

Faces of Ethnic Others in Press: *Dianshizhai Pictorial's* Southern Chinese Empire

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ABSTRACT

First published in Shanghai during the late Qing dynasty, the *Dianshizhai Pictorial* has been regarded as a pivotal visual shift in Chinese press history. This study aims to analyze the paper's depictions of Southern Chinese ethnic "others" from over four thousand illustrations during its decade-long publication. The release of the *Dianshizhai Pictorial* established Shanghai as a fast-changing metropolitan with a newfound demand for news efficiency and visual effectiveness. Under such circumstances, the understanding of Southern ethnic "others" transformed from oral traditions, historical records, and Miao-Man portraits to easily accessible illustrations that fostered a common perception amongst its readers. The first purpose of this study is to investigate how the Southern Chinese ethnic "others" came to be assigned negative stereotypes such as being animal-like and uncivilized, while the second goal is to investigate the impact of *Dianshizhai Pictorial* on public perception regarding the conquest and pacification of the Yao of Guangdong and Taiwanese aborigines. From detailed analysis of both texts and pictures, this study shows how late 19th-century mass media visual representations affected traditionally timeless views of Southern Chinese ethnic "others" amidst a rapidly changing society during an era of state conquest and Sino-Japanese empire conflicts.

Keywords: *Dianshizhai Pictorial*, Pictorial News, Ethnic Others of Southern China, Yao People of Guangdong, Taiwanese Aborigines