



Harold Lasswell

新闻学与传播学经典丛书·英文原版系列
展江 何道宽 主编

The Structure and Function of Social Communication

社会传播的结构与功能

Harold Lasswell 著
[美] 哈罗德·拉斯韦尔

中国传媒大学出版社

新闻学与传播学经典丛书·英文原版系列

展江 何道宽 主编

The Structure and Function of Communication in Society

社会传播的结构与功能

Harold Lasswell ([美]哈罗德·拉斯韦尔) 著

中国传媒大学出版社

2013 年

图书在版编目 (CIP) 数据

社会传播的结构与功能 (英文版) (美) 拉斯韦尔著.
—北京: 中国传媒大学出版社, 2013. 9
(新闻学与传播学经典丛书·英文原版系列/ 展江,何道宽主编)
ISBN 978-7-5657-0740-7

I. ①社… II. ①拉… III. ①传播学—研究—英文 IV. ①G20

中国版本图书馆 CIP 数据核字 (2013) 第 146667 号

新闻学与传播学经典丛书·英文原版系列

展江 何道宽 主编

The Structure and Function of Communication in Society

社会传播的结构与功能

Harold Lasswell ([美]哈罗德·拉斯韦尔) 著

策划编辑 司马兰 姜颖跌

责任编辑 姜颖跌

责任印制 曹辉

出版人 蔡翔

出版发行 中国传媒大学出版社

社址 北京市朝阳区定福庄东街1号 邮编: 100024

电话 86-10-65450532 或 65450528 传真: 010-65779405

网址 <http://www.cucp.com.cn>

经销 全国新华书店

印刷 北京中科印刷有限公司

开本 889mm×1194mm 1/32

印张 1.5

版次 2013年9月第1版 2013年9月第1次印刷

ISBN 978-7-5657-0740-7/G·0741

定价 12.00 元

版权所有

翻印必究

印装错误

负责调换

新闻学与传播学经典丛书·英文原版系列

- **Social Process**
社会过程
- **Social Organization**
社会组织
- **A Free and Responsible Press**
自由而负责的新闻界
- **Changing Concepts of Time**
变化中的时间观念
- **The Bias of Communication**
传播的偏向
- **Empire and Communications**
帝国与传播
- **The Principles of Journalism**
新闻学原理
- **The Structure and Function of Communication in Society**
社会传播的结构与功能
- **A Dynamic Theory of Personality**
个性动力论
- **Communication and Persuasion**
传播与劝服
- **Cybernetics; or Control and Communication in the Animal and the Machine**
控制论:关于动物和机器的控制与传播科学
- **The Immigrant Press and Its Control**
移民报刊及其控制

出版说明

“新闻学与传播学经典丛书·英文原版系列”，选取了在新闻学与传播学历史上具有里程碑意义的大师经典名作，如传播学“四大奠基人”哈罗德·拉斯韦尔、保罗·拉扎斯菲尔德等，及加布里埃尔·塔尔德、罗伯特·帕克、哈罗德·伊尼斯、马歇尔·麦克卢汉、库尔特·卢因、卡尔·霍夫兰等这些学界耳熟能详的名家佳作。这些是传播学与新闻学的奠基之作，也是现代新闻学与传播学发展的基础。许多名作都多次再版，影响深远，历久不衰，成为新闻学与传播学的经典。此套丛书采用英文原版出版，希望读者能读到原汁原味的著作。

出版说明 1

随着中国高等教育的教学改革，广大师生已不满足于仅仅阅读国外图书的翻译版，他们迫切希望能读到原版图书，希望能采用国外英文原版图书进行教学，从而保证所讲授的知识体系的完整性、系统性、科学性和文字描绘的准确性。这套丛书的出版便是满足了这种需求，同时可使学生在专业技术方面尽快掌握本学科相应的外语词汇，并了解先进国家的学术发展方向。

本系列在引进英文原版图书的同时，将目录译为中文，作为对原版的一种导读，供读者阅读时参考。

从事经典著作的出版，需要出版人付出不懈的努力，好在有本丛书的主编展江教授和何道宽教授的大力扶持，我们得以在学术出版的道路上走的更远。我们自知本套丛书也许会有很多缺陷，虚心接受读者提出的批评和建议。

中国传媒大学出版社

目 录

一、传播行为	1
二、传播的结构与功能	3
三、生物界的对应现象	5
四、世人的注意框架各不相同	8
五、对应现象细析	12
六、需求与价值	17
七、社会冲突与传播	22
八、有效的传播	26
九、传播研究	31
十、注意力集合体与公众	33
十一、情感社群与公众	35
十二、对应程度的启蒙原理	38
结 语	40

CONTENTS

The Act of Communication	1
Structure and Function	3
Biological Equivalences	5
Attention in World Society	8
More Detailed Equivalences	12
Needs and Values	17
Social Conflict and Communication	22
Efficient Communication	26
Research in Communication	31
Attention Aggregates and Publics	33
Sentiment Groups and Publics	35
The Principle of Equivalent Enlightenment	38
Summary	40

The Act of Communication

Convenient way to describe an act of communication is to answer the following questions:

Who

Says What

In Which Channel

To Whom

With What Effect?

The scientific study of the process of communication tends to concentrate upon one or another of these ques-

tions. Scholars who study the “who,” the communicator, look into the factors that initiate and guide the act of communication. We call this subdivision of the field of research control analysis. Specialists who focus upon the “says what” engage in content analysis. Those who look primarily at the radio, press, film, and other channels of communication are doing media analysis. When the principal concern is with the persons reached by the media, we speak of audience analysis. If the question is the impact upon audiences, the problem is effect analysis.

Whether such distinctions are useful depends entirely upon the degree of refinement which is regarded as appropriate to a given scientific and managerial objective. Often it is simpler to combine audience and effect analysis, for instance, than to keep them apart. On the other hand, we may want to concentrate on the analysis of content, and for this purpose subdivide the field into the study of purport and style, the first referring to the message, and the second to the arrangement of the elements of which the message is composed.

Structure and Function

Enticing as it is to work out these categories in more detail, the present discussion has a different scope. We are less interested in dividing up the act of communication than in viewing the act as a whole in relation to the entire social process. Any process can be examined in two frames of reference, namely, structure and function; and our analysis of communication will deal with the specializations that carry on certain functions, of which the following may be clearly distinguished: (1) the surveillance of the environment; (2) the

correlation of the parts of society in responding to the environment; (3) the transmission of the social heritage from one generation to the next.

Biological Equivalences

At the risk of calling up false analogies, we can gain perspective on human societies when we note the degree to which communication is a feature of life at every level. A vital entity, whether relatively isolated or in association, has specialized ways of receiving stimuli from the environment. The single-celled organism or the many-membered group tends to maintain an internal equilibrium and to respond to changes in the environment in a way

that maintains this equilibrium. The responding process calls for specialized ways of bringing the parts of the whole into harmonious action. Multi-celled animals specialize cells to the function of external contact and internal correlation. Thus, among the primates, specialization is exemplified by organs such as the ear and eye, and the nervous system itself. When the stimuli receiving and disseminating patterns operate smoothly, the several parts of the animal act in concert in reference to the environment (“feeding,” “fleeing,” “attacking”) .

In some animal societies certain members perform specialized roles, and survey the environment. Individuals act as “sentinels,” standing apart from the herd or flock and creating a disturbance whenever an alarming change occurs in the surroundings. The trumpeting, cackling, or shrilling of the sentinel is enough to set the herd in motion. Among the activities engaged in by specialized “leaders” is the internal stimulation of “followers” to adapt in an orderly manner to the circumstances heralded by the sentinels.

Within a single, highly differentiated organism, incoming nervous impulses and outgoing impulses are transmitted along fibers that make synaptic junction with other fibers. The critical points in the process occur at the relay stations, where the arriving impulse may be too weak to reach the threshold which stirs the next link into action. At the higher centers, separate currents modify one another, producing results that differ in many ways from the outcome when each is allowed to continue a separate path. At any relay station there is no conductance, total conductance, or intermediate conductance. The same categories apply to what goes on among members of an animal society. The sly fox may approach the barnyard in a way that supplies too meager stimuli for the sentinel to sound the alarm. Or the attacking animal may eliminate the sentinel before he makes more than a feeble outcry. Obviously there is every gradation possible between total conductance and no conductance.

Attention in World Society

When we examine the process of communication of any state in the world community, we note three categories of specialists. One group surveys the political environment of the state as a whole, another correlates the response of the whole state to the environment, and the third transmits certain patterns of response from the old to the young. Diplomats, attaches, and foreign correspondents are representative of those who specialize on

the environment. Editors, journalists, and speakers are correlators of the internal response. Educators in family and school transmit the social inheritance.

Communications which originate abroad pass through sequences in which various senders and receivers are linked with one another. Subject to modification at each relay point in the chain, messages originating with a diplomat or foreign correspondent may pass through editorial desks and eventually reach large audiences.

If we think of the world attention process as a series of attention frames, it is possible to describe the rate at which comparable content is brought to the notice of individuals and groups. We can inquire into the point at which “conductance” no longer occurs; and we can look into the range between “total conductance” and “minimum conductance”. The metropolitan and political centers of the world have much in common with the interdependence, differentiation, and activity of the cortical or subcortical centers of an individual organism. Hence the attention frames found in these spots are the most variable, refined,