

Future Communication

No. 3, 2021

Contents

Reshaping the News: The Current Situation, Trends and Criticisms of the Development of American Platform Journalism	Lin Xiaohua (2)
Concepts and Paradigm Updating: A Case Study of Two SSCI Special Issues on Advancing Journalism and Communication Research	Liu Jing & Zu Yanshi (12)
Typical Behaviors and Forming Mechanism of Youth Media Literacy in Public Events	Wang Jue (21)
On Mao Dun's Traditional Intellectual Complex: A Case Study of <i>Eclipse</i> and <i>Midnight</i>	Zhang Lianyi (27)
The Academic Map of Advertising Research in China (1979–2020): An Empirical Analysis Based on Ten CSSCI Journals of Journalism and Communication	Deng Yuanbing & Liu Xin (33)
The Journalism Industry Crisis and its Resolution under the Shadow of Digital Platform Monopoly: A Comparative Study of U. S. and China	Zeng Wei (51)
On Advertising by Kunlun&Wenhua Film Companies Published in <i>Shen Pao</i> in 1948	Guo Xing'er (56)
On the Innovation and Implementation of the Media Cloud-Based Practical Teaching Patterns: A Case Study of Communication University of Zhejiang	Han Jianhua & Hu Yiliang (65)

A Political Economic Study on the Inclusion of E-Sports as Official Olympic Events: Disputes, Interests and Influences

..... *Hong Jianping* (70)

Cultural Carnival and Governance of Short Videos from the Perspective of Value Guidance

..... *Cai Zhiguo & Kong Lingshu* (78)

On the Interaction among Intangible Cultural Heritage Short Video Viewers from the Perspective of Interactive Ritual Chain: A Case Study of TikTok Account Feiyi Hehuoren

..... *Peng Hui & Qin Feng* (84)

From *Raging Waves* to *Angels on the Road*: The Tortuous Realization of Left-wing's Film Popularization Ideal

..... *Chen Rong & Zhou Anhua* (91)

On the Two-way Interaction between Zhejiang Merchants and Zhejiang Film&TV Producers

..... *Wang Feng* (99)

Image Space as Philosophy: Heterotopian Construction in the Movie *The Looming Storm*

..... *Wang Jian* (106)

Eugene O'Neill's Drama on the Contemporary Chinese Stages

..... *Han Dexing* (113)

ABSTRACTS

Reshaping the News: The Current Situation, Trends and Criticisms of the Development of American Platform Journalism

Lin Xiaohua

Internet giant companies are now becoming the super gatekeepers of American journalism. The "fourth power" of news editors is being transferred from the media to the internet giant companies. The development of platform journalism will reshape the media ecosystem and reform the journalism concept and system to new ones. Based on the related literature and indirect survey, this article has discussed six development trends of platform journalism in the United States, and critically reflected on its negative aspects.

Concepts and Paradigm Updating: A Case Study of Two SSCI Special Issues on Advancing Journalism and Communication Research

Liu Jing & Zu Yanshi

In recent western journalism and communication studies, quite a few researchers seek paradigm innovations by focusing on "concepts", reflecting on the limitations of old concepts where there is a disconnect between theory and practice, or introducing new concepts to understand new phenomena that cannot be explained by old paradigms. However, we should be vigilant about adopting novel concepts from western social science to understand Chinese reality, or try to discover meaningful concepts from Chinese ancient civilization to enlighten the western academic community.

The Academic Map of Advertising Research in China (1979–2020): An Empirical Analysis Based on Ten CSSCI Journals of Journalism and Communication

Deng Yuanbing & Liu Xin

The advertising studies in China has been fledgling for more than four decades since it emerged in 1979. This research uses content analysis to investigate advertising papers in ten CSSCI journals of journalism and communication studies from 1979 to 2020, and explores the current status and problems of advertising research in China. At the same time, CiteSpace software is used to visually analyze the hotspots and trends of Chinese advertising research, to jointly reveal the academic map of Chinese advertising research, and to predict its development trend in China.

The Journalism Industry Crisis and its Resolution under the Shadow of Digital Platform Monopoly: A Comparative Study of U. S. and China

Zeng Wei

In October 2020, the U. S. Congress released the antitrust investigation report "Investigation of Competition in Digital Markets", which raised the alarm of digital platform company monopoly. The monopolistic digital platform with hundreds of millions of users is no longer a simple technology-based enterprise, but a public infrastructure with media attributes. They rob audience and advertisements by controlling information distribution channels, posing a serious threat to the development of news media. Meanwhile, the Chinese journalism industry is also shrouded in the shadow of the digital platform monopoly, although it has gained a certain degree of living space with the support of government resources. Monopolistic digital platform controls the power of news distribution, squeezes the living space of news media, but also has difficulties in handling the task of gatekeeper, which has brought numerous obstacles to the development of Chinese media environment and disrupted the order of information dissemination. In order to break the monopoly barriers, we can rely on multiple governance methods to improve legislation, strengthen supervision, reform property rights, promote cooperation, guide the development path of the media industry, and hence improve the information dissemination environment.

A Political Economic Study on the Inclusion of E-sports as Official Olympic Events: Disputes, Interests and Influences

Hong Jianping

The COVID-19 pandemic has promoted the electronic sports as a form of future sports development, helping to bring electronic sports to the mainstream and even to the Olympic Games. From the perspective of political and economic critical analysis, this paper examines the origin, development and current situation of e-sports, and combs the key controversial issues of e-sports entering the Olympic Games so as to clarify its related disputes. The discussed issues include whether it meets the standards of sports, the addiction to e-sports, violence in e-sports, and its life cycle. E-sports joining the Olympic Games means that the International Olympic Committee has redefined physical activities, and opened the door for IP sports. With the further integration of technology and body in the intelligent era, e-sports marks an irresistible trend in the future.

Cultural Carnival and Governance of Short Videos from the Perspective of Value Guidance

Cai Zhiguo & Kong Lingshu

With the development and integration of internet technology, intelligent terminal and image technology, short video has become the most important and popular cultural form and media landscape in contemporary society, showing pluralistic and compound ideological schemas. From the perspective of value guidance, this specific cultural form will produce a series of negative effects, including the "content alienation" resulted from the pursuit of "data flow", which would raise a recessive challenge to socialist ideology; the "cultural segregation" resulted from "information cocoons" shaped by algorithm recommendation; as well as the "polarization of social groups", which would accelerate the "de-embedding" of the socialist ideology. All these negative effects would bring great challenges to the construction of socialist ideology and value guidance in China. Therefore, based on Foucault's discipline theory and our supplements to it, we propose several solutions to achieve the healthy rational and orderly development of short videos, including perfecting legal framework of modern governance of cyberspace, effectively monitoring the transmission space of short videos, reuniting the main force of public recognition of socialist ideology, and continuing to construct the modern discipline and governance system of short videos.

From *Raging Waves* to *Angels on the Road*: The Tortuous Realization of Left-wing's Film Popularization Ideal

Chen Rong & Zhou Anhua

Under the influence of the Popularization of Literature and Art, the left-wing films put forward the slogan "Film Popularization", trying to create films with proletarian ideology to educate the public. Left-wing filmmakers who were new to the film industry had a large discrepancy in their understanding of films from the rules of film creation to the actual market conditions, film popularization was therefore hindered. In the stage of national defense film, left-wing filmmakers' theoretical reflections and practical explorations made progressive films and finally combined with more people. From the tortuous realization of film popularization, an interaction process of various factors in the historical mechanism can be seen.