

# Future Communication

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## ABSTRACTS

### **Getting through Both Sides of Supply and Demand to Strengthen the " Ball" Communication ——Reflection on the Structural Reform of Media Supply Side in the 5G Context**

Jiang Heping

In the context of the outbreak of 5G media technology, the main contradiction faced by the media is the contradiction between the growing personalized information demand of users and the corresponding supply. By deconstructing the word " ball", on the one hand, starting from the six specific media applications on the demand side, this paper analyzes the new situation, new characteristics and new changes of the demand side in the 5G era; on the other hand, closely following the development trend of the demand side, taking the exploration and practice of the international communication of China Global Television Network (CGTN) as an example, the essay redefines the media supply side of the 5G times in six ways, explains the direction and path of its structural reform, discusses how to enrich communication ideas, optimizes communication strategies, and accurately and effectively voices the Chinese voice.

### **Symbiotic Development of New Media and Urban Agglomeration Space ——Taking the Yangtze River Delta Urban Agglomeration as an Example**

Li Wenbing

In the digital environment, the network of urban landscape and urban public space formed by new media accelerates the formation of urban agglomeration integration. On the one hand, the new urban agglomeration landscape is constructed by media equipment, operating system and network all over the city; on the other hand, the important characteristics of the rapid development of three-dimensional transportation, communication technology and digital economy in urban agglomeration make urban agglomeration a component of media devices. With the advent of 5G era, new media and urban agglomeration space will further develop into a " symbiotic" relationship. In the context of " symbiosis" of the Internet of things, the Yangtze River Delta urban agglomeration should pay attention to the layout of the Internet of things, the practical application of new technologies and new media, especially the humanized urban life itself.

## **Shielding Governance and Public Opinion Imbalance of Wechat Community**

Zhang Aijun & Sun Yuxun

Shielding governance is a new way of governance with the development of Internet information technology. It has such characteristics as technology essence, ideology, and rights regulation, and its purpose is to achieve "good governance" through the use of technology. Shielding governance in Wechat public opinion governance has the advantages of standardizing information dissemination behavior of Wechat users, maintaining the order of cyberspace and Keeping the security of the mainstream ideology of the Internet, but at the same time, it will strengthen the homogenization trend of public opinion in Wechat space, leading to the public opinion imbalance between obvious public opinion and potential public opinion. The intensification of the homogenization and the imbalance will have deterrent and destructive power on the political development of Wechat space, cause political and institutional crisis, and affect the healthy operation of the society.

## **Research on Audience's Adoption Intention of Government Short Video Based on ELM-SEM Model**

Xie Zehang & Yu Jing

Under the background of the development of short video, government short video emerges in an endless stream. It is an important task in the era of government affairs 3.0 to improve the audience's adoption intention and enhance the communication effect of government short video. On the basis of reviewing the existing literature, this paper uses ELM Model to put forward the hypothesis of influencing factors of audience's adoption intention of government short video, and constructs SEM Model from the influencing factors of audience's adoption intention concerned. Through data collection and analysis, the essay verifies the model, forms the index system of the audience adoption intention, and weighs an index system of SEM Model according to each weight coefficient. On this basis, an empirical analysis is made on the TikTok "Siping police". This paper makes the conclusion that usefulness, interest, understanding, ease of use, source credibility and social impact are positively related to the adoption intention of government short video. Finally, from the perspective of audience adoption intention, it puts forward development strategies of government short video.

## **Academic Evolution of Digital Publishing Since the Founding of the PRC**

Qiu Linan

In order to systematically investigate the academic field of digital publishing research for 70 years, this paper takes 1291 academic articles collected in CSSCI journals of CNKI in the past 70 years as research samples, and uses CiteSpace5.3R8 software to study the research papers of digital publishing through Co-word analysis and co-occurrence analysis, including co-occurrence map analysis of authors, core author analysis, highly-cited papers a-

analysis, hot spots of digital publishing research, evolution analysis of mutation words, etc. It is found that the research of digital publishing in China has been widely involved in many academic fields, such as digital publishing industry, digital publishing platform, copyright protection, digital publishing talents, e-book, business model, publishing transformation and so on. In the future, digital publishing research will make further breakthroughs in the normal distribution of funded projects, multiple academic research journals and interdisciplinary academic research.

## **Beyond Deficit Model: the Evolution and Reflection of Environmental Communication Model in the Context of New Media**

Zhao Li

The evolution of the mainstream model of international environmental communication reflects the relationship between the discourse framework of Eco-environment and the change of environmental communication research and practice in different times. The " Deficit Model" based on expert opinion and media knowledge popularization has become the mainstream model of environmental communication for a long time, but it has been challenged by a large number of empirical studies in recent years. In order to make up for the deficiency of the " Deficit Model", the new " Situation Model" emphasizes the complex influencing factors of environmental communication, while the " Public Participation Model" encourages the public to participate in constructive dialogue and decision-making. The research and practice of environmental communication in the new media era make it necessary to deeply reflect and adjust the communication model according to China's social and cultural background and specific situation, and to expand and deepen the interpretation and application of " Situation Model" and " Public Participation Model", so as to make more effective environmental communication and deal with the great challenge caused by globalization.

## **Auditory Cultural Turn of Audiovisual Texts and its Ideographic Practice in the Era of All Media**

Mu Tong & Zhan Di

Recently, with the widespread popularity of auditory texts in the field of all media audio-visual communication, academic circles have regained their theoretical interest in auditory culture. As an important pole of both sides of the visual culture, auditory culture and human oral communication activities are both inside and outside. In the era of all media, the rapid iterative development of communication technology has not only activated the oral communication channel, but also opened a channel for the revival of auditory culture. The media transmission of auditory culture is characterized by verticality and privatization, which caters to the postmodern cultural taste of contemporary audiences. In the world, the mainstream aesthetic trend of thought has changed from practical aesthetics to life aesthetics. Auditory culture is introduced into people's mind through the daily production mechanism, returning to innocence, and connecting with people's life experience, which can be understood as the world tone set by culture. It is pointed out that visual culture and auditory culture should develop harmoniously, and any idea of discrimination will lead to uncontrollable erroneous consequences.