

媒体发展拥有广阔的未来
**Bright Future of Media in BRICS
Countries**

黄合水

新闻传播学院常务副院长

Professor Huang Heshui

Executive Dean

School of Journalism & Communication

Xiamen University

这个话题应从人类追求说起
This subject starts from thinking
about the human needs

人类率先追求生理和安全需要的满足，而后才是感动需要满足

People pursue physiological satisfaction and safety first, then pursue emotional satisfaction

安全
需要
Safety

生理
需要
Physiological
needs

感动需要——
感受外界刺激，
动动身心
Emotional needs—
body and sipiritual
reaction to
external
stimulation

**一天时间可以分成三个部分：
Time in a day can be divided into
three parts:**

T1: 满足生理需要（吃食+睡眠）

**T1: Satisfy physiological needs (eating +
sleeping)**

T2: 满足安全需要（防灾+治病）

**T2: Satisfy safety needs (prevention of
disaster + medical treatment of disease)**

T3: 满足感动需要（互动+独玩）

**T3: Satisfy emotional needs (play with others
+ play alone)**

采集狩猎

感动T3 **Hunting and Gathering**

31 %

Emotion T3

31%

安全T2

6 %

Safety T2

6%

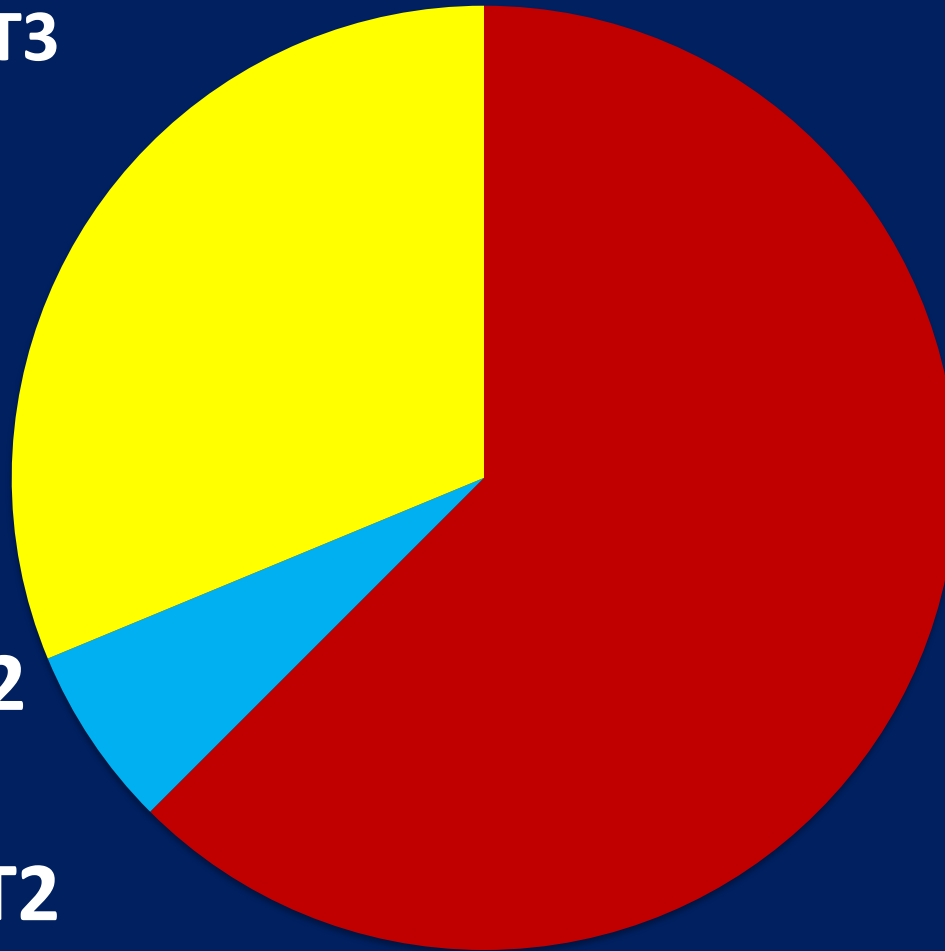
生理T1

63 %

Physiology

T1

63%



感动T3

农耕岁月

15 %

Agricultural Age

Emotion T3

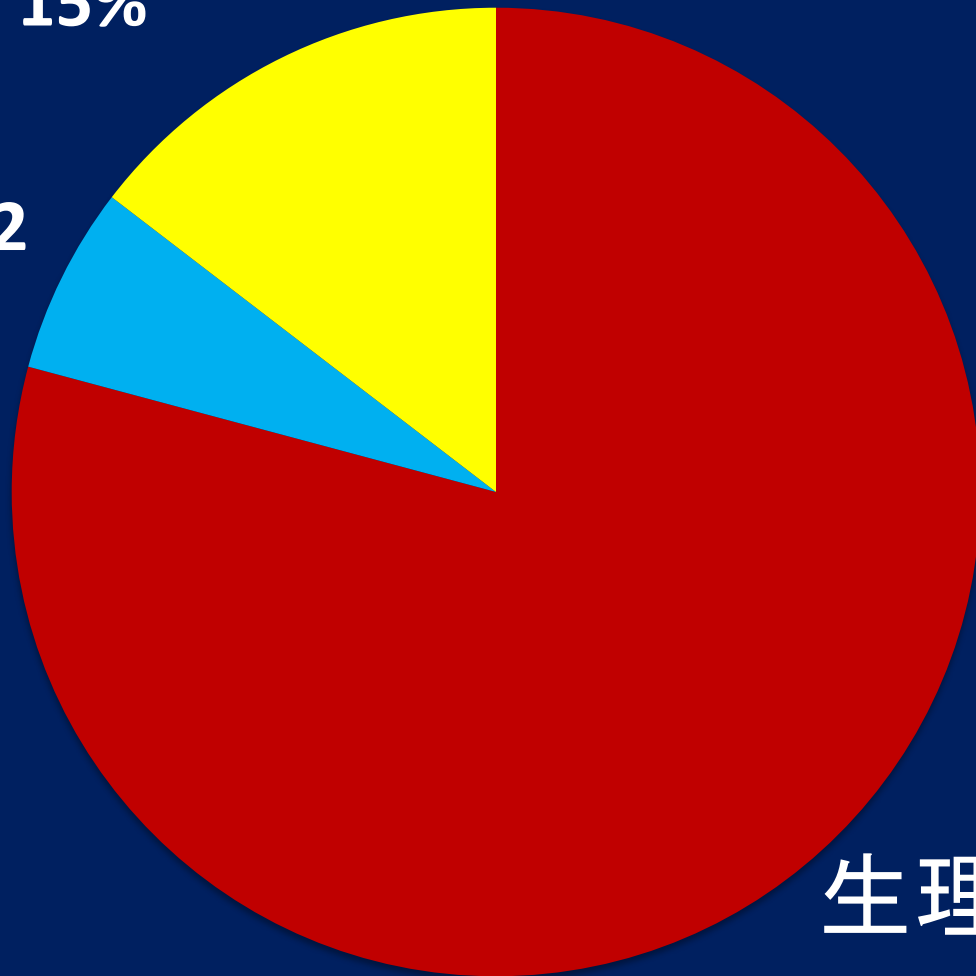
15%

安全T2

6 %

Safety T2

6%



生理T1

79 %

工业时代

Industrial Age

感动T3

19 %

Emotion T3

19%

安全T2

2 %

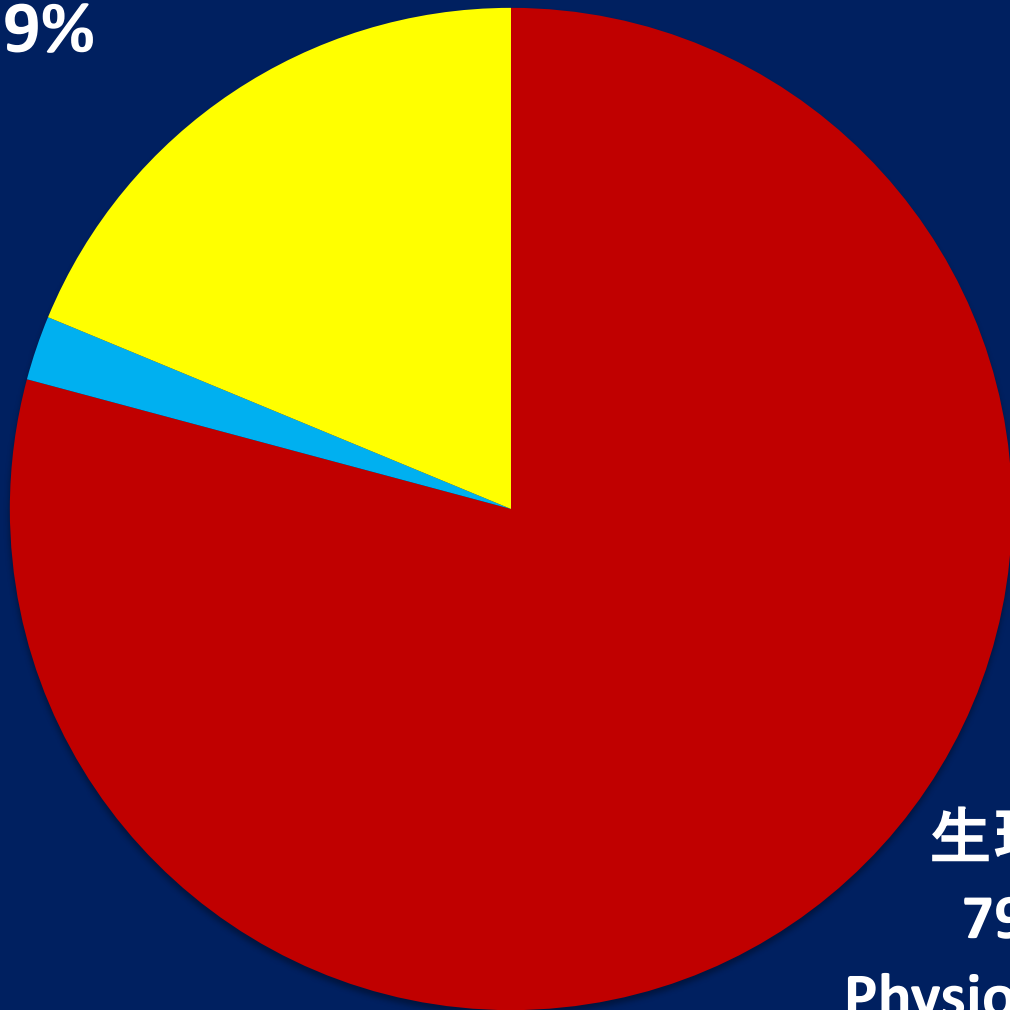
Safety T2

2%

生理T1

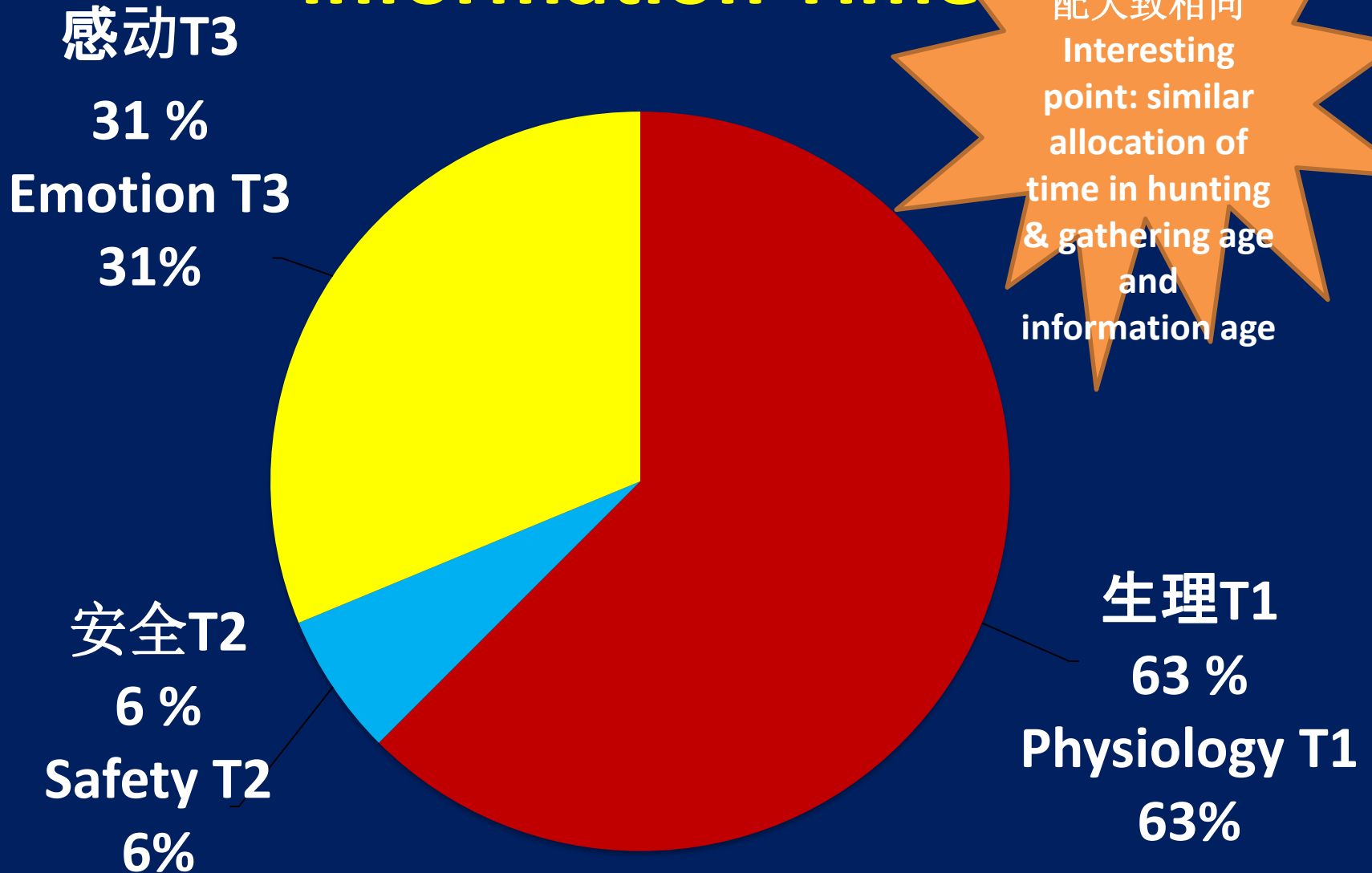
79 %

Physiology T1



信息时代

Information Time



有趣的是：采集狩猎和信息时代的时间分配大致相同

Interesting point: similar allocation of time in hunting & gathering age and information age

生理T1
63%

Physiology T1
63%

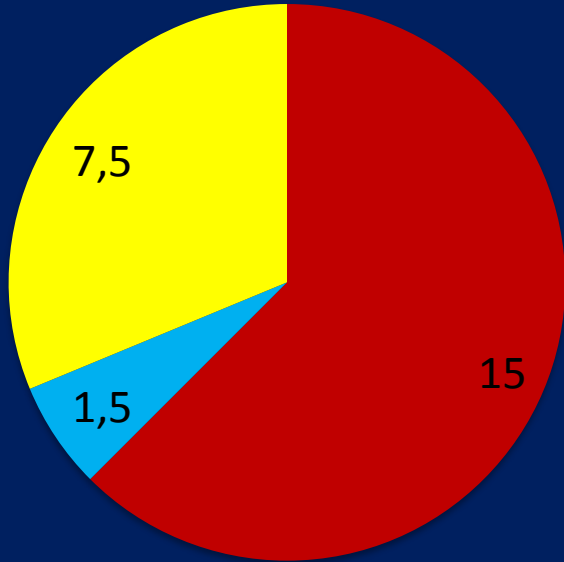
感动T3
31%

Emotion T3
31%

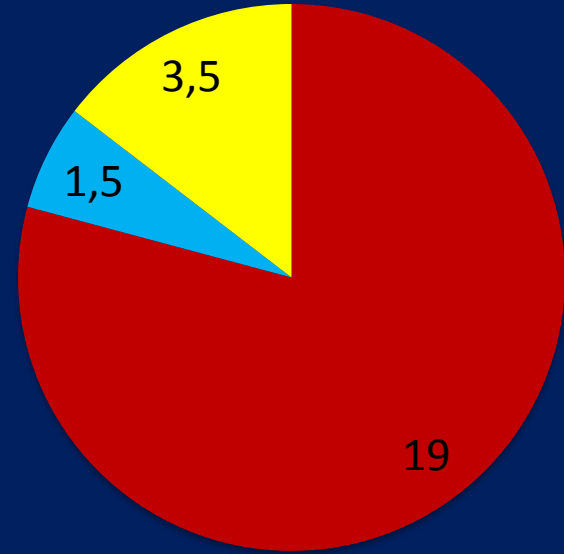
安全T2
6%

Safety T2
6%

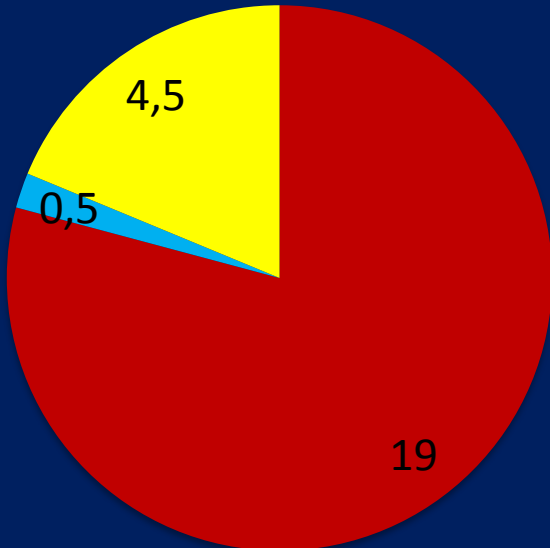
采集狩猎
Hunting and Gathering



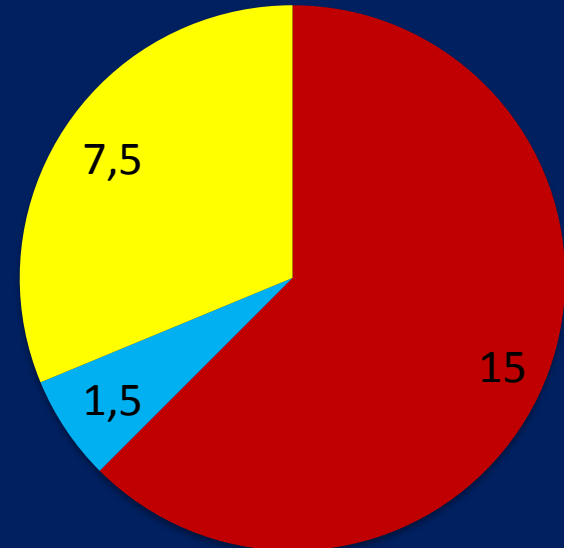
农耕岁月
Agricultural Age



工业时代
Industrial Age



信息时代
Information Time



由以上四个图可以看出：

采集狩猎和信息时代的时间分配相同，所不同的是满足感动需要的方式不一样：

The figures show differences in emotional satisfaction between hunting & gathering age and information age

狩猎采集：互动多，独玩少

In hunting & gathering age: More playing with others, less playing alone

信息时代：互动少，独玩多

In information age: Less playing with others, more playing alone

何以互动：

How to play with others:

人与人、人与宠物、人与机器人

**People with people, people with pets,
people with robots**

何以独玩：

How to play alone:

**媒体：书籍、报刊、广播、电视、网
络、移动互联网、物联网**

**Media: books, press, broadcast, TV, Internet,
mobile Internet, Internet of things**

金砖国家：

BRICS countries:

正在逐渐全面进入信息时代：

Entering into information age

需要提供完善的独玩平台

Should provide platforms for playing alone

需要提供丰足的独玩内容

Should provide contents for playing alone

这些都为媒体发展留下巨大空间

It makes huge room for media development

也为人工智能发展留下想象空间

It also leaves room for AI development

所以：
Therefore,

金砖国家的媒体发展具有
广阔的未来

There is bright future for media
development in BRICS countries

谢谢！

Thank you!