章節8

展望讀眾：戰時華語小報的營利動機

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現代報紙時代在台灣的出現是由日本人開拓的。透過從日本帶來的可移動活字印刷設備，台灣新報在1896年6月在台灣創立，標誌著島上第一份“現代”報紙的到來。1 在殖民統治的第一個時期，日本人壟斷了報紙業在台灣的運作。直至1920年，才開始出現台灣人反對殖民統治的出版物。台灣青年，是台灣史上第一份由海外學生於東京創立的雙語報紙，雖然其發行量有限，台灣青年最終成為台灣民報，於1923年在東京出版，以日常話語在台灣發行。該報的文章反映了台灣人對新思想的接受，故而被稱為“台灣人唯一的喉舌”2。因擔心這份報紙會成為其心頭之刺，日本殖民者禁止其發行數期刊，並將其生產地禁止在台灣。在該報增加日語文章數量的條件下，台灣總督府終於允許該報在1927年於台灣發行。

1 Taiwan News was made the official newspaper of the Taiwan Government-General in July 1896. In 1897 it combined with Taiwan nippō 臺灣日報 to become Taiwan nichinichi shimpō, later the largest newspaper in Taiwan under Japanese rule. For a general discussion of colonial Taiwan’s print culture, see Liao Ping-hui. 2006. “Print Culture and the Emergent Public Sphere in Colonial Taiwan, 1895–1945,” in Liao Ping-hui and David Der-wei Wang, eds. Taiwan under Japanese Colonial Rule 1895–1945, pp. 78–94.

2 The term “ Taiwanese” here designates not only pre-1895 Chinese immigrants but also hondōjin 本島人—a term used in Japanese colonial discourse for the Han Chinese in Taiwan to differentiate them from the naichijin 內地人 (Japanese in Taiwan) under Japanese colonial rule.
The development of print media and continual advances in printing technology facilitated social transformation in colonial Taiwan. As a result of improved literacy, an educated reading public formed in the 1930s. This was also the decade in which the diversity in print media reached a fresh peak, Taiwan’s new literature blossomed, and Chinese popular journals started to appear. Although there were no authoritative statistics on the number and core interests of Chinese-language readers in colonial Taiwan, editors of Chinese-language journals clearly had an intuitive sense of their readership and made use of niche marketing. They employed different strategies to increase their readership and appeal to diverse tastes and linguistic preferences.

3 According to Su Shuobin, Taiwan moved from wood block printing (xylography) to typography probably between 1915 and 1930. See Su Shuobin. 2006. “Rizhi shiqi Taiwan wenxue de duzhe xiangxiang—yinshua zibenzhuyi zuowei kongjian xiangxiang jizhi de lilun chutan (The Implied Reader of Taiwan Literature under Japanese Rule: An Initial Exploration of Print Capitalism as a Mechanism of Spatial Imagination),” in Kualingyu de Taiwan wenxue yanjiu xueshu yantaohui lunwenji (The Interdisciplinary Taiwan Literature Studies Conference Proceedings), Tainan: National Museum of Taiwan Literature, p. 98.

4 According to Fujii Shōzō, Taiwan’s Japanese-language readers reached 3.2 million people, accounting for 57% of the total population between the years 1937–1941. See Fujii Shōzō. 2004. “‘Dadongya zhanzheng’ shiqi de Taiwan huangmin wenxue—dushu shichang de chengshou yu Taiwan minzuzhuyi de xingcheng (Taiwan’s Imperial-Subject Literature during the “Greater East Asia War”: The Maturity of Reading Market and the Formation of Taiwanese Nationalism),” in Taiwan wenxue zhe yibainian (Taiwan Literature over the Past Century), trans. Zhang Jilin. Taipei: Maitian, p. 46.


6 Although vernacular Chinese became increasingly popular among Taiwanese writers around the mid-to-late 1920s, some educated people, especially the traditionally trained literati, still preferred to read and write in classical Chinese. Fengyue bao even had a Japanese section for a short period of time, hoping to gain support among Taiwan’s Japanese-language readers.