



# 新信息时代下的人际关系传播的思考

Relationships and Interpersonal Communication in  
Global Information Technology

### # 1. 课程背景及简介



从人际关系的基本管理开始的关系沟通家人或朋友之间的精心策划的商务谈判巨大的行业代表都经历了转型数字信息技术的出现。人们在交换信息可能需要重新考虑人际关系关键方面的不同方式沟通。

本课程介绍了围绕模拟构建的传统通信模型在创造过程中具有相对线性路径的技术，人们之间的信息和消息传递。这些模式包括传统的“面对面”通信和模拟电话系统。这数字技术的发展改变了信息的传播方式将不同种类的信息标准化创建和分发到数字数据。因此，这些数据及其传递消息的方式具有提供了许多不同的方式让两个人相互联系。这数字数据的中心性开辟了信息作为数据的新途径在不同的沟通环境中不同个体之间的流动——从个人对专业人士。在这个生态中，人际交往依赖于多种不同的方法，本课程将深入探讨每一种方法，以展示通信方式的好处和负担。

### # 2. 学习目标



本课程将解决许多挑战，如：

- ★ 如何驾驭从传统传播模式到关于二元人际交往
- ★ 如何理解个人消息系统
- ★ 如何操作数字网络进行人际交流
- ★ 如何从现有的人际沟通方式中选择可用的方式

### # 3. 任课教师信息



Prof. A M  
教授是维克森林大学的媒体与传播学院教授。NARBS 理念发明人。他是一家名为管理学习实验室的独立研究机构的所有者，该机构专门将技术应用于数据的收集、管理和可视化。

### # 4. 课程设置



周期	时间	课程设置内容	课时
第一周 学习指南 教授及助教辅导	1 月 28 日 周六	什么是 PBL 教学方法	1
	1 月 28 日 周六	PBL 教学的常见形式	1

	1月29日 周日	教授课-1 交叉学科 PBL 课程设计及知识点学习 学习目标：了解沟通模式  描述：了解二元通信的通信模型 目的：分析沟通模式；传统意义上的媒体系统描述	3
	1月30日 周一	助教课-1 知识点查漏补缺	2
	1月31日 周二	教授课-2 制定项目方向 学习目标：模拟生态系统中的二元通信 描述：讨论二元交流的不同模式和用于理解过程的理论	3
第二周 教授及助教辅导	2月1日 周三	助教课-2 知识点查漏补缺	2
	2月2日 周四	教授课-3 交叉学科课程知识点学习 学习目标：数字系统、设备和网络的开发 描述：描述模拟系统的方式通信开始被数字系统取代	3
	2月3日 周五	助教课-3 知识点查漏补缺&跟进项目调研进度	2
	2月4日 周六	教授课-4 互动与项目设计跟进答疑	1.5
	2月6日 周一	助教课-4 跟进项目调研进度	2
	2月7日 周二	教授课-5 交叉学科课程知识点学习 学习目标：数字生态系统中的二元通信 描述：讨论增强的各种工具和系统碍二元关系的建立和维持对现象的新理论理解。	2
	2月8日 周三	助教课-5 跟进项目调研进度	2
	2月9日 周四	教授课-6 交叉学科课程知识点学习	2



第三周 教授及助教 辅导 未来展望		学习目标：未来二元通信的机遇与挑战 描述：考虑采用的主要后果人际交流中的数字工具，包括诸如访问个人大数据和对个人隐私的威胁。	
	2月10日 周五	助教课-6 知识点查漏补缺&指导项目成果展示	2
	2月11日 周六	教授课-7 教授点评项目成果	1.5
	2月12日 周日	升学与就业方向展望	1
		个人规划及发展建议	1
总课时	32		

#5. 阅读材料



★ A reading packet made up of several pdf documents that will familiarize students with the fundamentals of mass communication, digital systems, and the role of digitization in mass communication.

#6. 项目主题



本课程使用 PBL 教学法，PBL 即项目式学习，是一种以学生为中心的教学方法，教师提供关键素材构建学习环境，学生通过在此环境里解决一个开放式项目的经历来学习。以下为本课程可选的项目主题：

- 二元通信的通信模型
- 模拟生态系统中的二元通信
- 数字系统、设备和网络的开发
- 数字生态系统中的二元通信
- 未来二元通信的机遇与挑战

英文版教学大纲



Course Title	Relationships and Interpersonal Communication in Global Information Technology
Credit Hours	32 (one credit hour is 45 minutes)
Course Objectives	This class will address many challenges such



	<p>as:</p> <p>How to navigate the change from the traditional model of communication to the emergent model with respect to dyadic interpersonal communication?</p> <p>How to understand personal messaging systems?</p> <p>How to navigate digital networks for interpersonal communication?</p> <p>How to select the ways of interpersonal communication from the available?</p>
Course Description	<p>The Course will address the following topics in the order indicated:</p> <p>The Communication Model for Interpersonal Communication – this segment describes the different elements that are included to build a model that captures the way in which information/content flows during a communicative episode. Each element of the model is described in relation to each other</p> <p>Interpersonal Communication in the traditional sense – the communication model offers the way to describe the specific context of dyadic communication with two individuals exchanging information. Different modalities are discussed along with the key theoretical models such as the Elaboration Likelihood Model are introduced along with the key contexts such as synchronous and asynchronous communication.</p> <p>Development of the digital ecology – the analog system gives way to the potential of a digital system where developments in mathematics and logic allow for the emergence of a binary system of numbers that offers the theoretical foundation for the development of digital systems. One of the key components of the digital ecosystem is the digital device.</p>



	<p>What begins as a computer with the key components of a processor, memory and interface converges into miniaturized and portable devices that become the primary tools for exchanging information between the “sender” and the “receiver” of information in the model of communication discussed earlier.</p> <p>Development of digital networks – the centrality of the digital device is facilitated by the invention and adoption of connectivity system that allows for flow of digital data between digital devices. This connectivity allows for the development of relationships that cross ‘time’ and ‘space’ allowing for opportunities for connecting people.</p> <p>Description of digital systems in the dyadic context – the emergent media system relies on digital devices, the connectivity system and the way in which individuals are able to create and exchange information. The traditional modes are now supplement with new tools that offer new opportunities and challenges to the development and maintenance of relationships. These include systems where two people connect with each other through methods such as messaging systems and video interactions.</p> <p>Description of digital systems in the social media ecology – Along with the tools for one-to-one digital communication, individuals also rely on digital social networks to interact with each other. This section examines these technologies and how they are altering relationships</p> <p>Opportunities and challenges – the key opportunities offered by the digital systems deal with the possibility of making connections</p>
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	<p>between individuals who might not have been able to connect without the existence of the tools of the “information age.”</p> <p>This suggests that new collaborations can be imagined where there is the possibility of creating relationships for a global advantage – from policy making to creating personal friendships. Simultaneously, the information age creates representations of individuals based on the data that the individual creates as well as the data created about the individual. This data, sometimes called “Big Data,” is available to many entities and thus personal information is commodified for buying and selling as well open to threats to privacy.</p> <p>Looking to the future – the new tools and the way in which the tools are utilized will forge connections between people who might not have connected before. The digital system with its connectivity tools ranging from messaging through digital networks to the sophisticated video conversation tools will connect more individuals in many diverse contexts.</p>
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**The topic in the global context**

Relational communication from the basic management of personal relations as in the family or amongst friends to the carefully planned business negotiations between representatives of enormous industries have all gone through a transformation with the advent of digital information technology. People are exchanging information in different ways that could require a reconsideration of the key aspects of interpersonal communication.

**Brief introduction of the course**

The course introduces the traditional model of communication built around analog technologies that had a relatively linear pathway for the process of creation, distribution of information and messaging between people. The modes included the



traditional “face to face” communication and analog telephone systems. The development of digital technologies altered the way in which information could be created and distributed with the standardization of different kinds of information into digital data. As such, this data, and the way in which it delivered the message, has offered many different ways for two individuals to relate with each other. The centrality of digital data has opened up new ways in which information as data can flow between different individuals in different contexts of communication – from the personal to the professional. In this ecology interpersonal communication relies on multiple different means and the course will explore each of these in depth to demonstrate the benefits and burdens of the means of communication.

**This class will be divided into five two-hour segments:**

- 1. The Communication Model for Dyadic Communication
- 2. Dyadic communication within the analog ecosystem
- 3. Development of the digital systems, devices, and networks
- 4. Dyadic communication within the digital ecosystem
- 5. The opportunities and challenges to dyadic communication in the future.

	Topics
Module 1	Objective: Understand the model of communication Description: The Communication Model for Dyadic Communication Objective: Analyze the model of communication. Description of media systems in the traditional sense
Module 2	Objective: Dyadic communication within the analog ecosystem Description: Discuss the different modes of dyadic communication and the theories that are used to understand the process
Module 3	Objective: Development of the digital systems, devices, and networks Description: Describe the way in which the analog systems of communication begin to be replaced by the digital systems
Module 4	Objective: Dyadic communication within the digital ecosystem Description: Discussion of the various tools and systems that enhance and hinder the creation and maintenance of dyadic relationships and the new theoretical understanding of the phenomenon
Module 5	Objective: The opportunities and challenges to dyadic communication in the future Description: Consider the major consequences of the adoption of digital tools in interpersonal communication including issues such as access to personal Big Data and threats to personal privacy



**Required Readings**

A reading packet made up of several pdf documents that will familiarize students with the fundamentals of mass communication, digital systems, and the role of digitization in mass communication.

**Criteria**

- Participation in class discussion
- Final project

**Suggested list of the topics for the final project**

1. The changes in the role of the sender in the emerging digital media space
2. Channel customization for personal digital relationships
3. Challenging the theories of interpersonal communication in the information age
4. The impact of digital connections on the protection of personal data

**Class Expectation**

This class will get you ready for understanding and analyzing the information society we are living in. The traditional analog days laid the foundation for the way in which people connected with each other and the development of digital systems have offered new modes and opportunities of connection where information and standardized digital data that requires us to rethink what information we share with whom and how we share it. .