Contents

List of Illustrations ix
Preface to Chinese edition xi
Preface to English edition xxi

1 Introduction 1

1.1 Literature review: Theories on media evolution—from interpersonal communication to immersive communication 1
1.1.1 The first media age and the second media age 2
1.1.2 Evolutionary trends of media morphosis: "Coevolution and Coexistence" and "Anthropotropicness" 6
1.1.3 Media space, environment, and ecological theory define the relationship between media, humans, and the environment 9
1.1.4 How ways and modes of communication evolve to "vanishing boundaries," and how communication tools and communication relations are reconstructed 14
1.2 The origin and theoretical evolution of the concept of "immersion" 16
1.2.1 The origin of "immersion" concept 16
1.2.2 Immersion's application in virtual reality 18
1.2.3 Remote presence and immersive communication 21
1.3 Media technology and social development: Conditions and environment for the evolution of immersive communication 24
1.3.1 From "informational" survival to "post-information" survival 26
1.3.2 From "localized" survival to "ubiquitous" survival 30
1.3.3 Human beings live not only in a physical world but also in a virtual world 34
1.4 Limitations of existing theories and research significance 37
1.4.1 Media morphosis breaks through traditional spatial categories 38
1.4.2 The concept of "presence" has undergone a qualitative change 40
1.5 Summary 41

2 The definition of immersive communication 43
2.1 Logic of the new definition 43
2.1.1 "Technological determinism" "decides" immersive communication as a new mode of communication 43
2.1.2 The "anthropotropic" trend leads people to choose the most suitable things in order to survive 46
2.2 Definition of immersive communication 48
2.3 The breakthroughs of the new definition compared with existing definitions of communication 49
2.3.1 Immersive communication reconstructs the three "spaces" 50
2.3.2 Immersive communication reconstructs the relationship between media and the human being. It's the hottest and the coolest medium 53
2.4 Summary 55

3 Morphological characteristics of immersive communication 56
3.1 Immersive communication is human centered: Everything is media, and humans are also a media form 56
3.2 Immersive communication is instant and anytime: The present, past, and future are integrated, and the virtual world and physical world coexist as integrated, instantaneous, and long-lasting 58
3.3 Immersive communication is pervasive anywhere and everywhere: In "remote" presence and "ubiquitous" presence, fixed, mobile, and virtual coexistence converge 60
3.4 Immersive communication is all-powerful: Boundaries between entertainment, work, and life vanish; cloud computing integrates everything 62
3.5 Summary 63

4 The information content and movement mode of immersive communication 66
4.1 Language form 67
4.1.1 Previous media languages 67
4.1.2 The pan-media language of the whole environment: The monitoring camera and environmental advertisements in the intelligent city 68
4.1.3 Humans as the source of media language and information content 69
4.1.4 The language of the virtual world 70
4.2 The linguistic hegemony of immersive media 71
4.2.1 Presenting ideas in immersive communication: Moistens everything softly and silently 71

4.2.2 *Media advertisement and the social discourse power of immersive communication 72*
4.3 *Information presentation 73*
4.4 *The paths and characteristics of information movement in immersive communication 74*
4.5 *Summary 76*

5 The model of immersive communication and its graphic forms 78
5.1 *The main communication models in communication studies 78*
5.2 *The model of immersive communication 83*
5.2.1 *The communication process: Comprehensive connectivity based on modern information technology 84*
5.2.2 *Communication relations: Human-centered communication structure 86*
5.2.3 *Communication goals and effects: The Communication Immersive Index 86*
5.3 *The model of immersive communication function: IC matrix 88*
5.3.1 *The IC matrix: Basic features 88*
5.3.2 *The meaning of the 25 intersections in the IC matrix 89*
5.3.3 *The theoretical breakthrough and research contribution of the IC matrix 89*
5.4 *The model of immersive communication process: The IC stereo helix 91*
5.4.1 *The explanation of the IC stereo helix 91*
5.4.2 *The significance of the IC stereo helix 91*
5.5 *The model of immersive communication relationship: The IC schematic 92*
5.5.1 *The explanation of the IC schematic 92*
5.5.2 *The meaning of the IC schematic 92*
5.6 *Summary 92*

6 Application and verification of the immersive communication models 97
6.1 *Application of the immersive communication models 97*
6.1.1 *General application of the immersive communication models 97*
6.1.2 *Dividing the three media ages with the immersive communication model 104*
6.2 *Case verification of the immersive communication model 105*
6.2.1 *The first media age: Lobby leaflets and unidirectional transmission 106*
6.2.2 *The second media age: Elevator television and focus awareness 107*

6.2.3 *The third media age: Panoramic monitoring and personalized service 110*
6.3 *Summary 116*

7 How immersive communication guides the formation of "the third media age" 121
7.1 *The inevitable cause of the formation of "the third media age" 122*
7.1.1 *The revolution of media ontology and changes in social productivity 123*
7.1.2 *Changes in the media space and the transformation of human living space 125*
7.1.3 *Changes in the social functions of media bring changes to social relations 128*
7.2 *The concept and characteristics of "the third media age" 130*
7.2.1 *The concept of "the third media age" 130*
7.2.2 *The characteristics of "the third media age" 133*
7.3 *Summary 138*

8 "Immersive communicators" and their production and lifestyle characteristics 141
8.1 *Information acquisition by immersive communicators 142*
8.1.1 *Enhanced identity as audiences/recipients 142*
8.1.2 *Enhanced identity as "we media" 143*
8.2 *The lifestyle of immersive communicators 144*
8.3 *The production mode of immersive communicators 147*
8.4 *The entertainment of immersive communicators 151*
8.5 *The future of immersive communicators: The commencement of biological media 154*
8.6 *Summary 155*

9 Conclusion: Immersive communication opens a new chapter in human communication 157
9.1 *Revolutions in human–media relations 158*
9.2 *Revolution of communication content 159*
9.3 *Revolution of communication methods 161*
9.4 *Revolution of media function 162*

Afterword to Chinese edition 165
References 167
Index 174