课程详述

COURSE SPECIFICATION

　　以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

　　The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	理解人类传播：从理论到实践 Understanding Communication: from Theory to Practice
2.	授课院系 **Originating Department**	社会科学中心 Center for Social Sciences
3.	课程编号 **Course Code**	SS088
4.	课程学分 Credit Value	2
5.	课程类别 **Course Type**	通识选修课程 General Education (GE) Elective Courses
6.	授课学期 **Semester**	秋季 Fall
7.	授课语言 **Teaching Language**	中英双语 English and Chinese
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） **Instructor(s), Affiliation& Contact**（**For team teaching, please list all instructors**）	雷伟 LEI Wei 南方科技大学人文社会科学荣誉学会 Society of Fellows in the Liberal Arts, SUSTech leiw@mail.sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 **Tutor/TA(s), Contact**	无 NA
10.	选课人数限额(可不填) **Maximum Enrolment**（**Optional**）	

11.	授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other（Please specify）	总学时 Total
	学时数 Credit Hours	32				32

12.	先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 NA
13.	后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 NA
14.	其它要求修读本课程的学系 Cross-listing Dept.	无 NA

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

虽然我们经常使用"传播"这个词，但我们未必真正理解它的内涵和外延。尽管如此，有一点我们是确信的，如果没有了传播，难以想象人类如何生存，我们的文明又会怎样。在这个星球的各个角落，传播时时刻刻都在发生。我们也从未停止过改良传播，从而满足我们的需要和诉求，朝向一个更美好的世界。媒介是一项伟大的发明，连接你我，重构交流沟通过程。我们对媒体（包括传统和数字形式）的依赖也从未像今天这样强烈。围绕媒体与传播，这门课一方面介绍传播学的理论知识，另一方面结合已媒介化空间中的传播现象就具体案例展开探讨。理论介绍将爬梳传播作为学术研究领域的出现和确立，分享传播学的一系列理论和学派，鼓励学生思考传播理论和当下数字社会的相关性。实践讨论将探索媒介技术如何改变了传播在时间和空间的存在，以及与之相伴的现实影响。重点聚焦在新技术下出现的各种视听传播现象，追问这些传播活动与我们身处的时空的互动。

Although we have used the word "communication" a lot in daily life, we still don't quite fully understand "communication" as a conception as well as a practice. Nevertheless, we know one thing for sure, it is unimaginable to picture without communication how human being would survive and what our civilizations would become. The communication process happens in every second everywhere on the planet, and it takes place across various visible/invisible boundaries. We never stop our pursuit in improving communication to meet our need and desire for a change and a better world. Media is a great invention in connecting and reshaping us as well as our communication process. Our reliance on media, both the traditional and digital forms, has never been stronger than today. Focusing on media and communication, this course consists of both theoretical introduction and discussions on specific cases of communication phenomena in the mediated space. The theoretical introduction will touch on the emergence and establishment of communication as a field of academic inquiry. It will comb the origin and development of a range of theories and schools in communication studies. It encourages students to question the relevance of these theories to our contemporary digital society. The following part will lead students to engage with the discussion on how media technology speeds up the process of and expands the scale of communication, and the subsequent consequences. One focus will be concrete cases of the visual-aural communication in the digital age, investigating the interactions between these activities and the era we live in.

16. 预达学习成果 Learning Outcomes

（1）传播基础和必要的传播学知识，加深学生对身处的媒介生态的理解，培养学生对媒体实践和理论学习的兴趣。
（2）敦促学生思考在个人和公共生活，在本土和世界图景中，我们需要什么样的传播秩序和格局，我们又该如何实现。
（3）鼓励学生使用文字、图像、音视频等数字工具，对外交流社会生活、专业学习等方面议题的经历、经验和想法。
（4）培养学生成长为优秀的交流者，与自我、家庭、社会、以及更广阔的世界建立良性的关系。

1. It spreads the basic and necessary knowledge about communication, deepening students' understanding of the media ecology we live in. It attempts to cultivate students' interests in both media practice and thinking for further studies.
2. It pushes students to think what kind of communication order and landscape we need and how we can achieve that vision in both private and public, in both local and global.
3. It aims to encourage students to pick up text, image and audio-visual tools that suit each and every one of them to reach out, exchanging experiences, thoughts, and ideas on matters either in social life, or professional life.
4. It prepares students to grow into a competent communicator, building quality connections with the self, the family, the society and the bigger world.

课程内容及教学日历 （如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

本课程共16讲，每讲2学时

第一讲 引言：什么是传播？

- ◆ 课程介绍
- ◆ 学生介绍
- ◆ 日常生活中对"传播"一词的广泛使用，以及不同的含义
- ◆ 历史性地回顾不同媒介的发明如何改变了传播活动和时空观

第二讲：什么是传播学？

- ◆ 传播学的兴起
- ◆ 介绍不同的传播理论和学派
- ◆ 讨论传播理论／学派和当下现实的相关性和适用性

第三讲：传播的一种分类

- ◆ 自我传播
- ◆ 人际传播
- ◆ 组织传播
- ◆ 大众传播
- ◆ 数字时代的传播

第四讲：大众传播

- ◆ 议程设置理论
- ◆ 把关人理论
- ◆ 拉斯韦尔模型
- ◆ 有限效果留念
- ◆ 沉默的螺旋

第五讲：人际传播

- ◆ 社会身份理论
- ◆ 韦斯特利-麦克莱恩模式
- ◆ 触觉传播
- ◆ 传染理论

第六讲：批判传播学

- ◆ 地方和全球视野中的批判传播学
- ◆ 具体案例讲述

第七讲：传播的物质性

- ◆ 传播研究的新转向
- ◆ 理解传播的物质性

第八讲：新闻业：媒体与传播的一个专业

- ◆ 新闻实践的兴起
- ◆ 公共生活中新闻业的作用和功能
- ◆ 作为劳动的新闻传播
- ◆ 数字时代新闻业的变化

第九讲：危机时刻的传播：以新冠病毒为例

- ◆ 危机时刻的健康传播，以及更多
- ◆ 新冠疫情下媒体的表现

◆ 新冠疫情下地方／全球的舆论场和媒体生态
◆ 新冠疫情期间媒体／传播的作用和功能

第十讲：跨越边界的传播：国际传播
◆ 理解国际／跨文化传播
◆ 国际传播中的问题和冲突
◆ 何为良性的国际传播秩序？

第十一讲：数字时代的视觉传播：聚焦视频文化
◆ 理解视频文化
◆ 数字时代的视频产业
◆ 视频的生产、流通和消费

第十二讲：数字时代的视觉传播：聚焦短视频
◆ 短视频文化的出现和兴起
◆ 如果有可能，邀请资深短视频工作者讲解短视频的类型、生产、传播、消费等

第十三讲：数字时代的视觉传播：直播
◆ 全球视野下的直播，直播的内容分类
◆ 讨论直播：作为一个产业、一种文化现象

第十四讲：数字时代的音频传播：播客
◆ 理解播客：作为一个概念、一种实践、一个产业、以及一种口头传播的新形式
◆ 如果有可能，邀请资深播客人讲解播客的相关内容

第十五讲：学生课堂展示；点评

第十六讲：学生课堂展示；点评

Lecture 1: Introduction: what is communication

◆ Course introduction
◆ Students' self-introduction
◆ A general look at the wide use of "communication" and the range of meanings associated with different uses
◆ A historical review of the inventions of various mediums that have reshaped the forms and the processes of communication

Lecture 2: What is communication studies?
◆ Tracing the emergence of communication studies
◆ Introducing different schools of communication theories
◆ Discussing the relevance of these theories in contemporary time

Lecture 3: Modes of communication

◆ Personal communication
◆ Interpersonal communication
◆ Organizational communication
◆ Mass communication
◆ Digital communication

Lecture 4: Mass communication

◆ Agenda setting theory
◆ Gatekeeping theory
◆ Lasswell's model
◆ Limited effects theory
◆ The spiral of silence theory

Lecture 5: Interpersonal communication

◆ Social identity theory
◆ Westley and MacLean's model of communication
◆ Haptic communication
◆ Contagion theory

Lecture 6: The introduction of critical communication

◆ Mapping critical communication in both local and international context
◆ Case studies

Lecture 7: The materiality of communication

◆ Introducing the rise of studies on the materiality of communication
◆ What is the materiality of communication?

Lecture 8: Journalism: A profession in media and communication

◆ Tracing the emergence of journalistic practices
◆ Reviewing the definition of the role of journalism in public life
◆ Offering an insight on journalism as a form of labor of communication
◆ Looking at the transformation of journalism in the digital age

Lecture 9: Communication in times of crisis: Covid-19

◆ Looking at health communication at a time of crisis and beyond
◆ Discussing the performance of media within different backgrounds in covering issues in relation to Covid-19
◆ Evaluating the local and global media atmosphere surrounding the development of Covid-19 crisis
◆ Exchanging thoughts on the role of communications in coping with the fight against Covid-19

Lecture 10: Communication beyond boundaries: international communication

◆ Understanding international/Intercultural communication
◆ Problems and conflicts in international communication
◆ What is a good international communication order?

Lecture 11: Visual communication in the digital age: the rise of video culture

◆ Reviewing the history of video culture
◆ Checking on the video industry with focus on a number of video sites
◆ Discussing on the production, circulation and consumption of videos

Lecture 12: Visual communication in the digital age: short video

◆ Introducing the emergence and rise of short video culture
◆ If possible inviting a video maker to talk about the production and consumption of short videos in China and beyond

Lecture 13: Visual communication in the digital age: live streaming

◆ Reviewing the types of live streaming across the world
◆ Discussing live streaming as an industry, a cultural phenomenon

Lecture 14: Audio communication in the digital age: podcast

◆ Introducing podcast as a conception, a practice, an industry as well as a new form of verbal communication
◆ If possible inviting a podcaster to talk about the production and listening of podcast in China and beyond

Lecture 15: Student presentation

Based on the teams formed on their own, students are expected to make a group presentation regarding their observation and investigation on one specific aspect in the field of media and communication.

Lecture 16: Student presentation
Following the lecture, it is the continuation of student presentation.

18. 教材及其它参考资料 Textbook and Supplementary Readings

中文阅读材料（含译著）

张国良：《20 世纪传播学经典文本》，复旦大学出版社，2003.

李彬：《符号透视：传播内容的本体诠释》，复旦大学出版社，2003.

陈卫星：《传播的观念》，人民出版社，2004.

胡翼青 / 张军芳：《美国传播思想史》，复旦大学出版社，2019.

李金铨：《传播纵横：历史脉络与全球视野》，社会科学文献出版社，2019.

刘海龙：《宣传：观念、话语及其正当性》，中国大百科全书出版社，2013.

刘海龙：《重访灰色地带：传播研究史的书写和记忆》，北京大学出版社，2015.

［美］威尔伯•施拉姆：《传播学概论》，新华出版社，2006.

［美］赛弗林：《传播理论：方法、起源与应用》，华夏出版社，2006.

［美］洛厄里，德弗勒：《大众传播学研究的里程碑》，中国人民大学出版社，2009.

［美］罗杰斯：《传播学史：一种传记式的方法》，上海译文出版社，2012.

［美］彼得斯：《对空言说：传播的观念史》，上海译文出版社，2017.

［美］菲斯克：《解读大众文化》，南京大学出版社，2006.

［加］伊尼斯：《帝国与传播》，中国传媒大学出版社，2013.

［加］伊尼斯：《传播的偏向》，中国传媒大学出版社，2013.

［加］麦克卢汉：《理解媒介：论人的延伸》，译林出版社，2019.

［加］麦克卢汉：《机器新娘：工业人的民俗》，中国人民大学出版社，2004.

［美］詹姆斯•凯瑞：《作为文化的传播："媒介与社会"论文集》，中国人民大学出版社，2019.

［美］马尔库塞：《单向度的人：发达工业社会意识形态研究》，上海译文出版社，2006

［美］丹尼尔•戴扬；伊莱休•卡茨：《媒介事件：历史的现场直播》，北京广播学院出版社，2000.

［加］文森特•莫斯可：《传播政治经济学》，华夏出版社，2000.

［美］尼尔•波兹曼：《娱乐到死》，广西师范大学出版社，2011.

［美］尼尔•波兹曼：《童年的消逝》，广西师范大学出版社，2011.

英文阅读材料

以上译著的英文原版

Carey James (ed.) 1988. Media, myth and narrative: Television and press. Beverly Hills, CA: Sage.

Carey James.1989. Communication as culture: Essays on media and society. New York: Unwin and Hyman.

Christians Clifford & Nordenstreng Kaarle. 2014. Communication theories in a multicultural world. Peter Lang.

Packer Jeremy and Wiley Stephen (eds.). 2012. Communication matters: Materialist approaches to media, mobility, and networks. London: Routledge.

其它参考资料

电影《通天塔》(Babel)；《水形物语》(The shape of water)；《莫娣》(Maudie)；《大地的女儿》(Nell)；《没有青春的青春》(Youth without youth)；《海底总动员 2》(Finding Dory)；《触不到的恋人》(The Lake House)；《降临》(Arrival)；《迷失东京》(Lost in translation)；窃听风暴 (The lives of others)；美丽人生 (Life is beautiful)；《人鬼情未了》(Ghost)；《黑镜》(Black mirror)

课程评估 ASSESSMENT

19.

评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		5%		Full attendance is expected. Record is only used to make sure students could join the course at their most to avoid failure.

课堂表现 Class Performance		15%		Class performance is assessed based on their engagement with class content via listening and discussion.
小测验 Quiz		15%		Quiz is adopted to test students' efforts in reading and the following understanding.
课程项目 Projects				
平时作业 Assignments				
期中考试 Mid-Term Test		30%		Mid-term test features two parts. The first is the group presentation on a specific topic. Each one of the group should contribute to entire process of making the presentation completed and successful. The second is a piece of short essay on their engagement with either communication theories or practices.
期末考试 Final Exam				
期末报告 Final Presentation		35%		The final presentation is a research report. Students should focus on a specific and workable question that they choose to study in details.
其它（可根据需要改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

☑ A. 十三级等级制 **Letter Grading**
☐ B. 二级记分制（通过/不通过） **Pass/Fail Grading**

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
     This Course has been approved by the following person or committee of authority