

Future Communication

No. 6, 2023

Contents

Annotating the News: Historical Method and Science

..... HAN Li-xin & LIANG Xin-yuan (2)

Pictures Alive: The Family Display and Digital Intimacy Construction of the Filial Generation in
Long-distance Urban Families——An Investigation Based on Mobile Photography

..... CHEN Hong-mei & LUO Peng-fei (9)

Do not Forget One's Roots When Getting Rich: “Model Discourse” and Subject Construction of
Returned Youth Entrepreneurship in the Media

..... LIU Yun-lai (19)

Analysis on the Paradigm Change of Internet Discourse Expression of “Post-00” Teenagers
and Its Countermeasures

..... GAO Wen-miao, LANG Man-li & GONG Ke-xin (29)

Image Writing and Local Reproduction of Hangzhou Grand Canal Under Debray's Vision:
From “South Tour Picture” to Photography “Photo”

..... DONG Wei-min (39)

The Network-born Generation's Communication Practice and Discursive Reconstruction of the
“Middle-aged and Elderly” Emoticons in the Context of Peer Communication

..... GONG Shu-lin (49)

The Absent “Body” in the Division of Internet Public Opinion——Embodied Cognition in the
Generation of Internet Public Opinion “pǔ xìn nán”

..... ANG Zhen (59)

- Media “Tween” and Cultural Capital Transferring: Knowledge Traceability Based on Flash Animation
..... *NIE Wei & CHEN Huan-qing* (71)
- Empirical Analysis of Changes of Chinese Animation’s Storytelling and Characters in a Hundred Years
..... *LU Zhi-xian & LI Si-qu* (79)
- IP Derivation and Transformation: The Way to Breakthrough for Domestic Interactive Dramas
..... *CHEN Rui & LIU Yi* (92)
- Norm and Innovation: Analysis and Thought Based on the Undergraduate Training Program of
National First-class Journalism Major
..... *YANG Lin, LI Tang-bo & JIAO Jun-bo* (101)
- Research on Practice Teaching Reform of the First-class Major of Drama, Film and Television
Literature in Colleges and Universities from the Perspective of Rural Revitalization
..... *YU Jie & SHI Rui* (114)
- Innovation of Master’s Training Model and Path of MJC Based on the Education Community
..... *HUANG Jie, ZHANG Bang-wei & CHEN Xiao-feng* (125)

Abstracts

Annotating the News: Historical Method and Science

HAN Li-xin & LIANG Xin-yuan

In network communication, discussions that do not conform to the original intention of news reports frequently occur. Not only the content published by non-professional media will be misread, but also the content published by mainstream media, mass media and other professional media is also misunderstood in a large number of cases, which leads to the discussion of hot topics on the Internet often deviating from the original intention of news. Whether it is the news facts or the content of facts generating deviation, it causes challenges and harm to the parties involved in news reports and news writers and publishers. There are many reasons that lead to the discussion of non-conformity with the original intention of news reports, which are not only related to the professionalism of news reports and the standardization of communication process, but also related to the scientific style of news reports, reflecting the stylistic defects of news reports. Guided by the methodology of historical research, news samples are selected for observation and research, and the “annotation scheme” is put forward to maintain the original meaning of news reports. Taking news annotation as an exploration of news science, we will observe the real significance of new media to journalism and journalism.

Pictures Alive: The Family Display and Digital Intimacy

Construction of the Filial Generation in Long-distance Urban Families

——An Investigation Based on Mobile Photography

CHEN Hong-mei & LUO Peng-fei

The study uses the method of in-depth interview to analyze the mobile photography practice and digital intimacy behavior of the filial generation in long-distance urban families from the perspective of family display. The study found that the offspring use photos to share unmodified daily life with their parents, creating an ideal image of habitually present, active and independent children. They promote the preservation and circulation of memories

through archiving and editing photos, leading to family communication. Such daily practices help them actively maintain emotional bonds between generations, strike the balance between personal consciousness and intergenerational solidarity, and set family as a place of spiritual peace. Previous studies have described the process by which parents re-establish intimacy and then become frustrated. However, by taking photos, the offspring turn the long-distance communication into a dynamic connection in familism, forming a continuous display of coordinated emotions, allowing us to discover the development of family intimacy in local and contemporary contexts.

Image Writing and Local Reproduction of Hangzhou Grand Canal Under Debray's Vision: From "South Tour Picture" to Photography "Photo"

DONG Wei-min

Debray believes that the media is the intermediate process or material carrier that connects the specific scene and reaches the specific purpose, and constructs different cultural forms through the intergenerational inheritance of the memory media. Hangzhou Grand Canal image writing is not only the visual carrier of local experience, but also the collective memory of local identity. It takes the local social-historical experience symbol representation as the cultural content, and takes painting realism and photography as the technology, which provides an interpretation basis for local reproduction in the current urbanization process. Taking the Hangzhou section of the Beijing-Hangzhou Grand Canal as the investigation object and combined with the relevant expression of Debray's Media Thought, this paper examines the media value of the Hangzhou Grand Canal image from Kangxi and Qianlong's "southern tour picture" to modern photography in the current local construction and heritage protection.

Media "Tween" and Cultural Capital Transferring: Knowledge Traceability Based on Flash Animation

NIE Wei & CHEN Huan-qing

The knowledge source for tracing the origin of Flash animation contributes insights into the domestic media transformation in the past 20 years. In its early stage, Flash animation gained momentum as following the simplicity

trend of visual culture. However, with the upgrading of production and communication mode of cyber cultural products, Flash animation has integrated with other medium as a dynamic process of technical evolution, capital transferring and continuation of culture genes. The above investigation has an indicator significance for understanding the changes of technology, capital, productivity and production relations of Chinese media since 2000, which is in the midst of “great changes unseen in a century” .

Norm and Innovation: Analysis and Thought Based on the Undergraduate Training Program of National First-class Journalism Major

YANG Lin, LI Tang-bo & JIAO Jun-bo

The talent cultivation program is the basic principle of higher education teaching, which directly reflects the ideas of undergraduate professional talent cultivation and also reflects the educational philosophy of higher education. The training program is an important basis for the evaluation and evaluation of undergraduate professional education and teaching. This article selects the first batch of 32 national first-class undergraduate major construction sites for the journalism major training program. Based on the description and statistics of the basic information of the training program, it further analyzes its training objectives, graduation requirements, course system, credit distribution of different course types, and credit hours. Research suggests that the development of training programs should be guided by ideas and respond to the needs of the new era and social development; should be based on reality, facing the diverse talent needs of society, and relying on the differences in their own unique advantages to position and cultivate goals; should dialectically grasp the relationship between the trend of cross integration and the ontological characteristics of journalism majors, the relationship between “broad” and “specialize” curriculum settings, as well as the relationship between public basic courses, general education courses, and various courses within their curriculum systems; should continuously explore and pay attention to the urgent challenges that need to be overcome in the cultivation of journalism majors, such as knowledge and ability, theory and practice, technology and humanities, secondary discipline connections, and credit hour constraints, in order to explore innovative paths for the cultivation of journalism and communication professionals in the new era.