

Future Communication

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## Abstracts

### **Political Invocation of Internet Hot Words: The Mediatization of Political Communication and its Reflection**

WANG Run-ze & CHANG Zheng

The application scenarios of Internet hot words are becoming more and more extensive in daily life, and they are deeply related to the political communication. Mediatization, entertainment and contextualization are the driving force for political inclusion. Based on the memetic and discourse perspective, this paper analyzes the mechanism and effect of Internet hot words in shaping political discourse, and explores the possibility of fusion between entertainment and politics. The study has found that Internet hot words has a three-fold logic: they could exacerbate discourse cognitive stratification, build an irresistible discourse order, and form a certain discourse frame by converging complex emotions. This kind of political invocation can help to guide public opinion, release resistance, and achieve political arrival. But it also has the risk of causing social disorder, group polarization and topic deflection.

### **The Impact of Video Game Use Behavior on Intimacy: From Motivation to Behavior**

ZHANG Guo-liang & DING Meng

The purpose of this study is to investigate the impact of video game use behavior on intimate relationships. On the basis of previous research, three categories and five kinds of game use behaviors that may affect intimacy are summarized. Based on use and satisfaction theory, the relationship between game motivation and game use behavior is discussed. The study used the snowball sampling method in the non-random sampling method, and a total of 230 research samples were obtained. The results of the study have found that game focus is mainly affected by three types of game motivations (competition, social interaction and arousal), and the proportion of leisure time is mainly affected by two types of game motivations (diversion and fantasy). It is easy to choose to play with friends of the same sex or the opposite sex, and the frequency of playing with a partner is not affected by any motivation to play. Among the five types of game use behaviors, game concentration and frequency of co-playing with partners

have a significant and positive impact on the quality of intimacy, while the frequency of co-playing with friends of the opposite sex has a significant and negative impact on the quality of intimacy, while the proportion of leisure time and the frequency of co-games with same-sex friends have no effect on the quality of intimacy of players.

## **Innovation Direction and Future Development in the Evolution of Data News**

DONG Wei-min & WU Kun-yu

Data news, as an important form of Internet news, has been developing in Chinese mainland for ten years. From the rise to joining its report against COVID-19, data news has made innovative attempts in content production, narrative mode, and knowledge production. However, along with the constraints of data barriers and uncertainty of news value, the further development of data news in the coming intellectual media era has been limited. How to break through data monopoly, expand production space, and construct data professionalism under the support of intelligent technology has become an important direction for the future development of data news.

## **Climate Emergency: A Transformation of Communication Context**

SHI An-bin & TONG Tong

In recent years, " climate change" has become one of the core issues in international communication. More and more scientists and professionals are using " climate emergency" instead of " climate change" in news reporting and public communication. In the context of the increasing " tribalization" of climate change communication, the popularization of the concept of " climate emergency" will promote a shift in the role of media and reporting issues in climate change communication and bring about a shift in the context of climate change communication. However, this transformation process also magnifies the logical dispute between science and media and lacks a response to the existing structural problems of climate change communication. In the contextual transformation of climate change communication, the concept of " climate emergency" highlights the international competition in global climate governance. In this regard, international communicators in China should critically accept and locally learn from the transformation of global climate change communication represented by the " climate emergency".

## **The Nationalization of Chinese Film Performance in the early 1960s: Practice and Theory**

LI Zhen-lin

In the early 1960s, the issue of nationalization of film performance was raised again, which was a result of both political demands and artistic laws. The emergence of this cultural phenomenon was accidental as well as inevitable. It includes the nationalization appeal of performance as a whole, and the nationalization characteristics of performance in sequences, parts and fragments, which can be specifically divided into performance types, styles and rhetoric. In the exploration and pursuit of nationalization, from summing up experience in practice to establishing theory, many studies show abundant practical spirit and aesthetic wisdom.