

Future Communication

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ABSTRACTS

5G-Enabling Moment: All Media, All Literacy

Zeng Jinping & Wang Youliang

5G moment has given China's media integration a more powerful technical driving force for in-depth development, and government agencies have more media integration paths and media integration models, which is an important part of the theory and practice of news communication with Chinese characteristics to take "whole media, all staff media, holographic media, and all effective media" as the national communication strategy of all media communication, and to launch an anchor expedition in the 5G era to send out Chinese voice and spread Chinese culture. The 5G media serve as the spread of public opinion in the process of China's media convergence, and the basic rules and the requirements of full literacy for 5G at all times are approaching close. It is a specific action of Xi Jinping's "mobile first" and "innovation oriented" in the construction of the "all media communication pattern" to set China's style and spread China's culture. It is an inevitable requirement for improving the efficiency of all media communication to publicize the solid foundation of China's proposition. Armed with a high-standard and strict all media literacy to the Chinese all media echelon in the new era, it has become a strategic choice for the theoretical innovation and practical exploration of China's news communication at present and in the future for a long time to drive the citizens of "all media" to establish the awareness of all media communication.

The Influence of Narration on The Effect of The Third Party in Controversial Scientific Issues

Yuan Yanfei & Jin Jianbin

This study takes the scientific communication of transgenic insect resistant maize as an example to explore the influence of narrative on the third-party effect of scientific communication. The study was conducted by experiments on over 207 high school students and college students. The researchers used Fang Zhouzi's 2010 article "genetically modified corn is more healthy" published in China Youth Daily as the experimental stimulus prototype. By encoding and deleting the narrative sentences, three texts with different narrative degrees were formed for randomly divided three groups of subjects to read. Before and after reading, they tested the genetically modified corn. In the post test part, the author also inquired about his views on the possible influence of the articles on others. The study confirmed the existence of the third-party effect in the dissemination of popular science information, but did not find the substantive role of narrative in improving the persuasion effect. In addition, it turned out that the reading of text content based on different narrative levels does not affect the third-party effect when people evaluate the impact of information. This study also explores the implications of the practice of controversial science communication.

Cultural Block in Scientific Communication: The Construction of "Health Preserving Culture" and GMO Folk Discourse

Wang Kai & Ling Zimin

Taking the official account of WeChat Public as an empirical material, the text interpretation method is adopted to explore the relationship between the GMO discourse and China's traditional health culture. It is found that through the concept and practice of health preservation culture, GMO discourse constructs the binary opposition between "nature" and "anti nature", as well as the myth about the holy "organic nature" and "vitality"; at the same time, "nature" and "anti nature", a basic cognitive structure, opens, transforms or echoes other binary oppositions. The binary opposition in GMO discourse realizes the coupling and resonance among different GMO discourses, which enlightens the researchers to pay attention to the phenomenon of cultural block of science communication.

Rules of Pluralistic Cyberspace Communication: A Multidimensional Interpretation from The Perspective of Deleuze's Space Philosophy

Bai Long

The theoretical value of interdisciplinary philosophy derived from the elucidation of Deleuze's philosophical concept gradually emerges in the digital era. Deleuze's tuber thinking, spatial classification and social control thought have innovative and leading value in understanding digital media and abstract cyberspace. This paper introduces Deleuze's tuber thinking to explore how the media information in the free "growing" cyberspace can truly achieve free circulation and unobstructed communication. Combined with Deleuze's theoretical distinction of specification space, wide flat space and hole space, this essay puts forward the pluralistic characteristics of the network space, reveals the paradox between information control and freedom, and illustrates the deep game between network hegemony and power struggle. With the help of Deleuze's control society theory, this article examines the ubiquitous flow control and power monitoring of digital space, to reflect on the digital flow monitoring behavior of contemporary society, and to put forward the concept of building a diversified network space governance system, and based on the rights and responsibilities of information dissemination, it further proposes how to avoid the uncertainty risks of the Internet.

The Development of Interactive Films and The Countermeasures

Chen Xiaobing

With the advent of 5G intelligent era, new technologies such as VR, AI and 4K have promoted major changes in the audio-visual field, laying the foundation for the development of interactive films which have the characteristics of strong interaction, high technology and multi-line narrative, with an important impact on film creation. At present, the production level of interactive films is still not ideal, and the quality and reputation of some of the

works that have been produced are uneven, and the industry still faces difficulties in technology, plot incoherence, audience's limited choice, super entertainment tendency or whatever. The development of interactive films can promote their healthy development only when supported by technology, developed with high technology and enriched with text content.

Concept Game and Type Exploration: A New Dimension of The Fourth Generation Directors

Li Guocong

In the 1990s, in the face of the tide of marketization, the Chinese film industry needs to explore new ideas in the continuous differentiation and integration. Many creators have different choices between art persistence and market exploration, which has become the direct development of the survival path of domestic films in the transition period. The fourth generation directors, who are trapped in the current of the times, are also engaged in conceptual game and creative differentiation. While upholding artistic innovation, they are also engaged in entertainment attempt, type experiment and commercial exploration. Although they are wandering and swaying, they have formed unique development experience in the market washing, which has become an indispensable dimension for looking back on their art career.

A Survey of The Distribution Pattern of The Productivity of Journalism and Communication Science Based on The Fifth-round Disciplinary Assessment——Statistical Analysis of National Social Science Foundation and Representative Journals

Zhan Haibao & Wang Zhuo

The fifth-round disciplinary assessment will be launched in 2020, and its evaluation results are likely to be related to the next round of "double first-class" construction evaluation and the approval of doctoral programs. Its impact on the journalism and communication discipline in colleges and universities must be far-reaching and lasting. In order to provide a reference for colleges and universities in this field to find out problems and locate positions in the preliminary preparation of the coming disciplinary assessment, as well as to comprehensively examine the distribution pattern of academic productivity of this discipline, this paper analyzes the National Social Science Foundation and representative journals of journalism and communication science in 2016–2019 by means of bibliometrics. It is found that there is a huge difference in academic productivity among universities, showing a pyramid shape with a sharp top and a wide bottom; in the fifth-round disciplinary assessment, universities of grade B and below are likely to change greatly, especially those of grade C; the diversity of journalism and communication science in China is absent, showing a kind of recessive phenomenon of "mountain head doctrine". The academic productivity of East China is much higher than that of other six regions, nearly 10 times that of Northeast China. The research direction of this discipline is becoming more and more applied and localized, and the distribution of journal authors shows an obvious long tail effect.