

Future Communication

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ABSTRACTS

The Revolutionary Impact of Emerging Technologies on News Communication in 5G Era

Liu Jingnan

Influenced by the wave of technological innovation, the information dissemination is changing with each passing day. New technologies and frontier theories such as big data, Internet of things, artificial intelligence, Bei-dou navigation system, 5G and so on have sprung up rapidly, and have quietly entered various fields and industries. Among them, AI, with its powerful information storage platform and intelligent information identification, acquisition system and more personalized visualization application, has subverted the traditional media communication mode, and has brought unprecedented revolutionary changes and influences on the production mode, communication mode and consumption form of the media industry. Driven by the synergy of various emerging technologies, man-machine synergistic intelligence synergy in the field of news communication has shown great potential and vitality, established the unique position of the ubiquitous practical application of intelligent communication, and has become the commanding point of the theory of news communication competing to seize.

Visual Symbol Construction of “Road to Tang Poetry” from the Perspective of Urban Communication

Shen Min & Ma Zhenbin

The Road to Tang Poetry is a cultural project with regional characteristics, and its three-dimensional construction has tremendous cultural tension. This paper attempts to discuss the construction of visual symbols of “the road of Tang poetry” within the framework of urban communication, and puts forward the following ways: first, to define the regional culture of “the road of Tang poetry” and excavate the meaning of symbols; second, to find out the key images of each city, to establish the hierarchical arrangement of symbols, and to insert and coordinate symbols; third, to explain the symbols at length; finally, to use other symbols for comprehensive construction. Visual communication used to promote the construction of Tang Poetry Road is based on the requirements of image of the times and regional culture spreading outward.

The Concept, Path and Target of Taoist Introvert Communication

Xie Qingguo

In the research field of Taoist communication thought, the study of speech communication thought occupies the mainstream position. However, the characteristics of Taoism's introverted dissemination are more distinct. There-

fore, we put forward some points of view such as systematical and unique consciousness, Taoism's subjective and objective perspectives, its self-concept, the ways of such kind of communication, and the purpose of Taoism's introverted dissemination, which will push the study of Taoism's dissemination thoughts into depth.

Fear and loveliness: The Culture of the Dead in American Animation

Xu Kun & Wang Qi

Tracing back to the history of American animation, there are abundant artistic texts about the elements or topics of "death". The symbolic images include three levels: the image of the dead which is sensible and has different shapes, the objects which are evaluated by emotion (story), and memory. From the perspective of aesthetics, the "aesthetics of the dead" in American animation is a game between "ugliness" and "beauty": that is, the "ugliness of life" in physical level is transformed into "artistic beauty" with a cartoon sense of form; the "external beauty" in artistic form gives way to the "internal beauty" in spiritual level; and the "darkening" image symbols often produce a black humorous color. As a result, many classical animations set off a core cultural concept: death. Death is not only "fearful" but also "lovely". Its specific value connotation includes: the "dead" embodied has independent aesthetic value; noble moral sacrifice and lofty good will sublimate the meaning of death; eternal love and memory connect the other shore, and death has become a part of life. Exploring the causes of the formation of American animation "dead culture" involves such topics as artistic origin, production concept, mass media attributes and multi-cultural blending.

Research on China's Image in China ——Thematic Meta-analysis of Research Papers on “Chinese Image” (2000–2018)

Wei Lu, Jiang Jialin & Hu Yumeng

Nowadays, with the increasing spread of globalization, the image of China is more complex and sophisticated, which stimulates the research enthusiasm of many disciplines. In 2008, taking the opportunity of the Beijing Olympic Games, the number of papers on "China's image" increased significantly. Researchers mostly come from scientific research institutions, spanning the humanities and social disciplines of communication, literature, politics, etc., but lack the voice of the industry and political circles. In terms of research content, the existing literature mainly focuses on the image of China as a whole, and examines the image construction of China in the western world, mainly through literary works and paper media as cognitive carriers. Frequency analysis further confirms the above conclusions. It is found that Chinese, ethnic minorities, ethnic Chinese, Olympic Games, Beijing, Confucius, Sinology, socialism and so on are the symbols of scholars' study of China's image. With the passage of time, the research has paid less attention to the West, and paid more attention to the role of the film, documentary and other video media in the dissemination of the image of China, and the research focuses on political, economic and other issues. Unfortunately, most of the studies have no obvious theoretical support, nor scientific research methods. A few studies use concepts and theories such as Orientalism, stereotype, frame theory and cultural imperialism. Qualitative research methods are more than quantitative research, especially text analysis and historical a-

analysis. The scholars are interested in special aspects: inspecting the image of China through traditional culture and modernity, they argue that the traditional culture of China once convinced the world, but now it is in a dilemma under the shaping of “ulterior motives” and the recognition of “rigidity”. This image of China is actually the expression and projection of the western culture; the mirror image of “the other” is the double of his shaping and self-shaping. The strategies chosen by the media at home and abroad have exerted tremendous influence. For scholars, daily life and entertainment should be constructed to supplement the official national image dissemination.

The Influencing Factors of Journalism Students' Professional Commitment

Tao Jianjie & Zhang Qiu

Taking 1, 430 undergraduates majoring in journalism and communication from 8 universities in Shanghai as the research subjects, this paper presents their professional commitment level through questionnaires, and analyses the influencing factors from three aspects: voluntary reporting, classroom learning and extracurricular practice. The study found that the professional commitment level of media students is generally low, among which the commitment level of senior students, non-urban students, dispensing students and professional college students is lower; the professional understanding and whether or not dispensing have a significant impact on students' future professional commitment when they volunteer to fill in the forms. In terms of learning mentality, peer awareness, utilitarian motivation and the design defects of the system itself, the mode of “deciding to volunteer after enrollment” represented by large categories of enrollment does not count, reducing students' professional commitment to a certain extent. Learning self-efficacy and media education satisfaction play a momentous role in promoting professional commitment. There is no evidence that Extracurricular practice improves professional commitment of media students because it is often formalistic and generally not of high quality

Urban Image Creation and Communication of Tik Tok Platform from the Perspective of CIS ——Take Chongqing as an Example

Deng Yuanbing & Li Hui

With the popularity of short videos, the role of short videos in shaping the image of the city has gradually become apparent, resulting in a number of “net red” cities. Take, as an example, Chongqing, the city with the highest short video playback volume on dithering platform. This paper applies CIS theory of city image and adopts content an analytical method to study four aspects of Chongqing city image: visual recognition, behavioral recognition, auditory recognition, and ideological recognition. It turns out that the popular short video about Chongqing's city image in the Tik Tok platform is positive and neutral in narration, and adults are the main body in both the video producers and the characters involved in the video. As for the special topic of the Tik Tok platform in Chongqing, the content related to the local culture, local food, and urban landscape is more likely to become popular than that of politics, while the information of high popularity associated with the government image, history, culture and natural landscape is less. The public have become the main force of city image dissemination, and the diversified urban voice has become an important part of displaying city characteristics. Although the number is huge and the content is complex, short videos can foil the concept of city development.