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文化传播： 历史、理论与现实

**CULTURE
COMMUNICATION:**
the History, Theory, and Reality

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Abstract

Under the guide of Marxism theory of communication, according to historic concept on society and practical reflection methodology, the book makes a research into the internal relevance between cultural communication and other three essential factors—human, media and society. Additionally, the article critically assimilates western theoretical achievements in this field. At the view of communication, the book tries to interpret culture and reveal the consistency of culture and communication. Deeper understanding of communication and culture will help to seek for phenomenon, mechanism and law of human cultural communication. Basing itself upon description and analysis of cultural communication in China, following retrospection the history of cultural communication in philosophical and anthropological views, the thesis searches the historical motive of cultural communication, and examines the nature, characteristics, functions, structures as well as approaches and patterns of cultural communication. Furthermore, explain the relations between cultural communication and symbol, human being's civilization, and human development in an all-round way. Then the book reviews media culture, criticizes mass media phenomenon and reflects intercultural

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communication, interprets the position, effects and also disadvantages of the network in cultural communication from contemporary and future view, probes emphatically into such theoretical and realistic problems as how to protect and develop national culture in the face of globalization.

This book consists of seven parts.

The preface introduces theoretical and realistic background of the thesis and its main viewpoints. The background can be generalized as an age of cultural communication. In the 20th century, the greatest change is that cultural communication pervades the whole human society and impenetrate human life. Therefore, cultural communication will become one of subjects and even centers of culture researches of the 21st century. As human being's nature and privilege, cultural communication is also the weapon and means of which human make use to understand and construct the world. Cultural communication has changed both human beings and the whole world. Cultural communication always accompanies the existence and development of human society. It is main pattern of human life style, and also one of the most universal, important, complicated and also most profound phenomena.

Communication is natural and inherent attribute of both human and culture sphere. Reviewing history and reflecting reality, we find that human history is that of cultural communication. As one kind of social activity that can manifest human nature and feelings, cultural communication makes people "human being" and "human race". They

two resonate, interact and go together with each other. In this sense, such a conclusion can be made that without cultural communication, there is no human civilization. However, cultural research is changeable and it is difficult to handle. Cultural communication is pervasive and interactive. It widens time and space of culture, and of human life. Therefore, only through the research into cultural communication in the synchronic and diachronic dynamic process, can we really comprehend culture. Distinctively, cultural communication is a “knot” in the net of cultural research. To understand cultural communication is the key factor to continue cultural research.

Communication is a vital mechanism to contribute culture to innovate. Culture is not a passive, frozen substance, but a developing, changing process, a living “flowing” object. It is not static but dynamic. It is a noun and also a verb. Generally, human culture is a constant flowing, evolving life process. Impulse of diffusion and communication is the inherent feature of human culture. Therefore, communication is the inner-attribute and basic property of human culture. All kinds of culture forms and develops in the process of communication. 3

The need for human being's subsisting and evolving causes cultural communication. Communication promotes development of human society, and culture via communication exerts impact on human society. Cultural communication is not only constructing materials of personality and society, but also reflects co-existence among human beings. Three characteristics of diversity, sociality and symbolization

make culture spreading possible, or even inevitable. To sum up, the core of culture is creation, communication, understanding and interpretation of ideas, and the core of communication is communion of ideas, or dialog concerning all spheres of life. Culture communication is passing, diffusing, transferring and inheriting its elements which human being possess uniquely. It is also flow, communion, interaction and reorganization of cultural resources and information in time and space. At the same time, it is a process of symbolization and socialization of human being, and a process of inter-explanation in which communicators code information and readers decode it, a creative spiritual activity in which two entities communicate with each other culturally.

Culture and cultural communication are mutual and uniform. Culture is communicated, and the subject of communication is culture. Communication without culture and culture without communication can not exist. On one hand, communication effects the development of culture, including integration, growth, accumulation, classification, change and "homogenization" of culture. On the other hand, culture greatly influences not only between communicators and receivers, but also in process of communicating significantly. The mutuality of communication and culture implies that culture and communication have mutual essence and structure, and they can penetrate to each other. In this sense, culture and communication are equal to each other.

Cultural communication promotes breed and development of

multiculturalism. Culture is an open law system. Communication of diverse cultures are the prerequisite for existence and development of multiculturalism. Cultural communication also accelerates globalization. Globalization is of social relations between human beings and also social intercourse. Globalization removes frontiers and defenses of cultural communication and contributes for exchanging and harmonization of culture. Finally, it alters cultural map of contemporary. At the age of communication globalization, technology is becoming a more and more important factor to influence culture. Its rapid development accelerates flow, diffusion, reorganization and conformity of worldwide economic and cultural elements. Culture development tends to be more and more centralized decentralized synchronously. Totality, relativity, dynamical and non-determinant of culture is increasingly intensified. Due to tremendous influence of mass media, especially network, an ecological crisis of cultural communication emerges globally, together with "hybrid" and "asymmetry" cultural exchange and communication. Various forces and information crisscrossing in the network are complicated and mutually related with each other. And it has become focus of the world affairs and sometimes as a problem to deal with for the globe. Cultural communication has gone beyond the domain of nation-state and pervades time and space limitations. Thereby we undergo communication, speak of it and interpret it. Culture communication has become a motive force of future society and a key factor of balanced development of human being. Communication will be a reformative

element to recognize culture, society and human themselves in new era. Stressfully, interpreting Chinese culture in view of communication is an important path to research alteration, reorganization and evolution. Hence, research on cultural communication has great theoretical significance and practical value.

In the following parts, specific content of every chapter will be introduced.

The first chapter goes over the historic panorama of cultural communication. Firstly the author reviews the development of culture communication, concluding that human history is not only of cultural communication but also of media development. It does change not only cognition system but also content and means constructing value. The means and media of cultural communication develop synchronously with human society, and have concern with accumulation and change of social culture of human being. The faster the culture develops, the faster culture communicates. And that makes process and structure of cultural communication more complicated. To a great extent, objective cultural forms and cultural communication means determine cultural progress. Cultural communication's property is not based on its content, but its means. In each stage, certain media controls cultural progress. The newborn technologies and communication styles will bring about cultural reform exceptionally. Secondly, culture, communication, and their interrelation are examined. Hence, it proves that culture and communication are interactive and consistent. Communication is the main and fundamental function of culture. Other

functions are formed on the basis of communication. Besides, this chapter also expounds and analyses the cause, channels and patterns of cultural communication to deepen cultural communication theory.

The second chapter discusses cultural communication in the field of anthropology and philosophy. Cultural communication theory comes into being as the antithesis of the theory of evolution. It once stirred up academic circle in Europe. Debates happened between evolution theory and cultural communication, but in my opinion, the two theories complement each other eventually. In the early stage of human evolution, the mechanics of evolution shows significance because of backward means of communication. With the development of the society, especially the modern means of communication coming out, communication is becoming important increasingly. That proves the theories of evolution and communication are of the same importance in the human history, and these two things supplement each other. Philosophically, cultural communication manifests concern on human intercourse and reflection on human practice. Cultural communication involves the interchange between subjectivity. In this book, the author believes an all-round way free development of human being is the ultimate aim which cultural communication hunts for. And Marx's theory of material and spiritual communication is the guideline under which we make research into the theoretical and practical problems of cultural communication.

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The third chapter analyzes the media culture and cultural communication. The book holds the idea that media culture or

“cultural mediamorphosis” is the problem that should be studied in cultural communication. That is because the birth, consumption and development of culture keep adhere to communication while cultural communication is conducted through the means of media. As a cultural device that has a strong social radiation power, the modern media of communication is featured by strong expansion and polymerization. It is the strong motive power of cultural communication. It has not only an influence on the range, content and tempo of cultural communication, but also many characteristics of the modern media of communication has penetrated the deep structure of the modern culture, and makes the modern culture feature “mediamorphosis”. Meanwhile, under the influence of cultural communication, the modern media of communication comes to be a particular media culture, an organic part of the modern culture, and brings about a profound impact on social structure. We are facing a culture of increasing “mediamorphosis”. That technology acts on culture brings forth such result. That is an international cultural phenomenon, a most striking cultural characteristic of the times, and also the developing tendency of Chinese culture.

In the forth chapter, the book holds that the network has become one of the most significant forms in current cultural communication field. The network is the first genuine global media of cultural communication in the human history. It shows the upcoming of “the post-communication” age culture. During this time, network technology provides a perfect platform of exchange and communication of culture.

It is like a huge supermarket of information and a plaza or public place where people can get together. It tends to be another new habitat of human cultural life. The development of the network media is changing the human habit of communication, and positioning the people's status in the society. The network is the second sphere of human spiritual communication. It is the extension of human actual life. It is the natural enemy of totalitarianism and the hotbed of democracy. The impact of network communication on the modern society has gone beyond the pure technology, economy and sociology. It gains inestimable influence on the patterns of cultural communication, production and consumption of culture, allocation and rearrangement of cultural resources. The network provides a thoroughly new pattern of culture and a new formation of cultural communication, so it possesses a thoroughly new value of social culture. The book considers the networks provides a new carrier of human cultural communication, promotes the spread of global culture and the flow and rearrangement of cultural resources around the world, and also enriches the linguistic symbols of cultural communication. Definitely, in the network age, while spread and communication of a wide variety of cultures are being conducted in vaster space, the inherent clashes between mingled different values and cultural philosophies are not mitigated or eliminated because of cultural communication. On the contrary, without networks, latent crises concealed themselves in clashes and communications of different cultures. For the time being, it is no doubt that it possesses great theoretical value and practical significance to

conscientiously study the action of the networks in social development, to latent crises hidden in network spread and to restructure the rules of cultural communication.

The fifth chapter is concern on realistic intercultural communication. At the view of intercultural communication, this chapter tries to go through and reflect the phenomena of “hybrid”, and “asymmetry” of cultural communication, and study how to develop national culture. This chapter mainly analyzes the phenomenon of “asymmetry” of intercultural communication, and generalizes that such “asymmetry” would threaten the resources of cultural communication and the sovereignty of cultural communication of disadvantageous nations, that it would cause a “tense culture”, and bring about a chaotic value system and clash of viewpoints value. Additionally, it would make the disadvantageous culture assimilated or bring forth the peril of “cultural colonization”. This chapter also analyzes and refutes “the center of western culture” and “the center of eastern culture”. This chapter argues the ossified way of choosing only one of those two viewpoints, and points out that globalization, indeed, brings about the cultural clashes and that there exists “asymmetry” actually in the intercultural communication, but it does not mean a culture will “swallows” another one. Instead, the two cultures can co-exist harmonically allowing diversity. It is opposite to single entity, in other words, “a world with diverse voices”. Intercultural communication would not lead to the entity or the same property of diverse cultures, contrarily, it will promote forming and development of

multiculturalism. At the end of the book, a strategic concept is put forward that we have to develop national culture under the guide of Marxism, We should inherit critically and innovate the national culture and develop a mass, national, scientific socialist culture with Chinese characteristics, which is geared to modernization, the world, and the future. The standpoint from which we ponder the development of the national culture is interaction of the interests of the Chinese nation and the process of globalization. On one hand, we should keep out our own "difference" and perfect the property of our own. On the other hand, we should try to co-work harmoniously with the other cultures with a wide diversity of properties, and rearrange and "integrate" the nonnative cultures to reach a new entity or harmonization of multiculturalism in interaction and comparison. Thus, our national culture will lead the fashion and be accepted by more people home and abroad. Moreover, setting up security mechanism is a warranty on innovation and development of national culture.

In the conclusive part, significance of study on cultural communication for China is especially emphasized. China should promote and develop localization or nationalization of culture communication study. On this base, the study of Chinese cultural communication with discourse, logical category and philosophical concept will be formed systematically. 11

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