

Future Communication

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Abstracts

The Connotation Development, Text Formation and Current Enlightenment of " Running Newspapers by the Whole Party and the Masses " : Based on the Discovery of New Historical Materials and Logical Analysis

LAI Xiang-wu & ZHANG Rui

After considering the relevant texts of " running newspapers by the whole party and the masses" , we found that the idea of " running newspapers by the whole party" was clearly put forward after the revision of the *Liberation Daily* in 1942 , and its text entered the second stage of the revision work (the stage of focusing on solving the problem of insufficient party spirit in the party newspaper) , not in 1944 as was generally believed before ; with regard to " mass-run newspapers" , attention should be paid to distinguishing discourse texts as two different aspects of practice and thought. The earliest source of the text of " Running newspaper by the whole party and the masses" is Yu Guangsheng , Ai Siqi and Chen Kehan's " Mourning Our President and Comrade-in-arms Comrade Bogu" , not Zhang Yuexia's " Learning from Comrade Bogu" . These historical findings affirmed the orientation of problem consciousness in the revision work of the party newspaper , explained the connotation of the dialectical relationship between practice and thought and the " party-group" in the discourse theory of the party newspaper , and enriched the specific and clear details of the sinicization of the Marxist view of journalism.

Digital Ethics and Data Governance : New Challenges for Internet Platform Enterprises

YANG Ming & CAO Su-fang

Internet platform enterprise governance is facing the challenge of digital technology , it turns out that the core problem is that the basic concepts , cognition of digital ethics and data governance have not reached a consensus and also not enough attention are paid. In the environment of multi-source heterogeneous data , Internet platform enterprises need to optimize research methods and clarify technical logic , so as to solve the problems of " subject distortion" , " False data" , " perception disability" and " management anomie" .

On December 19, 2022, the CPC Central Committee and The State Council issued the *Opinions on Building a Data Basic System to Better Play the Role of Data Elements*, which clearly defined rights confirmation, pricing, mutual trust, supervision and security in data trading, which has great significance and far-reaching influence on data governance. Combined with the research and development of the State Key Laboratory of Media Fusion Production Technology and System of Xinhua News Agency and Xinhuanet in the field of "source data", it can be predicted that enterprises, industries and social governance will pay more and more attention to the field of data in the future from the practical exploration of data collection, perceptive intelligent technology research and development and operation. The research, exploit, operation and development of heterogeneous and heterogeneous systems with the deep integration of human society, information space and physical world have become an inevitable trend. Internet platform enterprises will become an important component of the new ecosystem governance system.

Professionalization Origins and Effect Analysis of External Communication of the Communist Party of China

GAO Jin-ping & LI Qing-hao

The cultivation and improvement of international communication ability is directly related to the ruling party's professionalization degree and communication effectiveness of its external communication media. In the early days of the founding of the Communist Party of China, sporadic and irregular external communication activities had appeared. After the outbreak of the Anti-Japanese War, the external communication of the CPC quickly turned to scale and specialization. In 1941, the first foreign language periodical of the CPC, *Report from China*, was founded. The establishment of the periodical was the start of the specialization and scale of external communication, which is of great significance in the history of external communication, and is also the beginning of international communication ability developing. It has opened up a new field for the publicity career, showing that the CPC puts the external communication and the domestic publicity career in an equal important position, and establishes the basic principle of external communication of the CPC, basing on facts. Report from China and other media of the CPC was the stage of spontaneous (unconscious) international communication ability developing. After the founding of new China, Mao Zedong proposed to Xinhua News Agency to "manage the earth", and the CPC gradually entered the stage of conscious (conscious) international communication ability developing.

Identification of Tort Liability of the Right To Tranquility in Accurate Push

FAN Yu-ji & Guo YI an

In the era of digital economy, driven by commercial interests, precise push has caused information harassment to the pushed person by means of phone calls, text messages, advertisements, etc., and has caused many infringement lawsuits. Paragraph 2 of Article 1032 of the *Civil Code* adds "the tranquility of private life" as an important part of the right to privacy, and incorporates the protection of the right to tranquility into the privacy protection system, so that the protection of the right to tranquility of the pushed person becomes legal to follow. However, the "Civil Code" only provides principled guidance for the protection of the right to tranquility. Restricted by factors such as the lack of close connection between the laws of the relevant departments and the limitations of the person being pushed, there is a characterization of the infringement of the right to tranquility and the determination of "subjective fault" elements in judicial practice. It is difficult for the pushed person to enjoy the active right of control over his right to tranquility. Faced with the dual needs of the protection of the right to tranquility in both legislative and judicial dimensions, it is necessary to further clarify the identification standards and remedies for the infringement of the right to tranquility, in order to solve the problem of infringement of the right to tranquility in the precise push.

Research on the International Communication Strategy of Chinese Mainstream Documentary since the New Century

YAO Zheng & ZHANG Heng

Chinese mainstream documentary is one of the important artistic styles to spread the country's mainstream ideology and core values, and it is responsible for the important mission of "telling Chinese stories". In the process of international communication, Chinese mainstream documentary should express the Chinese cultural ideas in an international way by interpreting the idea of a community with a shared future for mankind, so as to realize the ideas and contents can not only reflect the national characteristics of China, but also reflect the common cultural value of the world. Chinese mainstream documentary is narrated from the perspective of the target audience, which is conducive to reducing the estrangement and exclusion caused by cultural differences, and using certain narrative techniques to make audiences have expectations, which is conducive to improving the effect of international communication. The mainstream documentary industry in China can be further improved through innovations in cooperation methods, production modes, and marketing forms. At the same time, it is necessary to integrate various communication channels for international communication, and finally realize the strategic goal of Chinese culture to the world.