

學術對談

## 漫步在時代與學術的光影之間

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「中國傳播學研究的未來可見趨勢，大體為智能化、媒介化、融合化。首先是智能化，由於相關技術含量很高，就技術層面而言，傳播學者主要處於學習、觀察、追隨的角色，儘管如此，當然還是必須積極參與探索智能技術對人類傳播的深遠影響。其次是媒介化，媒介化固然已成為日常現象，但其內涵和外延仍在不斷深化，……值得傳播學界重點關注。最後是融合化，融合化雖然一直在進行，但學科內外的融合化都不夠理想。……在此過程中，最為要緊的是，傳播學如何作為主導力量來產出一些創新性理論？目前已有不錯的苗頭，還需持續努力。」——張國良教授

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Dialogue

## Walking Through the Light and Shadows Across Times and Academia

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### Abstract

The foreseeable trends in future communication research in China generally include intelligentization, mediatization, and convergence. Firstly, there is intelligentization. Due to the high technical content involved, communication scholars mainly play the roles of learning, observing, and following. Despite this, it is essential to actively participate in exploring the profound impact of intelligent technology on human communication. Secondly, there is mediatization. Although mediatization has become a daily phenomenon, its connotations and extensions are continuously deepening, deserving focused attention from the field of communication research. Finally, there is convergence. Despite the ongoing convergence, the level of integration within and beyond the discipline remains inadequate. During this process, the most critical question is how communication research can be a leading force in producing innovative theories. While there are promising signs, continuous efforts are still needed.

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