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ABSTRACTS

Ecological Reconstruction of Media Industry Boosted by Artificial Intelligence

Chen Xiaohong

With the changes of social media, information openness, high and new technology, the media industry and the media industry are undergoing earth-shaking revolutionary changes. Artificial intelligence technology gradually penetrates and extends, speeding up the information production rate of news dissemination, updating the talent knowledge structure of news dissemination, helping to launch intelligent manufacturing industry, intelligent dissemination content industry and intelligent education industry, and changing the economic ecology of traditional media. AI technology pursues big data matching and continuously optimizes and deepens user information needs. With the emergence of the era of artificial intelligence, block chain business, big data analysis business, the Internet of things technology in the era of intelligent dissemination of mixed profit model including information services, advertising, e-commerce, public opinion value-added services revenue and network administrative services bloom brilliant.

New Opportunities, New Challenges and New Strategies

——New Thinking on the Development of Chinese Drama and Film Studies in the Context of “Double First Class”

Hu Zhifeng

In the context of “double-first-class”, theatre and film and television science, which has not grown up for a long time, is facing new opportunities and challenges. The new paradigm of the discipline needs to be constructed, the new space of the discipline needs to be expanded, and the new experience of the discipline needs to be explored. The discipline itself is in the faculty, discipline system, academic level, training system, cultural inheritance and innovation. There are many deficiencies. We should take a positive attitude, meet new challenges in the new opportunities, plan new countermeasures in the new challenges, and promote the development of drama and film and television science to a new level through the grasp and embodiment of humanism, science and innovation.

The Symphony of Multiculturalism and the Age of Artistic Innovation The Aesthetic Reconstruction and Cultural Change of Chinese Films in the Past Forty Years of Reform and Opening-up

Chen Xuguang

Taking the development of Chinese films in the past 40 years of reform and opening up as the background, this paper combs and summarizes the cultural forms, artistic concepts, type patterns and aesthetic reconstruction of Chinese films, analyzes the origin and development of these changes and their complicated relations, explores the background of drastic changes in Chinese film concepts and the coexistence of multi-cultures, and seeks for the path of industrial development and cultural innovation.

An Analysis of the Narrative Nature of Network Literature and Art

Xiong Wenquan & Zhang Jing

Network literature and Art has shown great vitality. Its theoretical research is also in the ascendant, It presents a situation in which different theoretical horizons, method and value orientations coexist, and exchanges and dialogues. From the perspective of narrative theory, this paper analyzes the characteristics of " network", " virtuality", " hypertext", " grassroots temperament" and " writing freedom" of Network literature and Art. The narrative nature of Network literature and art depends on the network medium. At the same time, it is independent of the dialectical relationship of the media; The influence of virtuality on the nature of Network literary narrative is embodied in the " expansion" and " deconstruction" of the " fictional narrative" from " false narrative" to " imitation game". However, in the traversing from real life to virtual world, as an essential narrative tradition, although some new qualities have been added, it is more about the resurrection of classical narratives and the inheritance of folk narratives.

International communication in a new era

Jiang Heping

China's current comprehensive national strength is no longer the same as before, and its international position is very important. The construction of China's right of speech and soft power has a good external environment. China has ushered in a period of strategic opportunities for international communication capacity building. The construction of international communication capacity is China's national will and demand in the new era. Taking China International Television (CGTN), the mainstream international media in China, as an example, starting from the

establishment, construction and development of China International Television (CITV), this paper puts forward that China's international communication needs four kinds of thinking: global thinking, local thinking, digital thinking, business thinking, and points out the path for China to become a big and powerful country in international communication. At the same time, the paper points out that the construction of international communication capacity, especially the ability of news communication, can be divided into seven parts: on-the-spot arrival, international expression, continuous reporting, editorial thinking, resource integration, integration and dissemination, and issue setting.

Saving Newspapers: Key Issues and Possible Solution

——Basing on the Experience of Europe and America

Wang Chenyao

In recent years, a large number of studies on the newspaper industry crisis in Europe and the United States have been published in English literature. This paper finds that the research focus of concerning about newspaper crisis is to guard against the social harm caused by the lack of high-quality news. The fundamental purpose of saving the newspaper industry is to save the journalistic practice represented by the newspaper industry and its social mission. On this basis, this paper analyzes the causes and responses of the crisis in the European and American newspaper industry, and puts forward the direction of the next academic research.

Current Situation and Academic Conception of the Research on Mobile Publishing Value Chain Research

Wang Pengtao & Li Menglian

The value chain of mobile publishing is a chain analysis system composed of a series of value added activities of the mobile publisher. It can be used to analyze how operators build and maintain competitive advantages, and it is also a criterion to determine whether a manager has a competitive advantage. According to the inherent law of mobile publishing activities, this paper reviews the research literatures on mobile publishing value chain in recent five years, and comments on the existing achievements, and looks forward to the key points and difficulties in the next research of this area.