The national publishing media in late Qing Dynasty had the characteristic of tool of the elite who were the “gatekeeper” of the publishing media. The elite decided the meaning of some special important words and the accepted and rejected the ideas from foreign nations according to their political conception. What’s more, the elite who had the proper position and ability to articulate their ideas did not rationally develop or illuminate the Confucian culture which should be the foundation of Chinese new political conception.