

# 圖像敘事與跨文化（再）生產

## ——當代台灣繪本的「世界文學」想像\*

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### 摘要

本文以台灣繪本的世界流通為關注面向，援引大衛·丹若旭及謝永平等學者所倡議的「世界文學」相關概念，聚焦探討台灣繪本的「全球化」議題——「全球化」不僅指涉文本的空間流動，也指向繪本作為一文學創作模式，對「文學」自身的改造與擴充，以及其在特定文化機制下推向「世界」，進而轉化「世界文學」想像的可能。擬以陳致元《Guji-Guji》與劉旭恭《橘色的馬》為研析焦點，探看兩部作品如何從台灣原點出發，透過獨立出版社及跨國出版社的語言轉譯與再製而流通在外，加上國際獎項的推波助瀾與多重媒介的改造，以多元面貌在異地重生，成為不同地理區域及文化空間（兒童）讀者的閱讀品。兩部台灣繪本作品，作為「世界文學」想像所開展的跨國路徑與國際流通，儘管路徑不一或互有差異，卻皆可見「世界文學」的動態生成，與滿布其間的「跨國」連結及「跨文化」生產軌跡。若將「繪本」視為（台灣）文學生產體系重要的一環，由《Guji-Guji》和《橘色的馬》的國際流通作為例子，可見台灣文學文本已進入世界文學體系，成為各地文學及文化創生的（新）素材。

關鍵詞：台灣繪本、世界文學、圖像敘事、跨國流通、跨文化生產

\* 本文為科技部（現國科會）專題研究計畫：圖像敘事與跨文化（再）生產——當代台灣繪本的「世界文學」想像（MOST 108-2410-H-006 -073 -MY2）研究成果。

# The Pictorial Narrative and Transcultural (Re)productions of Contemporary Taiwanese Picturebooks as “World Literature”

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## **Abstract**

Drawing on theories of “world literature” articulated by David Damrosch and Pheng Cheah, among others, this article examines the global circulation of Taiwanese picturebooks. It explores the concept of “worlding” in relation to Taiwanese picturebooks, analyzing not only their spatial movement but also how these works, as a literary form, transform and broaden the notion of “literature” itself. Additionally, it seeks to understand how Taiwanese picturebooks, operating through diverse cultural mechanisms, navigate toward “the world” and further reshape the imagination of “world literature.” Focusing on Chih-Yuan Chen’s *Guji-Guji* and Hsu-Kung Liu’s *The Orange Horse*, this article examines how these two works, originating in Taiwan, circulate globally through independent and transnational publishers via translation and reproduction. Supported by international awards and adaptations in various forms, they serve as reading material for young readers in different geographical and cultural contexts. As world literary texts, both works illustrate the complex transnational engagements and divergent pathways of global circulation, highlighting the dynamics of world literature in its cross-

cultural connectedness and hybrid (re)productions. This article argues that by viewing the picturebook as a significant product of the Taiwanese literary system, *Guji-Guji* and *The Orange Horse* exemplify how Taiwanese literary texts have integrated into the world literary landscape, serving as valuable new resources for literary and cultural creation across regions.

**Keywords:** Taiwanese Picturebook, World Literature, Pictorial Narrative, Transnational Circulation, Transcultural Production

