



人际传播

第十版

THE INTERPERSONAL COMMUNICATION BOOK

tenth edition

(美) 约瑟夫·德维托
Joseph A. DeVito



北京大学出版社
PEKING UNIVERSITY PRESS



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(第十版)

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English reprint edition copyright © 2007 by PEARSON EDUCATION ASIA LIMITED and PEKING UNIVERSITY PRESS.

Original English language title from proprietor's edition of the work.

Original English language title: **The Interpersonal Communication Book, tenth edition, Joseph A. DeVito**
Copyright © 2004, 2001 Pearson Education, Inc.

ISBN: 0-205-36765-8

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Published by arrangement with the original publisher, Pearson Education, Inc.

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本书封面贴有 Pearson Education(培生教育出版集团)激光防伪标签,无标签者不得销售。

图书在版编目(CIP)数据

人际传播(第十版)/(美)德维托(DeVito, J. A.)著. —北京:北京大学出版社, 2007. 5
(世界传播学经典教材英文影印版·第二辑)

ISBN 978-7-301-10294-7

I. 人… II. 德… III. 传播学—教材 英文 IV. G206

中国版本图书馆 CIP 数据核字(2005)第 145264 号

书 名: 人际传播(第十版)

著作责任者: [美] Joseph A. DeVito 著

责任编辑: 周丽锦

标准书号: ISBN 978-7-301-10294-7/G·1822

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn> 电子信箱: ss@pup.pku.edu.cn

电 话: 邮购部 62752015 发行部 62750672 出版部 62754962 编辑部 62765016

印 刷 者: 涿州市星河印刷有限公司

787 毫米×980 毫米 16 开本 27.75 印张 572 千字

2007 年 5 月第 1 版 2007 年 5 月第 1 次印刷

定 价: 50.00 元

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我们欢迎业内专家和学者对我们的工作进行指导，欢迎读者给我们提出宝贵的意见和建议。

北京大学出版社社会科学编辑室

2007年5月

序 言

谢新洲

在《世界传播学经典教材》第一辑出版后,读者和学界同仁一直在期盼着本丛书的延续。自1949年施拉姆出版《大众传播学》,第一次提出大众传播学框架之后,传播学之名便在美国得以创立,一门独立的学科正式诞生。这个学科的研究方法扎根于美国的实证学派,核心理论以充分吸收其他社会科学的精华见长。从研究的范围而言,此后的美国“主流”学者的大多数著作一般可根据传播的四种类型(人内传播、人际传播、组织传播、大众传播)进行划分。具体到大众传播研究,所关注的对象则集中在5W(传播者、内容、媒介、受众、效果)上。本套丛书的初衷就是在传播学多样化发展的今天,为学人们献上能够反映这一学科全貌的重要著作,提示人们重视这些学术上的成就。

传播学源于人类最本能、最简单、最基本的生活实践。虽然传播学作为一个学科的诞生主要得益于电子大众媒介的扩散和应用,但历史上人类传播的实践是这个学科得以萌芽和成长的基础。传播学者们关注来自山顶洞的火光,来自美索不达米亚平原的泥版,来自尼罗河边的莎草纸,来自西奈山上的羊皮卷,来自中国的甲骨简牍,来自印度的贝叶……人类整部文明历史都可以视作为传播学的诞生而进行的筹备。学者们的研究使得我们对媒介本质和传播规律的认识上升到知识层面,从而对人类文明的发展有了更深刻的洞见。

传播学在中国经历了引进、消化、吸收、本土化的发展过程。中国接受、研究和发展传播学理论,最初的几步相当迟缓。20世纪70年代末,传播学的学术层面才开始进入中国人的视野。

1978年7月,上海复旦大学新闻系出版了新闻学刊物《外国新闻事业资料》,在创刊号上发表了介绍传播学的译文——《公共传播》(Mass Communication)(当时使用的是“公共传播”的译法,而不是后来的“大众传播”)。1982年5月,美国传播学学者施拉姆(Wilbur Schramm)访华。随后,在中国社会科学院新闻研究所召开了中国第一次全国性的传播学研讨会。这些事件从一个侧面反映了中国传播学发展的路径与历程。

传播学在中国的发展,算来已经将近三十年了。1997年,国务院学位委员会正式将传播学列入博士、硕士专业目录,标志着传播学作为一门独立的学科在中国的学科体系内确立。随着社会实践的不断丰富,传播学研究也逐渐深入、细

化,越来越多的人开始用传播学来指导实践。

随着传播学高等教育的发展,其学科地位得到了认同与迅速提高;中国媒介产业的发展与壮大以及信息传播在社会中的应用地位凸显,为应用传播学提供了用武之地;网络媒体、手机与移动媒体等新媒体的出现及迅速普及,为传播学的发展提供了新的生长点。目前,中国传播学正处于历史发展最佳时期,可谓蓬勃发展、蒸蒸日上。

《世界传播学经典教材》第二辑在延续第一辑出版目的的同时,继续在完善和创新上孜孜以求。与第一辑一样,我们的视野并没有局限于大众传播领域,而是涉及了传播学的各个领域。第一辑出版后取得了很好的反响,得到了广大读者的肯定和鼓励。在本辑中,我们继续引进传播学分支学科的教材,如《人际传播》(*The Interpersonal Communication Book*)和《小团体传播》(*Communicating in Small Groups*)等,力图使读者从多个角度对这一学科有一个完整的了解;我们也吸纳了传播学理论方面的教材,如《媒介效果基础理论》(*Fundamentals of Media Effects*)和《传播学导论:视角、过程与语境》(*Communication Theories: Perspectives, Processes and Contexts*)等,希望借此清晰地勾勒学科的发展脉络;同时,介绍传播学研究方法的选题也得到重视,本辑中的《传播学研究导论》(*Introduction to Communication Research*)就是这一领域的优秀教材。这套书仍然将是开放式的,我们会不断补充传播学领域的经典教材,更好地为读者服务。在此,我们也衷心感谢北京大学出版社海纳百川的博大胸怀和对新闻与传播学学科发展的大力支持。

丛书所列,读者所见,都是编者和出版者汗水所凝成。希望《世界传播学经典教材》第二辑的出版能为中国传播学的传播与发展提供参照。

2007年5月于燕园

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