

研究論文

中西傳理溯源：「悅服」與「說服」之間

林升棟、宣長春、普非拉

摘要

說服是傳播學的元命題。「悅服」和「說服」之間展現出中西方早期各自的傳理脈絡。悅服的宇宙觀基礎是自然物之實中有虛，社會理想是德治，以「物之性」推類，用天人感通推理，借助意象影響對方，目標是心悅誠服，「悅」為解脫之意。說服的宇宙觀基礎是存在論和實體論，社會理想是法治，以「物之象」歸類，用主客相分推理，借助形式展開辯論，目標是願辯服輸。前者重心服，後者重口(言)服。

關鍵詞：悅服、說服、意象、形式、傳理

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Research Article

Tracing the Origin of Chinese and Western Communication Theories: *Yuefu* and Persuasion

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Abstract

Persuasion is a meta proposition of communication. The contexts of communication theories were developed between *yuefu* (putting an uneasy heart at ease) in Chinese culture and persuasion in Western culture. The cosmological basis of *yuefu* is that in the real world of natural things, the void exists, and its social ideal is the rule of virtue. Analogies based on the subjective nature of things are often used. The Taoism of interactions between heaven and humankind is also used in Chinese reasoning. Its goal is to be completely convinced and to be followed willingly. In Western reasoning, the cosmological bases of persuasion are ontology and entity theory, and the social ideal is the rule of law. Evidence and categories based on objective forms of things are often used in Western reasoning. The goal of a debate is to determine a winner and a loser.

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Tracing the Origin of Chinese and Western Communication Theories

Keywords: *yuefu*, persuasion, image, form, communication theories

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