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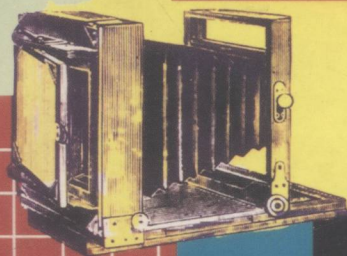
傳播教育叢書

新聞

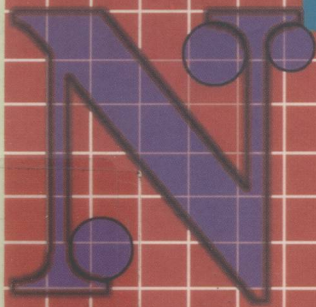
The History of
News & Communication

程之行／著

傳播史



NEWS



本書，如書名所示，是對在人類社會中進行的一種活動——新聞傳播，依照歷史的分期，作出有系統的敘述。

作者在撰寫中，自始至終所關心的是兩個因素：「事」與「人」。事，指的是新聞傳播的革命性影響。人，則是指新聞傳播界應聲而出的傑出人物。

因此，本書既未採用一些事實與數據的一覽圖，而是以新聞傳播這一互動的本質，以及「人」、「事」兩個因素相互糾結的關係。

人類社會的新聞傳播之有今天，是因為有一個歷時三百年的昨天，且又有一個明天，鑑往而知來，本書對於對人類社會的新聞傳播有興趣的學子、朋友必有所裨益。



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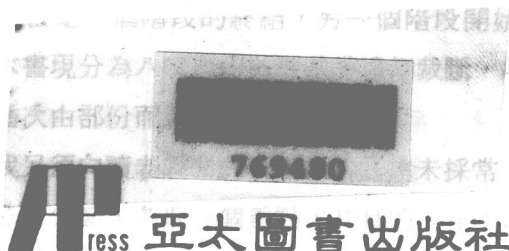
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Chicago Tribune

Wednesday, July 20, 1994

North
Sports Final
50¢ Newsstand
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Wednesday



Movies: Susan Sarandon goes to battle for an 11-year-old in the legal thriller "The Client." Review, in *Tempo*.



In fine fettle: Victor Borja brings his ageless spirit, timeless art and flawless delivery to *Ravina*. In *ArtsPlus*.

Fast on his feet: Dancer Savion Glover, 30, has spent half his life tapping his way to the top. Profile of a tap phenom. In *Tempo*.

Weather

Chicago area: Wednesday: Partly sunny, humid, chance of storms; high 91. Wednesday night: Storms possible; low 73. Thursday: Partly sunny; high 81. Details, Sec. 2, pg. 9.

New Jersey seeks a catchy slogan (and it needs one)

By Lisa Anderson

Thomas County, N.J.

HOBOCKEN, N.J. — No one knows what slogan the state of New Jersey will choose for its new image campaign, but it won't be "New Jersey: The Ultimate Destination."

Catchy though it may seem, that potential slogan quickly was ditched after being rejected by several business associations with mercurial leaders. Jimmy Hoffa is barred, under an order of the U.S. Supreme Court, from the state's name.

In previous years, the slogan "We're going to be the Rodney Dangerfield of states, we're not going to do what you do" was rejected.

The new slogan campaign, due to be unveiled in September, is critical to a state that is hungry to lure jobs, business and residents, but hampered by an unfavorable reputation relative to all other states, except Illinois, New York and Pennsylvania.

No one really knows how New Jersey first came to have such an unimpressive reputation.

See *Jeans*, Page 11

Off-target National Guard shells cottage

105 mm howitzer pummels crater in lawn

By Peter Kendall

Thomas County, N.J.

Because Bob and Joan Hutton were out seeing "Furthest Quarry" Monday night, we can laugh about what happened to their summer home.

The Illinois National Guard shelled it. It was not a direct hit, but the 105-mm

howitzer shell landed close enough to shatter windows and blast through one side of the house and end the offer.

Considering it was fired from 5 1/2 miles away, that's damn close.

"Obviously, somebody made a grave error," said Bob Hutton.

In the portion of the Guard, "an artillery round went from the wrong area."

At Camp Grayling, about 20 miles south of the Michigan border in Michigan.

"I am not trying to downplay it," said Brigadier Gen. Paul Gubardt of the Ill.

nois National Guard, "but the round just went west out of the buffer zone."

But just barely beyond that buffer zone was the Huttons' suburban Detroit area's summer home.

Guerrilla Lake, residents can hear the constant, but harmless chattering of artillery.

Shortly after 8 p.m. Monday, the shell arched on a 400-meter flight over the wooded buffer zone and exploded on the Huttons' lawn, boring a 3-foot crater and propelling the house with shrapnel.

The largest piece of shrapnel—about

the size of a paperback book—ripped through a wall, scorching the roof and into the living room. It made a low pass directly over the house, then burst through the opposite wall and landed on the lawn.

A smaller piece pierced a wall, ricocheted off a wall and landed on the roof.

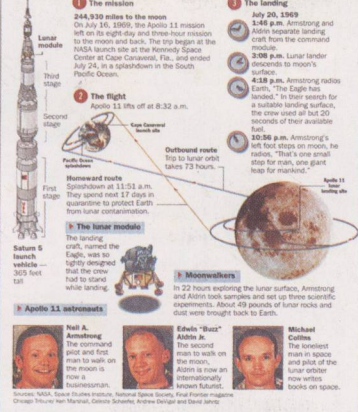
The Huttons said all this when they dropped from a night out at the movies to find their home surrounded by military police.

"We were very fortunate we were not hurt," Mrs. Hutton said.

See *Jeans*, Page 11



Edwin "Buzz" Aldrin in a lunar pose in 1969. Story, Page 7.



In-line skater's death raises fears about a freewheeling sport

By Ian Feris

Thomas County, N.J.

When 18-year-old Stephen Bickman collided with a vehicle on a four-lane road near his home in Lincoln Park, he became the first person in the Chicago area whose death was attributed to in-line skating.

For some who have worriedly watched the explosive popularity of the sport, high-tech roller skates, it seemed to confirm the

worst. The sport has gotten out of control.

Lincoln Park is often clogged with skaters, who vie for space along the path once largely the domain of joggers and cyclists.

"Everyone just puts on a pair of skates, and they don't learn about stopping or technique," complained Stan Lauer, a 35-year veteran of the sport. "I wouldn't be surprised if there are more deaths."

In suburban areas like Hinsdale,

Exton and St. Charles, officials are also grappling with concerns over bad dog skaters causing downtown sidewalks.

According to medical data and other safety-related statistics, it's true that in-line skating is sending more people than ever to emergency rooms—perhaps just because so many people are taking up the sport, 12.5 million nationwide in 1993.

Yet other wheeled sports, such as skateboarders or plain old

roller skating, are still more dangerous, they also grapple with concerns over bad dog skaters causing downtown sidewalks.

In mid-June, the U.S. Consumer Product Safety Commission announced that the number of injuries attributed to in-line skating would more than double this year, to 82,000. But less than a week later, the Journal of the American Medical Association stressed its own findings that roller skaters who are hurt in-line skates, 3.3 are hurt with roller skates and 1.2 with skate-

Democrats plan Chicago convention

Deal reportedly 99% in the bag; details remain

By Steve Duley

Thomas County, N.J.

WASHINGTON — Democratic National Committee chairman David Willen and Tuesday he will come to Chicago Tuesday to finalize an agreement that will bring the party's 1996 national convention to Chicago.

Willen, a former political aide to Mayor Richard M. Daley, will meet with Mayor Daley to discuss "unofficial" city's financial support of the convention, including the possibility of a source close to Mayor Daley's office told the Tribune.

Willen said he "had not forwarded a decision to President Clinton about the '96 convention, but I hope to do that in the very near future."

A source close to Mayor Daley's office told the Tribune.

Clinton, Dole narrow gap on key health-care goals

Clinton, Dole narrow gap on key health-care goals

President asserts he requires 'no pride of authorship' in plan

By Thomas Hardy

Thomas County, N.J.

BOSTON — Let's make a deal. That was the message President Clinton and Senate Republican Leader Bob Dole exchanged Tuesday on the politically charged issue of health-care reform in separate remarks to the nation's governor.

After weeks of heated partisan rhetoric over health care, the chief antagonists signaled their willingness to negotiate provisions of a reform plan that Congress will begin to debate in August and put something in place this year.

Dole said he is willing to allow this year to be a measure to deal with the issue of health care, and Clinton in return agreed to "unofficial" support of the convention, including the possibility of a source close to Mayor Daley's office told the Tribune.

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Even bicycling, according to National Safety Council figures in 1993, caused more than 100 deaths.

See *Jeans*, Page 11

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彩圖 1 在美國,《華盛頓郵報》、《洛杉磯時報》、《芝加哥論壇報》與《聖路易郵訊報》各據一方,以輿論與新聞報導兩個方面,同時在為受眾提供充分服務。本圖為《芝加哥論壇報》。



Who Is Mike Keenan?

New Blues coach Mike Keenan learned the value of hard work as a teen... and the New York Rangers claim he still works for them

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EVERYDAY
Moonstruck By Apollo 11 1D
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Governors Split On Health Care 13B

On Women And Money
A new how-to book tries to guide women through their most-asked questions about money
BUSINESS 10C

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Griffin Inquiry Pressed

'So Blatant,' Rep. Smith Says Of Speaker's Letter

By Terry Ganeley and Paul L. Swanson
Of The Post-Dispatch Staff

Lawmakers from both political parties are calling for investigations of House Speaker Bob Griffin's demands that a riverboat casino give a \$10 million share of its proposed Missouri operation to a public relations company tied to Griffin.

Rep. Cante Park, D-Sugar Creek, asked the state Ethics Commission on Monday to investigate the powerful House leader.

Rep. Todd Smith, R-Scottia, said he would file a complaint against Griffin with the House Judiciary and Ethics Committee. But Smith said the inquiry should not stop there.

"There should be a grand jury investigation," Smith said. "This is so blatant. This is big money here."

Park and Smith were referring to the Kansas City Star's disclosure that Griffin reportedly told the Kansas Gaming Corp. last year that it must give a \$10 million share to his clients.

Griffin said that he Sahara did not agree with the arrangement, it added problems getting a state license for See GRIFFIN, Page 4

1969: A Space Odyssey



Astronaut Edwin E. "Buzz" Aldrin walks near the leg of the lunar module Eagle in this 1969 photo taken on the surface of the moon.

NASA Recalls Glory With Bit Of Nostalgia

19th Century
WASHINGTON — Neil Armstrong took the first, famous step on the moon on July 20, 1969. Eugene Cernan took the last. After circling his daughter's initials — "TKA" — in the lunar dust, Cernan scrambled aboard Apollo 17's lunar module along with crewmate Harrison Schmitt at 12:24 a.m. on Dec. 14, 1972.

Armstrong — cool, aloof, stoic — will always be remembered for the first, fourth from the moon's surface. "The Eagle has landed," he said. "Let's get this mother out of here."

And then it was over. The lunar soil remains undisturbed by anyone following in Cernan's footsteps. And neither the United States, nor any other nation, has plans to send astronauts to the moon or beyond.

The Apollo program, a political and technical triumph, has become an increasingly distant memory as the space agency commemorates the 25th anniversary of the first moon landing on July 20, 1994.

The U.S. Census Bureau estimates that 87 million Americans — one-third of the population — have been since Armstrong made his historic first step onto the lunar surface.

The \$25.4 billion Apollo program (valued at \$95 billion in See MOON, Page 8)



Neil Armstrong waves during a visit to an airshow Sunday that marked his moonwalk 25 years ago.

Tutsi Rebels Claim Control Of Rwanda

Millions Still Flee, Fearing Tribal Revenge

Compiled From News Services

KIGALI, Rwanda — Tutsi rebels declared victory Monday and planned to install a new government as millions more of their countrymen fled toward uncertain safety in neighboring nations.

After 14 weeks of ethnic bloodshed, the first dominant rebel said that they had swept away the last Hutu government and that a truce was in place. The rebel leader would halt the desperate human flight out of Rwanda.

"There is no need for anyone to flee Rwanda," said Maj. Gen. Paul Kagame of the rebel Rwandan Patriotic Front. "We guarantee all Rwandans stability and security."

The refugees fled for fear the rebels would try to avenge the slaughter of an estimated 200,000 to 500,000 people — most of them Tutsis — by Hutu militia. Thus far, there has been little evidence of widespread rebel reprisals against Hutus.

Still, between Wednesday and Saturday, up to 1 million Hutu civilians and soldiers already had pushed into Congo, Zaire, from the southwestern Rwandan town of Gisenyi.

And refugees officials reported late Monday that about 1.9 million more Hutus were streaming toward the southwestern Rwandan border town of Cyangugu and had started another See RWANDA, Page 7



A Rwandan refugee woman plucks an orphan baby from the arms of the infant's dead mother Monday. Dozens of people were killed when refugees stampeded, after rebels opened fire near the refugees.

Explosions On Jupiter Staggering

Compiled From News Services

GREENBELT, Md. — The power is phenomenal. The numbers are almost beyond belief.

Two of the largest fragments of comet Shoemaker-Levy 9 smashed into Jupiter Monday, dwarfing the atomic explosions already observed and blinding some of the most powerful telescopes on Earth.

The first of the twin terrier-sized events flashed brighter than Jupiter itself. Using a revised scale, astronomers said the released energy equaled 8 million megatons of TNT.

That is 6 million times more powerful than Earth's entire arsenal of nuclear weapons. Put another way, imagine 8 pounds of TNT stacked on each square foot of land on Earth and then ignited.

And that was just the force unleashed by one of the 21 fragments that already have hit Jupiter.

"The energy released is beyond any of our experiences on Earth," said Jay McFadden, a University of Maryland astronomer. "We're clearly struggling to assimilate the information."

See COMET, Page 8

Argentine Blast Kills More Than 20 At Jews' Offices

Compiled From News Services

BUENOS AIRES, Argentina — An explosion Monday destroyed a seven-story building housing two Jewish groups, killing at least 22 people, Argentina's president said.

The attack was perpetrated by "snails and screws," rescue workers believed, perhaps referring to the snail-paced pace of the Argentine government's response to the crisis.

The cause of the blast was unknown. Buildings on the roof of the block were heavily damaged, and cars parked near the building were destroyed.

Recent weeks climbed the pole of rubble — all that remained of the building housing the headquarters of the Argentine Jewish community group, and the Argentine Jewish community group, and the Argentine Jewish community group, and the Argentine Jewish community group.

Shards of metal and glass lay everywhere on the street. A car crushed under the rubble of the building, covered hastily with bedsheet and from four men.

See EXPLOSION, Page 7

Run From The Border! Consumer Group Blasts Mexican Restaurant Food

WASHINGTON (AP) — Toss the taco, fryer that burrito and just say "no" to the refined beans, guacamole, sour cream and tortilla chips.

As for the fast-food value instead.

The consumer group that attacked the fat in movie popcorn and Italian and Chinese meals warns that most Mexican dishes in restaurants will saddle you with up to a full day's worth of fat and sodium and more than 1,000 calories.

But unlike Chinese and Italian food, the Center for Science in the Public Interest said, it found few ways consumers could improve the nutritional value of Mexican restaurant food.

"Mexican food is not even as healthy food," Michael Jacobson, the center's executive director, acknowledged at a news conference Monday. "But I think the numbers will shock anybody who has had any concern about health."

"Seeing that you're using up three-fourths of your fat intake just on the side dishes is utterly shocking. It's completely unnecessary."

See FOOD, Page 5

WEATHER

Chance Of Storms, MUCY

FORECAST

Today: Partly cloudy. Chance of storms. High 80. Muggy tonight. Low 74.

Wednesday: Partly cloudy with showers. High 80. Muggy tonight. Low 74.

Weather, 10B

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Judith Moriarty's Sea Of Troubles

Don't Back Away From Racial Justice 14B

Edgar Talks Kustra Into Staying On Ticket

By Tim Novak

SPRINGFIELD, Ill. — Illinois Lt. Gov. Bob Kustra won't be a host of a radio talk show after all.

Kustra has decided to remain a backseat driver from the office held by Gov. Jim Edgar, who was rushed to the hospital for a coronary bypass operation less than two weeks ago.

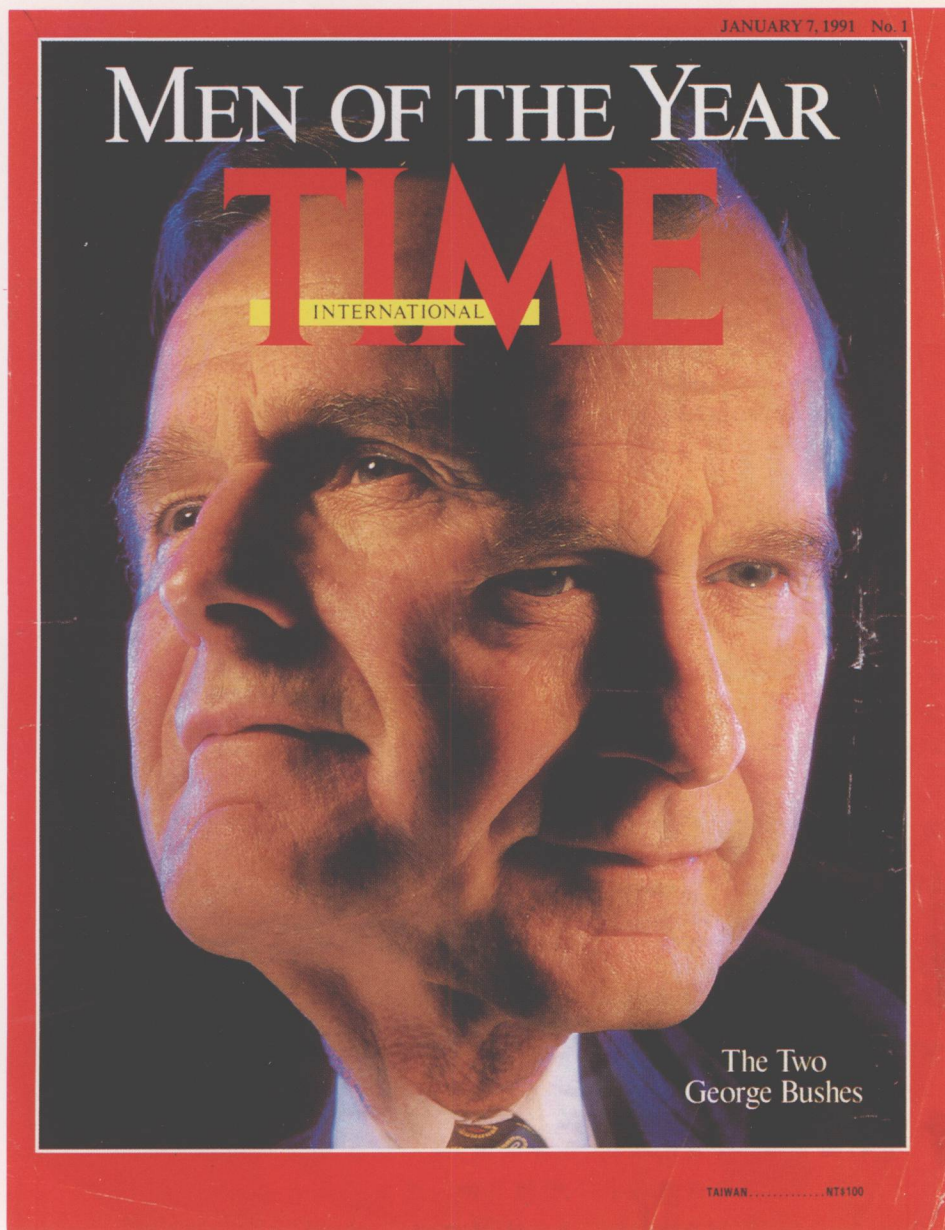
"My governor's called me," Kustra said Monday. "He's asked me to reconsider a decision. I would have never left if I had known he was going to have bypass surgery. This decision is about friendship, duty and doing what I think is right."

It was the second time in less than three weeks that Kustra was asked to reconsider a decision. This time, however, it was about Illinois political career.

Kustra announced on June 29 that he would resign as lieutenant governor. See KUSTRA, Page 4



Illinois Gov. Jim Edgar (left) and Lt. Gov. Bob Kustra joke with reporters Monday in Springfield.



彩圖 3 一九九一年《時代》的封面——「本年風雲人物」。



彩圖 4 在倫敦出版的《世界新聞》是一份星期報。銷路之大，在全世界各「小型報」中，當無出其右者。一九九四年七月十七日公佈的銷路為：四、七三一、九〇二份。



WOOSIE: I WAS I AWFUL

BY JIM WOODMAN
The "Woosie" character, who has been a popular figure in the "Woosie" column, has been a popular figure in the "Woosie" column. The "Woosie" character, who has been a popular figure in the "Woosie" column, has been a popular figure in the "Woosie" column.

Feherty's Irish army Turn out

BY MICHAEL
The Irish army has turned out for the Feherty's Irish army. The Irish army has turned out for the Feherty's Irish army.

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BEACHED



BEACH BUNNIES: The City and State Police are out for their summer fun.

By MARTIN SAMUEL

The Irish army has turned out for the Feherty's Irish army. The Irish army has turned out for the Feherty's Irish army.

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The Irish army has turned out for the Feherty's Irish army. The Irish army has turned out for the Feherty's Irish army.

LOOK WHAT WE CAME TO GNOME TO



Jokers cement 80 on house

By LUCAS
The Jokers cement 80 on house. The Jokers cement 80 on house.

The Jokers cement 80 on house. The Jokers cement 80 on house.

The Jokers cement 80 on house. The Jokers cement 80 on house.

The Jokers cement 80 on house. The Jokers cement 80 on house.



PETER, 16 IS ROYAL PIN-UP

By LUCAS
Peter, 16, is royal pin-up. Peter, 16, is royal pin-up.

Archers fan bird comes a cropper

By LUCAS
Archers fan bird comes a cropper. Archers fan bird comes a cropper.

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Archers fan bird comes a cropper. Archers fan bird comes a cropper.

Archers fan bird comes a cropper. Archers fan bird comes a cropper.



Green queenie

By LUCAS
Green queenie. Green queenie.



WIN Wedding dress just like Sarah's

By LUCAS
Win wedding dress just like Sarah's. Win wedding dress just like Sarah's.

Win wedding dress just like Sarah's. Win wedding dress just like Sarah's.

Win wedding dress just like Sarah's. Win wedding dress just like Sarah's.

Chisel

By LUCAS
Chisel. Chisel.

Chisel. Chisel.

Chisel. Chisel.

ELVIS, WART 'N ALL

By LUCAS
Elvis, Wart 'n All. Elvis, Wart 'n All.

Elvis, Wart 'n All. Elvis, Wart 'n All.

Elvis, Wart 'n All. Elvis, Wart 'n All.

HOW TO USE USA TODAY'S FAX SERVICES

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STEP TWO



Listens for the high-gated tone, then press the "start" button and replaces the handset. Your fax machine will connect to our system, and will automatically receive the index pages.



彩圖 8 此為《今日美國》的第 10A 版。彩色氣象圖是該報的一個特色。

前言

自一九八三年起，我浪跡海外，於今十有一年。我在閱讀報章雜誌時，見有關於新聞事業的資料，輒加剪貼保存。我在大專院校授課，由台灣到香港，必有一個科目：「世界新聞（傳播）史」，這使得我把這方面的演變歷程漸漸系統化起來。我想，我應當來寫一部書，初以《新聞傳播三百年史》為名。●

去年三月間，經友人一番慫恿，本社的許根諒兄慷慨承諾，願把我寫的書出版，我於是動起手來。我估料，寫「三百年史」，需時一年半。想不到，撰寫過程十分順利，今天，我把全書脫稿並另定書名，算來還不到一年的時間。

我在前面講到，歷史的演變歷程須加系統化，這是我們學歷史的人最關心的一件事：進行所謂「斷限」。我一邊撰寫，一邊想著，到某處，當是一個階段的終結，另一個階段開始；中間劃出一個界限來。本書現分為八個部份，即基於這個裁斷，相信這樣做，必有利於讀者循序由部份而獲取全貌。

我另須向讀者說明的，本書的敘述未採常見的流水帳的方式，而是，分章分節，各取一個重點，其目的，在不違背“chronological”的原則下，著力於“topical”。這可套用中國史學的一個名詞：「紀事本

末」式。

在撰寫中，我自始至終所關心的是兩個因素：事的因素和人的因素。事，指的是科技（technology）。我們不能不承認，一四五三年，印刷機的使用所激發起人類社會新聞傳播的革命性影響。同樣的是一八三八年，由於電報的使用，新聞傳播速度始得驟增。諸如此類，實不一一列舉。

另外一個因素——人。所謂「時勢造英雄」，科技提供客觀條件，新聞傳播界的傑出人物應聲而出，於是「英雄造時勢」。這或許是我個人一偏之見：這部《三百年史》，由查理·譚納而至艾爾·牛哈滋，實際上為替這些傑出人物事業成功作出的一個紀錄。

談新聞史，不可不談傳播史。本書是把兩者進行綜合。自第一章到第十七章（自第一部份到第六部份），縱論往事；自第十八章到第二十三章（自第七部份到第八部份），且言來茲。「來茲」者，講的是本世紀六十年代與以後，在新聞傳播的歷史發展中，在「事」和「人」兩個方面產生的急劇變化。對這六個章，我撰寫時，自思花去精力較多。我且懷有期望，大家因讀這本書而產生一種心理準備，來迎受未來更多更大的變化。

於此，我當承認關係到個人能力的一個問題。一九七二年，我寫出一個教材，名曰：《英美報業簡史》（台北世界書局出版），全書才一百八十一頁，貌不驚人。這卻是我對新聞傳播史加以斷限的一個嘗試。祇可惜，談的限於英、美兩國。這本書，從格局上看，是《簡史》的一個擴大。匆促付梓，我未能照顧到全面，希望日後再加補救。

本書既非流水賬，亦非一覽圖。譬如說，想找一些事實與數字，俄羅斯（昔之蘇聯）共有全國性、地方報多少家，發行額若干？必會感到失望。請讀者先讀緒論，再讀結論，當知這本書的重點是在揭示人類社會這一種互動的本質，以及「人」、「事」兩個因素相互糾結的關係，從這上面，有所增益。

歷史學前輩，英國人亞瑟·麻維克（Arthur Marwick）著有一書，不同凡響。他告訴他的讀者，寫史，免不了在內容之中，「有所詳，有所略」（commission and omission）。●我獲有這樣的一種宣示，膽量增大，來詳其所詳，略其所略，這樣做，但願不損及全書的完整性。

我在答應為本社寫這本書之後的八個月，即同年十一月，我回美國，經中西部、南部四、五個州，為的是搜集資料，計有十天。過密蘇里州，訪問母校，向當今國際傳播權威繆里爾博士當面請益，晤談兩次，獲贈三、四本有價值的參考書。繼又有倫敦之行，又七天，到查林十字路、艦隊街、海德公園等熟知的地名察看。

由動筆到脫稿，時時惕厲，本書的敘述，當盡量不襲取他人舊章而能揭示若干新義。這層道理實不言而明：人類社會的新聞傳播之有今天，是因為有一個歷時三百年的昨天，且又有一個明天。寫史的人，不當祇談其然，而須談其所以然。鑑往而知來，相信讀者會和我一樣，同抱這樣的一種期待。

作者，於香港珠海書院
時為一九九四年二月十六日，七十初度

註 釋

●這是本書原有的名稱，當時是想師事錢賓四先生，他曾為我們寫出：《中國近三百年學術史》，頗具新義。

●見所著：《歷史的本質》（*The Nature of History*）的前言（Preface），第七頁。

緒論

本書，如名詞所示，是對在人類社會中進行的一種活動，新聞傳播，照著歷史的分期，作出有系統的敘述。把若干基本觀念先行提出，我們認為極有必要。用盡量簡單的語句來完成這件事，以此來代替一般性的緒論。

人類在形成了社會之時，在進行稱為**互動**（interaction）的活動，這活動就是音訊的**傳播**（communication）。音訊並不等於新聞。新聞傳播肇端於**新聞媒體**（news media）的出現。本於這個道理，我們所提供基本觀念祇有兩個：傳播、新聞；在順序上，傳播在先，新聞在後。

一、傳播

1.「刺激——反應」模式

對於「傳播」這個名詞，詮釋甚多，我們祇想接受最為明晰的一個：「傳播是一種互動的程序」●。人與人之間，一方面有行動（action），另一方面也就有**相應行動**（reaction），一來一往，或

一往一來，開始互動。互動的目的在傳輸音訊，這類互動，我們以「傳播」名之。

在行為科學中，我們常見一種模式被引用，刺激——反應（stimulus—response，簡稱S—R）。●這模式正可用在傳輸音訊的互動程序上。

初生嬰孩呱呱大哭，是由於有了刺激，他（或她）對陌生的環境未能適應，以這個動作作出反應。但在出生兩、三個月後，他（或她）啼哭，必又是另有原因：肚子餓了；要不然，拉尿、拉屎，感到不舒服了。當父母的對聽到嬰孩啼哭這個刺激，又須作出適當的反應。

對於「刺激——反應」這個程序，我們要確立一個觀念，一種特定的刺激並不能引發一種特定的反應。舉一個例：早上，你對街上迎面而來的人說聲「哈囉」，那人不答以「哈囉」，竟掉頭他去。你在互動程序所得到的，不是相應行動，而是不行動（inaction）。人類有別於低等動物，在這一個方面，表現得十分明顯。

2. 記憶

記憶（memory）這種能力幾乎為人類所獨有。正由於我們有記憶的能力，當刺激來到時，可暫不反應，把刺激留存在頭腦裡。刺激先行一個個積存，我們慢慢地來分析、比較，而後決定，當怎樣的來反應。這一來，單純的一個互動複雜起來了。

今天我們普遍使用的電腦，也因為有記憶能力，為我們提供了種種服務。

3. 聲波、光波、電磁（無線電）波

傳播的一個不可或缺的憑藉是媒體。●最原始的媒體，當是空氣。●聲波是由空氣振盪而成。傳說中，中國有燧人氏發明了火；西