

相关性 共鸣度 同理心

——博物馆企及观众的关键所在

郑 奕

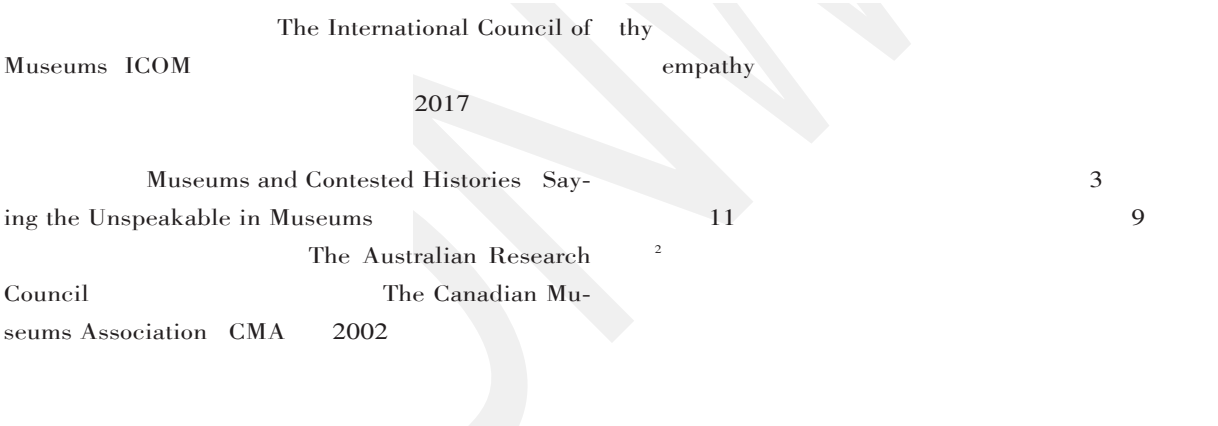
(复旦大学文物与博物馆学系 上海 200433)

内容提要:“保持与当代社会的相关性”理应成为博物馆的发展要义。展览、教育等惟有搭建在“相关性”的基础之上,吸引观众关注,才有可能进一步引发他们共鸣,促使其感动、铭记,并最终激励他们的同理心,改变其思维和行为。这是环环相扣、层层推进的一体化进程,以达求博物馆传播的良性循环,真正企及观众。对博物馆如何通过展览、教育以达求“相关性”“共鸣度”“同理心”等企及观众的核心要义进行探讨,将促使博物馆真正讲好当下的故事,同时走近观众,进驻他们的心灵。

关键词:博物馆 展览 教育 相关性 共鸣度 同理心 观众

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文献标识码:A



一、相关性:将展览故事叙述和教育输出与当下社会发展结合

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 作者简介 1983

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 Celebrating Presidential Roles
 Limits of Presidential Power
 Assassination and Mourning

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二、共鸣度：激励观众情感，用故事引发故事

The Presidency in Popular Imagination

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三、同理心：换位思考，弥补缺失的幸福与和

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四、如何提升博物馆的“相关性”“共鸣度”
“同理心”理念与实践

American Alliance of Museum AAM 2012

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Paul Hamlyn Foundation

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Creating Exhibitions

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John Falk

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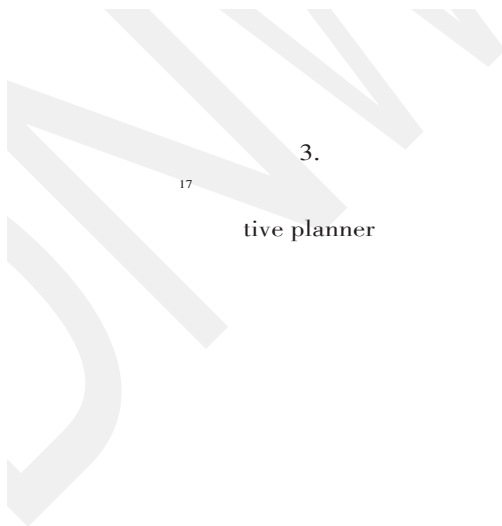
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The Museum Experience

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Smithsonian Institution

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五、结语

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EB/OL 2017-04-12 [http //art.china.cn/haiwai/2017-04/12/content_9432876.htm](http://art.china.cn/haiwai/2017-04/12/content_9432876.htm).

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13		Polly McKenna-Cress, Janet A. Kamien. <i>Creating Exhibitions: Collaboration in the Planning, Development, and Design of Innovative Experiences</i> . New Jersey: John Wiley & Sons, 2013: 96.	23	2013	5
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15	6	97			
16		Gail Anderson. <i>Reinventing the Museum</i> . Altamira Press, 2004: 139-142.			2017 3
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18	16	.		26	Barry Lord Gail Dexter Lord & Lindsay Martin. <i>Manual of Museum Planning Sustainable Space Facilities and Operations 3rd Edition</i> . AltaMira Press 2012 66.
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Relevance, Sympathy, and Empathy: Keys that Make the Museum Accessible to the Audience

ZHENG Yi

(Department of Cultural Heritage and Museology, Fudan University, Shanghai, 200433)

Abstract: "Maintaining its relevance to contemporary society" should be the essential of museum development. Only with relevance, museum practices such as exhibitions and education are able to foster sympathy, making the audience touched and remembering, and ultimately to arouse their empathy, encouraging their thinking and behavior change. This is an inter-related and progressive process in order to reach the audience and form a virtuous circle. The museum should take current social development into consideration when building its exhibition narrations and performing educational roles, evoke the audience's emotions, and foster sympathy as well as empathy. Only in this way can the story of the present be truly told and the museum be truly relevant to audience.

Key words: museum; exhibition; education; relevance; empathy; sympathy; audience

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