

Text One An Introduction to Communication

I. Words Study

i) New Words:

sociology n. 社会学
psychology n. 心理学
economics n. 经济学
politics n. 政治学
academic adj. 学院的, 理论的
system n. 系统, 体系
environment n. 环境
biological n. 生物学的
community n. 团体, 社会, 社区
root n. 根
mechanism n. 机制
symbol n. 象征
means n. 手段, 方法
preserve v. 保存
opposite adj. 相反的, 对立的
conduct v. 进行, 操作
gesture n. 姿势, 手势
facial adj. 面部的
pitch n. 声调
pattern n. 类型, 模式

ii) Key Words & Expressions:

communication n. 传播
journalism n. 新闻学
transfer n.& v. 传递, 迁移
information n. 信息
circulation n. 流通, 运行, 循环, 传播
convey v. 传送, 传递
feedback n. 反馈, 反应
medium n. 媒体, 媒介, 中介

II. Text Study

STUDY PREVIEW communication is an important word in our today's academic study in journalism, sociology, psychology, economics & politics. It's also heard more & more often in our daily life. So what is

communication?

Communication :

The transfer of **social** information & the circulation of **social** information systems.

Social:

When we say “communication” in our study, we usually mean human communication, not animal communication; a “communication” happening in a society, not in other environments such as natural, physical or biological ones.

Why we study “human communication”?

Communication is the tool that makes societies possible. It is no accident that communication and community have the same word root. Without communication, there would be no communities; and without community, there could be no communication.

The sociologist Charles Cooley called communication “the mechanism through which human relations exist and develop_ all the symbols of the mind, together with the means of conveying them through space and preserving them in time”.

Transfer of information :

When “communication” happens, information flows from one person to another, and then the receiver may give some feedback to the giver. During this process, the information is shared , and the giver and

receiver can play the opposite role.

Also, communication needs some medium, which is something both parts of a communication can understand. For example, two or more people come together, trying to share some information. But they are from different countries and have different life experiences. So if they want to understand one another, they must use some medium such as English language, or even body language.

In modern times, words are important tools or media for communication. But communication is not conducted entirely, or even mostly, in words. A gesture, a facial expression, a pitch pattern, a level of loudness, an emphasis, a kiss, a hand on the shoulder, a haircut or lack of one _ all these carry information.

Text Two Types of Communication

I. Words Study

i) New Words:

- engage v. 使从事于, 参加
- differentiate v. 区别, 区分
- precede v. 领先, 在之前, 先于
- prefix n. 前缀
- intrasquad adj. (班) 内部的
- intercollegiate adj. 学院间的
- intimacy n. 亲密, 隐私
- auditorium n. 听众席, 观众席, 会堂, 礼堂
- define v. 定义, 详细说明
- accomplish v. 完成, 实现
- purpose n. 目的
- inform v. 告知
- entertain v. 娱乐

persuade v. 说服, 劝说, 使相信
conceive v. 构思, 考虑
essentially adv. 本质上
distinctive adj. 与众不同的, 有特色的
craft n. & v. 工艺, 手艺
background n. 背景
complex adj. 复杂的
device n. 设计, 装置, 设备
printing press n. 印刷机
camera n. 照相机
recorder n. 录音机
singular adj. 单数的
plural adj. 复数的

ii) Key Words & Expressions:

mass media 大众传播媒体
mass communication 大众传播
intrapersonal communication 自我传播
interpersonal communication 人际传播
group communication 群体传播
audience 受众, 观众, 听众
encode 编码
code 代码
transmit 传输, 传达, 传播
decode 解码
internalize 使内在化

II. Text Study

STUDY PREVIEW The communication in which the mass media engage is only one form of communication. One way to begin understanding the process of mass communication is to differentiate it from other forms of communication.

Intrapersonal Communication

We engage in intrapersonal communication when we talk to ourselves to develop our thoughts and ideas. This intrapersonal communication precedes our speaking or acting.

Intrapersonal communication is an exchange of information we have with ourselves, such as when we think over our next move in a video game or sing to ourselves in the shower. Typing into a computer is electronically mediated intrapersonal communication.

Interpersonal Communication

When people talk to each other, they are engaging in interpersonal communication . In this simplest form, interpersonal communication is between two people physically located in the same place. It can occur, however, if they are physically separated but emotionally connected, like lovers on cell phones.

The difference between the prefixes intra- and inter- is the key difference between intrapersonal and interpersonal communication. Just as intrasquad athletic games are within a team, intrapersonal communication is within one's self. Just as intercollegiate games are between schools, interpersonal communication is between individuals.

Interpersonal communication includes exchanges in which two or more people take part, but the term is usually reserved for situations in which just two people are communicating. Having a face-to-face conversation over lunch and writing a letter to a friend are everyday examples. When interpersonal communication is electronically mediated, as in a telephone conversation, the term point-to-point communication is sometimes used.

Group Communication

There comes a point when the number of people involved reduces the intimacy of the communication process. That's when the situation becomes group communication . A club meeting is an example. So is a speech to an audience in an auditorium.

Mass Communication

Capable of reaching thousands, even millions, of people is mass communication , which is accomplished through a mass medium like television or newspapers. Mass communication can be defined as the process of using a mass medium to send messages to large audiences for the purpose of informing, entertaining or persuading.

In many respects the process of mass communication and other communication forms is the same: Someone conceives a message, essentially an intrapersonal act. The message then is encoded into a common code, such as language. Then it's transmitted. Another person receives the message, decodes it and internalizes it. Internalizing a message is also an intrapersonal act.

In other respects, mass communication is distinctive. Crafting an effective message for thousands of people of diverse backgrounds and interests requires different skills than chatting with a friend across the table. Encoding the message is more complex because a device is always used-for example, a printing press, a camera or a recorder.

One aspect of mass communication that should not be a mystery is the spelling of the often-misused word communication. The word takes no “s” if you are using it to refer to a process. If you are referring to a communication as a thing, such as a letter, a movie, a telegram or a television program, rather than a process, the word is communication in singular form and communications in plural. When the term mass communication refers to a process, it is spelled without the “s”.

Review:

communication : Exchange of ideas, information.

intrapersonal Communication : Talking to oneself.

interpersonal Communication : Usually two people face to face.

group Communication : More than two people; in person.

mass Communication : Many recipients; not face to face; a process.

Text Three Components of Mass Communication

STUDY PREVIEW Mass communication is the process that mass communicators use to send their mass messages to mass audiences. They do this through the mass media. Think of these as the Five Ms: mass communicators, mass messages, mass media, mass communication and mass audience.

Mass Communicators

The heart of mass communication is the people who produce the messages that are carried in the mass media. These people include journalists, scriptwriters, lyricists, television anchors, radio disc jockeys, public relations practitioners and advertising copywriters. The list could go on and on.

Mass communicators are unlike other communicators because they cannot see their audience. David Letterman knows that hundreds of thousands of people are watching as he unveils his latest Top 10 list, but he can't see them or hear them chuckle and laugh. He receives no immediate feedback from his mass audience. This communicating with an unseen audience distinguishes mass communication from other forms of communication. Storytellers of yore told their vocabulary according to how they sensed they were being received. Mass communicators don't have that advantage, although a studio audience.

Mass Messages

A news item is a mass message, as are a movie, a novel, a recorded song and a billboard advertisement. The message is the most apparent part of our relationship to the mass media. It is for the messages that we pay attention to the media. We don't listen to the radio, for example, to marvel at the technology. We listen to hear the music.

Mass Media

The mass media are the vehicles that carry messages. The primary mass

media are books, magazines, newspapers, television, radio, sound recordings, movies and the web. Most theories view media as neutral carriers of messages. The people who are experts at media include technicians who keep the presses running and who keep the television transmitters on the air. Media experts also are tinkers and inventors who come up with technical improvements, such as compact discs, DVDs, AM stereo radio and newspaper presses that can produce high-quality color.

Mass Communication

The process through which messages reach the audience via the mass media is called mass communication. This is a mysterious process about which we know far less than we should. Researchers and scholars have unraveled some of the mystery, but most of how it works remains a matter of wonderment. For example, why do people pay more attention to some messages than to others? How does one advertisement generate more sales than another? Is behavior, including violent behavior, triggered through the mass communication process? There is reason to believe that mass communication affects voting behavior, but how does this work? Which is most correct-to say that people can be controlled by mass communication? Or manipulated? Or merely influenced? Nobody has the answer.

Mass Audiences

The size and diversity of audiences add complexity to mass communication. Only indirectly do mass communicators learn whether their messages have been received. Mass communicators are never sure exactly of the size of audiences, let alone of the effect of their messages. Mass audiences are fickle. What attracts great attention one day may not the next. The challenge of trying to communicate to a mass audience is even more complex because people are tuning in and tuning out all the time, and when they are tuned in, it is with varying degrees of attentiveness.

Review:

mass Communicators : Message crafters.

mass Message : What is communicated.

mass Media : Vehicles that carry messages.

mass Audiences : Recipients of mass messages.

Text Four Communication Models

I. Words Study

i) New Words:

devise vt. , 发明, 图谋, 作出(计划), 想出(办法)

in an attempt to 力图, 试图

simplification n. 简化

imperfect adj. 有缺点的, 未完成的, 减弱的

illumination n. 照明, 阐明, 启发, 灯彩(通常用复数)

mysterious adj.
hobbyist n. 沉溺于某种癖好者, 嗜某爱好成癖的人
automobile n. 汽车
scale n. 刻度, 衡量, 比例
facsimile n. 摹写, 传真
architect n. 建筑师
passerby n. 过路人, 行人
plumbing n. 铅工业, 铅管品制造
ventilation n. 通风, 流通空气
nonetheless adv. 虽然如此, 但是
adequately adv. 充分地
lay out 摆开, 展示, 布置, 安排, 投资
advanced adj. 高级的, 年老的, 先进的
switching n. 开关, 转换, 交换, 配电, 配电系统, 整流
diagram n. 图表
reference point 参考点, 控制点
baseline n. 基线
narrative adj. 叙述性的
Yale n. 耶鲁
pose v. (使...)摆好姿势, 形成, 引起, 造成
channel n. 渠道, 途径, 方法
reservoir n. 水库, 蓄水池
dominance n. 优势, 统治
be credited as 被誉为
describe v. 描写, 记述, 形容, 形容
originator n. 创作者, 发明人
content n. 内容
interpretable adj. 能说明的, 能翻译的, 可判断的
reverse v. 颠倒, 倒转
destination n. 目的地
distortion n. 扭曲, 变形, 曲解, 失真
originate v. 起源, 发生

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