# Future Communication

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# Abstracts

## Hold the Banner High：News Publicity during and after the Seventh National Congress of the Communist Party of China

DENG Shao-gen & MA Xiao-lin

The Seventh National Congress of the Communist Party of China（CPC）was an extremely important meeting of the Party during the new democratic revolution. From the perspective of news publicity，it is found that the Seventh CPC National Congress is a milestone in the centennial history of the Party's news publicity，which can be summarized as "hold the banner high". During the Seventh CPC National Congress，the media in anti-Japanese democratic base areas followed up the opening and closing of the Congress，the delegates' reports and public opinion reflections，effectively fulfilling the role of the Party newspaper as a witness，recorder and publicist of the Congress. The media in Kuomintang-controlled areas reported and evaluated the Seventh CPC National Congress as well. After the closing of the Congress，the news publicity fully demonstrated the warm situation that various anti-Japanese democratic base areas and Party organizations at all levels in Kuomintang-controlled areas publicized and studied the documents of the Seventh Congress of the CPC widely as well as conveyed and implemented Mao Zedong Thought actively，which greatly deepened the social influence and appeal of the Seventh Congress of the CPC and Mao Zedong Thought.

## Constructing Consensus with Morality：
## A Case Study on the Rationalization of Rural Political Communication Behavior about " Speak up in Broadcast"

XU Ming-hua & SANG Chao-fan

Active and reasonable communication between the government and the people is an important part of effective responding to the epidemic crisis and realizing rural modernization. Based on Jürgen Habermas' view of rationalization of communication behavior，the LDA and positive discourse analysis of the communicational practice about " speak up in broadcast" shows that in the discourse interaction of this case，facing the same social risk reality，the government and the public are more likely to unite emotion and share meaning with others，and realize the reconcil-

iation of political communication and the consistency of value objectives. Among them, the " re－contextualization" in social media reconstructs the field of rural political communication, the original scope governance boundary and tribal authoritarian significance are dispelled, the active disclosure of grass－roots managers´ emotions has aroused the resonance of public emotions, and the moral consciousness of " family country isomorphism" and " family country integration" has become the core meaning of the rationalization of rural political communication in China.

# Journalism Memory：Evolution Trajectory，
# Concept Definition and Issue Transformation

GONG Xin－qiong

Among the many social and cultural arrangements involved in the establishment and maintenance of collective memory, journalism plays a systematic and lasting role. The essence of investigating the evolution trajectory of journalism memory is to grasp the transfer and convergence path of research interest from individual memory to journalism memory. To define the concept of journalism memory, we need to grasp its conceptual connotation from the three dimensions of text, process and practice based on the discrimination of the concepts of " news" and " journalism " . The topic of journalism memory was centered on commemorating journalism and memory community in the early stage, but recently there are multi－directional topics such as prospective memory, visual memory, text and time affordance research.

# Status Quo and Prospect of Digital Copyright
# Trade Development in China

CUI Bo，CHEN Lin－jiong & QIU Cai－hao

China´s copyright trade has ushered in a rare development opportunity in the digital age. Huge digital industry scale and rich application scenarios have made a high contribution to China´s digital copyright trade. Digital copyright trade is releasing new market vitality, especially on the background of the new development pattern of " dual circulation" . It is found that China´s digital copyright shows the following three development trends. The trade volume of digital copyright is positively correlated with data technology, trade channels and trade scope. Digital content platform becomes the basic unit to optimize the resource allocation of digital copyright trade. With the subject of trade being multi－dimensional, small and medium－sized enterprises and individuals have become important participants and beneficiaries of digital copyright trade. However, China´s digital copyright trade is facing three major challenges at the same time. There is much room for improvement in the system of organization. Besides, trade

rules are subject to European and American countries. Data flow is in the dilemma of openness and protection. The overall restriction degree of China´s digital copyright industry remains at a high level attributed to the above factors.

# Community Aesthetics and Biographical Films

RAO Shu-guang & LI Ming-yu

Since the beginning of the new century, the in-depth exploration of genre narratives and the diversified development of narrative objects have broken many original narrative modes of biographical films, provided many new possibilities for film narratives, and gradually formed a set of expression and artistic form for Chinese biographical films. But in this process, we should also return to the biographical film itself to think about the balance between its own characteristics and continuous breakthrough development. Because it undertakes the special meaning and value of inheriting and promoting the excellent traditional Chinese culture and completing the national writing. Biographical films must adhere to integrity and innovation. While conducting typographical and industrialized exploration and development, they must adhere to their own characteristics, integrate the aesthetic nature and expression of the film itself, and use high-tech technical means to create an aesthetic that can achieve community aesthetics with the audience and the serialized and branded film works with bones, morals and warmth.