



Carl Hovland

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展江 何道宽 主编

Communication and Persuasion

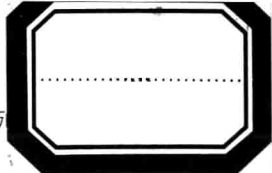
传播与劝服

Carl Hovland 著
[美]卡尔·霍夫兰

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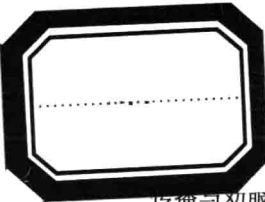
Communication and Persuasion

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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。

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。此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

Preface

A GREAT deal of descriptive information has accumulated concerning persuasive communications—such as educational programs, publicity campaigns, advertising, and propaganda—and their effects on behavior and opinion. Most of this information comes from studies which focus on practical questions posed by communicators who make use of mass media. But for purposes of developing scientific propositions which specify the conditions under which the effectiveness of one or another type of persuasive communication is increased or decreased, the available evidence is extremely limited. Although applied research can be useful in suggesting tentative hypotheses and in posing theoretical problems for further analysis, the practical emphasis often results in the neglect of significant and provocative issues which do not appear to have immediate application. Hence basic research is greatly needed to supplement the findings derived from investigations of a practical nature. Such research, involving psychological experiments in a communication setting, can contribute to our understanding of the processes of memory, thought, motivation, and social influence. The material communicated can be controlled with much the same precision possible in laboratory research, but motivational and emotional factors can be permitted to operate more naturalistically than in the laboratory.

A program of research of this type, on the experimental modification of attitudes and opinions through communication, was set up by the authors under a grant from the Rockefeller Foundation. It is a great pleasure to record here our appreciation of the Foundation's support and encouragement.

The program was set up as a cooperative research and study group rather than as a centralized, hierarchically organized project. Approximately 30 individuals have contributed to the work and many are at present continuing to investigate various problems discussed in this volume. Each individual in the group is encouraged to design and pursue a phase of the research in line with his own interests and in

directions of promising opportunities. Over-all coordination of the research is achieved through frequent conferences and seminars. Most of the studies involve collaboration among a number of individuals with complementary skills and training. The majority of the participants are psychologists interested in personality, social relations, and higher thought processes. The group also includes representatives from sociology and anthropology. It is to be hoped that as the program develops political scientists and economists interested in the formation and modification of values will also participate.

The three authors of this book approach the problems of communication with quite different types of background and training. This diversity may occasionally result in some lack of uniformity in the terminology and theoretical principles applied in the various chapters. Initial differences were progressively reduced through continual conferences and debate at each stage of the planning and writing. As a result of this close collaboration it is difficult to allocate credit for the individual chapters, or to define seniority of authorship. Accordingly the authors are merely listed in alphabetical order. General responsibility for Chapters 4 and 8 was assumed by C. I. Hovland, for Chapters 3, 6, and 7 by I. L. Janis, and for Chapters 2 and 5 by H. H. Kelley. All three authors shared responsibility for Chapters 1 and 9.

The authors owe a considerable intellectual debt to all of the other participants in the program who contributed not only to the specific research reported but also to the formulation of problems through criticisms and suggestions during conferences and seminars. The individuals whose research will be discussed include at the faculty level Leonard W. Doob, Arthur I. Gladstone, Floyd G. Lounsbury, Arthur A. Lumsdaine, Fred D. Sheffield, Muzafer Sherif, and Edmund H. Volkart. Graduate student fellows and assistants whose research will be discussed include Elaine Bell, Daniel Berlyne, Seymour Feshbach, Marvin Herz, Herbert Kelman, Bert King, Kenneth Kurtz, Wallace Mandell, Harry C. Milholland, Jr., Marvin Schwartz, Walter Weiss, and Christine Lipps Woodruff. Others who have contributed to the program in the past or have work under way at present include Russell Clark, Enid Hobart, Harriet Linton, Rosalind Lorwin Feierabend, Anna Muhlbauer, Dean Pruitt, Eva Rosenbaum, Gerald Wiener, Hardy Wilcoxon, Jepson Wulff, and Norman Zide.

Several summer conferences on various fields of research were particularly helpful to us in outlining areas needing research. Participants in these planning conferences included Arthur A. Lumsdaine, Theodore M. Newcomb, and Edmund H. Volkart.

It is a pleasure to acknowledge our especial indebtedness to Fred Sheffield for his important contributions in numerous research planning conferences and for his critical reading of the first draft of the present volume. We also wish to record our thanks to a number of individuals who made suggestions after reading individual chapters: Robert P. Abelson, Solomon E. Asch, Daniel Bell, James W. Carper, Irvin L. Child, George Mahl, Neal E. Miller, Theodore M. Newcomb, and Muzafer Sherif. Herbert Kelman made valuable comments concerning a number of chapters and also assisted in preparing summaries of the experiments which were useful in writing the final chapter. Mrs. Rosalind Lorwin Feierabend provided editorial assistance in the revisions of the first and last chapters. Gerald Wiener not only helped in the routine chores of library work but also made several valuable suggestions concerning theoretical points. The library assistance provided by James Nora and Robert H. Peters is also gratefully acknowledged. Our special appreciation goes to Mrs. Lorraine S. Coe and Mrs. Alice M. Myers for assuming responsibility for the considerable task of typing the various drafts of the manuscript. Miss Jane Olejarczyk and Mrs. Susan Henry gave essential aid in this task at various critical points. We also wish to thank Sherman Tatz for taking time while in the midst of graduate work to prepare drawings for the figures.

The writers are deeply grateful to Leonard W. Doob, who served informally as editor of the volume and made a number of important suggestions concerning organization. We also wish to acknowledge the helpful cooperation of the entire staff of the Yale University Press, and particularly that of Miss Roberta Yerkes who provided advice, counsel, and suggestions in the later stages of preparation of the manuscript.

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New Haven, Conn.
July, 1953

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