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新闻传播学系列

Introducing Communication Theory:
Analysis and Application
(Third Edition)

传播理论导引：分析与应用
（第三版）

[美] 理查德·韦斯特（Richard West）
林恩·H·特纳（Lynn H. Turner） 著
赵 刚 改编

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·北京·

出版说明

为了尽快了解和吸收国外新闻传播学的最新研究成果，提高我国新闻传播学的教学研究和实际工作的水平，满足各院校对双语教材在质量和水平上更高的要求，使读者能够读到原汁原味的原版教材，中国人民大学出版社适时推出了这套“高等院校双语教材·新闻传播学系列”丛书。

本丛书所选的图书均系欧美等国外新闻与传播界有影响的知名学者所著，内容涵盖了新闻与传播学各个领域，真实反映了国外新闻与传播学领域的理论研究和实践探索的水平，因而受到了欧美及世界各地的新闻与传播学院师生、新闻从业人员的普遍欢迎，其中大部分版本多次再版，影响深远，历久不衰，成为新闻与传播学的经典教材。

为了适应大学本科生层次的阅读需要，我们在广泛听取有着丰富的双语一线教学经验的教师建议和意见的基础上，对原版教材进行了适当的改编，删掉了一些与中国国情不符和不适合教学的内容，尽量适应了当前国内本科教学的课时需要。

本套教材以下特点尤为突出：

● 保持英文教材的原汁原味。本套丛书根据国内教学需要对原书进行了改编，主要是删减了与中国国情不符和不适合教学的部分，在体系结构与内容版式等方面都保持了原版教材的风貌。

● 简洁的中文导读。本丛书在引进英文原版图书的同时，将简明目录译为中文，同时改编者为其撰写了导读，供读者阅读时参考。

● 篇幅合理，价格适中。本套教材适应教学与读者的实际需要，在内容上进行了删减，总体篇幅更为合理，相对较低的定价，充分考虑到了学生的购买能力，从而使本套丛书更易走近广大读者。

● 强大的教学支持。依托国际出版集团的资源优势，本套教材的原版为教师提供了配套的教辅材料，如教师手册、丰富的网络资源等，使教学更为便捷。

本套丛书是我们在双语教材出版方面所作的一次尝试，其中的编选或有不当之处，真诚的期待广大读者提出宝贵的建议与意见，以便我们改进。另外，需要指出的是，鉴于国外作者所处的政治、经济、文化背景的不同，其观点及内容或有不妥之处，望读者在阅读时注意比较和甄别。

中国人民大学出版社

2009 年 2 月

导言
导向理论殿堂的阶梯

传统的传播理论教科书大致有一个特点，从传播的定义出发，然后通常按照拉斯韦尔模式（谁——说了什么——通过什么渠道——向谁说——有什么效果）顺次展开，也就是大家熟悉的控制分析、内容分析、媒介分析、受众分析和效果分析。国内作者的代表作有李彬的《传播学引论》和郭庆光的《传播学教程》，代表性的中文译作有赛弗林和小坦卡德的《传播理论：起源、方法及在大众传播中的应用》。

现在呈现给读者的这本《传播理论导引：分析与应用》（第三版）则别具特色，我称之为集纳型，全书在理论构建上不追求系统性和逻辑性，只是将传播学经典理论分章节一一予以介绍。概括说来，本书有以下几个特色：

第一，全面。本书介绍了20种传播理论，几乎囊括了当今传播学界有影响的代表性理论。这是一件貌似简单、实则困难的工作，传播理论包罗万象、门类繁多，单单一个取此舍彼的工作即颇费思量，遑论还要提纲挈领地加以介绍。

第二，明了。对传播学人和学子来说，文化研究、象征互动论、沉默的螺旋等理论名称应当是耳熟能详，可是真要如述家珍一样地说清楚、讲明白，又有多少书能做到呢？比如，米德的象征互动理论是近年来在学界比较热门的一个话题，介绍的文章不少，许多著作也曾用专门章节论述，但是以笔者个人的判断，都不如本书讲得简明扼要、清晰明了，这对一本供学生使用的教材来说更加难能可贵。

第三，补缺。在中国，通常而言，传播学设在新闻系，教学之中不知不觉地将重点聚集于大众传播，而对人际传播、群体传播或跨文化传播等重要的理论领域则着力不多。阅读本书会起到一个拾遗补缺的作用，毕竟这些理论对学子在日后新闻工作中理解与分析社会将起到重要的作用。

读完了本书介绍的这么多理论，如何评价和使用这些理论是值得思考的一个问题。首先，必须认识到，任何一种理论都是从某个角度或者某个方面对社会行为和社会现象的分析，离不开它产生的社会条件，因此不能指望有一种理论适用于四海而皆准。同理，对一种传播现象和传播行为分析时，要从它所在的社会环境和条件出发，综合运用多种理论。比如，大家都知道，效果理论从魔弹论，到有限效果论，到宏观效果理论，许多人问，到底大众传播有没有效果？有多大效果？其实这种提问本身就是不科学的，任何效果研究分析都必须放在特定的时间、地点和条件之中进行。

其次，本书给我们的第二个启示是，传播理论宏观至传播制度和体制，微观至与我们的身边生活紧密相关，比如人际传播中，如何与人沟通、意义的传递与解读，从某种程度上说是一门生活中的科学。学习本书中的传播理论，最好的方法是从生活中来，到生活中去，养成理论思维。

最后，当前，中国已进入经济体制深刻变革、社会结构深刻变动、利益格局深刻调整、思想观念深刻变化的改革发展的关键时期。在新闻传播领域，迫切地需要理论来进一步分析和指导随着社会变迁而巨剧发展和变革的中国新闻传播业。比如，媒体的商业化和趋利化现象、广告中香车美女的物质诉求导向、帝王将相戏等影视剧的流行等等，这些问题都需要进行研究，在理论上给予解答。

本书介绍了诸种理论，可以为读者提供理论工具和分析路径，这正是本书的价值所在，它是一

部阶梯，引导你进入理论的殿堂。作为精编本，宥于篇幅限制，相较原本，本书舍弃了几种稍为偏远的传播理论，在保留下来的章节中，删掉了理论背景和历史，使内容集中于每种理论的核心观点，从而更加便利读者掌握。

赵　刚

2009 年 2 月

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简明目录

第一部分　搭建舞台

第 1 章　什么是传播 …… 3
第 2 章　建构我们的过去和现在 …… 16
第 3 章　理解研究过程 …… 29

第二部分　理解对话

第 4 章　象征性互动理论 …… 49
第 5 章　意义协调理论 …… 61
第 6 章　认知不协调理论 …… 73
第 7 章　期望违背理论 …… 82
第 8 章　不确定性降低理论 …… 93
第 9 章　社会渗透理论 …… 102
第 10 章　社会交换理论 …… 115
第 11 章　关系的辩证法理论 …… 127
第 12 章　传播隐私管理理论 …… 137
第 13 章　群体思维 …… 149
第 14 章　适应结构化理论 …… 162
第 15 章　组织文化理论 …… 174
第 16 章　组织信息理论 …… 185
第 17 章　修辞术 …… 200
第 18 章　戏剧理论 …… 212
第 19 章　叙事范式 …… 222
第 20 章　文化研究 …… 234
第 21 章　培养分析 …… 246
第 22 章　使用与满足理论 …… 252
第 23 章　沉默的螺旋理论 …… 261
第 24 章　媒介理论 …… 274
第 25 章　面子—协商理论 …… 291
第 26 章　立场理论 …… 302
第 27 章　失语群体理论 …… 310
第 28 章　传播适应理论 …… 320

第三部分　转向新的方向

第 29 章　向着新的方向前进 …… 334

Brief Contents

Part One Setting the Stage 1

1. What Is Communication? 3
2. Framing Our Past and Present 16
3. Understanding the Research Process 29

Part Two Understanding the Dialogue 47

4. Symbolic Interaction Theory 49
5. Coordinated Management of Meaning 61
6. Cognitive Dissonance Theory 73
7. Expectancy Violations Theory 82
8. Uncertainty Reduction Theory 93
9. Social Penetration Theory 102
10. Social Exchange Theory 115
11. Relational Dialectics Theory 127
12. Communication Privacy Management Theory 137
13. Groupthink 149
14. Adaptive Structuration Theory 162
15. Organizational Culture Theory 174
16. Organizational Information Theory 185
17. The *Rhetoric* 200
18. Dramatism 212
19. The Narrative Paradigm 222
20. Cultural Studies 234
21. Cultivation Analysis 246
22. Uses and Gratifications Theory 252
23. Spiral of Silence Theory 261
24. Media Ecology Theory 274
25. Face-Negotiation Theory 291
26. Standpoint Theory 302
27. Muted Group Theory 310
28. Communication Accommodation Theory 320

Part Three Casting New Directions 333

29. Moving in New Directions 334

Contents

PART ONE *Setting the Stage* 1

Chapter 1 **What Is Communication? 3**

Defining Communication 4
Models of Understanding: Communication as Action, Interaction, and Transaction 8
Communication as Action: The Linear Model 8
Communication as Interaction: The Interactional Model 10
Communication as Transaction: The Transactional Model 11
The Value of Understanding Communication Theory 13
Conclusion 14
Discussion Starters 15
Terms for Review 15

Chapter 2 **Framing Our Past and Present 16**

Contexts of Communication 17
Intrapersonal Communication 17
Interpersonal Communication 19
Small Group Communication 20
Organizational Communication 21
Public/Rhetorical Communication 23
Mass Communication 24
Intercultural Communication 26
Putting It All Together 27
Conclusion 27
Discussion Starters 27
Terms for Review 28

Chapter 3 **Understanding the Research Process 29**

Approaches to Knowing 34
The Positivistic, or Empirical, Approach 34
The Interpretive, or Hermeneutic, Approach 35
The Critical Approach 35
Methods of Inquiry 36
Surveys 37
Experiments 40

Depth Interviews 41
Textual Analysis 43
Conclusion 45
Discussion Starters 45
Terms for Review 46

PART TWO *Understanding the Dialogue* 47

THE SELF AND MESSAGES 48

Chapter 4 Symbolic Interaction Theory 49

Themes and Assumptions of Symbolic Interaction Theory 51
The Importance of Meanings for Human Behavior 51
The Importance of the Self-Concept 53
The Relationship Between the Individual and Society 55
Key Concepts 56
Mind 56
Self 57
Society 59
Discussion Starters 59
Terms for Review 60

Chapter 5 Coordinated Management of Meaning 61

Assumptions of Coordinated Management of Meaning 62
The Hierarchy of Organized Meaning 65
Content 66
Speech Act 66
Episodes 66
Relationship 67
Life Scripts 67
Cultural Patterns 68
The Coordination of Meaning: Making Sense of the Sequence 68
Rules and Unwanted Repetitive Patterns 70
Discussion Starters 72
Terms for Review 72

Chapter 6 Cognitive Dissonance Theory 73

Assumptions of Cognitive Dissonance Theory 76
Concepts and Processes of Cognitive Dissonance 77
Magnitude of Dissonance 78
Coping With Dissonance 78
Cognitive Dissonance and Perception 79
Minimal Justification 80
Discussion Starters 81
Terms for Review 81

Chapter 7 **Expectancy Violations Theory** **82**

Assumptions of Expectancy Violations Theory 84
Communicator Reward Valence 86
Arousal 87
Threat Threshold 88
Violation Valence 89
Discussion Starters *90*
Terms for Review *90*

RELATIONSHIP DEVELOPMENT **91**

Chapter 8 **Uncertainty Reduction Theory** **93**

Assumptions of Uncertainty Reduction Theory 96
Axioms of Uncertainty Reduction Theory 98
Discussion Starters *100*
Terms for Review *101*

Chapter 9 **Social Penetration Theory** **102**

Assumptions of Social Penetration Theory 104
"Tearing Up" the Relationship: The Onion Analogy 106
Stages of the Social Penetration Process 108
Orientation: Revealing Bit by Bit 109
Exploratory Affective Exchange: The Self Emerges 110
Affective Exchange: Commitment and Comfortability 111
Stable Exchange: Raw Honesty and Intimacy 112
Discussion Starters *113*
Terms for Review *114*

Chapter 10 **Social Exchange Theory** **115**

Assumptions of Social Exchange Theory 117
Evaluation of a Relationship: Why We Stay or Go 120
Exchange Patterns: SET in Action 122
Exchange Structures 124
Discussion Starters *125*
Terms for Review *126*

Chapter 11 **Relational Dialectics Theory** **127**

Assumptions of Relational Dialectics Theory 129
Elements of Dialectics: Building the Tension 131
Basic Relational Dialectics 131
Autonomy and Connection 132
Openness and Protection 132
Novelty and Predictability 134
Contextual Dialectics 134

Discussion Starters 136
Terms for Review 136

Chapter 12 Communication Privacy Management Theory 137

Assumptions of CPM 140
Basic Suppositions of CPM 141
Private Information 141
Private Boundaries 142
Control and Ownership 143
Rule-Based Management System 144
Management Dialectics 145
Discussion Starters 145
Terms for Review 145

GROUPS AND ORGANIZATIONS 147

Chapter 13 Groupthink 149

Assumptions of Groupthink 152
What Comes Before: Antecedent Conditions of Groupthink 154
Group Cohesiveness 154
Structural Factors 155
Group Stress 156
Symptoms of Groupthink 157
Overestimation of the Group 158
Closed-Mindedness 159
Pressures Toward Uniformity 159
Discussion Starters 160
Terms for Review 161

Chapter 14 Adaptive Structuration Theory 162

Assumptions of Adaptive Structuration Theory 165
Elements of Adaptive Structuration Theory 168
Agency and Reflexivity 168
Duality of Structure 170
Social Integration 172
Discussion Starters 173
Terms for Review 173

Chapter 15 Organizational Culture Theory 174

The Cultural Metaphor: Of Spider Webs and Organizations 177
Assumptions of Organizational Cultural Theory 178
The Communicative Performance 181
Ritual Performances 181
Passion Performances 182
Social Performances 182
Political Performances 183
Enculturation Performances 183

此为试读,需要完整PDF请访问: www.ertongbook.com

Discussion Starters 184
Terms for Review 184

Chapter 16 Organizational Information Theory 185

Assumptions of Organizational Information Theory 188
Key Concepts and Conceptualizing Information 189
Information Environment: The Sum Total 189
Information Equivocality: Are You Sure About This? 190
Rules: Guidelines to Analyze 191
Cycles: Act, Respond, Adjust 193
The Principles of Equivocality 194
Reducing Equivocality: Trying to Use the Information 195
Enactment: Inventing Your Environment 195
Selection: Interpreting the Inputs 196
Retention: Remember the Small Stuff 196
Discussion Starters 197
Terms for Review 197

THE PUBLIC 199

Chapter 17 The *Rhetoric* 200

Assumptions of the *Rhetoric* 202
Syllogisms and Enthymemes: A Three-Tiered Argument 204
Canons of Rhetoric 206
Invention 206
Arrangement 207
Style 209
Delivery 209
Memory 210
Discussion Starters 210
Terms for Review 211

Chapter 18 Dramatism 212

Assumptions of Dramatism 214
Dramatism as New Rhetoric 216
Identification and Substance 216
The Process of Guilt and Redemption 217
The Pentad 219
Discussion Starters 220
Terms for Review 221

Chapter 19 The Narrative Paradigm 222

Assumptions of the Narrative Paradigm 225
Key Concepts in the Narrative Approach 228
Narration 229
Narrative Rationality 229
Discussion Starters 232

Terms for Review 233

Chapter 20 Cultural Studies 234

Assumptions of Cultural Studies 236
Hegemony: The Influence on the Masses 239
Counter-Hegemony: The Masses Start to Influence the Dominant Forces 241
Audience Decoding 242
Discussion Starters 244
Terms for Review 244

THE MEDIA 245

Chapter 21 Cultivation Analysis 246

Assumptions of Cultivation Analysis 248
Discussion Starters 250
Terms for Review 251

Chapter 22 Uses and Gratifications Theory 252

Assumptions of Uses and Gratifications Theory 254
The Active Audience 257
Media Effects 258
Discussion Starters 260
Terms for Review 260

Chapter 23 Spiral of Silence Theory 261

The Court of Public Opinion 263
Assumptions of Spiral of Silence Theory 264
The Media's Influence 268
The Train Test 269
The Hard Core 270
Discussion Starters 272
Terms for Review 273

Chapter 24 Media Ecology Theory 274

Assumptions of Media Ecology Theory 277
Making Media History and Making "Sense" 279
- The Tribal Era 279
- The Literate Era 280
- The Print Era 281
- The Electronic Era 281

The Medium Is the Message 282
Gauging the Temperature: Hot and Cool Media 283
The Circle Is Complete: The Tetrad 284
- Enhancement 285
- Obsolescence 285
- Retrieval 286

Reversal 286
Discussion Starters 287
Terms for Review 287

CULTURE AND DIVERSITY 289

Chapter 25 Face-Negotiation Theory 291

About Face 293
Face and Politeness Theory 294
Facework 294
Assumptions of Face-Negotiation Theory 296
Individualistic and Collectivistic Cultures 298
Individualism and Collectivism 298
Face Management and Culture 300
Discussion Starters 301
Terms for Review 301

Chapter 26 Standpoint Theory 302

Assumptions of Standpoint Theory 304
Key Concepts of Standpoint Theory 307
Standpoint 307
Situated Knowledges 308
Sexual Division of Labor 308
Discussion Starters 308
Terms for Review 309

Chapter 27 Muted Group Theory 310

Assumptions of Muted Group Theory 312
Gender-Based Differences in Perception 313
Male Dominance 315
Women's Translation Processes 316
The Process of Silencing 317
Ridicule 318
Ritual 318
Control 318
Harassment 319
Discussion Starters 319
Terms for Review 319

Chapter 28 Communication Accommodation Theory 320

Assumptions of Communication Accommodation Theory 322
Ways to Adapt 325
Convergence: Merging Thoughts Ahead 325
Divergence: Vive la Différence 328
Overaccommodation: Miscommunicating With a Purpose 330
Discussion Starters 331

Terms for Review 332

PART THREE *Casting New Directions* 333

Chapter 29 **Moving in New Directions** 334

Thinking About the Future 336
Technology 338
Work and Family Life 339
Aging and Health 341
Culture and Identity 342

Thinking About Career Opportunities 343
Remain Ethical 343
Be Flexible 345
Embrace Diversity 345
Cultivate New Technologies 346
Maintain Creativity 346
Don't Forget Basic Skills 346
Keep a Sense of Humor 347

Conclusion 347

PART One

Setting the Stage

Communication, Theory, and Research

Chapter 1
What Is Communication? 3

Chapter 2
Framing Our Past and Present 16

Chapter 3
Understanding the Research Process 29

YOU MIGHT NOT HAVE THOUGHT ABOUT THIS, BUT each day the decisions we make, the media we consume, and the relationships we experience can be enriched and explained by communication theory. Communication theory helps us to understand other people and their communities, the media, and our associations with families, friends, roommates, co-workers, and companions. Perhaps most importantly, communication theory makes it easier to understand ourselves.

We begin our discussion of communication theory by asking you to consider the experiences of Morgan and Alex. After randomly being assigned as roommates, the two met on "move-in day" at Scott Hall. They were both pretty nervous. They had e-mailed each other and talked on the phone a few times, so they knew a little bit about each other. Once they met, they started talking. They went out for coffee the first few weeks of school, getting to know each other better. They spent a lot of time telling stories about their families and friends, and talking about what they look for in a partner. They both loved television, especially the "reality shows," because they loved to see how other people dealt with their lives in times of stress. After several weeks, Morgan and Alex became closer and felt that they'd be able to live with each other. They were going to have to balance their desire to hang out with each other with their need to be alone. And it was going to be give-and-take because their schedules were completely opposite. Eventually, the two became great friends.

What you just read is an exercise in theory building. To illustrate the various ways in which communication theory functions in the lives of Morgan and Alex, let's identify the various issues and see how theory played itself out. First, these roommates

no doubt supported the research of Uncertainty Reduction Theory (Chapter 8) through their need to reduce their uncertainty about each other. They also probably self-disclosed some personal information to each other, underscoring a central feature of Social Penetration Theory (Chapter 9). Next, they discovered that they both watch television and use it to see how others live their lives, highlighting the essence of Uses and Gratifications Theory (Chapter 22). Balancing the need to be together with the need to remain private encompasses Relational Dialectics Theory (Chapter 11). Morgan and Alex also told personal stories to each other; storytelling is at the heart of The Narrative Paradigm (Chapter 19). In sum, at least five communication theories could help explain the experiences of the two roommates.

We are not suggesting that communication theory can explain all of life's events. Rather, it is a start to help us understand most of life's events. We therefore set the stage by presenting you with an important backdrop, a proscenium for understanding this intriguing area known as communication theory.

The first Three chapters provide an important foundation for discussing each communication theory. These chapters give you a general introduction to communication and to theory. First, to give you an idea about the communication discipline, in Chapter 1 we present our definition of communication, the prevailing models of communication, and other important issues such as ethics and negative communication. Chapter 2 begins with a brief discussion of the history of the largest communication association in the field. This is followed by a detailed analysis of the six primary contexts of communication that serve as an organizing scheme for the rest of the book. Finally, Chapter 3 identifies the role of doing research in theory. As you will learn, when scholars develop a theory, it's a result of a great deal of research. We introduce several research tools used by theorists to test and retest their theories.

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