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Abstracts

Exploring the "Third Place": Application of Virtual and Real Coexistence Places

WU Yao & LIU Zi-han

Under the dual effects of technological development and social changes, the temporary gathering of "flowing spaces" has become an important place for people to establish connections. and has also given Edward Sawyer's old concept of "third space" new development and connotation. Taking the temporary space outside the concert venue as an example, the reason for the formation of such a "third space" is people's desire to "break social anxiety" and "resist the elimination of clues"; In the specific process of spatial construction, on-site infrastructure and the overlapping cyber world play a role in enhancing perception and promoting coexistence, respectively. At the same time, it cannot be ignored that there is also implicit power in this highly free space. By using these power regulations in a gentle and reasonable way, it provides a new approach that keeps up with the times to help mobilize groups and promote the efficient dissemination of group will.

New Dimensions in Evaluating and Managing China's International Communication Effectiveness in the Digital Intelligence Era —— A Reassessment Based on PPM Theory

YANG Ya, TENG Wen-qiang & JIA Bei-xi

Currently, the instability of the international landscape combined with the development of digital intelligence technologies introduces new elements and paradigms to the field of international communication. In the era of digital intelligence, international communication is shifting from audience competition to cognitive competition. Therefore, it is crucial to clarify the underlying logic and develop high-level, multi-faceted, and long-term pathways for evaluating and managing international communication effectiveness. The PPM theory aligns well with the evaluation and management system of China's international communication in the digital intelligence era. By focusing on the

three factors of push, pull, and mooring, China's international communication can leverage cognitive competition, irrational persuasion, and complex system thinking to drive pain point initiatives, pull on itch points, and anchor value points for systemic evolution. Following the underlying logic of "understandable—seeable—useful, this pathway for evaluating and managing international communication effectiveness aims to transform hard power into "smart power," providing a reliable, strong, and effective means to tell China's story well and effectively disseminate China's voice.

Internet Celebrity "Going Abroad": An Important Dimension and Effectiveness Evaluation of Building China's International Communication Capacity——An Empirical Analysis Based on Comments from Netizen on Grandpa Amu's official YouTube account

LIU Rui-yi & JIAO Li-bin

Selecting the top 10 watched works of Grandpa Amu's official YouTube account, we crawled 26, 361 non Chinese comments (including emoticons) as analysis samples, and used the classic analysis framework of "cognitive level-affective level- conative level" to analyze the effect of internet celebrity "going abroad" in building China's international communication capacity. It is found that on the cognitive level, the political symbol of internet celebrities "going abroad" has weakened, and the individual symbol of life has become prominent. The analogy provides a perspective for foreign netizen to explore Chinese symbols. At the same time, cognitive barriers such as identity ambiguity, language ambiguity, and conceptual conflicts affect the perception and evaluation of internet celebrities going abroad. On the affective level, the exquisite traditional Chinese skills, the aging work status, and the inter generational inheritance linked by family ties have aroused positive emotions among foreign netizen. Negative emotions have a relatively small proportion, but there are also constructive criticisms. On the conative level, the online confrontation between nonsense and error correction symbolizes the fierce competition for narrative discourse power between countries. Reversing the originally negative behavioral tendencies and expressing a longing for Chinese cultural experiences represent two directions of offline motivation from foreign netizen.

The Past in the Texts: Surface Memory and Deep Memory of News

GONG Xin-qiong & XING Jiang

As the "dominant textual system of modernity", news has the unique advantage of generating a "cohesive structure" of a particular society and culture. In the modern sense, news is engraved with its own institutional history in the form of texts that pursue timely, discrete, and isolated event reporting. The past as a phenomenon and the past as a generative rule are accumulated in the form of news memories in the news text. Although the visibility of the past contained in the commemorative news, the analogical reporting, and the news background are different, they together constitute the surface memory at the level of news texts. The news frameworks and templates that contain the texture of the past, as well as the news myths and archetypes that conceal the substrate of the past, are accumulated into the deep memories of the news that are invisible and generate rules.

Nostalgia as Archives: The Media Archaeology of VR Images

ZHONG Zhi-hong

From media archaeology to film media archaeology, the analeptic- proleptic approach to new film history research suggests that film history is nonlinear and fragmented, and that the concept of film is diverse and heterogeneous. Media archaeology not only seeks new media possibilities from past media but also traces historical contexts through new media. VR can be seen as a retrospective media archaeological archive. By examining VR within the retrospective genealogy of media archaeology, early media forms such as immersion, panoramic space, and material media provide familial media traces for VR in prehistory and early media. VR represents a fragmented moment in film history. As a new technological medium, VR continually draws material validation from the past, rediscovering scattered historical media, and finding historical ghosts in both material and virtual media, thereby reclaiming shadows of the past in new media. Consequently, one might anticipate the nostalgia of VR as an archive.