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厦 门 大 学
硕 士 学 位 论 文

中国市场化新闻周刊发展研究
Research on the Development of Chinese
Market-directed News Weeklies

刘 新 宇

指导教师姓名：陈 嫵 如 教 授

专 业 名 称：新 闻 学

论文提交日期：2005 年 月

论文答辩时间：2005 年 月

学位授予日期：2005 年 月

答辩委员会主席：_____

评 阅 人：_____

2005 年 5 月

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内容摘要

20 世纪 90 年代中期，中国市场化新闻周刊在华夏大地崭露头角，它们在 10 年的成长中取得了可喜的成绩，但是目前，这些新闻周刊仍然没有成为具有巨大影响力的主流媒体。

当前良好的政治经济氛围为中国传媒业的发展创造了有利机遇，加入 WTO 又使它面临严峻挑战。在这样的环境中，研究市场化新闻周刊的发展状况，吸取它们成功的经验，剖析存在的问题，对于中国杂志业改变弱势媒体的地位，更好地承担起建设先进文化，推动生产力发展的责任具有重大的现实意义。同时，系统的研究也有利于弥补现有理论对新闻期刊发展的孤立探讨的不足。

根据市场新闻学的经典框架，本文分别对当前新闻周刊发展的四个市场——受众市场、广告市场、资本市场和内容市场进行了定量的描述和深入的探讨。

目前，中国市场化新闻周刊抓住了“高端读者”，但昂贵的价格不仅影响了读者群的稳定性，也限制了读者数量，制约它们成为具有更大影响力的主流媒体；它们的广告收入不断增长，但是在没有发行量审核机构的环境中竞争并不规范；它们迫切地需要资金来发展自己，但是在中国媒体融资体系并不健全的环境中遭遇了与资本合作的挫折；它们加强了媒体的舆论监督功能，但是却在报道中失去了平衡。

研究者认为，中国市场化新闻周刊应该在坚持深度报道和印刷精美的前提下降低价格，刺激读者数量的增长，逐渐转为强势媒体；在媒体广告市场强劲发展的态势下，加强规范的广告经营来增加收入，弥补低价格与高成本之差；在现有的媒体融资框架下开辟安全有效的融资渠道，并且切实加强经营意识，丰富市场经验；坚持强化舆论监督功能同时也要表达出生活的丰富多彩。

关键词：新闻周刊；市场化；四个市场

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Abstract

In mid-1990s of last century, market-directed news weeklies appeared in China. In about 10 years, they achieve rapid development, but by now, they have not become mainstream media in China.

At present, favorable political and economic atmosphere creates beneficial opportunities for Chinese press, but entering WTO also brings rigorous challenges. In such environment, it is of great practical significance to research the development of Chinese market-directed news weeklies, absorb its successful experience and anatomize its problems faced, which can be learned by the whole magazine industry to change its feeble status and undertake its responsibility to magnify the advanced culture and push the productivity. At the same time, systematic research can also benefit existing theoretical discussion for news weeklies, which is usually isolated and scattered.

According to the classic frame of market-directed journalism theory, this thesis quantitatively describes and penetrates into news weeklies' four markets: audience market, advertising market, capital market and content market.

Nowadays, Chinese market-directed news weeklies seize the high-browed readers, but its expensive price affects readership stability and limits audience's amount so that it is difficult for these magazines to have greater influence. These magazines' advertising revenue continually increases, but in the environment where there is no circulation auditing organization, their competition is not reasonable. They urgently need funds to develop, but in the underdeveloped system of media financing, they suffer with frustration while cooperating with investor. They strengthen media's surveillance function, but lose balance.

The researcher deems that in the precondition of depth report and fine printing, Chinese market-directed news weeklies should reduce their price to increase the number of readers. It is the way to become mainstream media. In the state that media's advertising market is rapidly growing, news weeklies should reinforce reasonable competition to enhance advertising revenue and bridge the gap between low price and high cost. Under the existing media financing policy, it is necessary for news weeklies to create secure and effective financing channels, and intensify managing consciousness as well as enrich market experience. At last, these magazines should persist in media's surveillance function, and, at the same time, represent a colorful life.

Key Words: News weeklies; Market-directed; Four markets.

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