

论文

明清印刷书籍成本、价格及其商品价值的研究

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摘要:

研究中国明清时期的书籍市场可以从书价、印刷成本、藏书目录和存世刊本四方面入手。这四方面的研究切入点各有限制与特点,我们在研究的时候必须合理使用这些信息,了解它们的局限性,以免导致不符合历史状况的结论。从少量的书籍价格资料和书籍刻印记录,我们可以大体计算出明后期的书籍价格范围与印刷成本。明代至少从万历时开始,中、下档次的新出的单册刊本价格大抵不会超过一两银子。在由一钱到一两这个价格范围内的书籍,读者可以有很多的选择。一两以下的书籍无论是富商官宦还是贫穷的士人抑或一般的工匠都可以根据自己的经济条件来购买。刊本书籍已经成为一般百姓的消费品,书籍市场随着经济发展、城市化、教育的普及而不断扩大,同时刊本也流通全国。

关键词: 中国印刷史;书籍史;明代文化史;明清经济史;藏书史;科举

A Study of Prices ,Cost ,and Commercial Value of I mprints in Ming Qing China

Abstract:

The book market in Ming Qing China can be studied with four types of information : book prices, cost of printing, book collections, and extant imprints . Each type of information has its own utility and limitations . It is advisable to use this information appropriately . Knowledge of their specific values and disadvantages will prevent erroneous conclusions . From an iota data on book prices and records of book production, we can reconstruct the range of book prices and cost of book production in the Late Ming Period . From the Wanli Period on, a newly printed single volume book priced at mid-to low-range would not be higher than one tael of silver . Readers had many choices for books priced at the range between 0 . 1 tael and one tael . Books priced below one tael were affordable not only to wealthy merchants and the gentry but also to poor literati and ordinary artisans . Imprints had become a common commodity ordinary people could afford to buy . As the economy expanded, urbanization accelerated, and educational opportunities increased, printed books circulated widely throughout the empire .

Keywords: Chinese Printing history; book history; cultural history of the Ming Dynasty; economic history of the Ming and Qing Dynasties; history of book collections; examination

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