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21世纪新闻传播学系列教材

>> Journalism & Communication

辜晓进 编著

当代中外新闻传媒

现状与源头

21 世纪新闻传播学系列教材

当代中外新闻传媒

辜晓进 编著

中国人民大学出版社

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Gingrich Reshapes Landscape

South Carolina Wins Uprex Contest, Puts Romney on Defense as Florida Loses

By Ben Elze, SA
Ann Jamison

Some Gingrich supporters thought Mitt Romney was the best choice for the 2012 presidential election. But after the new conservative movement's surprise victory in the South Carolina primary, the party's campaign to defeat President Barack Obama, Mr. Romney, seen as the all-but-inevitable nominee, now faces in Mr. Gingrich's winning state a serious rival who surprised

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NEW YORK POST Page Six

LATE CITY FINAL



Hear! Hear!

Except for the royal flower girl

ELECTION 2012

■ **Can a former**...
 ■ **Will Romney**...
 ■ **Is a change**...

Photo: Special Pages 311

《纽约邮报》（2011年4月30日）

What's Ahead

MONDAY, JAN. 23

- GOP presidential candidates debate in Tampa, Fla.

TUESDAY, JAN. 24

- President Obama goes to Capitol Hill to deliver his State of the Union address.
- American Idol semifinals.

WEDNESDAY, JAN. 25

- The Federal Reserve considers a policy meeting, followed by Chairman Bernanke's news conference.
- The World Economic Forum annual meeting opens in Davos, Switzerland.
- The National Association of Broadcasters holds its 66th annual conference.

THURSDAY, JAN. 26

- The U.S. releases data on mortgage delinquencies and new home sales for December, as well as retail sales, including autos, for the latest week.
- The Conference Board issues its index of leading indicators for December.
- Jacksonville, Fla., is the site of another GOP debate.

FRIDAY, JAN. 27

- The government's first round of health-care reform proposals is its top priority.
- A reading of congressional legislation is also from the University of Michigan.

Vital Signs

Change since 2011 in Home Mortgage weekly rate

Change in... rate-gas



Source: Freddie Mac, EIA

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Hackers-for-Hire Are Easy to Find

By Steven R. Weisman

Staying in his Los Angeles home, Kenneth Williams has been hired to hack into the e-mail accounts of a former senator. Hundreds of his peers would never be paid millions for their services. But Mr. Williams' clients are not just wealthy individuals or corporations. They are also governments, and his work is often illegal, even his own.

That is not to mention the fact that Mr. Williams' clients are not just wealthy individuals or corporations. They are also governments, and his work is often illegal, even his own.

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Co-CEOs of RIM Turn Over Top Post

By Matt Corman

WATERLOO, Ontario—After two years together at the helm of Research In Motion Ltd., Jim Balsillie and Mike Lazaridis, the company's co-chiefs, stepped down from their top jobs last week to make room for a new leader.

Mr. Balsillie, 55, stepped down from his post as chief executive officer of the Waterloo-based company, which makes the BlackBerry smartphone.

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Having a Baby in Year of the Dragon Is Too Lucky to Be Left to Chance

By Richard K. Wang

LOS ANGELES—What does every Chinese dragon mother want for her child? A dragon child. The year of the dragon, which begins in February, is the most auspicious time to have a child, according to Chinese astrology. Many Chinese women are so convinced of this that they are getting fertility treatments to boost their chances.

Mr. Wang, a 38-year-old Los Angeles lawyer, and his wife have a dragon child. The couple is now trying to find a way to ensure their child is a dragon child.

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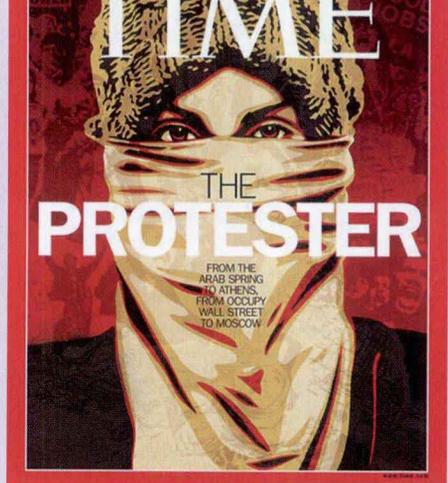
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PERSON OF THE YEAR TIME



THE PROTESTER

FROM THE ARAB SPRING TO ATHENS, FROM OCCUPY WALL STREET TO MOSCOW

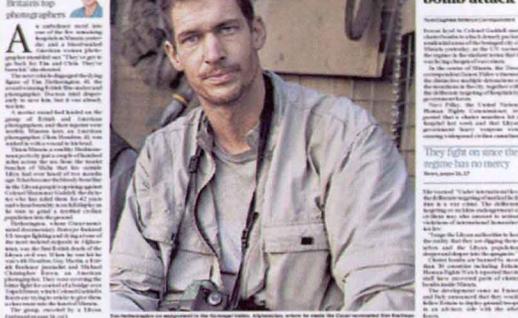
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Slaughter in Misrata



Civilians hit in cluster bomb attack
Hospital deaths: Nurse is charged
'AL-QAEDA' MASSACRE
NORWAY'S 9/11
'20 dead' in attacks Kids shot on island

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NHS 'on election day'
Sick benefit business
Burglaries on the rise
Pupal pilot claims
Banker EA time refund
Premiere gives up 'Twitter'

STARTS TODAY CAMPING AND CARAVANNING FROM £1 THE FOUND
133 CENTS TO FROM
VOUCHER 10/11/12
Fabulous SATURDAY'S SUN JUST GOT EVEN BIGGER & BETTER 76 PAGE GLOSSY

'AL-QAEDA' MASSACRE

Hospital deaths: Nurse is charged
NORWAY'S 9/11
'20 dead' in attacks Kids shot on island

《泰晤士报》（2011年4月21日）

《太阳报》（2011年7月31日）

Freitag/Samstag, 30./31. Dezember 2011 / SILVESTER
Eine ganz besondere Welt
MEISTERWERK
COOL
2012 wird ein tolles Jahr
2011 wird ein mieses Jahr
REZSSION

德国《世界报》（2011年12月31日镜像头版）

Merkel: « Ma vision de l'Europe »
Les chantiers de François Hollande
Le combat inégal contre le téléchargement illégal
La mort brutale de Theo Angelopoulos

法国《世界报》（2012年1月26日）



瑞典《晚报》（2011年3月6日）



芬兰《晚报》（2012年1月26日）



《贝林时报》（2012年1月26日）



《晨报》（2012年1月26日）



挪威《晚邮报》(2011年7月13日)



《劳动报》(2011年9月1日)



《朝日新闻》(2011年9月5日)



《环球时报》(2012年1月28日)

羊城晚报 2012年5月3日 星期三 第3版

“虐人性感”“角色色色变”——“虐童”“虐妻”“虐狗”
535个传播淫秽色情微博被关闭
 涉及家庭风、搞笑时、调侃等许多并未涉及敏感内容的网站

广州一楼盘每平方米降7000元；珠海一楼盘“2万抵8万”
五一楼市不“价”就卖不动

股市开门红 玩起一日游
 沪深两市双双高开 沪指涨幅1.1%

实名制火车票 将可挂失补办
 换回“含氟门”产品 可口可东嘴仍硬

否认牙膏含工业废料 佳洁士嘴很硬
 3500元豪华香港游? 传销洗脑日吃一餐!

深圳龙岗社会组织 648家
 恒大再度“重磅引援”

禁烟场所吸烟 直接罚款50元

我两艘渔船正在 钓鱼岛常态化巡逻

“带芯”电子护照15日全国启用
 新增指纹信息, 将可自助通关

外地淘汰方柱 潜入我省工地
 这种空心方柱在天津两次被叫停
 多家企业联名致函要求查处

《羊城晚报》(2012年5月3日)

齐鲁晚报 2012.5.4 星期五 第15版

第四轮中美战略对话启幕, 胡锦涛引唐诗寄语两国关系
中美要打破大国对抗逻辑

青岛沿海限大巴 游客大减
 公交车除外

“带芯”电子护照15日全国启用
 新增指纹信息, 将可自助通关

外地淘汰方柱 潜入我省工地
 这种空心方柱在天津两次被叫停
 多家企业联名致函要求查处

《齐鲁晚报》(2012年5月4日)

辽沈晚报 2011年1月10日

美国防部长访华 两军关系或回暖
 美议员遭扫射 至少致六人亡
 湖南卫视春晚 本山可能参加

辽宁正酝酿高考加分政策调整
 目前在调研过程中 最终将根据结果制订方案 省招考办表示方案出台三年后才适用

另类“维权”
 一手手机发边城短信 遭到众网友“围攻”并露出“多”“鸟”

太原街沈阳站等有望“地下连通”
 本报记者专访沈阳市和平区区长 规划方案待批准 通过后进入实质操作

夫妻半夜总打架 邻居吓得住宾馆
 元旦之前一直不能回家 想找邻居借宿却又不敢 还怀疑自己得了妄想症 并向心理医生进行求助

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总序

P R E F A C E

序

中国人民大学出版社策划出版的“21世纪新闻传播学系列教材”，是一套在新闻传播学领域内，皋牢百代，卢牟六合，贯穴古今，笼罩中外，密切联系新闻传播工作的实际，广泛吸收新闻传播学的最新研究成果，高挹退揽，取精用宏，供新世纪的高等院校新闻传播院系教学使用的系列教材。

上个世纪初以来的100年，是世界新闻传播事业飞速发展的100年。这100年来，随着科学技术的不断发展，继报纸、期刊、通讯社之后，广播、电视、网络和多种新媒体相继问世，新闻传播的媒介日趋多元化，新闻传播的手段日趋现代化，“地球村”变得越来越小，新闻传播事业对世界政治、经济和文化的影响则变得越来越大。

这100年，也是中国新闻事业飞速发展的100年。其中最近的30年，即中国改革开放以来的30年，发展得尤为迅猛。

进入新世纪以后，中国新闻事业发展的势头更为迅猛。报纸、期刊、通讯社、广播电台、电视台的数量在宏观调控下，虽无大变化，但软硬件的实力都有了很大的提高。据2011年12月出版的《中国新闻年鉴》的最新统计数字，2010年全国共出版报纸1939种，平均期印数2.14亿份。共出版期刊9884种，平均期印数1.63亿份。全国共有广播电台227座，电视台247座，广播电视台2130座，教育电视台44座。广播综合人口覆盖率为96.78%，电视综合人口覆盖率为97.62%。

另据2012年1月中国互联网络信息中心（CNNIC）发布的《第29次中国互联网络发展状况统计报告》显示，截至2011年12

月底,中国网民规模已达到5.13亿,互联网普及率达到38.3%。其中,手机网民数量为3.56亿,博客和个人空间用户数量为3.19亿,微博用户数量为2.5亿,社交网站用户数量为2.44亿,网络视频用户数量为3.25亿。中国居民中具备上网条件和技能的人已经基本转化为网民,大专及以上学历人群中互联网使用率已达96.1%。中国网站总数为230万个,网页数量为866亿个。

这样大的发展规模,这样快的发展速度,在世界和中国新闻事业史上都是空前的。回顾既往,盱衡未来,新闻传播事业在21世纪还将会保持旺盛的发展势头。新闻传播,作为上层建筑和意识形态的一个重要组成部分,在全面准确地宣传党的基本理论、基本路线和基本方针以及各项决策,反映人民群众的伟大业绩和精神风貌,以及推动改革开放和社会主义现代化建设等方面,必将继续发挥重要的作用。

与新闻传播事业的发展相配合,这100年来,为中国的新闻战线培养和输送人才的中国新闻教育,也有了相应的发展。中国的新闻教育起始于上个世纪初,迄今有近90年的历史。新中国成立前的30年,虽然先后在个别院校中设立了新闻系或新闻专科,但规模都不大,设备也不够完善,在校学生人数,最多的时候不超过400人,30年间累计培养出来的毕业生还不到3000人。新中国成立后,为了给新中国的新闻事业培养人才,新闻教育有了新的发展,但到20世纪60年代中期为止,全国的新闻教育机构也还只有14家。当时全国只有343家报社、78座广播电台和13家电视台,革命老区来的新闻工作骨干正当盛年,足以支撑大局,新闻系和新闻专业的学生统招统分,基本上能够满足中央和省市以上新闻单位梯队建设方面的需要。“文化大革命”爆发后,新闻事业进入低谷,新闻人才的培养也被迫中辍。拨乱反正之后,新闻事业有了飞速的发展,但新闻工作的人才却出现了断层,明显供不应求,因而极大地推动了新闻教育的发展。中国的新闻教育得以重振旗鼓并得到空前迅猛的发展,主要是改革开放以来的这30多年的事情。30多年来,中国新闻教育和中国新闻事业同步发展。截至2011年,全国设有新闻传播学类院、系、专业的高校已由改革开放之初的两三所增加到800所以上,各种类型和层次的专业教学点已不下1000个。新闻专业的教学已从单一的大学本科教育,发展到博士生、硕士生、本科生、大专生、成人教育、函授教育等多层次的格局,不少院系还设置了新闻传播学方向的博士后流动站。改革开放之初,全国在校新闻系科学生总共只有500来人,现在仅在校本科生就有16万人左右,硕士和博士研究生3万人左右,办学层次、办学规模、办学水平都有了很大的提高。进入新世纪以后,随着新闻传播事业的加速发展和新闻战线人才需求的不断增加,中国的新闻教育还将会有更大幅度的发展。

一般说来,新闻教育质量的高低,起决定作用的主要是两个因素:一个是师资,一个是教材。两者之间,教材的作用更大。这是因为,师资的多少和良窳,往往受办学主客观条件的限制,而教材一旦完成,就可以直接嘉惠于学子,风行四海,无远弗届。进一步说,一部好的教材,不仅可以满足教学的需要,培养出一大批人才,而且还可以同时拥有一定的学术含量,推动新闻传播学研究的发展。1919年出版的徐宝璜的《新闻学》,1927年出版的戈公振的《中国报学史》,就是这方面的很好的例子。这两本书都是作者在高等学校从事新闻学理论和新闻史教学时作为教材编写出来的,出版之后,立即引起世人的关注和推崇,一再重版,历久不衰,至今仍然是公认的新闻学理论和新闻史方面的传世之作

和经典之作。正因为这样，新闻教育的前辈们，历来十分重视教材的建设。新中国成立初期的十来年，坊间出版的新闻学方面的书籍，绝大部分都是教材。改革开放以后，新闻传播学研究空前繁荣，新闻学方面的书籍大量问世，但教材仍然在其中占了很大的比重。这些教材，覆盖了新闻传播学的方方面面，经过出版家和众多作者们的长期努力，门类和品种基本配套齐全，曾经为同时期的新闻教学做出过重要的贡献。但是，随着时间的推移和新闻工作实际的飞速发展，这些教材的体例日显陈旧，观点和内容也亟待调整和更新。一些属于学科前沿和科技含量较高的新开课程的教材尚付阙如，使现有的教材出现了不少缺口。在新世纪已经到来之际，集聚力量，重新编写出一套体系完整，门类齐全，能够为新世纪的新闻教育和新闻人才培养服务的新闻传播学的系列教材，已经成为人们的共识和新闻业界与新闻教育界的迫切需求。

呈现在读者面前的，就是应这样的需求产生的一套系列教材，它将涵盖新闻学、传播学两个二级学科的方方面面内容，满足新闻、广播、电视、广告、媒体经济、新媒体等多个专业的教学需要。负责这些教材编写工作的，是中国人民大学、复旦大学、北京大学、清华大学、中国传媒大学、中国青年政治学院等多所著名院校长期从事新闻传播学方面教学与研究工作的专家学者，其中有相当大的一部分编写者都是相关学科的国家级的学术带头人，堪称一时之选。收入本系列的教材中，既有国家级重点教材，也有部级重点教材，其他的也都是经过严格筛选的精品，所以，本套系列教材的质量是有保证的，其权威性也将会得到社会的认同。

21世纪是一个高度信息化的时代，是信息经济和知识经济占主导地位的时代。信息经济和知识经济有两大支柱，一是以高科技为代表的传播技术产业，二是从事新闻和信息产品生产的媒体产业。新闻传播学作为将这两大领域有机联结的桥梁，在今后的国家建设和社会发展中必将发挥越来越重要的作用。中国人民大学出版社经过精心策划，隆重推出这套系列教材，是具有高度的前瞻性和战略眼光的。在这里，我谨代表编委会和全体作者向中国人民大学出版社表示由衷的感谢。

这部系列教材开始策划于上个世纪的最后一年，本世纪初起陆续问世，迄今已编写出版了50余种。在体例和内容的创新和开拓等方面，远远超过同时期出版的同类教材。其中的有些教材，还根据整个新闻传播理论与实践的发展和新闻传播学教学与研究的发展，陆续作了必要的补充和修订，重新出版，实现了内容的与时俱进。

这批教材的问世，将会为新闻传播事业和新闻教育事业的发展和繁荣、为新世纪新闻传播人才的培养做出它应有的贡献。这是出版者和全体作者共同的一点希望。是为序。

方汉奇

2012年3月15日

于中国人民大学宜园

辜晓进是以《走进美国大报》在我国新闻传播学界闻名的，那时他是新闻传播业界的一员，后来他还有不少著作出版，但这本书是奠基之作。现在他转到新闻传播学界，再出新著《当代中外新闻传媒》，值得祝贺。这部书稿与传统的外国新闻史、中国新闻史的书相比，使人明显感觉到一种架构的创新，这就是以现实为原点回顾历史。以往同类内容的书，大都以过去为原点展望现在。面对90后的新一代，这种从过去看现在的思维方式不大容易留住人的思绪，因而辜晓进此书的结构能够拥有更多的受众。

我国新闻传播业在最近20年内急速扩张，其规模和拥有的受众已居世界前几位，但在行业绩效和质量方面，我国传媒与国际同行的差距仍然很大。我们没有一家传媒在世界范围有广泛影响。我国通讯社的人数和硬件算得上世界第一，但新闻电讯稿的落地率却得倒数，我国的报纸、广播、电视基本没有走出国门，少量在国外发行的报纸和播出的广播电视频道，影响微乎其微。“走出去”是近年中央的既定方针，巨大经费的支持固然重要，但我们传媒人的观念、业务素质和职业意识跟不上形势，是眼下中国在世界范围内形成国家软实力的巨大行业软实力障碍。

新闻人的素质，除了职业理念、新闻实务水准外，还有职业道德、知识积累等等。后一项包括的内容很多，涉及传媒人对本行业的了解。辜晓进在自序伊始问道：“半岛电视台在哪个国家？NHK是什么机构的缩写？世界发行量最大的报纸是什么？世界上最大的财经报纸是什么？默多克在英国掌管哪些著名报纸？世界上人均拥有报纸最多的地区在哪里？中国发行量最大的报纸是哪家？《中国

日报》是中文报纸吗?《深圳特区报》是党委机关报吗?……”这些基本的业内常识,根据我对新闻传播业界的了解,多数传媒人是答不上来的。相当多的传媒人不知道所服务媒体以外本国其他媒体的基本情况,更不知道世界同行的基本情况。例如,2006年,我国很多媒体报道了大英博物馆的图书馆举办英国报纸诞生100周年的展览,没有一家媒体发现这个报道的常识性错误:英国报纸已有341年的历史,怎么会只有100年?还有的报纸发表文章,把英语世界发行量最大的《太阳报》说成“非主流报纸”,把中国“官本位”的观念套用到了外国。我指出差误,一群人用各种骂人的话语与我“辩论”,真不知该如何对待这样的现象。

别说在岗的传媒人,就是每年报考新闻传播方向研究生的考生,多数仍然不知道基本的中国和外国新闻传播业的历史和现实。2007年中国人民大学的考研题名词解释中有两道题(每题5分),一个是“特莱维萨公司”(Televisa)(墨西哥的电视公司,也是西班牙语世界上最大的电视公司),一个是“纸莎草”(古埃及的,也是人类最早的文字书写载体)。多数考生因为这两道小题丢了10分,造成当年中国人民大学新闻学院62个名额,把所有过线考生招进来还差8人。虽然很遗憾,但也从此形成中国人民大学招考新闻传播研究生考题分布的变化,即除了西方主要国家外,还要考一考主要发展中国家新闻历史与现实的知识,使考生放眼真正的世界,而不仅仅是美国、英国。

如今,每年的20G峰会,还有范围更广的各种国际联盟和联合行动的新闻充斥传媒,我们的传媒人必须知晓这些国家的同行的情况,才谈得上与之交往。与此情形相配,我们眼下更需要以现实为原点回顾以往的各国新闻传播历史。辜晓进有长期的媒体工作经验,英语很好,走遍世界,又有研究外国新闻现实与历史的经验,担当撰写此类书稿的工作最为适当。这本书既有外国,又有中国的新闻传播现实与历史,两者结合得颇为紧密,因为他的论述以现实为原点。还有,该书除了主要西方国家外,还有主要发展中国家(可惜没有中、南美洲国家)。该书内容全面、结构新颖,很适合当前新闻教育的实际,也适合作为培训在岗传媒人的教材。

我国曾经有一个口号叫得很响,即“胸怀祖国,放眼世界”。其实这个顺序错了,它造成我们总是以中国的观点、中国的眼光看世界,凡是不符合我们标准的,统统都是反动派,于是便产生“世界上三分之二的人民生活在水深火热之中,等待着我们去解救他们”的幻觉,我年轻的时候就被这种幻觉蒙蔽了很多年。一旦真的睁开眼睛看世界,才发现并非如此。现在我们已经基本能够走出去了,但是我们在知识和观念方面仍然十分欠缺世界意识。所以,看到辜晓进的这本书稿,我想到的就是把这个旧口号颠倒过来,即“放眼世界,胸怀祖国”。只有放眼世界,真正了解了外边,才能看清楚自己,找到差距,而不会夜郎自大。

预告新世纪到来的第一位诗人但丁就已经意识到“世界”的存在,他说:我的国家是全世界。这种认识成了现代世界被发现的时代标志。“世界”取得真正现代的意义开始于18世纪,它的标志是法国的《百科全书》和瑞典学者林耐的动植物种属分类法。到了19世纪,“世界”在广度和深度上得到了巨大发展。这个时代的特点是人类社会结束了相互隔绝的状态,开始意识到一切民族无不以某种方式同其他所有民族相联系。马克思和恩格斯就此写道:“各个相互影响的活动范围在这个发展进程中愈来愈扩大,各民族的原始闭

关自守状态则由于日益完善的生产方式、交往以及因此自发地发展起来的各民族之间的分工而消灭得愈来愈彻底，历史就在愈来愈大的程度上成为全世界的历史。”^①

19世纪至今已有200多年了，如今，莎士比亚的戏剧、巴尔扎克的小说、贝多芬的音乐、毕加索的画、爱因斯坦的相对论（听说已有新的发现否定它）、《泰晤士报》和《纽约时报》、世界四大通讯社等等，早已不再仅仅属于某个国家、某个阶级，而成为全球居民共同的文化财富。Web2.0时代的各种社交网络平台，一开始就属于世界而不是某个民族。特别是两次世界大战，它们使人们深深地意识到整个世界的联系，大战的结局完成了把全世界联结在一起的过程。于是，人们开始学习如何生活在一个世界之中，全球范围的普遍的超民族的认同，正在取代民族国家内的特殊的民族认同，当代国际范围世界信息和交流秩序的争论，恰恰建立在整体世界的概念之上。在这个意义上，我们的传媒人太需要放眼世界了，首先放眼自己的同行，然后放眼世界的其他方方面面。

在这个意义上，我希望读者能够关注辜晓进的这本结构新颖的书，放眼一下世界的同行。

陈力丹

2012年1月30日于北京时雨园

^① 《马克思恩格斯选集》，1版，第3卷，51页，北京，人民出版社，1960。

熟悉当下，认知世界

P R E F A C E

半岛电视台在哪个国家？NHK是什么机构的缩写？世界发行量最大的报纸是什么？世界上最大的财经报纸是什么？默多克在英国掌管哪些著名报纸？世界上人均拥有报纸最多的地区在哪里？中国发行量最大的报纸是哪家？《中国日报》是中文报纸吗？《深圳特区报》是党委机关报吗？现存最古老的华文报纸在哪里？……

用这类问题去问新闻传播院系的毕业生，恐怕多半得不到正确回答。过去每年大学生分配到报社来，我在给他们上课或与他们聊天时都会发现，他们对当今中国报业情况的了解是很不够的，更别说世界其他国家的媒体产业状况了。他们中很多人不清楚中国媒体的体制特征，不了解中国报纸的基本格局，也说不上明白改革开放以来中国媒体产业化的简短历史。至于国外情况，对全球最有影响力的报纸、电视台、媒体公司等，他们更是知之不多。总之，他们对自己即将投身并很可能终身为之工作的行业缺乏应有的认知。

稍微深入思考一下，也不奇怪。我们都是过来人，长期以来，在中国新闻传播院系的教学大纲和课程设置中，并无上述内容。不错，我们有新闻史，而且这方面的教材进步较快，并有向“现代”靠拢的趋势，但它们还是只管过去而忽略当下（否则就不叫“史”了）。我们有新闻业务，所谓“采写编评摄”，可能在举例中会涉及一些新闻机构，但很少有整体的行业描述。我们有新闻传播理论，但它们与媒体产业的现状仍相距较远。一些学校也教“新闻事业”，可惜“事业”也是包罗万象，在具体的新闻媒体上惜墨如金。如此一个空白，30年前就已存在，10多年前因徐耀魁前辈等编写的《世界传媒概览》（这是非常可贵的努力）而得以一定程度的弥补，