Manhua Digital Archive

Understanding Chinese policy initiatives through the lens of colorful and creative art

Manhua（漫画；漫画月刊) was a state-sponsored pictorial magazine published in the People's Republic of China through the 1950s.

The monthly publication was founded by Mi Gu (米谷, 1918-1986), then art section head of the Shanghai Edition of *Liberation Daily* (Jiefang ribao, 解放日报). At inception, the magazine featured graphic calls-to-action for the Korean War effort. From 1953 forward, the magazine expanded its length, increased its frequency, and addressed the campaign needs of the day: instituting land reform. The new format allowed for complex and colorful depictions of daily life augmented by public policy initiatives.

By the late 1950s, the fallout from the Hundred Flowers Campaign had cast a repressive pall over political cartoonists. Illustrations from 1958 onward focused on encouraging people to join Great Leap Forward activities, with a noted departure away from slice-of-life humor. No matter the focus of the cartoons domestically, the international message was clear. Resisting imperialism and solidarity across socialist movements were major themes of every *Manhua* issue from 1950 to 1960.

Key Stats

- **Archive:** 1950-1960
- **Language:** Chinese
- **City:** Beijing
- **Country:** China
- **Frequency:** Varies
- **Format:** Full text, full image
- **Producer:** East View Information Services
- **Platform:** East View Universal Database

About the Archive

The Manhua Digital Archive, developed by East View, contains a complete set of the journal from the very first issue, comprising 164 issues. The Manhua Digital Archive features full page-level digitization, complete original graphics, and searchable text, and is cross-searchable with numerous other East View digital resources, including *Krokodil* (Крокодил, Crocodile) from the Soviet Union, which was a model publication for the creators of *Manhua*. In addition, East View's online platform has been designed specifically to show the rich images found in the pages of *Manhua* and provide the convenience of browsing full pages, similar to working with print originals.

Interested in more information?

For more information or trial access, please contact info@eastview.com or visit https://www.eastview.com/request-trial

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