

The Mao Era in Objects

Children's Magazines: Magazine Covers Pre- And Post-Revolution



期四三九第

小朋友



行印局書華中



TITLE

Image 1 Little friends (Xiao pengyou 小朋友), no. 934 Magazine Cover

DATE

1949-03

CREATOR

Unknown

PUBLISHER

Zhonghua shuju

RIGHTS

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DESCRIPTION

This is a cover of *Xiao Pengyou* just a few months before the establishment of the PRC. There is nothing political in the border motifs drawn here (nicely-dressed children, crabs, trees and flowers). The photograph shows modern China, with automobiles and good roads. The magazine opens from the right, and the characters are printed from right to left, as in traditional Chinese literature.



Image 2 Little friends (Xiao pengyou 小朋友), no. 1016 Magazine Cover

DATE

1951-08

CREATOR

Unknown

PUBLISHER

Zhonghua Book Company (Zhonghua shuju 中华书局)

RIGHTS

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DESCRIPTION

This cover shows how *Xiao Pengyou* changed in style and content after the 1949 Revolution. The image shows children hanging propaganda posters, actively participating in village work. Two of the boys are wearing red scarves, symbolizing the Young Pioneers organization. The poster that the older boy is hanging encourages increased production. The magazine still opens from the right, but the characters are now printed from left to right.