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ABSTRACTS

On the Structural Changes of News Production Subject in the New Century

YANG Bao-jun & SUN Xin

Since the year 2000, the structure of news production subject has experienced a changing process from " professional-dominated news production" and " the coexistence of professional and non-professional news production" to " the coexistence of human as the subject and intelligence as the pseudo subject of news production". Under the background of " mass news activities" and " non-mass news activities" changing from " mutual separation" to " mutual integration", the essence of the structural changes of news production subject is the " subjunctivization " of different news production subjects. At present, people are moving from the " post journalism 1. 0" era where " professional news production coexists with non-professional news production " to the " post journalism 2. 0" era of intelligent news. The subject of platform news production constitutes the bridge and link between the two periods.

Empirical Evaluation and Simulation Forecast of Chinese Cultural Soft Power

TAO Jian-jie & YIN Zi-yi

This paper designs a soft power evaluation system of Chinese culture, including 38 indicators from four aspects: cultural resources, cultural communication, cultural identity, and cultural practice. Through a questionnaire survey of 1033 foreign students and international tourists from 89 countries in China, this paper completed the empirical evaluation of Chinese cultural soft power and made a simulation forecast on six continents. It is found that the soft power of Chinese culture has a long way to go. The scores of cultural practice and cultural identity are relatively high, while the scores of cultural resources and communication are relatively low. Interviewees from different regions have different opinions on China's cultural soft power, so they need to carefully study and judge precise measures, and some existing policies and measures need to be adjusted. We need to reevaluate the value and contribution of specific elements in China's cultural soft power construction to avoid the ceiling effect.

Immersive News (VR/AR): Evolution, Innovationand Industry Influence

DONG Wei-min

Immersive news, based on virtual reality technology, is an internet news form based on immersive communica-

tion. In the current news ecology, it still falls into the category of " experimental variety". China´s immersive news development and evolution began in the second decade of the 21ˢᵗ century, with " immersion" and " presence" as the basic characteristics. Through the application of human-computer interaction technology, its innovative exploration in news presentation mode, content production and reception mode brings new industry development opportunities for in-depth reporting, news education and media integration. For immersive news driven by new technology, although its future development is certainly promising, the paradox of virtual reality and objective reality also restricts its healthy development.

On Social Learning in the Mobile Age:
A Case Study of WeChat " Punching Learning"

CHEN Qi & ZHANG Feng-yang

According to the 2019 WeChat annual data report, this app has 1. 15 billion monthly active users, and WeChat´s " punching learning" form has gradually formed a boom. Users can record and quantify their learning through the ritual behavior of " clocking in", realize interpersonal communication through comments and praise of friends, and also give " clocking in" behavior more social attributes, forming a new learning mode of " learning + socializing". Through questionnaires, in-depth interviews and data analysis, this paper studies the social function and effect of " punching learning". In order to solve the problems raised by learning socialization in the era of mobile internet, from the perspective of communication studies, we aim to provide a feasible interpretation of the current network culture and virtual space sociality.

Virtual Idol and its Posthumanism Representation

WANG Yi & HUANG Wen-hu

Technology enables the boundary between thevirtual world and real society to become increasingly blurred. Under the fan economy model in the society of spectacle, virtual idols present contradictory situations, such as superficial prosperity with serious homogenization, difficulty in internet traffic monetization, and inconsistency between technology andethics. Under the current trend of " post-human" society, virtual idols are at the stage of rapid audience growth, and the situation of virtual idols with the support of artificial intelligence is even more complicated. From the " post-human" perspective and the theoretical angles of the " embodiment theory"," uncanny valley effect" and " the society of spectacle", this paper discusses the development of virtual idols in post-human society. In order to explore the future trend of technology-driven virtual idols, both the evolution of the form itself and the market operation should follow ethical rules, maintaining their unique" virtual" symbols and enhancing the level of interaction with people.

On Appearing Logic and Construction of the Publicity of Network Public Opinions

WU Kai

The dual attributes of network public opinions are publicity and privacy which are divided based on network public opinion results. Publicity is a respose to the value diversion of network public opinions and dominates the action network and meaning production network of " I－We－They". Privacy means the deprivation of the openness of network public opinions visible for others and creates an instant environment suitable for private individualized development. The appearing logic of the publicity of network public opinions firstly needs to break the thinking limitation of " my" rights and " your" obligations, cultivate the rational development capabilities of participants, conduct the production, consumption, and spread of network public opinions according to justice concepts. The publicity construction of network public opinions is the premise to achieve value diversion and needs to be pushed forward from three aspects, namely, cultivation of participants´ rights consciousness, establishment of symmetric structure of power relations, and remodeling of participants´ social communication values.

Hero Image Portraying and Historical Inheritance of Revolutionary Genes：A Case Study of the Hero Images in the " Seventeen－Year（1949－1966） " Revolutionary History Drama

RUAN Nan－yan

The hero shaping of " seventeen years" revolutionary historical drama has distinct characteristics of the times. In order to achieve the creative purposes of inheriting the revolutionary gene, shaping the national image, and carrying forward the national spirit with the revolutionary hero image, the hero´s shaping is designed according to the progressive thinking logic：constructing the group image of the revolutionary gene bearers with the revolutionary hero pedigree；imparting value leading function to the idealized perfect hero；the growth of the hero metaphorizes the inheritance of the revolutionary gene. Thus, it shows the profound significance of the revolutionary gene carried by the revolutionary heroes for inheriting the revolutionary spirit, spreading the mainstream ideology, and building new China. It is of great practical significance to reflect on the gains and losses of the hero creation in the " seventeen years" drama.