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中国广告职业专业化发展轨迹研究 ——基于专业社会学的视角

Research on the Development Track of Professionalization of Chinese Advertising Occupation ——From the Perspective of the Sociology of the Professions

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摘要

本文以广告职业作为广告历史研究的切入点，从专业社会学的视角回顾了广告职业专业化的发展轨迹，探讨了不同时期广告职业专业化的基本特点、发展程度和阶段差异。

本文借鉴专业社会学的研究成果，从全日制职业与工作自治性、知识技能体系与教育培训系统、专业组织与伦理规范、国家(政府)的市场认可与法律保护、经济利益与社会效益等五个专业属性来考察广告职业专业化的基本特点，同时从准职业、形成的职业、出现的专业、初级专业、成熟专业等五个专业化运动阶段来衡量广告职业专业化的发展程度，在此基础上，总结比较广告职业专业化的阶段差异。

本文以影响广告职业专业化发展的重大事件为主要标准，综合考虑国家重大政治事件和经济发展对广告职业的影响，把中国广告职业的专业化发展历程划分为如下五个阶段：

一、1840-1917：巨变中的萌芽与雏形。中国近代广告在鸦片战争前后产生。随着近代工商业和报刊业的发展，广告职业开始萌芽，并在19世纪后半期具备了广告准职业形态。清末民初，各类广告组织兴起，在工作中有所独立，在广告知识技能上进行了初步探索，美术教育培训率先开展，近代广告管理发端，广告职业基本形成。

二、1918-1948：艰难中的起步与缓行。从一战结束后到抗战爆发前，广告行业逐渐走向兴盛，广告职业的吸引力和自治性有了不同程度的提高。在广告知识上进行了建构学科理论体系的尝试，在广告技能上逐渐运用了各种现代广告运作方式。广告课程先出现于高校，并扩展至其他教育机构，各种形式的广告培训也相继开展。少量地方性广告行业组织成立，广告自律先后由报刊和广告的行业组织开展。国家和地方政府对广告的管理开始增强。社会评价褒贬并存。广告职业发展到“出现的专业”阶段。抗日战争到解放战争期间，广告业在各方面都受到不小冲击，未能实现进一步突破。

三、1949-1978：新生中的转向与中断。建国以后到“文革”爆发前，广告业从恢复到改造，有了短暂发展，但在计划经济体制下整体受限。广告知识和技能转向为社会主义服务的探索。广告教育仍以课程形式在高校开展，但是规模不断缩小。广告行业组织功能衰退直至最终消失。新政权迅速建立起政府主导型的广告行政管理体制。广告在社会主义经济中的作用先被认可，随后又被批判为资本主义的产物。“文革时期”，广告业遭到严重破坏，广告职业的专业化过程出现了中断。

四、1979-2000：开放中的重启与推进。在改革开放的大势中，广告业迅速恢复并高速发展，广告公司逐渐奠定主体地位。在广告代理制的推行中，广告职业通过专业服务的进步提升了自治性。广告知识继续在西方启蒙中重新起步，逐渐从普及到提高。广告技能则从传统广告过渡到现代广告，并开始了品牌建设和整合营销传播的实践。高校成为广告教育主干力量，成人教育和在职培训做了有益补充。全国性和地方性的广告协会相继出现并开展活动，在推行广告自律上起到了积极作用。广告管理主体及其分工逐渐明晰，广告管理法规制度不断丰富，并以《关于加快广告业发展的规划纲要》和《广告法》积极引导规范广告业发展。大众对广告的意识形态偏见随着经济的发展而逐步消除，评价转为明朗积极。广告职业重启专业化进程后，迅速从“出现的专业”发展到准“初级专业”阶段。

五、2001-2015：激荡中的拓展与提升。进入新世纪后，迈向全球化的广告业逐渐进入相对平稳的良性发展阶段，广告公司的力量壮大和结构调整互相交织，广告代理制的乱象和广告市场的变化冲击了广告职业的自治性。广告知识在自觉反思中展开了立足本土实践和回应数字传播的相关创新，广告技能以品牌为中心不断扩充内涵和延伸边界。广告教育从量的增长转向质的提升，在与业界的良好互动中共同提高了广告业的专业水平。广告行业组织出现新的力量，走向竞合发展，行业自律形成多方参与、注重实效的氛围。广告管理系统全面成形，监管和指导并重的思路明确，激励性制度供给加大，相关法规继续健全。广告业的经济效益继续提升，社会评价在多重因素综合作用下逐渐趋于理性。广告职业已经进入“初级专业”阶段。

关键词：广告职业；广告业；专业化；专业社会学

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ABSTRACT

In this essay, the researcher takes advertising occupation as the starting point of advertising historical research. Based on the perspective of the sociology of the professions, this paper reviews the development track of the professionalization of Chinese advertising occupation and explores the basic characteristics, development degree and phasic variation of professionalization of advertising occupation indifferent periods.

This paper uses research productions of the sociology of the professions, and investigates the basic characteristics of professionalization of advertising occupation with the following five professional features, which include "full-time vocational & work autonomy", "knowledge skill & education training system", "professional organization & ethical codes", "the state government's market sanction & legal protection", "economic benefit & social interests". Meanwhile, it measures the developing degree of professionalization of advertising occupation with five phases of the professionalized movements, which involve "Quasi-profession", "Formation of the professional", "the professional", "Junior professional", "Mature professional". On the basis of these factors, this paper summarizes and compares the phasic variation of the professionalization of advertising occupation.

According to the influences of important events on the development of professionalization of advertising occupation, the major political events and economic development on advertising industry, the writer divides the development process of professionalization of advertising occupation into five stages as follows:

I 1840-1917: The rudiments and the embryonic forms in great changes. The modern advertising in China came into being around the Opium War. Along with the development of modern industry, business, the newspaper and periodical industry, advertising occupation began to bud. And advertising occupation had the form of Advertising Quasi-profession during the second half of the 19th century. In the late

Qing dynasty and early Republican period, all kinds of advertising organization rise and have independence at work. The advertising skills were explored preliminarily. Further, art education trainings were the first to be developed. Meanwhile, modern advertising managements inchoate. During this stage, advertising occupation was basically formed.

II 1918-1948: The starting and slow precession in a hard time. After World War I and before the Anti-Japanese War, the advertising industry walked toward prosperity gradually. Also, the attraction and autonomy of advertising occupation were increased in various degrees. The attempt of constructing the system of discipline theory was conducted in the advertising knowledge, and various modern advertising operation ways were applied gradually in the advertising skill. Advertising courses occurred in university firstly, then extended to other educational institutions, and also various forms of advertising training were implemented successively. A few local advertising industry organizations were established, advertising self-discipline have been carried out by newspaper industry organization and advertising industry organization. The state and local governments begun to enhance the advertising managements. It should be noticed that the evaluation on advertising was rather controversial. Advertising occupation entered into "emerging profession" phase. From the Anti-Japanese War and the Liberation War, the various aspects of advertising industry have been impacted mostly and fell through further breakthrough.

III 1949-1978: The steering and interruption in a new life. From the founding of New China to the outbreak of the Cultural Revolution, the advertising industry have experienced recovery and transformation, then have the short-period development, but limited as a whole under the planned economic system. The advertising knowledge and skill turned to the exploration of service to socialism. Advertising education was still carried out in university with the form of course, but its scale was gradually declined. The function of advertising industry organization also dropped and finally

disappeared.Hence, the new regime established government-oriented advertising administrative system quickly.The function of advertising in socialist economy has been approved first,then has been criticized as a capitalist outcome.During the Cultural Revolution period,the advertising industry suffered seriously,the process of professionalization of advertising occupation was stopped.

IV 1979-2000:The restart and propulsion in the opening stage.Along with the tendency of economic reformation,the advertising industry have restored and developed rapidly,and the advertising company laid the mainstay status gradually.With the implementation of advertising agent system,advertising occupation promoted the autonomy through the development of professional service.The advertising knowledge continued reconstructing in Western Enlightenment,and gradually from popularization to improvement,while the advertising skill have transited from traditional advertising to modern advertising,and started the practice of brand construction and integrated marketing communications.University became the main force of advertising education,while adult education and in-service training were the beneficial supplements.Nationwide and local advertising associations were appeared and launched activities,and played an active role in carrying out advertising self-discipline.The subject and division of advertising management gradually became clear,the laws system of advertising management were continuously enriched,and the advertising industry were guided and regulated actively through <the planning outline of accelerating the development of the advertising industry> and <advertising law>. With the development of economy, the ideological prejudices of social mass in advertising were eliminated successively, and the evaluation turned to bright and positive.After the restarted process of professionalization,advertising occupation quickly evolved from "emerging profession"phase to "quasi-junior profession"phase.

V 2001-2015:The expansion and promotion in the radical change stage.After entering the new century,the advertising industry marched towards globalization and

stepped into the relatively stable benign development stage. The growth and structural adjustment of advertising company interweaved, and the autonomy of advertising occupation was impacted by the confusion phenomenon of advertising agent system and the change of advertising market. With conscious reflection, the advertising knowledge gained relating innovation which is based on native practice and responded to digital communication, and the advertising skill which centered on brand was extended connotation and put forward the boundary. Advertising education was transformed from expansion of quantity to Improvement of quality, and developed beneficial interaction relationship with the industry which enhanced the professional level of advertising industry. The advertising industry organization appeared new force and moved to the competition development, advertising self-discipline formed an atmosphere of multiple participation and emphasized practical results. The advertising management system was completely formed; the thinking of paying equal attention to supervision and guidance was cleared; the incentive institutional supply was increased; and relevant laws and regulations were continuously strengthened and perfected. The economic benefits of advertising were continually enriched, and the social evaluation was tended to be rational with comprehensive action of multiple factors. Advertising occupation has entered the stage of "quasi-junior profession".

KEY WORDS: advertising occupation; advertising industry; professionalization; the sociology of the professions

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