

學術對談

中國大陸傳播的教學與研究

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(Prof. Leonard L. Chu)

「中國大陸是個快速變遷的社會，傳播是變遷的指標，也是變遷的觸媒，重要、有趣、複雜，對於整個傳播研究很有意義和價值，何況還可幫助我們瞭解中國大陸和自己的社會。因此，我覺得非常值得研究。

放之四海而皆準的理想教學模式是不應該存在的，我教兩岸三地傳媒，是從社會學入手，因為傳媒和社會不可分，兩者相互影響。此外，我不會採取本位立場，只提出框架，讓同學自己比

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較，而獲致結論。換言之，這門課不是灌輸，而是啟發思考和興趣，因為兩岸三地的傳媒是龐雜的、動態的，無論如何都教不完、學不完，只有興趣和思考才能保證永續學習。

我的課主要是從意識形態、結構和運作三方面去比較三地傳媒的常與變，這種想法很有挑戰性，非常有趣，也比記憶細節有意義。此外，我還鼓勵同學留意通俗文化，通俗文化比新聞影響還大，不應該忽略。」

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Dialogue

Teaching and Researching Communication in Mainland China

Discussants: Leonard L. CHU, Yan WANG

Editor: Yan WANG

Abstract

This exchange summarizes decades of Leonard L. Chu's reflections on teaching and researching communication in Mainland China. Chu, who is a veteran educator of journalism and communication, is professor emeritus at National Chengchi University in Taiwan. Chu's family background epitomizes many in contemporary China. Known for his grasp of comparative media systems, international communication, and media in Mainland China, Chu has taught at universities in Hong Kong, Australia and Taiwan for 40 years. His numerous publications on education in Chinese media and journalism have influenced many young communication scholars in the pan-Chinese region. In 2012, Chu's contributions to this field won him the fourth Master Hsing Yun Journalism and Communication Education Award. For the Chinese Communication Society's annual convention in 2016, Chu organized a panel entitled Teaching Mainland China Media at Overseas Universities. At the panel, he ruled out the possibility of a universally applicable model for course organizers although he revealed that he used a socio-historical approach. Quoting communication doyen Wilbur Schramm and pioneer psychologist Lewin Kurt, Chu stated that he is convinced of the practical benefits of theory. Indeed, he said that he encourages his students to apply theory in organizing the myriad of information about China's media, which is scattered among various academic disciplines.

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