

中國大陸大眾文化的復興及其「三俗」

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上個世紀 80 年代，大眾文化在中國大陸復興，如今已儼然成為主流文化的重要組成部分，然而對其道德品位的爭議從未停歇。本報告從個人體驗和媒體發展兩個維度描述了大眾文化在大陸的復興，並結合實例就其“三俗”問題展開討論。本報告認為，以大眾娛樂為主導的大眾文化區別于精英文化，是一種通俗文化，天然具有商業化的“媚俗”衝動，而與民間文化、民族文化的緊密聯繫，又使其具備很強的世俗性。

關鍵詞：大眾文化 復興 通俗 媚俗 世俗

The Revival of the Popular Culture and “San Su” in Chinese Mainland

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In the 1980s, the popular culture revived in Chinese mainland, now has become an important part of the mainstream culture, however, the controversy on its moral taste never ceased. This report describes the revival of the popular culture in the mainland in two dimensions (personal experience and media development), and discusses the problems of “San Su” by way of examples. The report finds that the popular culture dominated by mass entertainment is different from the elite culture, it is a kind of popular culture, naturally has a commercialized impulsion of kitsch. Closely linked to the folk culture and national culture, it also has a strong secular nature.

Keywords: Popular culture, Renaissance, Popularity, Kitsch, Secular