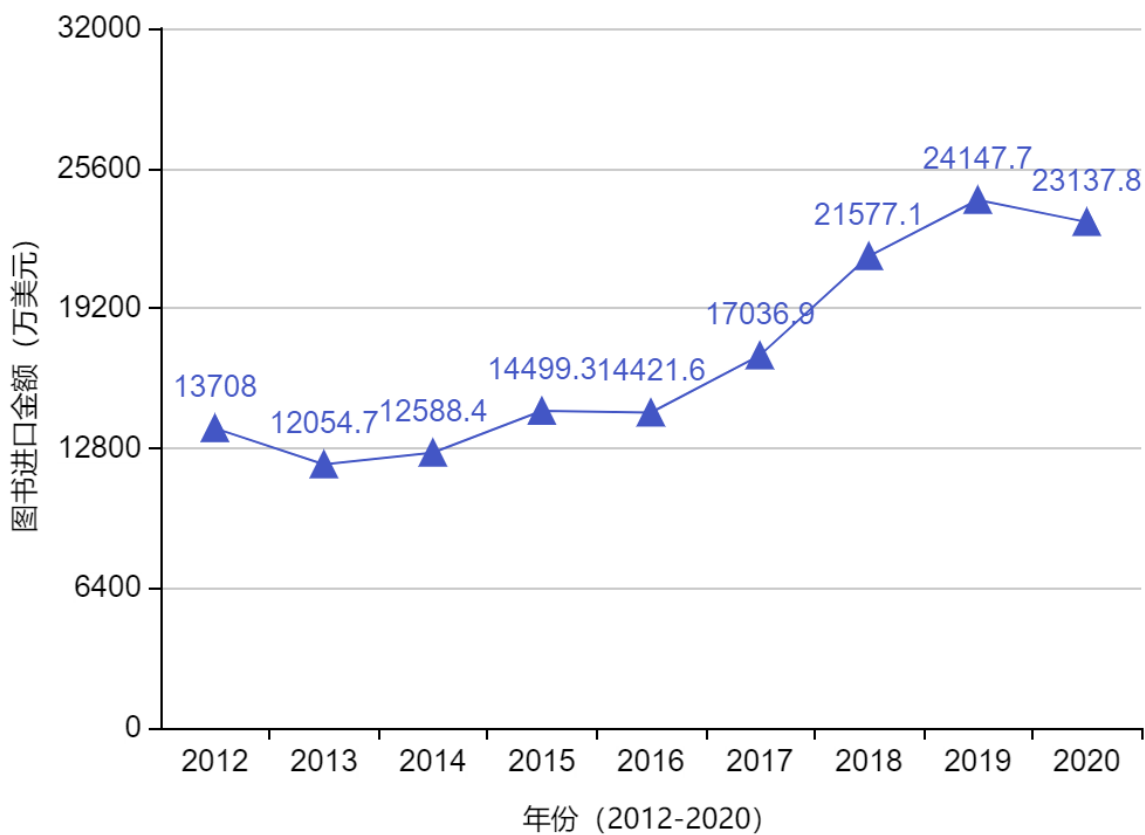
Changes in the import and export of publications: (1) Import





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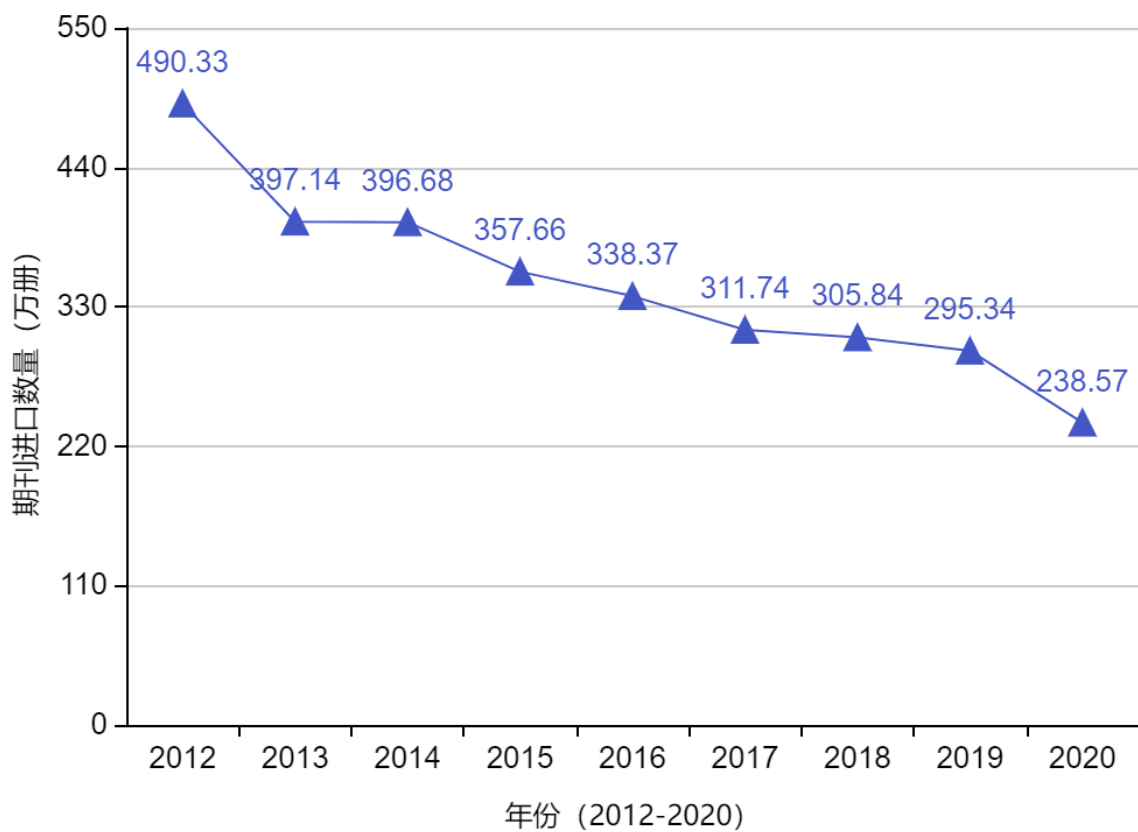
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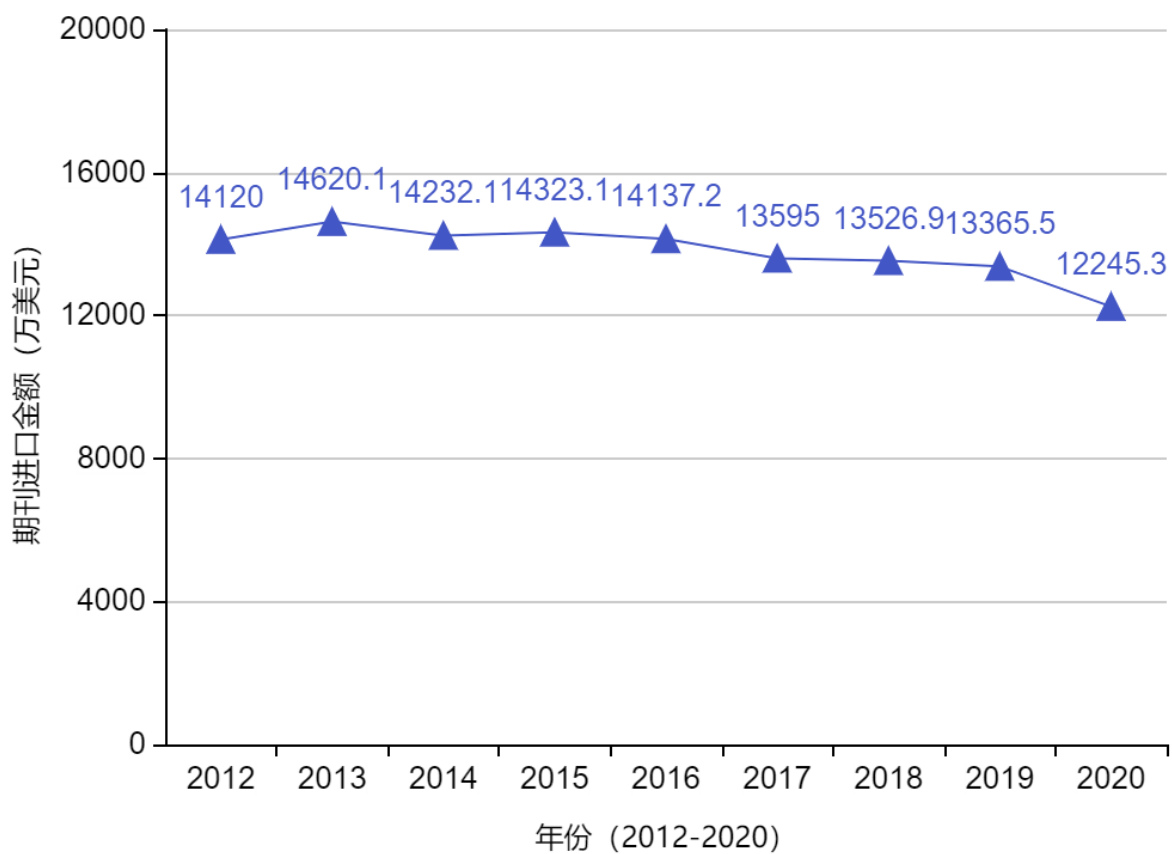
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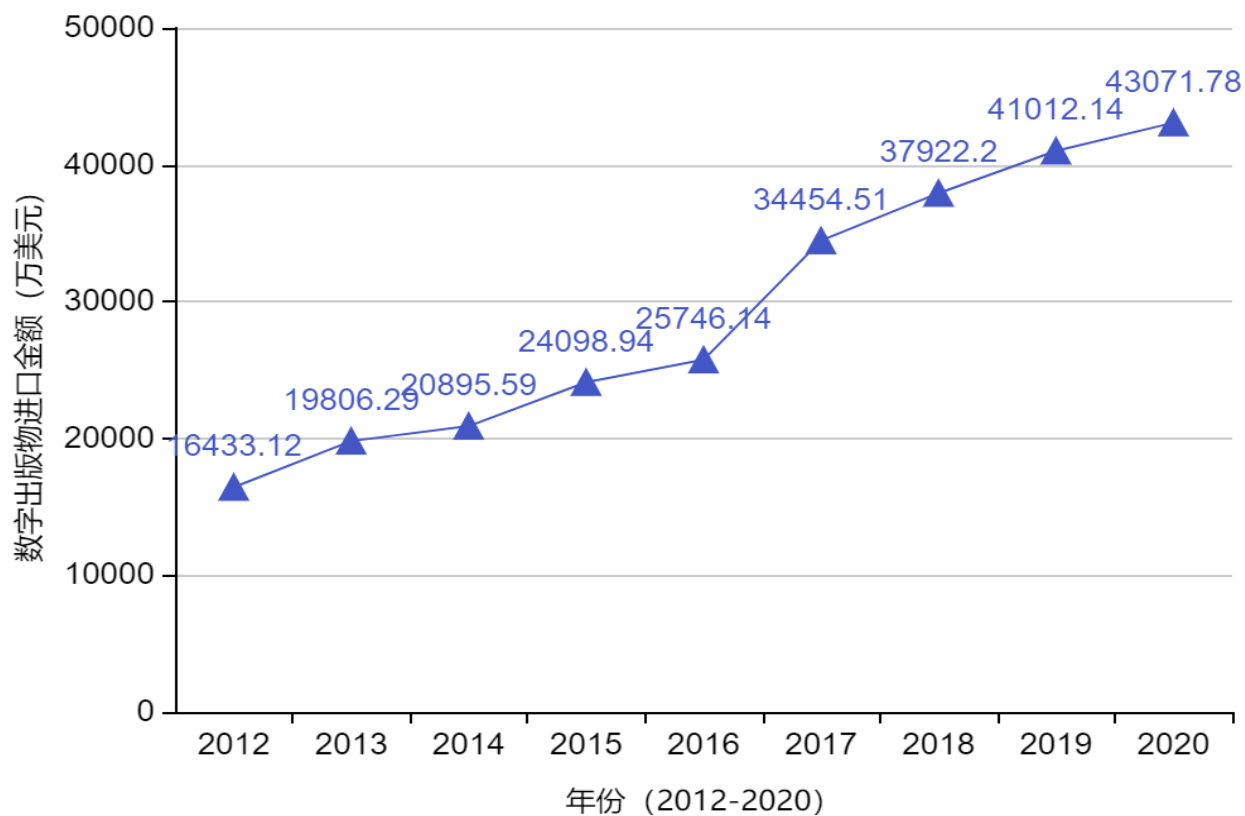
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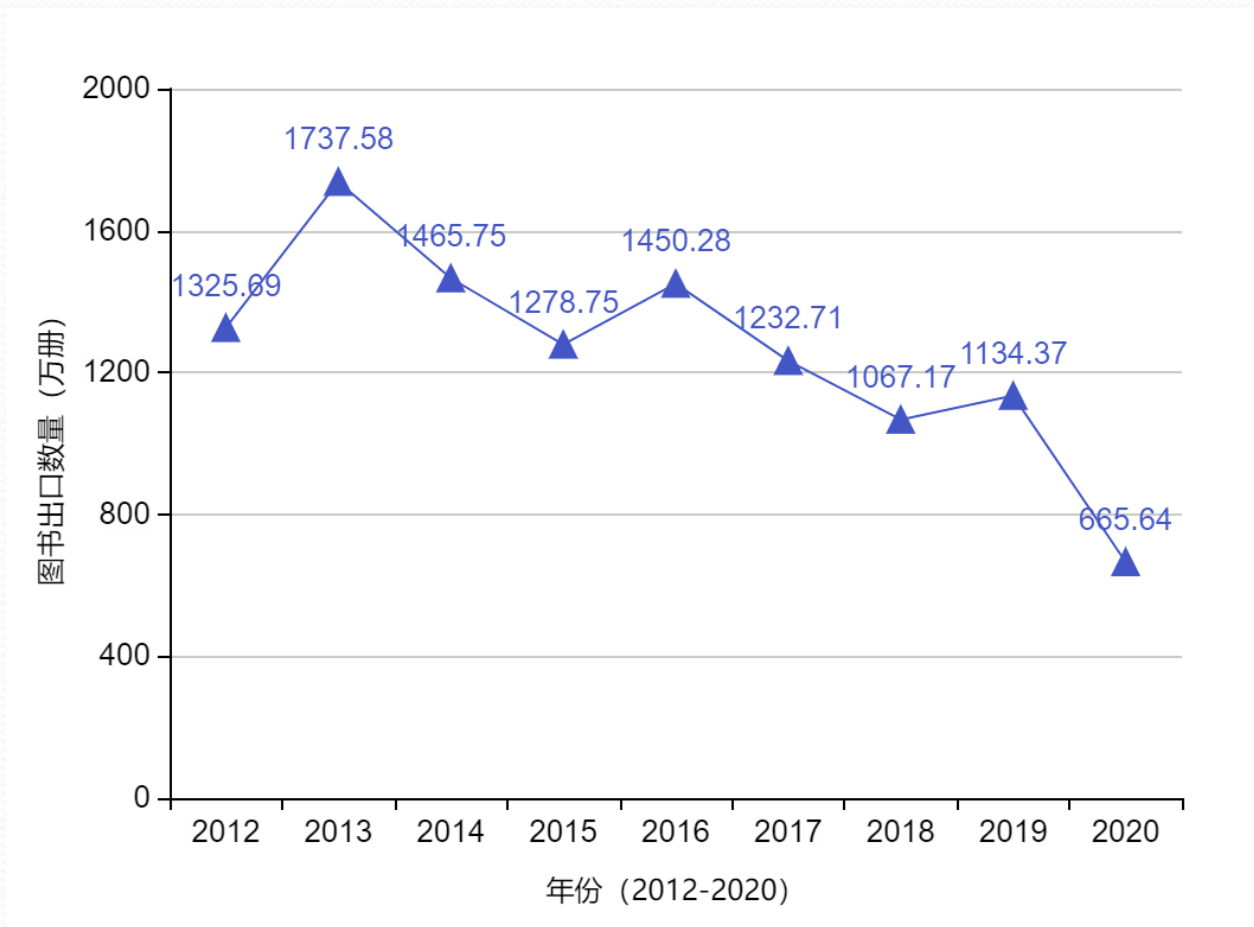
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(2) 出口

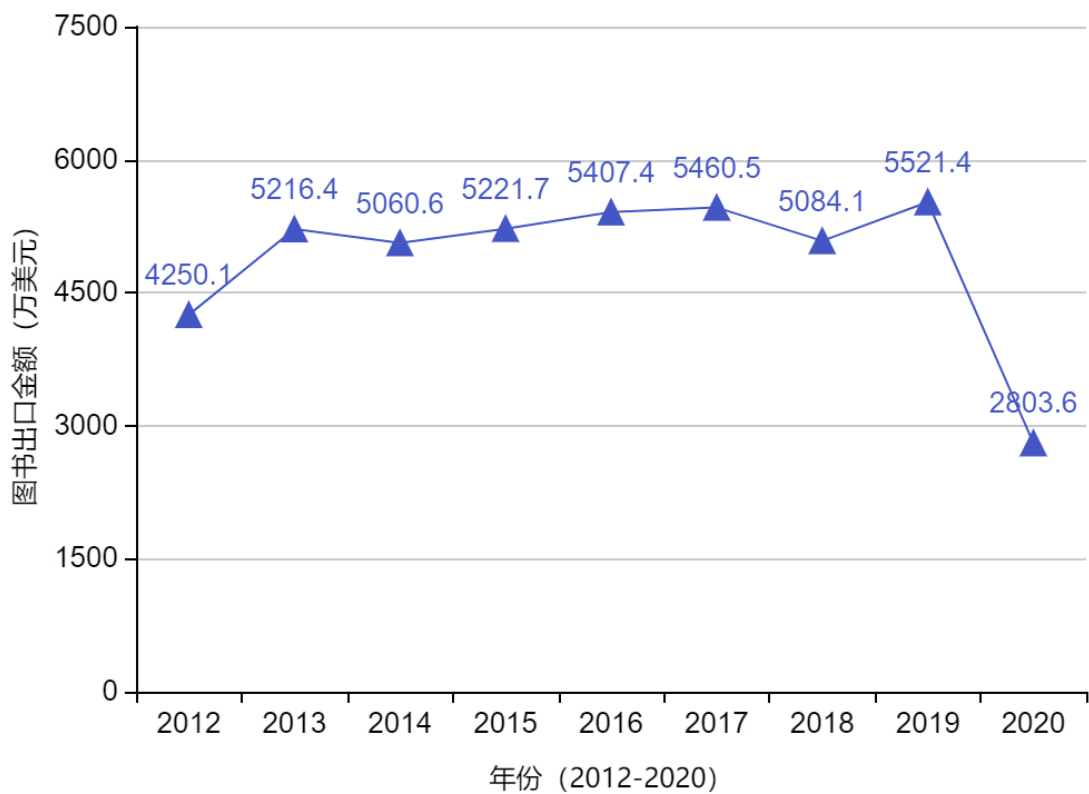
(2) export





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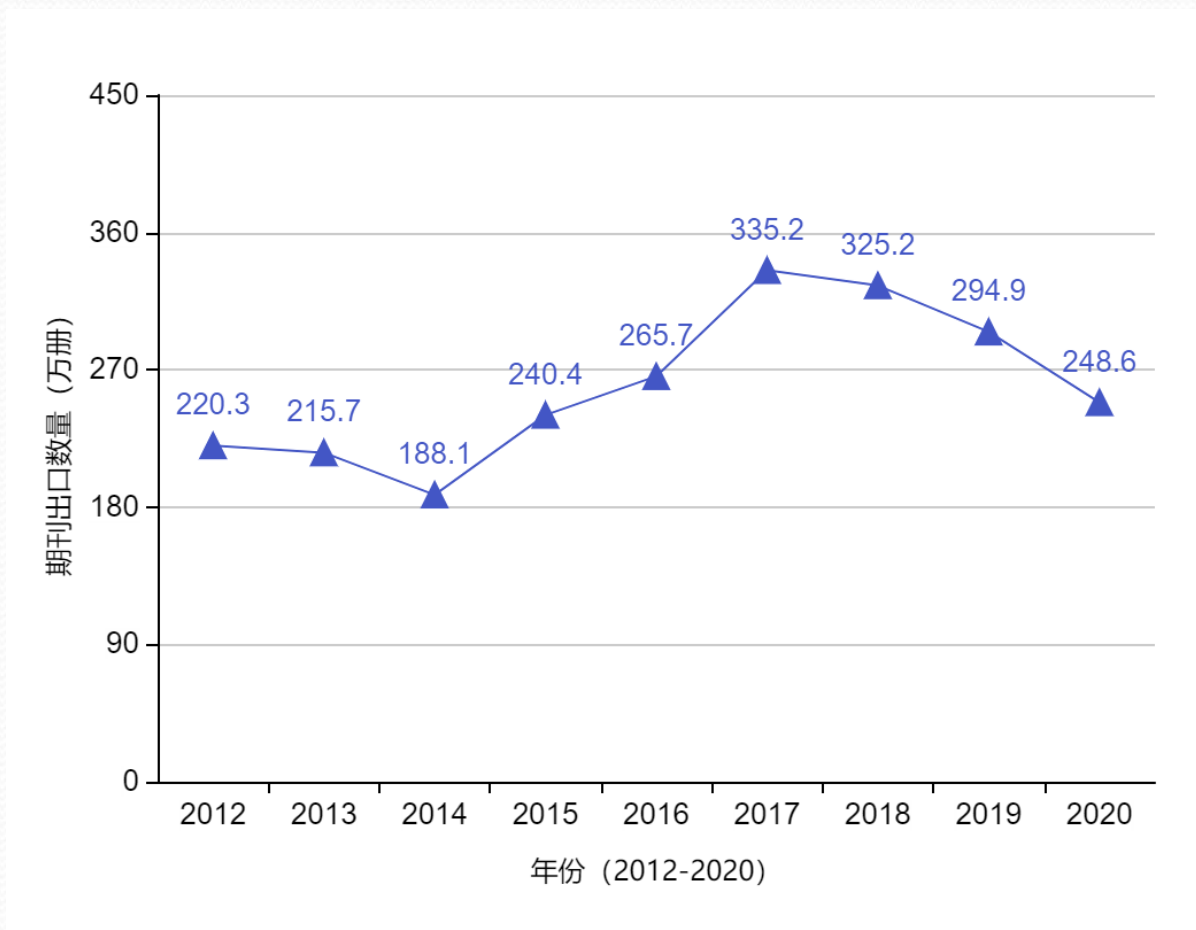
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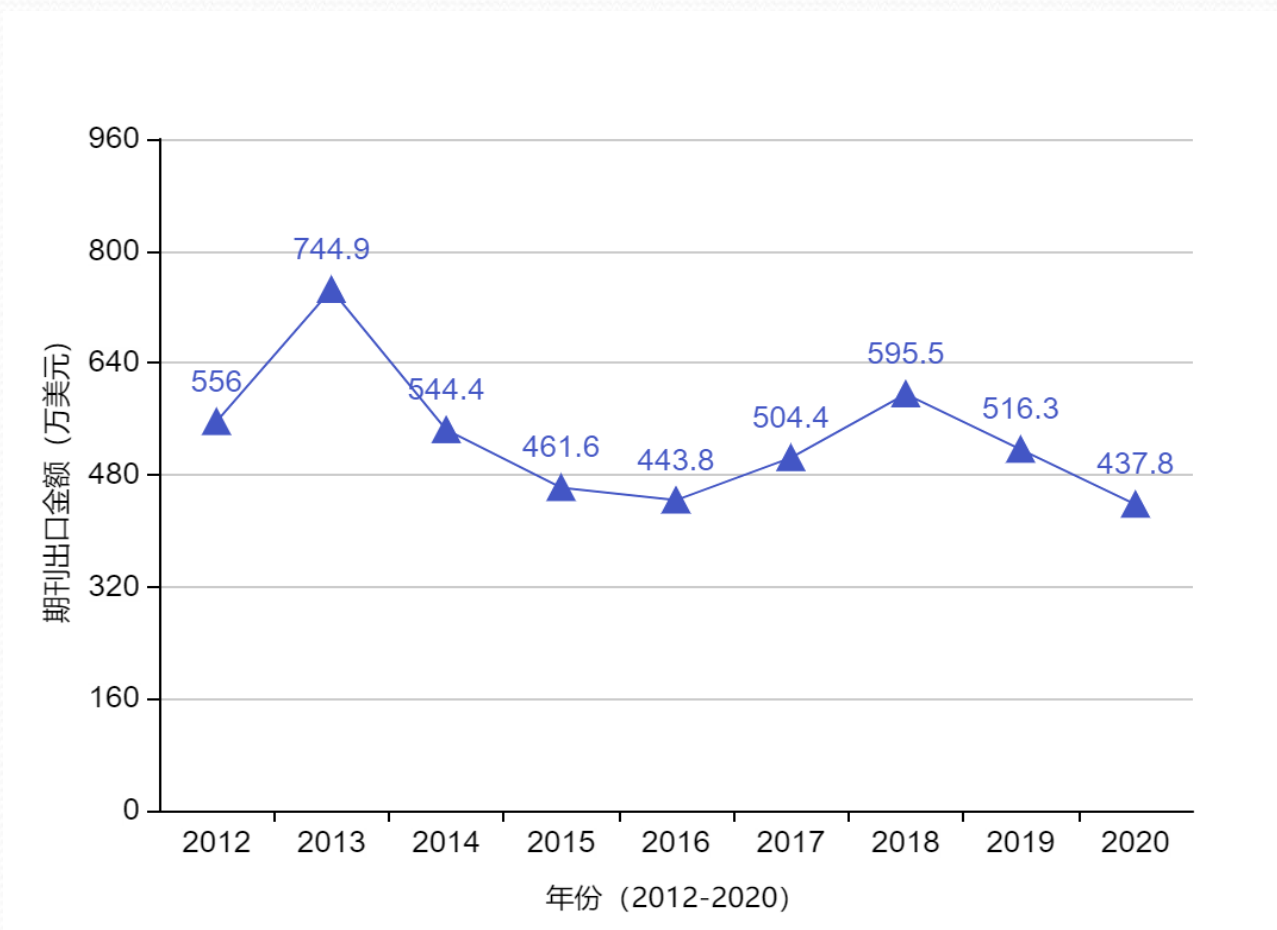
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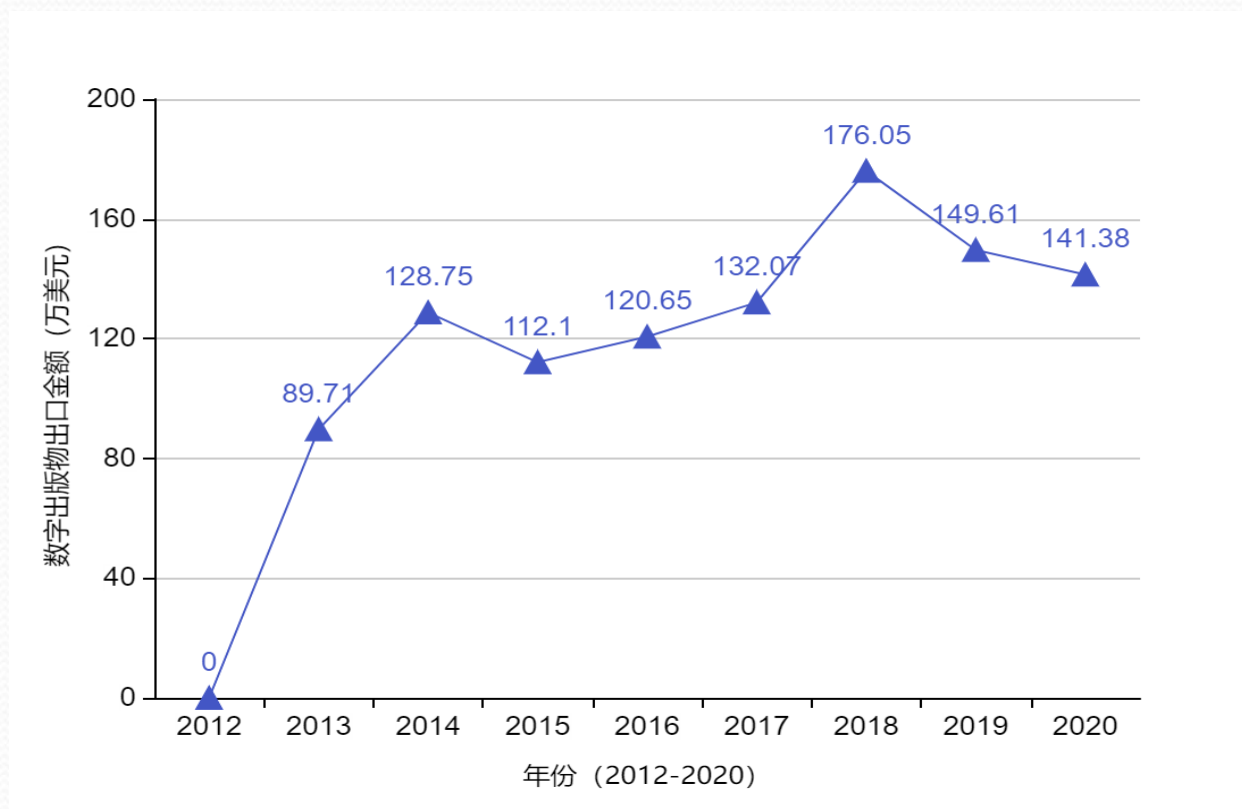
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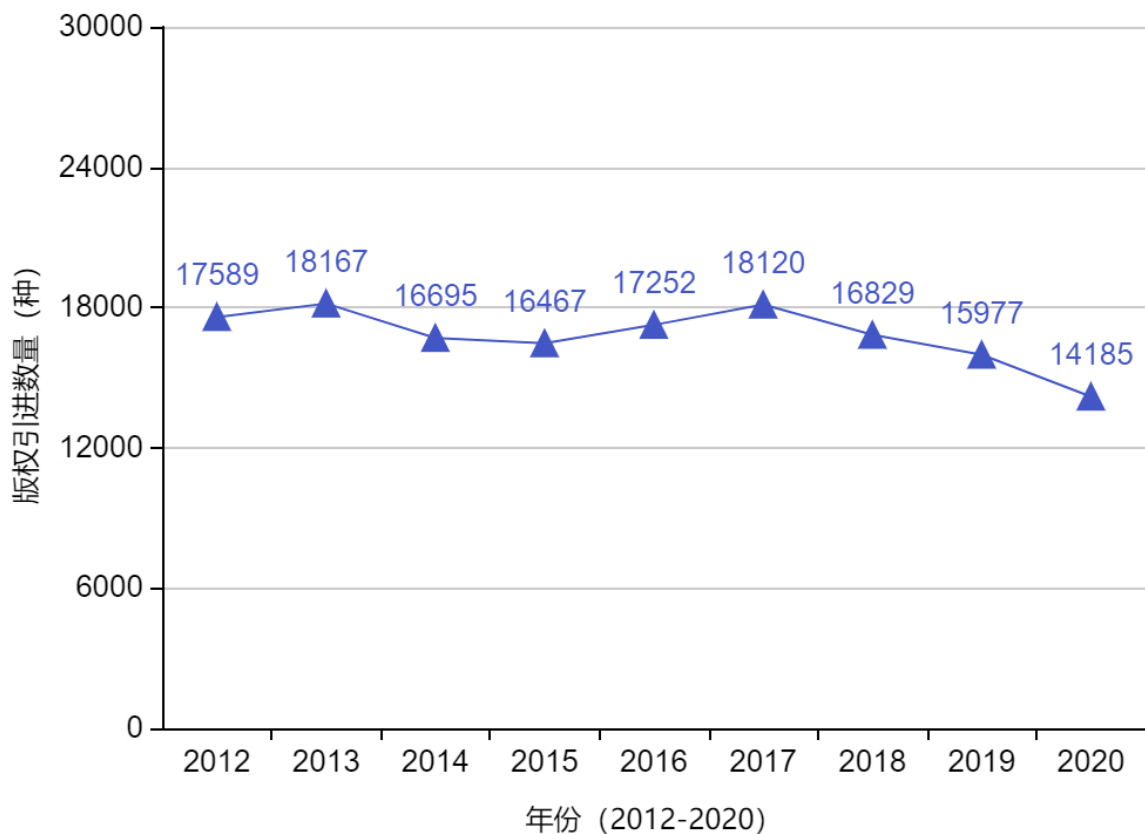
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6. 版权贸易情况

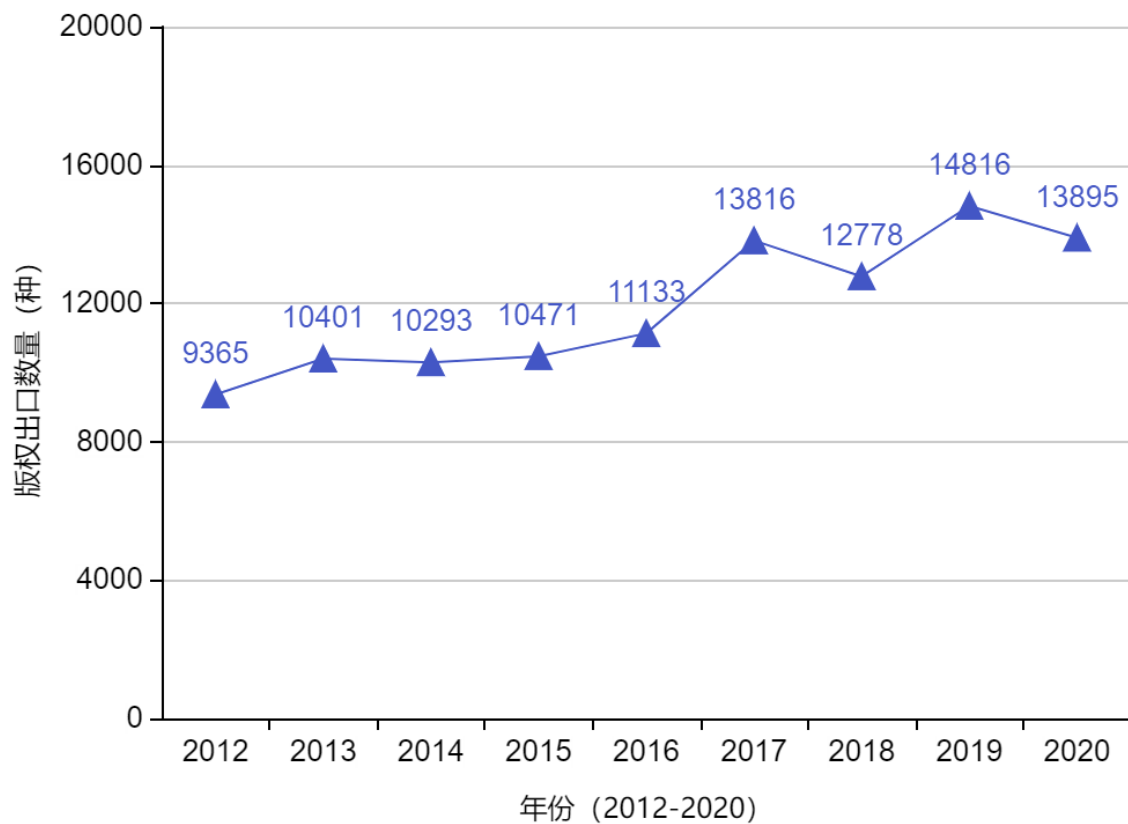
Situation of Copyright Trade





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- 2020年，互联网期刊收入24.53亿元，电子书62亿元，数字报纸（不含手机报）7.5亿元，移动出版（移动阅读、移动游戏等）2448.36亿元，网络游戏635.28亿元，数字音乐710亿元。
- In 2020, the revenue of Internet journals will be 2.453 billion yuan, e-books will be 6.2-billion-yuan, digital newspapers (excluding mobile newspapers) will be 750-million-yuan, blog applications will be 11.63-billion-yuan, online animation will be 23.87-billion-yuan, mobile publishing (mobile reading, mobile games, etc.) 244.836-billion-yuan, online games 63.528-billion-yuan, online education 257.3 billion yuan, and digital music 71 billion yuan.



- 除此之外，王志诚博士让我谈一下民间出版的情况，首先说明一下在中国大陆没有民间出版的概念，现在很多民营工作室以及策划人进行一些图书选题策划，主要集中在对中小学教学辅助材料、大众畅销书等领域，但必须通过正规的出版单位出版发行。
- In addition, Dr. Wang Zhicheng asked me to talk about the situation of private publishing. First of all, I explained that there is no concept of private publishing in mainland China. Now many private studios and planners are planning some book topics, mainly focusing on the teaching of primary and secondary schools, auxiliary materials, popular bestsellers and other fields, but must be published and distributed through formal publisher.



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- 还有一些地方志（包括县志、村志等）的编写由各地地方志编纂办公室负责编写，大多数没有公开出版，如果需要这类资料，需要给各地地方志办公室联系；但也有少数公开出版的，可以从全国新书目中查到。
- There are also some local chronicles (including county chronicles, village chronicles, etc.) compiled by local chronicle compilation offices in various places. Most of them are not published publicly. If you need such materials, you need to contact the local chronicle offices. Found in National New Books
- 也可以查中国方志出版网：<http://fzph.cssn.cn/tsjs/>
- You can also check the China Local Chronicle Publishing Network: <http://fzph.cssn.cn/tsjs/>
- 家谱一般不允许出版。
- Family trees are generally not allowed to be published.



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- 四、大陆出版业未来发展趋势
- 4, The future development trend of mainland publishing industry
- 1.加强对出版导向的管理，对重大选题强化指导；
- Strengthen the management of publication orientation and strengthen guidance on major topic selection
- 2.实施精品战略，实现出版业高质量发展；
- Implement the high-quality strategy to achieve high-quality development of the publishing industry;
- 重大出版工程：中国大百科全书第三版，复兴文库等
- Major Publishing Projects: Encyclopedia of China Third Edition, Renaissance Library, etc.
- 重要文化典籍工程：二十四史修订、大型清史、永乐大典、敦煌文库等整理；
- Important Cultural Books Project: Revision of Twenty-Four Histories, Large-scale Qing History, Yongle Grand Ceremony, Dunhuang Library, etc.;
- 精品科技期刊；
- High-quality scientific and technological journals;



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- 3. 鼓励融合出版探索
- Encouraging Convergence Publishing Exploration
- 大力推动5G、大数据、云计算、人工智能、区块链、物联网、虚拟现实和增强现实等技术在出版领域的应用，推动国家出版发行信息公共服务平台的应用；
- Vigorously promote the application of technologies such as 5G, big data, cloud computing, artificial intelligence, blockchain, Internet of Things, virtual reality and augmented reality in the publishing field, and promote the application of the national public service platform for publishing and distributing information;
- 古籍文献库建设；
- Construction of ancient book archives;
- 数据库、听书、VR、AR、MR等，网络文学、数字教材等加快发展。
- Databases, audiobooks, VR, AR, MR, etc., online literature, digital teaching materials, etc., are developing rapidly.



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- 4.加强出版公共服务
- 4. Strengthen the publishing public service
- 国家版本图书馆建设；
- Construction of the National Version Library;
- 公共图书资源设施建设；
- Construction of public library resource facilities;
- 全民阅读活动推广；
- Promotion of national reading activities;



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- 5. 加大对外出版合作力度
- 5. Increase cooperation in foreign publishing
- 加强走出去内容建设；
- Strengthen the content construction of going global;
- 扩展走出去渠道和方式；
- Expand the channels and ways of going global;
- 培育走出去骨干出版企业；
- Cultivate key publishing companies of going global;
- 加强版权保护和运用。
- Strengthen copyright protection and application.



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THANKS!

周蔚华

中国人民大学新闻学院教授、中国人民大学新闻与社会发展中心研究员、博士生导师

联系方式: Email: 1014547051@qq.com

Tel:13901302690