**《传播心理学》课程教学大纲**

一、课程基本信息

课程代码：21020292

课程名称：传播心理学

英文名称：Communication Psychology

课程类别：专业课

学 时： 48

学　　分： 3

适用对象: 新闻与传播学专业

考核方式：考查

先修课程：传播学或心理学

二、课程简介

传播心理学（communication psychology）是20世纪40年代前后在美国首先兴起和发展起来的。美国实验心理学家卡尔•霍夫兰(Hovland，C.I.，1912一1961)和美籍德国心理学家勒温是传播心理学的主要奠基人。传播心理学主要研究各类传播与心理的关系，传播者的心理条件、 信息接受者(受传者或受众)心理、传播渠道(主要包括言语传播渠道和非言语传播渠道)的心理作用以及有效传播策略的选择，等等。 它是传播学和心理学交叉结合诞生的一门综合科学(或称边缘科学)。它既是传播学的分支学科，也是心理学中应用心理学的一个次级分支学科。这门学科有助于新闻与传播学专业学生更好地了解自己及他人作为传受者的心理发生、发展规律，帮助他们成为有良好心理素质、懂得“入心”的职业传播者。

Communication psychology was first developed in the United States around 1940s. American experimental psychologist Carle Huo Fulan (Hovland, C.I., 1912, 1961) and Lewin, an American psychologist, are the main founders of communication psychology. The main research areas of communication psychology include: the relationship between psychology and all types of communication; the psychological condition of disseminator and receiver of information, psychological communication channels (including verbal communication and nonverbal communication channels), and effective communication strategies, etc. It is a comprehensive science (or borderline science) at the intersection of communication and psychology. It is not only a branch of communication science, but also a secondary branch of psychology in applied psychology.This discipline helps students majoring in journalism and communication better understand the psychological occurrence and development laws of themselves and others as communicators, and helps them become professional communicators with good psychological quality and know how to "enter the heart".

三、课程性质与教学目的

本课程为专业必修课程。教学目的如下：

1. 使学生掌握传播心理学基本知识，包括历史、研究对象和现状等；
2. 了解不同传播类型中涉及的心理学知识，熟悉心理学在相关传播领域的应用；
3. 了解传播过程中，传播者的心理条件、传播受众的心理、以及传播内容编排、传播策略选择、传播环境中涉及的心理学知识；
4. 重点通过掌握传播各环节涉及的心理发生和发展规律，分析现实生活中的传播相关问题；并能在传播实践中，**在深度理解社会主义核心价值观、保持身心健康的基础上，坚定理想信念，勇于追求真理，敢于探索和创新，做到科学、有效地从事各类传播活动。**

四、教学内容及要求

**What is communication psychology?**

**（1） Purpose and requirements**

**Knowledge:** clarify the importance of learning communication psychology, master the discipline orientation, research object and content of communication psychology, and understand the curriculum system of communication psychology;

**Ability:** to dialectically analyze and compare the relationship between communication and psychology, as well as the interaction between communication and psychology;

**Ideological and political aims:** learn to look at the history and current situation of a discipline with a scientific attitude, compare and analyze the relationship between disciplines from an interdisciplinary perspective, and think about the development and application of disciplines from the perspective of the future and the world.

**（2） Teaching content**

**Section I Why should we learn communication psychology?**

**1. Main contents**

**"People's mind" cannot be separated from "effective communication"**

**The importance of communication activities: understanding at all times and in all countries**

**The importance of communication from the perspective of human nature**

**The importance of communication from the perspective of human basic needs**

**"Effective communication" cannot be separated from "people's mind"**

**"Effective communication" needs to grasp the rules of verbal/nonverbal communication**

**"Effective communication" needs to grasp the psychological laws of the transmitter/receiver**

**2. Basic concepts and knowledge points**

**Human beings think that communication activities are important**

**Communication is one of the essence of human beings**

**Communication is a basic human need**

**Dialectical relationship between communication and psychology**

**3. Problems and applications (capability requirements)**

**Discussion: How do communication activities relate to various psychological needs of human beings?**

**Section II Relationship between Communication and Psychology**

**1. Main contents**

**About Communication**

**About Psychology**

**The Influence of Psychology on Communication**

**The Influence of Communication on Psychology**

**2. Basic concepts and knowledge points**

**The birth, development and discipline basis of communication science**

**The birth, development and research purpose of psychology**

**Dialectical relationship between communication and psychology**

**The Influence of Psychological Theory, Characters and Research Methods on Communication**

**Communication studies influence the research problems of psychology, expand its fields and perspectives**

**3. Problems and applications (capability requirements)**

**How to effectively apply psychological research methods to communication research?**

**How does the study of network in communication science expand the scope of psychological research?**

**What psychological topics have been added to the study of mobile phones in communication science?**

**Section 3 What is communication psychology?**

**1. Main contents**

**Positioning and definition of communication psychology**

**Research purposes and objects of communication psychology**

**Psychological Phenomenon in Communication Activities**

**Curriculum system of communication psychology**

**Research methods of communication psychology**

**Theoretical Problems of Communication Psychology**

**The development and current situation of communication psychology in China**

**2. Basic concepts and knowledge points**

**Communication psychology, psychological phenomenon**

**Research object of communication psychology**

**Research methods and theories of communication psychology**

**Curriculum system of communication psychology**

**3. Problems and applications (capability requirements)**

**Try to use different psychological theories to explain the phenomenon that "violent content in the network or media causes teenagers to have aggressive behavior".**

**（3） Thinking and practice**

**Discussion and thinking: What issues should communication psychology study?**

**How to learn communication psychology well?**

**Practice survey: What are the ways and difficulties in constructing communication psychology at present?**

**（4） Teaching methods and means**

**Focusing on teaching, combining theory with practice, organizing group discussion and topic debate, and assigning assignments based on practical problems in real life.**

**Lecture 2 Verbal communication and non-verbal communication**

**（1） Purpose and requirements**

**Knowledge:** the definition and characteristics of verbal communication and nonverbal communication and related psychological research

**Ability:** the application of verbal communication and nonverbal communication in communication

**Ideological and political aims:** encourage and inspire students to treat others sincerely, respect each other, care for each other, and be friendly and harmonious through observing and applying effective verbal and nonverbal clues, and strive to form a new socialist interpersonal relationship.

**（2） Teaching content**

**Section I Verbal Communication**

**1. Main contents**

**What is verbal communication?**

**Characteristics of speech symbols**

**Psychological Research on Speech Communication**

**Application: the psychological effect of persuasion**

**2. Basic concepts and knowledge points**

**Definition and classification of verbal communication**

**The development and characteristics of verbal communication symbols**

**The influence of language on cognition and understanding: label effect and frame effect**

**Commitment effect**

**Threshold effect and face-saving effect**

**3. Problems and applications (capability requirements)**

**Explore effective communication methods from the reverse side: pay attention to various obstacles of verbal communication.**

**What inspiration does "Martian" bring us?**

**What kind of jokes will happen if you violate the convention of language?**

**How do people use languages at different levels of abstraction according to different situations?**

**Language symbols are abstract, but they have different meanings in specific contexts.**

**Typical examples of polysemy of speech symbols: ambiguity and pun.**

**What do label effect and frame effect tell us?**

**How does ambiguity and pun in language affect language understanding?**

**What are the taboos in speech?**

**Reasonable use of various psychological effects to improve the effect of persuasion.**

**Section 2 Nonverbal Communication**

**1. Main contents**

**Dynamic and silent communication**

**Static and silent communication**

**Vocal paralanguage**

**2. Basic concepts and knowledge points**

**The definition, characteristics and functions of nonverbal communication**

**Research field of nonverbal communication**

**Dynamic and silent communication: eyes, expressions, actions**

**Static and silent communication: posture, space**

**Voice paralanguage: the influence of volume, speed and intonation on understanding**

**Body movement language, interactive synchronization, personal space, spatial distance**

**The polysemy of silence**

**3. Problems and applications (capability requirements)**

**What are the clues of modern "nonverbal lie detection"?**

**What are the "nonverbal clues" to express concern, respect and friendliness?**

**What are the different ways, meanings and functions of touch in different situations?**

**（3） Thinking and practice**

**What causes ambiguity and pun? How to correctly understand ambiguity and pun?**

**Use the psychological effects learned to persuade others.**

**Observe and record your verbal and nonverbal behaviors in a week, and count the proportion of "nonverbal communication"?**

**Observe the examples of yourself or others, and tell them about the success or failure of using "nonverbal cues" to express care, kindness and respect in interpersonal communication.**

**Reading: Edward Hall, translated by Hou Yong, Silent Language.**

**Watch the documentary: The Secret of Body Language.**

**（4） Teaching methods and means**

**Give priority to lectures, combine theory with practice, properly organize discussions, and assign assignments based on practical problems in real life.**

**Lecture 3 Self-communication and self-awareness**

**（1） Purpose and requirements**

**Understand: the meaning and ways of self, self communication and self awareness**

**Master: apply self-management and self-disclosure technology in communication**

**（2） Teaching content**

**Section I Self and Self Communication**

**1. Main contents**

**What is self communication**

**Self-the center of human psychological universe**

**2. Basic concepts and knowledge points**

**self**

**self communication**

**Material self, social self, psychological self**

**Realistic self, ideal self**

**3. Problems and applications (capability requirements)**

**How to analyze yourself?**

**How is the "extended self" always reflected in real life?**

**Section 2 Self-understanding**

**1. Main contents**

**The difficulty of knowing oneself**

**Where does a person's self-awareness come from?**

**2. Basic concepts and knowledge points**

**Self-cognition**

**Spotlight effect**

**Dual attitude system**

**Probability dullness and joint fallacy**

**Compliance, identification and internalization**

**Social comparison and reflective evaluation**

**Self-perception**

**attribution**

**3. Problems and applications (capability requirements)**

**What influence does society have on self?**

**How does social comparison and reflective evaluation affect self-cognition?**

**How do cultural differences affect self-perception?**

**In what ways do socialist core values affect your self-perception?**

**Section III Self-management: control behavior and interpretation behavior**

**1. Main contents**

**Self-efficacy**

**Learned helplessness**

**control point**

**Self-determination and regret of choice**

**2. Basic concepts and knowledge points**

**Self-efficacy**

**Learned helplessness**

**control point**

**Self-determination**

**3. Problems and applications (capability requirements)**

**Self-selection: Is more TV channels better?**

**What is the relationship between self-efficacy, self-confidence and inferiority?**

**How to avoid the learned helplessness of the audience in the process of communication?**

**How does the core socialist values affect your self-choice?**

**Section IV Self-disclosure and Communication**

**1. Main contents**

**Perception and self-display**

**Self-disclosure**

**Self-disclosure in interpersonal communication**

**2. Basic concepts and knowledge points**

**Self-presentation**

**Self-disclosure**

**"Window of Johari"**

**3. Problems and applications (capability requirements)**

**How does self-disclosure and presentation affect the establishment and improvement of interpersonal relationships?**

**（4） Thinking and practice**

**Who am I? Make a list of your own "window of Johari" according to your own situation and discover your self-awareness.**

**（5） Teaching methods and means**

**Give priority to teaching, combine theory with practice, properly organize group discussion and class discussion, and assign assignments based on practical problems in real life.**

**Lecture 4: interpersonal communication and interpersonal relationship**

**（1） Purpose and requirements**

**Understand: the occurrence and essence of interpersonal communication**

**Mastering: applying interpersonal communication technology in communication**

**（2） Teaching content**

**Section I Occurrence of interpersonal communication**

**1. Main contents**

**What is interpersonal communication?**

**Position of interpersonal communication**

**Types of interpersonal communication**

**Face-to-face communication**

**Delay propagation and expansion of interpersonal communication**

**2. Basic concepts and knowledge points**

**interpersonal media**

**Instant communication**

**Delay propagation**

**Electronic communication**

**3. Problems and applications (capability requirements)**

**Advantages and limitations of face-to-face communication?**

**The generation, advantages and limitations of delay propagation?**

**Characteristics of electronic communication.**

**Section 2 The essence of interpersonal communication**

**1. Main contents**

**Interpersonal communication and situation**

**The essence of interpersonal communication: performing arts**

**2. Basic concepts and knowledge points**

**Three elements of situation**

**Owen Goffman's "Dramatic Theory"**

**3. Problems and applications (capability requirements)**

**How to treat "performance" in interpersonal communication: insincerity? More effective communication?**

**Section III Interpersonal communication and interpersonal relationship**

**1. Main contents**

**Rules of interpersonal attraction**

**Principles of interpersonal communication**

**Strategies for interpersonal communication**

**2. Basic concepts and knowledge points**

**Interpersonal attraction and communication**

**The principle of sincerity, utilitarianism**

**Principle of similarity and complementarity**

**Situation control principle**

**3. Problems and applications (capability requirements)**

**Understand and effectively use the interaction between interpersonal communication and interpersonal relationship in real life to effectively communicate.**

**Why is a sincere and equal atmosphere especially important for interpersonal communication?**

**Section IV Mobile phone and interpersonal communication**

**1. Main contents**

**Mobile phone: irresistible temptation**

**Brief History of Mobile Phone Development**

**Functions of mobile phone**

**The impact of mobile phones on interpersonal relationships**

**Communication advantages of mobile media**

**2. Basic concepts and knowledge points**

**Mobile media**

**Combination of mobile phone and network media**

**3. Problems and applications (capability requirements)**

**The impact of mobile phones on interpersonal relationships: has it changed traditional interpersonal relationships?**

**Is mobile phone interpersonal media or mass media?**

**（3） Thinking and practice**

**Recommended reading: Paul Levinson: Mobile phone: the call that cannot be stopped, translated by He Daokuan.**

**Is face-to-face communication constrained by time and space?**

**From the perspective of media, what are the characteristics of Fancy's face-to-face oral communication and long-distance delayed communication?**

**Can electronic dialogue completely replace the traditional way of interpersonal interaction?**

**（4） Teaching methods and means**

**Give priority to teaching, combine theory with practice, properly organize group discussion and class discussion, and assign assignments based on practical problems in real life.**

**Lecture 5 Group Communication and Group Psychology**

**（1） Purpose and requirements**

**Understanding: Psychological research on group psychology**

**Master: the relationship between groups and individuals in group communication: the impact of groups on individuals, and the impact of individuals on groups**

**（2） Teaching content**

**Section I Group Communication**

**1. Main contents**

**Definition, development process and type of groups**

**Definition and characteristics of group communication**

**2. Basic concepts and knowledge points**

**Maslow’s hierarchy of needs**

**Non-organized groups**

**Organizational groups**

**Group communication and network group communication**

**3. Problems and applications (capability requirements)**

**From Maslow's hierarchy of needs theory, we can see the human needs for groups.**

**How to do a good job in network group communication in the new media era?**

**Section 2 Research on Group Psychology**

**1. Main contents**

**Influence of groups on individuals**

**Influence of individuals on groups**

**2. Basic concepts and knowledge points**

**Social facilitation, social inhibition and laziness**

**Group polarization, group thinking, risk transfer**

**Conformity (use the role of example to guide good conformity; create a democratic and equal atmosphere to avoid bad conformity)**

**Bystander effect (Be the first person to be friendly and break the bystander effect)**

**Authority obeys experiment (dare to pursue truth, and maintain the spirit of questioning and criticism in the face of scientific authority.)**

**3. Problems and applications (capability requirements)**

**How to use the research results of group psychology to analyze group events in reality.**

**（4） Thinking and practice**

**What are the causes of cyber violence from the perspective of group psychology?**

**How to treat the network as "using violence to control violence"?**

**How to view the influence of online opinion leaders on college students?**

**（5） Teaching methods and means**

**Give priority to teaching, combine theory with practice, properly organize group discussion and class discussion, and assign assignments based on practical problems in real life.**

**Lecture 6 Psychology of Mass Communication**

**（1） Purpose and requirements**

**Understand: general situation of mass communication, audience, communicator and psychological effect of communication content**

**Master: apply the psychological effect of mass communication to effective communication**

**（2） Teaching content**

**Section I Overview of Mass Communication**

**1. Main contents**

**Development of mass communication**

**Psychology attaches importance to the phenomenon of mass communication**

**2. Basic concepts and knowledge points**

**Mass communication**

**Types of mass media**

**Characteristics of network communication**

**3. Problems and applications (capability requirements)**

**The social impact of network communication: a double-edged sword**

**What is the positive impact of online communication?**

**What are the problems of network communication?**

**Section 2 Psychological Study of the Disseminators**

**1. Main contents**

**Observation and judgment of communicators**

**The communicator's empathy**

**Emotional regulation of communicators**

**The strain and innovation of communicators**

**2. Basic concepts and knowledge points**

**Cognitive bias: representativeness bias, accessibility bias, attribution bias**

**Prejudice and stereotype**

**Influencing factors, methods and techniques of observation and judgment**

**Emotion: mood, passion, stress**

**Emotional theory**

**Emotional regulation methods**

**Psychological standard of strain**

**Convergent thinking and divergent thinking**

**The process of innovation**

**Training of innovative thinking**

**3. Problems and applications (capability requirements)**

**How to eliminate group prejudice and group stereotype?**

**How to make more objective and scientific observation to reduce the fact deviation?**

**What are the important psychological qualities needed to become a qualified communicator?**

**Section III Research on audience psychology**

**1. Main contents**

**Research on Audience and Audience Psychology**

**The public's learned helplessness to communicators: attribution theory**

**Audience's personality development stage**

**Audience's cognitive development stage**

**Para-social communication of audience**

**2. Basic concepts and knowledge points**

**audience**

**Learned helplessness**

**attribution theory**

**Erikson's personality development theory**

**Piaget's theory of cognitive development stage**

**Para-social communication (guide the audience's reasonable para-social communication to avoid the audience's pathological idolatry)**

**3. Problems and applications (capability requirements)**

**How to avoid the negative impact of stereotype in the report?**

**Based on the core socialist values, how to avoid incorrect attribution in media communication?**

**Based on the core socialist values, how can we change the inappropriate publicity of the success standard in the media?**

**Section IV Psychological Research on the Arrangement of Communication Content**

**1. Main contents**

**How to Catch the Eyes of Audience: The Filter Theory of Attention**

**Use of news background and news links: advance organizer**

**2. Basic concepts and knowledge points**

**Pay attention to filter theory**

**Attenuator theory**

**Advance organizer**

**Meaningful learning**

**3. Problems and applications (capability requirements)**

**Improve the unintentional attention of the audience from the perspective of novelty and contrast of external stimuli.**

**Make full use of the audience's existing knowledge and experience, especially the familiar things in daily life.**

**Use the expectations of the audience to improve the level of attention.**

**What are the ways for communicators to help audiences activate their cognitive schema through media information?**

**Section V Attitude change and communication strategy research**

**1. Main contents**

**One-sided persuasion, two-sided persuasion**

**Disorder before change: cognitive dissonance theory**

**Theory of preventive immunity**

**fear appeals**

**2. Basic concepts and knowledge points**

**Attitude change**

**Influencing factors of one-sided persuasion and two-sided persuasion**

**Cognitive dissonance theory**

**fear appeals**

**Theory of preventive immunity**

**3. Problems and applications (capability requirements)**

**Pay attention to understanding the emotional needs of the audience, and propose new cognition that causes emotional resonance of the audience.**

**Make good use of weak incentives and give the decision power of attitude change to the persuaded.**

**Fear appeal can be used in persuasive information dissemination, but the intensity of fear should be controlled.**

**When using fear appeals, rational solutions to the consequences of fear should be put forward at the same time.**

**When formulating the fear appeal strategy, different fear levels should be adopted according to the characteristics and involvement of the target audience.**

**Section 6 Research on Communication Environment**

**1. Main contents**

**The Power of Environment -- Lewin's Field Theory**

**Restriction of people around --- reference group**

**2. Basic concepts and knowledge points**

**Communication environment**

**Lewin's "field theory"**

**Leadership style**

**Silent spiral**

**Opinion climate**

**3. Problems and applications (capability requirements)**

**Media opinion is not equal to public opinion.**

**Respect and listen to minority opinions.**

**Pay attention to and refine the opinions expressed by new media channels.**

**（4） Thinking and practice**

**In the era of new network media, what influence do opinion leaders have on teenagers?**

**Use communication-related psychological effects to improve communication effects?**

**（5） Teaching methods and means**

**The teaching is carried out in the way of combining teachers' teaching theory with students' group discussion and case analysis, combining theory with practice, and assigning tasks in combination with practical problems in real life.ocial communication.**

五、各教学环节学时分配

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **教学环节**  **教学时数**  **课程内容** | **讲**  **课** | **习**  **题**  **课** | **讨**  **论**  **课** | **实验** | **其它教学环节** | **小**  **计** |
| 第一讲传播心理学概述 | 2 |  |  |  |  | 2 |
| 第二讲（一）言语沟通 | 2 |  |  |  |  | 2 |
| 第二讲（二）非言语沟通 | 2 |  |  |  |  | 2 |
| 第三讲自我传播与自我认识 | 3 |  |  |  |  | 3 |
| 第四讲 人际传播与人际关系 | 3 |  |  |  |  | 3 |
| 第五讲 群体传播与群体心理 | 3 |  |  |  |  | 3 |
| 第六讲 大众传播心理 | 12 |  | 3 |  |  | 15 |
| 期末考查 | 2 |  |  |  |  | 2 |
| 合计 | 29 |  | 3 |  |  | 32 |

六、推荐教材和教学参考资源

1.陈锐等.《传播心理学》.中国人民大学出版社

2.方建移.《传播心理学》.浙江教育出版社

3.余霞.《传播心理学笔记》.商务印书馆

4.刘京林.《大众传播心理学》（修订本）.中国传媒大学出版社

Communication in the Real World: An Introduction to Communication Studies by Richard G. Jones, Jr.

Principles of Social Psychology：1st International H5P Edition by Rajiv Jhangiani, Hammond Tarry, and Charles Stangor

七、其他说明

无

大纲修订人：王姝君 修订日期：2023.3.3

大纲审定人：王楠 审定日期：2023.3.3