

Future Communication

No. 3, 2019

Contents

The Past, Present and Future of Artificial Intelligence	<i>Wu Zhaohui</i> (2)
Barrage: The Value Extension of Literary and Art Comments in the Internet Age	<i>Hu Zhifeng & Deng Qiushi</i> (6)
A Study of Chinese Urban Narration in Western Journalists' Non-fictional Writing	<i>Li Juan</i> (14)
The Space Transfer and Feature of Urban Food Culture in Post-delicacy Era	<i>Wang Shuhua</i> (21)
Study on the Memetic Phenomenon of the Network Catchphrase " Eyes-to-Eyes Confirmation"	<i>Zhou Fei & Shen Ying</i> (28)
Textual Poaching: The Game-oriented Turning of the Motivation of Youth Subculture from subject view point	<i>Zhong Jing & Li Tianzhen</i> (34)
Research on Network Literacy of Chinese Performing Stars Based on Image Communication	<i>Song Hongyan</i> (40)
The Difference between Posters in High-box-office Movies: Semiotic Analysis Based on DIMT Model	<i>Ni Yue</i> (48)
Localization Path of Chinese Musical Drama and Application of Opera Elements	<i>Chen Wuhua</i> (53)
Production and Dissemination of Mobile Short Video in the Context of Visual Culture	<i>Li Wenling</i> (60)
Nature Media, Technological Media and Media as Infrastructure	<i>Chen Zhongyu</i> (65)
Research on Innovation and Entrepreneurship Education in Media Institutions under the Background of Deep Media Integration	<i>Dong Xiucheng</i> (73)
Genesis, Genealogy and Philosophical Basis of Pan-Performing Theatre	<i>Pu Bo</i> (79)

Illusion Between The Virtuality and Reality——Space Transformation In Animation Movies

Produced by Kon Satoshi

..... *Zhong Liqian & Xu Xiaoxia* (89)

The Integration of Female Consciousness and Market Logic: An Analysis of the Female Images in the TV Play " All Is Well"

..... *Lin Xiaohua & Qiu Yanping* (94)

From Royal Documentary to the Prosperity of Audio Film: An Overview of Thai Film Development in the First Half of the 20th Century

..... *Cui Ying & Zhu Danhua* (99)

ABSTRACTS

The Past, Present and Future of Artificial Intelligence

Wu Zhaohui

Artificial intelligence (AI), with its evolution of more than 60 years, has basically formed three schools: semiotics, connectionism and behaviorism. At present, it is in the initial stage of the third wave. AI will speed up the entry into the era of intelligence enhancement, and the binary space of human and physical world will be transformed into the Quaternary space of human, physical world, intelligent machine, and virtual information world. More intelligent characteristics, universal value and subversive significance are part of artificial intelligence. With the development of science and education, it is necessary to promote cross-convergence, to optimize the AI discipline ecology, to fulfill AI strategic needs, to improve the AI frontier innovation, to strengthen global collaboration, and to realize the open advancement of artificial intelligence

Barrage: The Value Extension of Literary and Art Comments in the Internet Age

Hu Zhifeng & Deng Qiushi

The birth of online video barrage commentary has created a unique form of literary and artistic commentary in the Internet era. Different from the traditional literary criticism, which is complete, independent and lagging behind, the barrage criticism relies on the network platform and the huge network audience group, and reflects the fragmented comments of the audience into the works instantly. With its rich real-time and interactive nature, more and more people participate in it. These "flying words" digest and reshape the original artistic texts in a new way, showing the characteristics of rebellion and "de-centralization" at the same time of the second creation. At present, the barragewe see has re-integrated many elements such as technology, culture, art, society and so on, forming a brand-new picture of Internet literary criticism

A Study of Chinese Urban Narration in Western Journalists' Non-fictional Writing

Li Juan

Cities are not only the product of media, but also the process of communication, which requires us to return to the cultural starting point and the essence of "communication" in the study of urban communication. This paper chooses representative western journalists' Chinese urban writing to analyze how their texts describe and construct the urban theme of contemporary China, which presents a rich urban spectrum in the interweaving of history and current discourse. The author tries to liberate "city image" from the control of media discourse and theory, throw it into specific stories and narratives, and pay attention to the common urban topic in the era of globalization: observation, understanding and care for people in the presentation and respect of real life.

The Space Transfer and Feature of Urban Food Culture in Post-delicacy Era

Wang Shuhua

With the development of technology, the space transfer of urban food culture in Post-delicacy Era has already happened. Physical space and new-media space integrates together, and the new urban food culture space includes four parts: perceived media experience; liquid perspective of time and space, communicative social relations and converged global network. And this article also discusses on the following four features of urban food culture, which are expression and performance, simulation and reality, visualization and concealment, preference and discrimination. Meanwhile, the research shows that with technical innovation there is an infinite possibility with the change of urban food culture in future.

Production and Dissemination of Mobile Short Video in the Context of Visual Culture

Li Wenling

The emergence of visual culture as a new form of culture has led to the development of the new format of media industry, especially the rapid advance of short video industry. From production to dissemination, it presents the characteristics of national carnival under technological empowerment, scene consumption of social networking, thinking passivation after in-depth reading and so on. Short videos are becoming the main way of information consumption and social channels. At the same time, they also bring about some worries about visual culture communication. In the era of content being king and experience economy, mastering the logic of visual culture production and dissemination is of great significance to the sustainable development of short video in the new media environment.

Nature Media , Technological Media and Media as Infrastructure : Take Peters' *The Marvelous Clouds : Toward a Philosophy of Elemental Media*for Example

Chen Zhongyu

In *The Marvelous Clouds : Toward a Philosophy of Elemental Media*, Peters, based on the relationship among media, nature and technology, takes habits and living conditions as the core, reflects on the natural deficiencies in social media and digital media. He believes that the current media philosophy urgently needs to think about natural philosophy. Taking the existence of water, fire, cloud and gas as the basic problems of media philosophy, he made a systematic interpretation of natural philosophy, technological philosophy and Internet philosophy. On this basis, Peters identified two levels of media research: natural media research centered on inhuman situation and technological media research centered on human situation. Guided by the concept of " infrastructure", He emphasizes the originality and extension value of natural media. In the era of media technology, Peters explored such issues as media culture, media linguistics and media geography, and formed his unique theory: " media is infrastructure".

Genesis, Genealogy and Philosophical Basis of Pan-Performing Theatre

Pu Bo

Pan-performing theatre is not a kind of theatre or a summary of a certain kind of theatre theme, but a general term for the emergence of a variety of performances today. The concept of pan-performing theatre, invented by the author, can more accurately outline the " form" and " soul" of contemporary drama, performance and cross-border aesthetic practice. The article explains the concept of pan-performing theatre, sums up its occurrence scope, demonstrates its legitimacy, historicity and genealogy, and its philosophical basis, with the following purposes: first, to construct a novel theatrical poetics; second, to explain that, whether the evolution of the theatre itself or the social theatricalization and social performance outside the theatre, with these three elements of theatre as the core, theatre prototype analysis is still effective.