

Abstract

Intending to analyze the domestic academic theses being related to “the communication research of Mainland China”, this study, choosing the communication studies of Mainland China as a starting point, is written with the aim of organizing and explaining the discourse image having been shown in these studies in Taiwan since half a century ago. Moreover, we wish to answer the following two questions in this study. First, what characteristics have been developed in “the communication studies of Mainland China” in Taiwan for the passing fifty years? And second, what particular meanings are presented in these characteristics?

Aiming at answering the first question, this study analyzes 111 academic theses of “the communication studies of Mainland China” by examining and generalizing their research topics, research methods and theoretical backgrounds. And the result shows that the Institute of Mainland China Studies and the Institute of Communication Studies tend to have similar research topics, research methods and theoretical backgrounds. Specifically speaking, both of them observe and explain the propagation of the mass media in Mainland China by the Soviet Communication Theory,.

However, the Soviet Communication Theory is actually a theoretical framework derived from the paradigm of totalitarianism, which is a discourse system used by the western capitalist countries to understand the communistic society in the cold-war atmosphere, and followed by the hypothesis and anticipation of the ethnocentrism. Therefore, this study claims that, following the dynamic development of Mainland China, we should adjust the previous theoretical framework and develop a new theoretical paradigm to escape from the limitation of the traditional Soviet Communication Theory.