

## 《旅行雜誌》與《臺旅月刊》中的台灣意象\*

黃惠禎

聯合大學臺灣語文與傳播學系教授

### 摘要

1945年5月起，在預見戰後接收台灣情形下，中國的《旅行雜誌》對台灣展開密集性的介紹。1949年2月，為招攬大陸觀光客來台，推動台灣旅行事業之發展，《臺旅月刊》在台北市正式創刊。本論文從戰後初期旅遊台灣的歷史脈絡出發，透過當時唯二的旅行期刊——《旅行雜誌》與《臺旅月刊》所評介台灣自然人文的差異，分析這兩本雜誌所展現的文化視域，及其背後可能隱藏的意識形態。除此之外，亦針對刊載內容進行歷史考察，提示戰後台灣面臨「去日本化」與「再中國化」的關鍵時刻，兩者不同的發言位置及立場。最後，藉由這兩種雜誌再現的台灣意象，以及在文化認同方面的差異，了解國族意識如何作用於台灣書寫，並一窺戰後初期台灣與中國間的複雜糾葛。

關鍵詞：《旅行雜誌》、《臺旅月刊》、旅行文學、戰後初期、台灣意象、台灣文學

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# The Imagery of Taiwan in *China Traveler* and *Taiwan Travel Monthly*

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Huang Hui-Chen

Professor

Department of Taiwan Languages and Communication  
National United University

## Abstract

Since May 1945, in anticipation of the Chinese government taking over Taiwan after World War II, *China Traveler* had begun intensively featuring Taiwan. In February 1949, *Taiwan Travel Monthly* was officially launched in Taipei City in order to canvass tourists from Mainland China and promote Taiwan tourism. Using early postwar Taiwan travel history as a departure, this paper focuses on the only two travel magazines at that time – *China Traveler* and *Taiwan Travel Monthly* – so as to compare the differences between their features on Taiwan nature and humanities, as well as analyze the cultural views and hidden ideologies concealed in the background. In addition, this paper historically examines the contents of these two publications and highlights their distinct perspectives vis-a-vis that crucial moment of de-Japanization and re-Sinicization after World War II. Finally, through the images of Taiwan reproduced in these two journals and their differing interpretations of cultural identity, this paper grasps how national consciousness affected writing about Taiwan while offering a glimpse of the complicated entanglements between Taiwan and China in the early postwar period.

**Keywords:** *China Traveler*, *Taiwan Travel Monthly*, Travel Literature, The Early Post-War Period, The Imagery of Taiwan, Taiwan Literature