

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	传播学导论 Introduction to Communication
2.	授课院系 Originating Department	社会科学中心 Center for Social Sciences
3.	课程编号 Course Code	SS169
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	春季 Spring
7.	授课语言 Teaching Language	中英文 Chinese and English
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)	郭倩 GUO Qian 南方科技大学人文社会科学荣誉学会 Society of Fellows in Liberal Arts, SUSTech guoq2022@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

本门课程为传播学研究的入门课程，旨在系统地向学生介绍传播学研究涉及的各个领域、核心概念和相关理论。本门课程通过四个部分循序渐进的展开：第一部分是介绍传播的基础知识，包括简述何为传播、介绍传播的过程和类型。第二部分是基于对传播的基本认知展开介绍传播学中的较为典型的研究问题。第三部分概述传播学理论的演变，并重点介绍两个历史悠久且依然适用于思考当下问题的传播学理论。第四部分则主要基于以上理论，重点分析当下社会中一些热点现象和议题，如多媒介传播、注意力生态、流行文化，文化挪用现象等等。

This course is an introduction to the study of communication and is designed to systematically introduce students to the various areas, core concepts and theories involved in the study of communication. The course is structured in four parts: the first part is an introduction to the basics of communication, including a brief description of what communication is, and an introduction to the processes and types of communication. The second part is based on the basic understanding of communication to introduce the more typical research problems in communication. The third section provides an overview of the evolution of communication theories and highlights two long-standing theories that are still relevant to thinking about current issues. The fourth part is based on these theories and focuses on analysing some hot phenomena and issues in the current society, such as multimedia communication, ecology of attention, popular culture, popularisation of scientific and technological information, and so on.

16. 预达学习成果 Learning Outcomes

本课程预期让学生掌握以下知识、技能：

- 了解传播的过程以及类型；
- 了解何为传播学以及传播学关注的问题；
- 了解如何通过传播学视角思考日常的交流与传播；
- 了解如何通过社会科学的视角理解当代文化现象。

This course is expected to provide students with the following knowledge and skills:

- Understanding the process of communication and the types of communication;
- Understanding what communication is and what it is concerned with;
- Understanding how to think about everyday communication and dissemination through the lens of communication studies;
- Understanding how contemporary cultural phenomena can be understood through the lens of the social sciences.

17. 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.)

本课程每节 2 课时，共计 32 课时

第一部分：关于传播的基础认知

Part I: Basic knowledge about communication

第一节：何为传播

Section I: What is communication

- 传播的概念 The concept of communication
- 传播的过程 The process of communication

传播的类型（人际传播，社群传播，公众传播）Types of communication (interpersonal, community, public)

第二节：人际传播

Section II: Interpersonal communication

- 人际传播的基本元素 Basic elements of interpersonal communication
- 人际传播的多种语境 Multiple Contexts of Interpersonal Communication
- 日常人际传播案例讨论 Case discussions of everyday interpersonal communication

第三节：社群传播

Section III: Community communication

- 社群传播的基本元素 Essential Elements of Community Communication
- 社群传播的多种语境 Multiple Contexts of Community Communication
- 日常社群传播的案例讨论 Case discussions of everyday community communication

第四节：公众传播

Section IV: Public communication

- 公众传播的基本元素 Basic elements of public communication
- 公众传播的多种语境 The multiple contexts of public communication
- 日常公众传播的案例讨论 Case discussions of everyday public communication

第二部分：基于传播认知的思考

Part II: Reflections based on communication perceptions

第五节：何如交流？（1）

Section V: How to communicate? (1)

- 传播空间中的主角 Protagonists in the communication space
- 传播面临的五个层面的挑战（信息层面，身份定位层面，行动层面，关系层面，规则层面） Five levels of challenges to communication (information level, identity level, action level, relationship level, rules level)
- 基于以上五个层面的挑战，讨论存在于日常沟通中的案例 Based on the five dimensions of the challenge, discuss examples from everyday communication

第六节：何如交流？（2）

Section VI: How to Communicate? (2)

- NLP 神经语言程序学与传播方法 NLP Neuro-Linguistic Programming and Communication Methods
- 传播的四种困境（情感困境，认知困境，技术困境，经济困境） The four dilemmas of communication (emotional, cognitive, technological and economic)
- 日常沟通困境的案例讨论 Case discussions of everyday communication dilemmas

第七节：何如交流？（3）——沟通中的语言与行为

Section VII: How to Communicate? (3) - Language and Behaviour in Communication

- 语言的五种功能（表达功能，释义功能，传达功能，语音功能，指示功能，诗意功能） The Five Functions of Language (Expressive, Interpretative, Conveying, Phonological, Indicative, Poetic)
- 问题与倾听 Questions & Listening
- 辅助语言 Supporting Languages

第八节：如何面对冲突？

Section VIII: How to face conflict?

- 何为冲突？ What is conflict?
- 冲突的类型 Types of Conflict
- 面对冲突的四种模式 Four Models for Confronting Conflict

第三部分：传播学的两个基本理论

Part III: Two basic theories of communication

第九节：接受者理论

Section IX: Reception theory

- 接受者理论的定义与演变 Definition and Evolution of Reception theory
- 接受者理论的应用 Application of Reception theory
- 案例分析与讨论 Case studies and discussions

第十节：挪用理论

Section X Theory of Appropriation

- 挪用理论的定义与演变 Definition and Evolution of Theory of Appropriation
- 挪用理论的应用 Application of Theory of Appropriation
- 案例分析与讨论 Case studies and discussions

第四部分：对一些文化现象的传播学分析

Part IV: Communication analyses of selected cultural phenomena

第十一节：注意力生态

Section XI: Ecology of attention

- 注意力资本与注意力经济 Attention Capital and the Attention Economy
- 注意力与关注力 Attention and Intention
- 注意力生态 Ecology of attention
- 法国阿维尼翁戏剧节的文化褶皱现象分析 Analysis of the Cultural Fold Phenomenon at the Avignon Theatre Festival, France

第十二节：流量与网红

Section XII: Flow and KOLs

- 流量的定义与理解 Definition and Understanding of Flow
- 社交网络与网红经济 Social Networking and the Netroots Economy
- 中国社交媒体“文化遗产网红打卡地”现象分析 Analysis of the phenomenon of "cultural heritage hotspots" on Chinese social media

第十三节：讲故事

Section XIII: Storytelling

- 何为讲故事? What is storytelling?
- 讲故事与符号价值构建 Storytelling and Symbolic Value Construction
- 文化创意产业中的“讲故事”现象分析 Analysing the Phenomenon of "Storytelling" in Cultural and Creative Industries

第十四节：文化解释与文化挪用

Section XIV: Cultural Interpretation and Cultural Appropriation

- 基于文化 IP 产生的争论 Arguments based on cultural IP generation
- 关于解释与挪用的争论 Arguments on Interpretation and Appropriation
- 对传统文化元素的“再创作”现象的分析 Analyses of the phenomenon of "re-creation" of traditional cultural elements

第十五节：跨媒介传播

Section XV: Transmedia communication

- 媒介的概念和角色 The concept and role of media
- 新技术与跨媒介趋势 New technologies and cross-media trends
- “制造热点事件”的跨媒介传播分析 Cross-media communication analysis of "creating hot events"

第十六节：期末小组项目和作业点评

Section XVI: Review of final group projects and assignments

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

-Anderson, James, and Timothy Meyer. Mediated Communication : A Social Action Perspective (Current Communication). {SAGE Publications}, 1988. CiteULike. Web. 11 Oct. 2014.
 -Kamhawi, Rasha, and David Weaver. "Mass Communication Research Trends from 1980 to 1990." Journalism and Mass Communication Quarterly, 80.1 (2003): 7-27. Web. 12 Oct. 2014.
 -Stevens, Sam. "Introduction: A Definition of Communication." The Journal of the Acoustical Society of America 22.6 (1950): 689-690. scitation.aip.org. Web. 16 Dec. 2014.

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		20%		无故缺席 3 次及以上为不通过
课堂表现 Class Performance		20%		积极参与课堂讨论
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				


期中作业 Mid-Term Assignment		30%		以传播学基本知识和传播学理论为基础，以小组作业形式，制作完成一个具有传播功能的短视频，并提交书面形式的简要分析：说明该视频是属于何种传播类型，预期的受众是什么，简述传播目的和预计效果。
期末考试 Final Exam				
期末报告 Final Presentation		30%		根据课程所分析的文化现象或者利用课堂所学的传播学分析方法，选择一种身边的日常文化现象进行分析和论述。（字数：2000—3000字）。
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



SUSTech

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