

Future Communication

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ABSTRACTS

Xia Yan and the Jiangnan Culture ——In Memory of the 120th Anniversary of Xia Yan's Birth

Zhou Bin

Xia Yan is one of the pioneers of China's New Culture Movement, an outstanding leader of the cultural front, an prominent revolutionary writer and a film artist with great contributions to the country. As a master of modern culture, Xia Yan's cultural activities, literary and artistic creation and various works have left a rich ideological and cultural heritage for the following generations. In commemoration of the 120th anniversary of Xia Yan's birth, it is an important link to further deepen the study of Xia Yan from the perspective of geopolitics and regional culture to explore the relationship between Xia Yan and the Jiangnan political culture. On the whole, the elements of Wu-Yue Culture are the cultural gene and cultural background of Xia Yan's character; the extraordinary and virtuous people in both Jiangsu and Zhejiang provinces have exerted different influences on Xia Yan's thoughts, personality, and styles; and Xia Yan's creation adds new content and new styles to the Culture concerned.

Exploration and Practice on the Adjustment and Optimization of Disciplinary Structure in Media Colleges and Universities ——Take Communication University of Zhejiang as an Example

Xiao Guofei & Yao Wang

Discipline is the basic unit of talent training. Optimizing the disciplinary structure is an inevitable requirement for realizing the connotative development of higher education, constructing first-class undergraduate education, and improving the quality of personnel training. It is the true meaning of promoting a new round of higher education reform and "quality revolution", and is also the way for different types of colleges and universities to be better and stronger. The adjustment and optimization of disciplinary structure should follow the basic principles of goal orientation, demand orientation, characteristic orientation and problem orientation, pay attention to the top-level design, be brave in exploring and innovating, improve the long-term mechanism, and build a discipline and specialty system with its own characteristics and advantages through evaluation and certification, so as to achieve the school-running and talent training objectives.

The Spillover Effect of Film Industry Internationalization in National Image Communication

Wang Jipeng & Yuan Jun

In recent years, with China increasingly becoming the center of the world stage, China's international communication capacity does not match China's economic strength. The exploration of channels and strategies to enhance China's national image has become a hot topic of concern. After proposing the Belt and Road Initiative, China has shown the image of a "big economic household" internationally. Instead, the United States has promoted its international communication in the history. On one hand, the Hollywood film has created industrial value, and on the other hand, it has promoted the international image of the United States to the whole world. Why does the film industry have spillover effect in the communication of national image? The theory of spillover effect in economics provides an answer to this question. The application field of spillover effect principle has been further expanded, which helps to understand the mechanism of film industry in national image communication, and also provides theoretical support for our country to support and promote the internationalization of the film industry. China's Initiatives of the Belt and Road and Community of Common Destiny for All Mankind provide an opportunity for this practice.

Rethinking about the Poetics of Yasujiro Ozu's Family Ethics Films from the Perspective of Time and Space

Pu Bo & Hua Xiaohong

Time and space constitute an important part of film narration or ideographic expression. From Russian formalism aesthetics, French structuralism aesthetics, to semiotics and narratology, the significance of space-time combination in film narration is emphasized. The dimension of time and space also constitutes the focus of film aesthetics from Pudovkin, Eisenstein, Noel Birch, Christian Metz to Deleuze. This paper analyzes the film aesthetics of Yasujiro Ozu, the Japanese film director and screenwriter, including the realistic style of scene scheduling, as well as the space-time individuation. The advantage of this method is that the space-time mode of Ozu's films has entered the research field of story code rather than plot code, which is highly related to culture. It can restore a unique Ozu in an aesthetic sense rather than in a mysterious one.

Research on Influential Factors of Sociality of Information Stream Video Advertising ——Take the Advertising of WeChat Moments as an Example

Zhao Xueqin & Xu Lixia

As the most popular social platform at present, WeChat advertising pays attention to social attributes in order to play the greatest value. Therefore, this paper uses the integrated technology acceptance-use model to construct

the influencing factor model of the sociality of the video information-stream advertising of Wechat moments, and then analyzes the factors concerned. This study provides data support for relevant hypotheses through empirical analysis. The findings show that impression management has the most significant impact on the audience's behavioral intention. Performance expectations and social factors also have a positive impact on the audience's behavioral intention, while perceived risk has a negative impact on the behavioral intention. The paper puts forward some suggestions to promote the sustainable development of WeChat information-flow advertising and improve the acceptance rate of WeChat information-flow advertising.

**Cultural Proximity and Cultural Difference:
Cultural Mechanism of China's Export TV Programs**

Zhang Hong & Lin Huibing

In recent years, China's TV industry has made great efforts to create original TV programs, and a number of TV program models have begun to be exported to overseas countries. Under this background, " Hot Blood Dance Crew" and " Super Vocal" are representative cases exported to European and American markets. Based on Sausure's biaxial analysis, combined with the views of model producers in media reports and the comments of European and American audiences on YouTube platform, this study examines the core elements, elements combination and selection of the two case models. It is found that the micro cultural mechanism affecting the export of Chinese TV programs includes the proximity on the level of program theme, program type and values, as well as the differences in foreign elements and values, which are respectively subordinate to the cultural mechanisms of cultural proximity and cultural difference. China's TV industry can take the micro cultural mechanism as a breakthrough, and apply the strategy of " familiar elements, defamiliarization; unfamiliar elements, familiarization" to promote the export involved.

**The Dialectics between Value Addition and Discount of the
Cultural Product and Its Mathematical Model Construction**

Zeng Guang & Gao Xu

The factors influencing the value of cultural products can be represented by the four dimensions of cognitive modules contained in cultural products. The research demonstrates that the cognitive module of cultural products is not invariable, but the dialectical relationship changes at any time. It puts forward the dimension and the module-change model that affect the value change of cultural products, which provides a unified theoretical analysis for further research on cultural discount and cultural value addition. On this basis, we draw three conclusions: first, we can have both the advantages and disadvantages of culture discount and value addition; second, we should face up to cultural differences and realize the value addition in the creation, production, sales and logistics of cultural products; third, our country should guide, encourage and support the development of cultural industry, and cultural products should take economic benefits and cultural communication benefits into account and achieve the balance.