ABSTRACT

Since the debut of the Chinese Monthly Magazine 《察世俗每月统计传》 in 1815, the Chinese printed media in Malaya has grown immensely and is now one of the biggest of its kind outside China. With a history of almost two centuries, it is a subject with immense research potential. Yet, it has surprisingly failed hitherto to attract enough attention from scholars and academicians worldwide. It is precisely this that has prompted the author to write this paper.

This honours thesis thus aims to provide a quantitative analysis on the Chinese printed media in Malaya, with focus on the development of the industry from its inauguration to the time Malaya gained her independence. In view of the lengthy timespan in the study, the 1815 - 1957 period was divided into three segments — a. 1815 - 1911, b. 1912 - 1941 and c. 1945 - 1957. The period of Japanese Occupation (1942 - 1945), however, was excluded.

With quantity being the author's main concern, the first task was to compile a handlist of titles of all Chinese newspapers, periodicals and souvenir magazines published in Malaya from 1815 to 1957. Materials and information were obtained from 1. books and articles on as well as listings and directories of Chinese publications in Malaya 2. collection of Malayan Chinese publications (mainly periodicals and souvenir magazines) from the NUS Chinese Library, Foon Yew Secondary School and Dr Wong Hong Teng.

A quantitative analysis was then carried out based on the handlist. Some of the main findings are as follows:

1. In quantitative terms, souvenir magazines reign with 131 titles published, followed by newspapers (87 titles) and periodicals (86 titles).
2. Penang and Kuala Lumpur (Selangor) are the two main centres of the Malayan Chinese printed media.
3. Publications of an adhoc nature, mainly souvenir magazines is most common, followed by dailies and monthlies.
As shown in this thesis, souvenir magazines form an integral part of the Chinese printed media in Malaya. More research, therefore, has to be done in this area.

馬來亞華文報刊發展定量分析
(1815-1937)

第一章　緒言

在這個領域的研究中，我們會發現一個有趣現象，即華文報刊的發展與當地社會生活緊密相關。這些報刊不僅是人類文化的結晶，而且還具有啟發及發展人類智慧的用途。報刊不僅是一個蘊藏着豐富史料的寶庫，而且也是人類智慧發展的標誌。因此，探討華文報刊的發展成了我們研究的重要課題。

華語報刊雖然不多，但在華文報刊中，特別是傳統報刊的發展與當地社會生活緊密相關。這些報刊不僅是人類文化的結晶，而且還具有啟發及發展人類智慧的用途。報刊不僅是一個蘊藏着豐富史料的寶庫，而且也是人類智慧發展的標誌。因此，探討華文報刊的發展成了我們研究的重要課題。