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Abstracts

Metaverse: Building a Future Frame of Reference for Media Development —— Based on Remedial Medium Theory

YU Guo-ming & TENG Wen-qiang

The emergence of Metaverse provides new ideas for the development of future media and will open a new era of the next generation of Internet. As a new form of future media, Metaverse is a synthesis of technological innovation under the interaction of virtual and reality, and a blueprint for constructing three-dimensional social scenes beyond the limitations of reality in the future. Based on Remedial Medium Theory, Metaverse compensates media elements and fine granularity, improves the value space of media and helps the transition of social reality. The essence of logic is " sublation" . In addition, Metaverse helps the society achieve " reorganization", provides a strong grasp of the transformation from " cognitive era" to " experiential era", and provides a new reference framework for the development of the future Internet society. As the " key minority" of the future media development, Metaverse should grasp its key points to move the " vast majority" of the future media development. In the future, Metaverse should follow the internal " people-oriented" logic, guide the positive interaction of media in the future, and promote the healthy development of human civilization in the future.

Social Harm and Governance of Fake News in Social Media Era

LUO Zheng-lin

Human beings have been fighting against fake news, paid news and news blackmail since the news dissemination activities began. The result of this struggle is not to shrink the news cause, but to make the news cause more vitality. In the era of social media, the ecology of news communication has changed dramatically. Fake news and news blackmail have more masks, and their social harm is spreading like an epidemic. Traditional fake news and news blackmail are professional phenomena, which mainly occur in professional news activities. The governance means are news ethics and media industry reorganization. Media social fake news and news blackmail have become a complex social phenomenon. Fake news permeates the entire digital space. News blackmail can take place " online" and " offline", involving a wide range of people, from traditional media and professional media people to organizations and ordinary citizens. In the face of the flood of fake news and the prevalence of news blackmail, the whole society needs to take serious and concerted action to establish a firewall to prevent fake news and news blackmail.

" Shadow Racism ": Hegemony Reproduction in International News

YUAN Jing-hua & TONG Wei-nan

For the first time, DTA theoretical tools were effectively extracted and applied in the Chinese researches to investigate the news framework about China´s sciences and technologies in the *Wall Street Journal* from 2016 to 2020. It is found that the " Orientalism" narratives about China´s news reports has evolved into " Shadow Racism ", imposing double hijacking of symbol deprivations and capital plundering on China´s sciences and technologies, so as to maintain the global hegemonic interests of the United States. Specific paths are as follows: (1) the media economic interest demands of selling China´s " bad news" and the political demands of the U. S. government to curb technology policies against China, are mediated by the audiences´ social psychologies of populism, and become the main endogenous variables of the western media´s news reporting attitudes towards China; (2) News reports on China´s sciences and technologies are deeply rooted in the hegemonic ruling structures, while being as public opinion manipulation tools for imperial hegemony in the political process of international conflicts. The stigma of China´s sciences and technologies not only exists in news frameworks, but also exists in the overall media agendas, aiming to mobilize the public opinions and domesticate the international relations with the American hegemony as the core. Resistance to international bullying of the hegemonic discourse of the United States needs to see through its " Shadow Racism" discourses and disguise of journalistic professionalism, and actively promote a new international communication order based on new cosmopolitanism with the discourse system of " a community with a shared future for mankind".

Re-identification and Cross-cultural Negotiation in the New Chinese Diaspora Films: Take *Crazy Rich Asians* and *The Farewell* For Example

WANG Yi-wen & WANG Ya-shu

Crazy Rich Asians and *The Farewell* are both phenomenal overseas Chinese movies. These two films have made a new exploration of the film expression about overseas Chinese since *The Joy Luck Club*, in their similar but distinctive ways. From the perspective of film history, the two films echo the rise of the cross-ethnic film movement and the theory of Diaspora in the West since the 1980s and 1990s. They have marked the participation and variety of the second generation of Chinese immigrants in the world film process. On the other hand, the cross-cultural practice of the two films on the basis of Chinese culture also has its unique attitude and value. Western experience and theory cannot fully explain these two films. This paper tries to explain this cultural practice phenomenon by choosing the more inclusive cultural theory of Third Pole.

The Content Features of Overseas Dissemination of Chinese Films and the Construction of National Image: Combined with the Investigation of Film Reviews of Mainstream Media in North America

GAO Kai & LI Ben-qian

With its unique charm and characteristics of wide dissemination, films have incomparable advantages in the construction and dissemination of national image over other mass media. A country's power of overseas dissemination is directly related to the construction of its national image, and is closely related to its national interests, national security and national culture. This study mainly determines the major film samples based on the North America box office ranking, and takes the relevant film reviews of mainstream media in North America as the object of analysis. It is found that the current overseas dissemination of Chinese films mainly tends towards the genre of traditional Kung Fu and martial arts set in ancient China, and is biased towards the Chinese social political or lower-class group life genre, as well as the romantic comedy and pan military (patriotic) genres against China's current background, so as to identify the evaluation of overseas film critics, sort out the correspondingly shaped images of different countries, and then provide a basis for reflection on the overseas dissemination of Chinese films, with a view to providing suggestions for the enhancement of the overseas dissemination power of Chinese films and the active construction of China's national image.