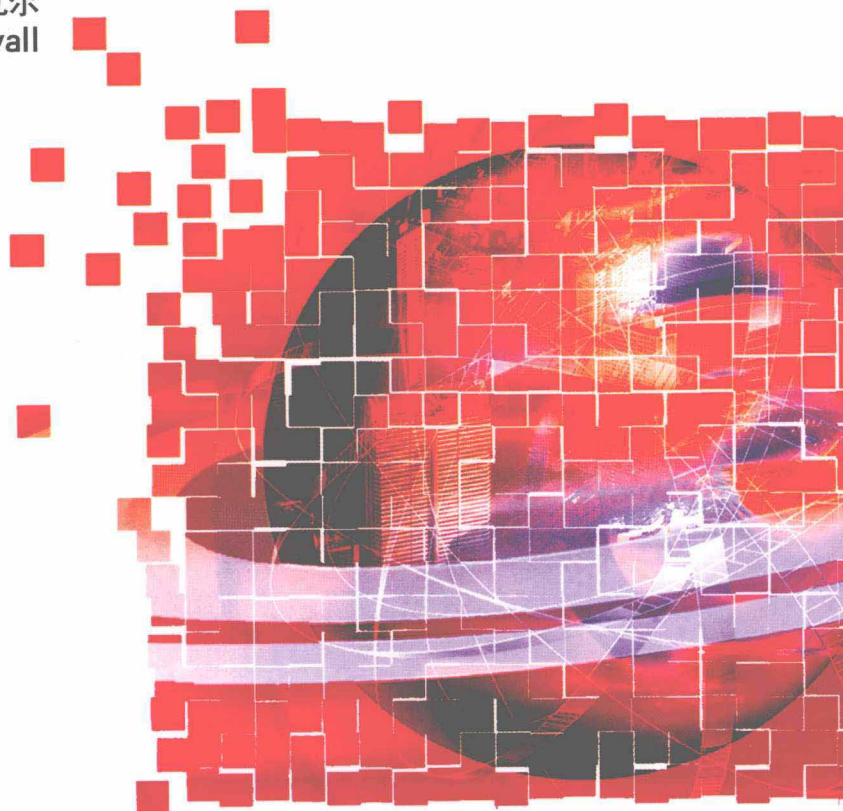




# 新闻学教程

# Journalism: Who, What, When, Where, Why and How

〔美〕詹姆斯·格伦·斯托瓦尔  
James Glen Stovall



北京大学出版社  
PEKING UNIVERSITY PRESS

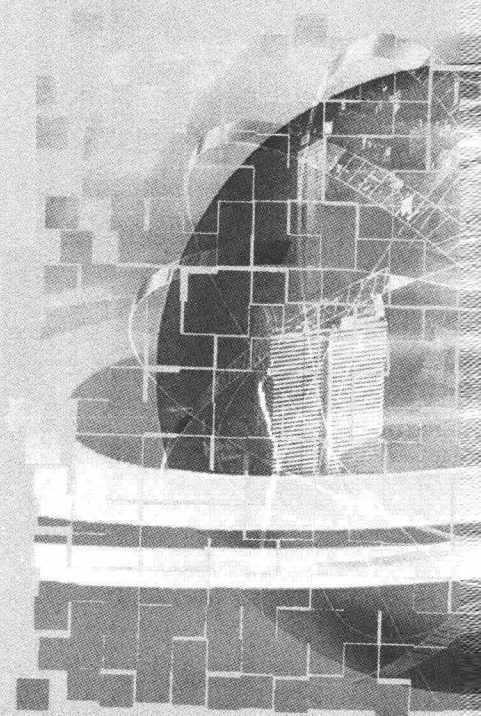


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# 《世界传播学经典教材》

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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。

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# 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



# Preface

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**J**ournalists tell us about ourselves.

In doing so, they perform a role that is not just important but vital for our society. The information they provide gives us context for our personal world and a connection to a larger environment. That information helps us make decisions, from the mundane (whether or not to carry an umbrella because of the threat of rain) to the cosmic (where to get an education, what career to choose). None of these parts of our lives could be complete if we lacked the information provided to us by journalists.

Certainly, we get information from many sources besides journalism—friends, family, books, movies, bulletin boards, and so on—but journalism reaches across these other sources to provide information that helps us weave what we hear and read together. Journalism, directly or indirectly, touches every part of our lives. Wherever you are and whatever you are doing at the moment has been influenced by the work of a journalist.

Not only does journalism affect us personally, but it also has a profound effect on the society that we live in. This effect takes form at many levels and in all aspects of society—political, social, economic, and so on. Journalism determines not only how we see ourselves within a larger environment, but it also determines how we share that environment with other people. Journalism is especially important to American society, in which there is a tradition of access to information and the exchange of facts, opinions, and ideas. That exchange cannot take place without journalism.

That's why it is important to learn about journalism, whether or not you view it as a potential profession. This book, an introduction to the field of journalism, has a variety of purposes:

- to make you a critical consumer of the mass media
- to help you understand how news is produced and delivered
- to provide you with information about how news organizations work
- to give you some understanding about how audiences react to and interact with the news media
- to teach you the traditions and conventions that govern the culture of journalism
- to explore the possibilities for the future of journalism

For those who do view journalism as a possible career, this book describes the range of job possibilities and media in which you might work. It also gives you an overview of the rich history of journalism in America.



Finally, this book is designed to offer some practical, basic instructions in some of the major functions of journalism: reporting, writing, editing, and designing. The conventions and concepts of journalism are described here in some detail, and the book provides a means of getting started.

Viewed either as a career or simply an area of study, journalism is an exciting and important field that everyone should know and understand. This book, I hope, will provide a basis for that understanding.

As with any work of this type, many people contributed information and ideas along the way. I have been involved with journalism in one form or another for nearly forty years (beginning with my work on my high school newspaper), and I have been fortunate in encountering people who were willing to share, teach, and train.

My colleagues and students at the University of Alabama, where I taught for twenty-five years, were always available with ideas and encouragement. In particular, they include Ed Mullins, Bailey Thomson, David Sloan, Kim Bissell, Pat Cotter, George Daniels, Cully Clark, Joe Phelps, Yorgo Pasadeos, and Charles Self (now at the University of Oklahoma). Carol Olive, Cecilia Hammond, and Cheryl Parker have always been generous with their help and support.

Jacy Douglas helped in putting together this manuscript by getting in touch with a number of professional journalists whose stories I was able to use. Among them are Greg Screws, Wendy Fontaine, and Nora Shoptaw.

My former student, David Mattingly, a CNN correspondent, generously provided me with the story of his September 11 adventure (see the beginning of Chapter 1). Other former students, Garrett Lane and Jennifer Ackerman Edwards, contributed essays for this book. John Taylor, yet another former student, got his brain picked for many ideas along the way.

My newspaper experience includes stints with the *Bristol (Tennessee-Virginia) Herald Courier*, the *Knoxville News-Sentinel*, the *Birmingham News*, the *Tuscaloosa News*, and most recently the *Chicago Tribune*. I have friends at all of those places, particularly at the *Tribune* where Stacy Sweat, Steven Layton, Tony Majeri, and Bill Parker taught me much. Former *Tribune* colleagues who were always helpful are Celeste Bernard (now with the *Seattle Post-Intelligencer*), Kevin Hand (*Newsweek*), and Gary Thatcher (International Broadcasting Bureau).

Three of the many news organizations I visited while putting together this book were the Voice of America in Washington, DC, MSNBC.com in Seattle, and the *Fort Worth Star-Telegram*, where many people shared their professional insights with me.

Matt Bunker, Teresa Keller, and Guy Hubbs were kind enough to read chapters in this book while it was in progress, and all of them made many helpful suggestions. Other chapters were reviewed by Jennifer E. Follis, University of Illinois; Don R. Gregory, Westchester Community College; Leland F. Ryan, University of Kentucky; and Daniel Ryder, Mt. Blue High School. The reviewers had many good ideas that I latched onto with enthusiasm. My colleague at both the University of Alabama and Emory and Henry College, Tracy Lauder, was generous with her ideas. Tim Jackson, a first-class freelance writer and former student, gave me ideas that were included in the parts of this book about magazines and magazine writing.

Molly Taylor, acquisitions editor at Allyn and Bacon, and Michael Kish, editorial assistant, were always kind and helpful and most of all patient, and I appreciate their encouragement very much.

These are just a few. There are many more. Those not mentioned will know, I hope, how much I appreciate their help and value their friendship.

My wife Sally and son Jeff have now suffered through another book manuscript with their usual patience and support. These things would not happen if they were not there.

J.G.S

## Section

# One



## What

News and information are the products of journalism. But news is not just information. It is a special kind of information developed by journalists and formulated to fit the needs of the audience and the requirements of the media of journalism.

News is a vital ingredient of the mix of an open society. For individuals, news tells us about ourselves, helps us make decisions, and gives us a common pool of knowledge. In the larger society, news helps to confirm the assumptions on which our society is based.

The acquisition and dissemination of news is a difficult and expensive task. Consequently, a discernable journalistic culture—with definite rules and expectations—has grown up within news organizations. Understanding this culture is helpful to all of us who are news consumers, and it is vital to those who would take on the profession of journalism.



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