

Between Tradition and Modernity: A Study on the Changes of Shanghai Citizens' Social Life in the Late Qing Dynasty——Focus on the Advertisement of The Shen Daily

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Abstract: As a commercial newspaper, The Shen Daily has paid great attention to the publication of advertisements since its inception. With the changes of social life, the content and form of The Shen Daily advertising have evolved continuously. The social life of the Shanghai people in the late Qing Dynasty has undergone earth shaking changes in both material and spiritual aspects. As the first group of capital owners, The city impacted by justice economy has become an epitome of the evolution of urban social life in modern China.
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As an information carrier, advertising not only spreads commodity information, but also shows the characteristics of the times and people's living habits, and further spreads cultural information and values. The variety of forms and rich content of advertising can not only reflect political identity and economic rise and fall, but also extend to every nuance of social life and reflect social and life changes. As the beginning of modern Chinese advertising industry, The Shen Daily advertising has been paid more attention in recent years. Its rich connotation and far-reaching influence have been gradually recognized by the academic circles.

1. The development of advertisement of The Shen Daily

As a Chinese commercial newspaper with the longest publishing time and the greatest influence in modern Chinese history, The Shen Daily is a commercial newspaper jointly founded by British businessman capitalist ANAST Meicha and his friends. From April 30, 1872 to May 26, 1949, it lasted 78 years and published about 26000 newspapers. Because its main purpose is to make profits, The Shen Daily has paid great attention to advertising revenue since its inception, and its advertisements have always occupied a place. Because "making profits by itself forces it to take care of a wide range of readers, expand the coverage and enhance interest, so as to achieve the purpose of making profits through the expansion of newspaper sales", Since its inception, the newspaper has been making better profits. According to development track of The Shen Daily, its advertising has also experienced phased evolution.

The phased changes are divided into three stages: 1872-1881: the advertisement of The Shen Daily under exploration; 1882-1891: localized advertisement of The Shen Daily; 1891-1912: the advertisement of The Shen Daily catering to the public. The typesetting and design of early The Shen Daily advertisements. The typesetting and design of the early "Shenbao" advertisement was without "words and sentences of fine oath", There is no design or creativity at all. In 1876, the advertisement of "Shenbao" began to "change the shop number and important words to wood engraving for beauty". Although illustrated advertisements and fancy headline advertisements appeared in the advertisement column of The Shen Daily later, at that time, the newspaper's publicity of newspaper advertisements was still focused on displaying advertisements to people. In fact, it wasn't aware of the trademarks, values and means to make advertisements deeply printed in the minds of readers, so that in the "advertising examples" in subsequent years, the newspaper did not publicize advertising illustrations and pattern titles as a project or attach clear charging standards. From 1882 to 1891, the layout and design of advertisements in The Shen Daily. In the 1970s, although the declaration hall provided woodcut characters on the advertising board, it did not spread. Since the "Declaration" in the 1980s did not expand its edition on a large scale, lottery advertisements were most severely excluded because of their small number of words.

In the face of this fierce competition, shadow vegetable merchants began to use lottery advertisements with woodcut words in order to make their advertisements stand out. Because this way not only does not occupy too much space, but also makes advertising easy to move, it is gradually popular in lottery advertising and other commercial advertising. With the rapid development of Commerce and the gradual development of transportation industry, newspaper advertising is accepted by more and more Chinese people. At this time, advertisements strive to be innovative in both content and form, and try their best to cater to the consumer psychology of the public.

2. The changes of social life in Shanghai in the late Qing Dynasty

Extensive changes in material life. Since the opening of Shanghai, all kinds of Western objects and civilizations brought by Westerners have begun to affect people's social life. The impact of the new living environment, social factors, production and lifestyle has made people begin to understand this society from a new perspective. Therefore, Shanghai has rapidly developed into one of the

most influential cities in modern China. The acceleration of population flow and the increasing protection of urban scale have made Shanghai's commodity economy develop rapidly, and all kinds of commodities gather on the beach.

Shanghai People's daily living habits have undergone extensive changes, and the color of modernization is becoming stronger and stronger. People not only smoke cream, but also begin to smoke American paper cigarettes. It tastes more gentle and smooth than the old brand, and there is no benefit from smoking, people have gradually developed modern hygiene habits in their daily life. After getting up in the morning, it is not only the past mouthwash, but also brushing teeth. At the same time, there is a fresh breath of "woder oral liquid", and soap has also become people's washing products. Western medicine has been widely accepted by Shanghai people, which can be seen from the advertisements of various medicinal cotton and medicinal gauze in the declaration. Such products produced by "Soochow cotton factory" are very popular. All kinds of vitamins and cod liver oil are brand miscellaneous. The emergence of banks made Shanghai people bid farewell to the era of banks and invest their money in banks. Each bank advertised in the "Declaration" to attract depositors.

Shanghai people also widely use new appliances and facilities. The traditional four treasures of study have been impacted, and various Western cultural goods have entered the cultural life of Shanghai people. Pen, ink, carbon paper, wax paper, paste, glue and other stationery are widely used. The price of all kinds of British paper materials sold by Yisheng is very reasonable. Various Western machines have also been introduced into China, such as gin, sewing machine, and various Western musical instruments, such as Bayin piano. The introduction of horn, war drum, foreign flute and foreign flute also enriched people's daily life. Electrical facilities imported from the West also appeared in Shanghai. In the past, tung oil lamps were replaced by electric lamps because their brightness was too weak and hurt eyes. The lights in Shanghai were bright at night, "Shanghai is really the same as the city that never sleeps, and the electric lamps compete for more brightness than the moon".

The civilization of spiritual civilization. While the field of material life has been impacted and transformed, the spiritual life of modern Shanghainese has also undergone profound changes: the contents of books are rich and colorful, there are many new studies, learning foreign languages has become a common practice, and there are many kinds of leisure and entertainment. It is an interaction with the industrial and commercial development and economic prosperity of modern Shanghai. It is also a sign of civilization and evolution after exclusion, doubt and attempt. With the development of commercial society, the reading taste of Shanghai people has changed greatly. The four books and five classics in the past are no longer the appetite of Shanghai people. Because lithography technology is widely used in the printing of books and pictures, book printing is more convenient and faster, and the cost can be reduced. A large number of print and lithography books can be sold with the help of advertising. On the one hand, Chinese traditional cultural classics can be spread and traditional culture is preserved; On the other hand, it promotes the popularization of western advanced knowledge in society. Since modern times, the backwardness of the nation and the decline of the country. The establishment of a new style of Chinese and English schools has made people pay more attention to both Chinese and Western learning and make many people pay more attention to the reform of Chinese and Western schools, so as to make them pay more attention to both Chinese and Western learning, so as to promote the education of Chinese and Western students, and make them more effective.

With the large number of foreigners in Shanghai, the importance of foreign language naturally appears out of the need of communication, and learning foreign language has become a major demand of Shanghai people. In addition to these Chinese and Western schools, a large number of advertisements for teaching English were published in the application in 1894. Under the unique background of the times, the urban entertainment industry in Shanghai in the late Qing Dynasty also showed the characteristics of mixed targets of China and West. Stimulated by the modernization of Shanghai, a variety of new foreign entertainment projects have been pouring in, attracting the attention of Shanghai people and gaining their recognition. "One day's play should also be effective according to the western method". The coexistence of Chinese and Western recreational activities has enriched the lives of Shanghai citizens and developed in the collision,

3. Characteristics of social life in Shanghai

Shanghai in the late Qing Dynasty, as a place with the most intense collision between old and new cultures and Chinese and Western civilizations, its social life change process is undoubtedly very representative in the whole social transformation. Our research on the social life change process of Shanghai in this era, it is very profound for us to study the changes in Chinese society in the late Qing Dynasty, both in form and content.

Changes in the status of scholars and businessmen. The change of the status of scholars and businessmen is mainly reflected in the rise of the status of businessmen and the decline of the status of scholars. After the opening of trade in Shanghai, with the development of foreign trade, business is booming day by day. Businessmen are rich and need a lot of social communication in their business activities. The guys welcome them from afar and flatter them. In this environment where the traditional social structure has been very relaxed and the social life is mainly based on market exchange, their economic strength is more prominent, and they seem to have developed into the class with the most popular social influence here. Their social status is no longer as low as in traditional society, but has become the object of people's envy and longing. The improvement of women's social status. As an important part of society, the change of women's social status became an important epitome of the development and change of social life in Shanghai in the late Qing Dynasty. Since the opening of Shanghai, with the introduction of western culture, the social life of Shanghai women has become more colorful. They are no longer limited to families and neighborhoods, but began to enter some social and public places, such as teahouses, restaurants, gardens, smoking houses and so on. In terms of women's education, a large number of missionaries entered Shanghai after trading in Shanghai. While spreading Western Christian culture, they are also actively establishing women's schools to promote women's study in schools. Later, - some people of insight also began to set up women's schools.

The mentality of worshipping foreign countries is becoming popular. Like people's cognitive process of dealing with new things, people's choice of many foreign goods has also experienced a long process from exclusion to acceptance: "the essence of western

production can be described as skillfully seizing nature. We still cherish the use of useful ideas to become useless playthings, strange skills and obscene skills, and waste money in vain. Because of the nature of heaven and earth, the Western musical instruments presented in Tianhui created new methods. They are exquisite, such as stargazing glasses, microscopes, heaven and earth. Down to the lamp frame, bottles, bowls and dishes, all toys are exquisitely made, which are nowhere else. With the continuous recognition and deepening of Shanghai People's Western-style life, this foreign mentality began to become blind. Eating western food, wearing suits and living in Western-style buildings should all follow the western style, and even "Chinese women are very fond of marrying foreign wives".

Vulgarity is extravagant. The trend of extravagance prevailed in Shanghai in the late Qing Dynasty. At this time, the consumption psychology of Shanghai people has changed greatly. With the popularity of luxury goods, the significance of consumption has exceeded the use value of the goods themselves. The flourishing advertising industry stimulates the consumption desire of Shanghai people, which makes Shanghai people break through the traditional consumption concept of thrift and the traditional hierarchy concept of respect and inferiority, and take consumption as an important means to realize their self-worth. "Pull consumption from the scope of material enjoyment to the realm of spiritual display". The change of Shanghai People's consumption concept has a direct impact on Shanghai People's consumption behavior. The trend of extravagance is not only prevalent in high-rise families and huge rooms, but also spread to middle and low-grade flat families.

Pornography, gambling and drugs are prevalent. The prostitution industry in Shanghai is developed. In the Grand View of Shanghai flower shadow, the portraits of more than 400 prostitutes in Shanghai at that time are drawn, and their surnames and addresses are indicated. "Not only looking for fragrance and visiting beauty can be used as a guide, but also singing miscellaneous notes among flowers, which are all available". Lottery advertising has always been a major part of The Shen Daily's advertising, mainly including Luzon tickets, Paoma black tickets and Wei surname tickets. In modern Shanghai, due to the strong commodity consciousness and money worship, a considerable number of people had a strong mentality of making a fortune. They are always thinking about the big money they can make suddenly in order to realize all kinds of life dreams. Lottery issuers are just suitable for the speculative mentality of ordinary citizens. They try their best to encourage people to buy lottery tickets, which makes many people immersed in them and unable to extricate themselves. The whole society is more disordered and chaotic.

4. Conclusion

Based on the development history of declaration advertisements in the late Qing Dynasty, this paper focuses on the "Declaration" advertisements in different periods, takes the "Declaration" advertisements as research materials, analyzes all levels of social life in Shanghai at that time, and summarizes the historical change characteristics of material life and spiritual civilization in Shanghai in the late Qing Dynasty. It also points out the abnormal fission of Shanghai in the late Qing Dynasty under the impact of Western heterogeneous culture. Since its inception, The Shen Daily has displayed a wide range of commodities to people in its advertising column every day. Whether it is tangible commodity promotion advertising or intangible commodity promotion, it has always affected people's consumption direction and displayed the latest trends in all aspects of Shanghai society in the late Qing Dynasty. From the beginning of its publication, The Shen Daily advertising has coexisted with The Shen Daily. From 1872 to 1912, the advertisement of The Shen Daily experienced a gradual process of starting and continuous development. Although there are childishness and non-standard, the advertisement of The Shen Daily is constantly developing and improving in terms of typesetting, type, content, means of expression and business strategy. The advertisement of The Shen Daily not only played an important supporting role in the survival and development of The Shen Daily, but also played an important role in the social and cultural changes of modern Shanghai.

The impact of western industrial civilization has not only brought many new appliances to people, but also imperceptibly influenced and changed the living habits of Shanghai people in the late Qing Dynasty. The spiritual civilization of Shanghai people in the late Qing Dynasty was also more civilized. All kinds of books across China and the West began to integrate into people's life, and new ways of leisure and entertainment were accepted and popular by the general public. Under the impact of Western heterogeneous culture, the traditional business status has changed greatly, and the status of women in all levels of social life has also been greatly improved. However, the impact of Western civilization has also brought many negative effects. We should reflect on the growing mentality of worshipping foreign countries, the prevalence of social extravagance and pornography, gambling and drugs.

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