

近二十年明清書籍、印刷與出版文化 相關研究成果評述

王一樵^{*}

近年來學界有關明清時期出版業史、印刷業史、書籍史，以及各類書目學、文獻學、版本學的研究成果已然汗牛充棟。但檢視相關研究回顧，筆者認為對於分析書籍文化與出版文化如何透過商業出版的經濟行為，以及如何經由商販物流活動，進而與社會產生各層次互動的回顧與討論方面；又或者是對於近現代出版與印刷事業，其在消費與文化生產層面上的研究回溯方面，相關研究評述對上述議題著墨甚少，有待進一步補充。此外，歐美學界關於圖書出版文化與商業出版活動研究的研究取徑，也漸漸開始影響到歐美學界的中國史研究領域，形成一系列研究成果。本文將由近二十年來學界對於明清時期出版業、印刷業相關研究成果，展開回顧評述，並在第二部分討論商業出版的新近研究成果。最後，文末將綜合討論近年來相關研究成果，並提出一些研究上的未來展望，以及相關研究取徑的可能性。

關鍵詞：出版文化 商業出版 書籍文化 書籍史 反印刷文化

* 國立臺灣大學歷史學系博士

A Review of the Last Twenty Years of Research on the Ming-Qing Book Industry, Printing Industry and Publishing Culture

Wang, I-chiao *

In recent years, researches on the history of publishing in the Ming-Qing period which include the history of printing, the history of books, the history of bibliographic classification, the study of bibliography and the study of book editions have flourished. But in reviewing the related research, I feel that current scholarships are inadequate in the following areas: 1) In the analysis of book culture and publishing culture, questions regarding how the economic behavior of commercial presses and the activities of commercial sellers affected social production at the various levels. 2) While there are some studies on the contemporary publishing industry and printing industry, little has been done in the aspects of consumption and cultural production. In addition, approaches in the study of publishing culture and the study of commercial publishing activity in the West have started to influence the field of Chinese history. Resulting in a series of new findings. This article reviews the last twenty years of scholarship on the Ming and Qing periods publishing industry and the printing industry, and in the second part it discusses new findings on commercial publishing. The essay concludes with a discussion of related fields in recent years, raising some prospective areas for future research and the possibilities for related pathways of research.

Keywords: printing cultural, commercial printing, book culture, history of book,
the culture of opposition to printing

* Ph.D., Department of History, National Taiwan University