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## Abstracts

### **The Origin, Development History and Major Areas of Contemporary Journalism's Participation in National Governance**

NI Yan-nian

The participation of contemporary Chinese journalism in national governance is an important research issue. Its origin, development history and main activity areas need to be explored. Contemporary journalism can participate in all aspects of “national governance”, which in practice mainly manifests itself in the construction of political ecology, social atmosphere, national image and citizens' literacy. Exploring the content, methods and goals of contemporary journalism, the journalists' participation in the above fields of “national governance” by means of the news media, has certain reference and reference value for deepening the research on this topic.

### **Challenge and Lead: The Risk Management of Digital Communication of Mainstream Discourse in Field News Recommended by the Algorithm**

GUO Yong-hui & SONG Lei

With the transformation of information dissemination paradigm, algorithm recommendation is replacing the traditional information dissemination model and becoming an important channel and platform for human beings to obtain information. Under the pattern of algorithm recommendation, the mass media system, the network public opinion position and the mainstream discourse system all face unprecedented opportunities and challenges. From the technical logic of algorithm recommendation, the value attributes of algorithm recommendation and the trend of iterative evolution, digital communication of mainstream news discourse faces many risks and challenges from the perspective of algorithm recommendation: “De-centralization” deconstructs the communication power of mainstream discourse, “information cocoon” dispels the cohesion of mainstream discourse, “algorithm discrimination” weakens the appeal of mainstream discourse, and “algorithm black box” impinges on the credibility of mainstream discourse. Based on the technical attributes and value attributes of algorithm recommendation, it is necessary to seek

the countermeasures from the following aspects: strengthening the financial media matrix to control the algorithm recommendation in a completely new pattern, strengthening the algorithm research to regulate the algorithm recommendation by the technical strength, cultivating the algorithm ethics to lead the algorithm recommendation by the mainstream value, strengthening the legislative supply to regulate the algorithm recommendation by the law, etc. Therefore, the leading position of mainstream discourse in field news is reconstructed and strengthened.

**Without Trust, without Cooperation: A Study on Sustainable Trust Mechanisms in Human-Computer Interaction**

XIANG An-ling

Sustainable trust is a crucial element in ensuring high-frequency interactions and efficient collaboration between humans and machines. This paper, grounded in the computational grounded theory, conducts a coding analysis of 7235 user feedback from ChatGPT to distill the influencing factors of sustainable trust. The findings reveal that machine factors (such as usability, accessibility, availability, and security) have the highest proportion, followed by user elements (technological fear, demand adaptation, media literacy, and psychological expectations), while task factors (critical errors, task complexity, violation costs) have a relatively lower proportion. Critical misstep, machine security, and user demand adaptability significantly impact user trust levels. Establishing clear and complementary responsibilities between humans and machines, leveraging algorithmic interpretability to mitigate output uncertainty, and guiding users to adjust psychological expectations through a “gamified” reward and penalty mechanism contribute to the dynamic calibration of sustainable trust.

**The Image Representation of “The Other”:  
A Study of China’s Image in World Press Photo  
Contest (1967—2022)**

YU Xia & LI Yi-Jing

This study mainly depends on representation theory to quantitatively analyzes the semantic framework of all award-winning photography works containing Chinese elements in World Press Photo Contest (WPP) between 1955

and 2021 at three levels: macro, meso, and micro. Research finds that although the representation of China in WPP shows phased characteristics in different historical periods, the overall representation still takes China as “the Other” in orientalism based on the perspective of curiosity, and continuously constructs a mysterious and socially problematic image of a developing country. This article views the results of the WPP as a set of discourse practices constrained by power relations within a specific historical time and space. It argues that the ideological game between China and western countries, the perspective of orientalism in western observation of China, and the lack of Chinese stance are the main reasons for the one-way construction and representation of China by WPP.

## **Documentary Image Presentation of China’s National Image in the New Era ——Take China’s Poverty Alleviation Documentary as an Example**

WU Xin-hong & ZHANG Ke-xin

Documentary is the image participation of the national narrative, which has the essential attribute of non-fiction, and has always played an active role in shaping the national image. China’s poverty alleviation documentaries echo the development of the times, grasp the pulse of history, and focus on real life. In terms of content, focus on the arduous efforts and great achievements made by the government and people in the process of poverty alleviation; In the form of exploring new narrative perspectives and narrative methods, documentary images are used to present the Chinese story, Chinese wisdom and Chinese power of the international poverty reduction cause to the world in the integration of grand narrative and individual care, omniscient perspective and rational observation, international vision and the discourse of the times, and create a true, objective and three-dimensional national image of China in the new era. In terms of a comprehensive and accurate grasp of the connotation of national image in the new era, innovative narrative methods to create an understanding dialogue, and integration of forces to jointly shape the national image, it can provide some useful inspiration and thinking for the current Chinese documentary to shape the national image abroad.