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ABSTRACTS

The Internet of Things in the 5G Era, Short Video Dividends and Intelligent Penetration

Yu Quan & Zhang Ping

One of the core technologies in the mobile Internet era is mobile communication technology. The construction of 5G Internet-enabled information highways will lead to high-speed changes in information dissemination channels, carriers, content, and forms. This high-speed change will be different from any previous "G" business era. 5G technology will fully penetrate into the vertical industries of the national economy, and it will be able to achieve initial results in the next two or three years. Technically speaking, 5G is not only a simple way to widen the channel, but also speed up the network. It will have a profound impact on our social methods, communication methods, lifestyle and sports entertainment, and it will change the whole society. All living, so that a number of related industrial ecological chain.

The article comprehensively analyzes the development history of 5G, discusses the far-reaching impact of 5G on the development of Internet of Things, short video, artificial intelligence, VR/AR, etc., and the resulting changes in the media landscape, as well as the development of the 5G era. Status and future development trends.

Reconstruction of TV Business Model in the Age of Intelligent Communication

Liu Bin

The advancement of information technology has improved the automation of the TV industry, simplified the production process, and improved the efficiency of communication. At the same time, it also pushed TV into a new competitive environment, the emergence of user value, the generalization and value of industrial boundaries. The changes in the way of realizing the market have gradually eliminated the traditional TV business model and began to refactor. In the new environment, TV needs to reposition its position and function in the future intelligent communication system, find a value growth path, and enhance its ability to spread in the intelligent era.

Reflection on New Media Research under the Functionalist Paradigm

Jia Xiangmin

Starting from the functionalist paradigm, this paper mainly discusses the current situation and problems of New Media Research under this paradigm. The author holds that although the research on new media in China has increased a lot, it is deeply influenced by the path of functionalism, which shows the instrumental orientation, the presupposition of balanced premise of the system, the cyclical theory of "the consequence is the cause" and the prominent orientation of utilitarianism. In view of this situation, the author rethinks the relationship between empirical materials and theoretical construction, the conservatism of functionalism and the orientation of new media research, and the far-reaching impact of functionalism on new media research in the context of localization, and then puts forward that the future direction of new media research can include four aspects: Redefining the status of human and historical dimensions, seeking disciplinary legitimacy from the perspective of interdisciplinary, returning to pan-media thinking, and expanding research methods.

Mediated Cosmopolitanism: A Literature Review of Cosmopolitan Media Studies

Wu Xiaoyang & Zhang Hong

Cosmopolitan media research is a new research branch in Western media research in the past decade, but it has received little attention in China. This article is based on the reading and combing of the first-hand English literature, including the latest research disserts available to the author, and introduces the current achievements and progress of the international academic community on cosmopolitan media research to media researchers in China, with a view to launching and promoting the study of cosmopolitan media in China. Among them, the study of cosmopolitan media from the perspective of "media, morality and cosmopolitanism" is one of the current mainstream directions, but there are many problems and deficiencies in the research under this perspective. Media researchers should not be limited to the constraints of the existing research paths and perspectives in the West. Instead, they should look at their achievements and deficiencies, and build a more complete research path on this basis to better explain what we are facing. Objective world.

Asymmetric Discourse Analysis of Information in Subway Bilingual Broadcasting Stations

Han Xia

Based on the first-hand corpus of subway bilingual broadcasting collected in Shanghai and Hangzhou since

2013, this paper analyzes the discourse structure of the station in the subway, and compares the contents of the Chinese and English broadcasting stations under the same structure, and finds the same discourse structure. There is information asymmetry in the Chinese-English subway broadcasting station under the same function. There are also differences in the selection and translation of subway English information in different regions under the same function. So we use the semantic missing relationship $XC=\emptyset XE$ to analyze and compare these linguistic phenomena, and in terms of functional linguistics and pragmatics, we can explore the possible causes of Chinese and English from the aspects of time space, audience identity, language differences and social context. The reason for the asymmetry of information in the subway broadcasting station is to improve the normative nature of the rapid development of urban public transportation bilingual broadcasting.

On Labyrinth Narration and Time Symptom of Chinese Contemporary Film Noir

Xiang Yu

Black film noir, represented by films such as *maze of the heart*, *black coal*, *thin ice* and *snow is coming*, is one of the most surprising gains of domestic films in recent years. They not only contribute a kind of attractive film aesthetics to contemporary Chinese films through stylized images and complex narration, but also actively face social issues and historical memories, with distinct social and historical connotations. Different from the realistic films which directly refer to the reality, the language and narrative mode of the films are the key to grasp their realism. Contemporary domestic black films not only express their sense of time and history through visual black; What is more important is to use silence and ambiguity to express some unspeakable real experience and historical memory through the suspense maze narration. Only by paying attention to the symptomatic reading of blank text and absence, and clarifying the relationship between violent crimes and social history that the text wants to return to the past, can the significance and value of contemporary domestic film noir be revealed.

Historical Review of Book Publishing in China's Asian Games and Topic Planning of the 2022 Hangzhou Asian Games

Zhao Xiaolan

How to form a publishing hotspot with the help of large-scale sports games, the book publishing work of the Beijing Asian Games and the Guangzhou Asian Games provides a useful reference for the publishing industry. In the 2022 Hangzhou Asian Games, the publishing industry faced unfavorable factors such as the impact of the multimedia era, the migration of readers' interest, and the superposition of large-scale competitions. It can be well planned from the aspects of enriching the subject matter of the book, expanding the surrounding products, introducing excellent translations, and grasping the timing of publication. Work to form a publishing hotspot.