

斷裂的平衡：制度研究視域下的中國國際傳播史

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摘要

本文以新制度主義作為研究視角，分析了 1949 年至 1999 年新中國國際傳播的制度變遷。文章基於外交部解密檔案和文獻，將中國國際傳播制度劃分為多個不同的歷史時期。文章認為，國際傳播制度的形成，本身帶有很強的自我認同訴求。但同時，這種制度的變遷中，時間序列和關鍵節點發揮了重要作用，對外傳播權力呈現強烈的非對稱性。一方面，與政治制度相關的外生的、強制的因素主導了激進的制度變遷，而制度內部的專業主義因素又導致了相對漸進的變遷，並與外生動力相抗衡。在 50 年的實踐中，中國國際傳播呈現出一種新制度主義所關注的「斷裂的平衡」。

關鍵詞：對外傳播、宣傳、歷史制度主義

Punctuated Equilibrium: An Institutional History of International Communication of P.R.China

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Abstract

Through an analysis of a range of files and documents declassified by the Chinese Foreign Ministry, this article examines the institutional changes of China's International Communication within a period of 50 years from 1949 to 1999, and based on the Neo-institutionalism theory, several historical stages regarding China's International Communication Institutions within this period of time were divided. The research indicates that the formation of international communication institutions reveals a strong sense of self-identification, while time and critical junctures also play important roles during the changing progress of the institution, which shed light on the power asymmetry of international communication. One side, some exogenous and coercive factors associated with political systems dominate the radical institutional changes, and on the other side, the endogenous factors related to professionalism within the institutional system lead to relatively gradual changes and act as counterweights to those exogenous ones. Over the 50 years, China's international communication has shown a "Punctuated Equilibrium", to which the neo-institutionalists have been paying close attention.

Keywords: international communication, propaganda, historical institutionalism