

中國傳播學 40 年：基於學科化進程的反思

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摘要

中國傳播學科學科化進程走四十個年頭，經歷了從人員物資匱乏的草創階段到當前學科隊伍壯大、學科建設蓬勃發展的轉變。本文將這一歷史過程劃分為前學科發展階段與學科化發展階段，在此基礎上梳理和比較了兩個時期中國傳播研究的學術隊伍、學術成果與學術理念，認為我國當前傳播研究中依然存在功利主義傾向過強與學科意識形態保守的痼疾。在這種情況下，從新媒體傳播打開的新問題域入手，關注媒介技術通過改變傳播方式影響人的存在方式，以及被媒介形塑的人與社會反過來如何加強或弱化媒介技術自身的偏向，成為幫助中國傳播學發展走出循環，走向進化的一種可能進路。

關鍵詞：中國傳播學、學科化、反思

40 Years of Communication Studies in China : Reflections Based on the Process of Disciplinization

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Abstract

The professionalization of Chinese communication study has gone through forty years from the starting period with lack of personnel and materials to the current period with developed discipline teams and prospering discipline construction. The paper divides this historical process into discipline development stage and disciplinization development stage. On this basis, it summarizes and compares the academic personnel teams, achievements and concepts of Chinese communication research in these two periods. It is believed that there exist intractable problems in the current Chinese communication study, including strong trend of utilitarianism and conservative discipline ideology. On this context, the paper starts from new problems brought about by new media technology to focus on how the media technology influences people's existing way through changing mode of communication and how the people and society shaped by media strengthen or weaken the bias of media technology in turn and become an approach to help Chinese communication study get away from the cycle to evolution.

Keywords: communication, studies in China, disciplinization, reflection