

Once upon a time there was a loyal citizen

毛泽东时期的中国，毫无意义的童年追求，例如阅读，常常是不被赞同的。只有那些少部分关于革命和阶级斗争的儿童读物可以出版。今天，孩子们的读物变得更有趣味性。然而，即使儿童读物的限制已经改变，父母和国家仍然认为这些儿童读物的使命是塑造孩子的思想，而不仅仅是娱乐。

IN CHINA in Mao Zedong's day, frivolous childhood pursuits such as reading were frowned on. The few children's books that were tolerated told stories of revolution and class struggle. These days, toddlers are allowed to have more fun. But though the message has changed, parents and the state still believe the primary role of such works is to shape young minds, not amuse them.

过去十年里，儿童文学书籍的销量有了两位数的增长，比图书销量整体增长更快。自 2005 年以来，儿童书籍的数量翻了三倍多。这一定程度上反应了针对万千宠爱于一身的独生子女不断增长的产品需求。推动这种需求的原因正是具有成本意识的人们不愿意养更多的子女，而这种意识是独生子女政策所强化的，但是这个政策目前有所松懈。父母越富裕，就越愿意在儿童书籍上花钱。

儿童文学艺术.jpg

Sales of children's literature have risen by double digits in most of the past ten years, much faster than the growth of book sales overall. The number of children's titles has more than tripled since 2005. This partly reflects a growing demand for products aimed at indulged only-children. A cost-conscious reluctance to have more offspring, which was reinforced by the country's recently relaxed one-child policy, helped fuel that demand. The richer parents are, the more they splash out on children's books.

书商由此看到了一个巨大的赚钱机会。现在大部分成人读物出版商也开始出版儿童读物。去年前 100 部畅销书其中大约有一半是针对儿童的——无论英国还是美国，都没有这么高的比例。而且体裁种类越来越多。为五岁以下儿童量身定做的图画书大受欢迎；针对青少年的小说也在蓬勃发展。

Booksellers see a huge moneymaking opportunity. Most publishers of literature for adults now offer children's titles too. Around half of the 100 best-selling books last year were for youngsters—a higher share than in Britain or America. There is a growing variety of genres. Picture books for under-fives have been taking off; fiction for older teenagers is thriving.

基于中国很大的重点在于通过考试，很多书目仅限于传授事实，这一点毫不奇怪。即使孩子还只是在咿呀学语的阶段，家长也会喜欢买非小说类的读物。一些印刷在纸板上，适于两岁及以下的儿童读物竟然旨在教那些婴儿罗马字母表。那些标题为“如何成为气象学家”或是“科学巨星”等系列儿童读物销量都很不错。

Unsurprisingly, given the huge emphasis in China that is placed on passing exams, many titles aim purely to teach facts. Parents like to buy non-fiction, even for children still learning to read. Some books—printed on paperboard and intended mainly for under-tuos—aim to teach the Roman alphabet to infants. Volumes for toddlers with titles such as “How to be a Meteorologist” and “Superstars of Science” do well.

道德伦理经常受到极大的吹捧。一个省出版社（所有的这些出版社都是国有的）给一部六卷的儿歌加的标题是“好父亲胜于好老师”。一些经典外文读物的中文版经常带有道德说教意味：迈克尔·邦德畅销书籍译本封面上写道：帕丁顿熊，一只来自秘鲁最深处且深爱橘子酱

的熊是“周到，谦虚和自律”的榜样。

The moral is often laid on thick. One provincial publisher (state-owned, like all of them has titled a six-volume set of nursery rhymes “A Good Father is Better Than a Good Teacher”. Chinese-language versions of foreign classics often proclaim their didactic worth: Paddington, a marmalade-loving bear from darkest Peru, is a model of “thoughtfulness, modesty and self-discipline”, proclaims the blurb on the cover of a translation of Michael Bond's popular stories.

中国出版社依旧非常保守。他们不会出版那些关于淘气或者不务正业的孩子的书籍，以及那些描述孩子的智慧超过大人的书籍。所出书籍中可爱的动物远多于海盗这样的叛逆的人物。独生子女政策使得年轻一代对兄弟姐妹，阿姨，叔叔或者同辈表亲（或堂亲）这样的关系理解极少，因此描述这样的关系的书籍也是几乎没有。

China's publishers remain profoundly conservative. They shun books with naughty or frivolous children, or where youngsters outsmart their elders. Cute animals vastly outnumber rebellious figures such as pirates. Few books depict siblings, aunts, uncles or cousins—relationships little understood by the young, thanks to the one-child policy.

虽不似毛泽东时代那样显而易见，但政治思想依旧根深蒂固。出版机构内部其实委派了相关的书籍检查员来确保这些读物不违背中共的路线。一位行政部门人员说道她不会向儿童出版党审核出的“与叙述不符合的故事”类历史书。那些不将台湾划入中国版图的地图无法翻译出版。即使是儿童的睡前读物也是巨大政治图景的一部分。翻译：吴茂&李晶晶 校对：马里奥

Though far less visible than it was in Mao's day, politics still lurks. Publishers have internally appointed censors whose job is to ensure that the Communist Party's line is not transgressed. One executive says she avoids publishing history books for children where “the story does not match the narrative” approved by the party. Maps showing the island of Taiwan as a separate country are omitted from translations. Even a toddler's bedtime story is part of a bigger political picture.