

Future Communication

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ABSTRACTS

On the Formal Composition of News Rule

Yang Baojun

News rule is a regular system, constitutive modes and characteristics with their own different dimensions. This article mainly embarks from three angles: the relationship between news system and environment, the level of news activities and the relationship between professional news and non-professional news. Make a more in-depth and detailed analysis of the formal composition of the rule of news. To provide a basic methodological framework for understanding the formation of news rule, provide some concrete feasible paths for the study of news law.

Chinese Internet culture: from 2G to 5G

Zeng Jingping

The prosperity, development and prosperity of Chinese Internet culture always follow the trend of information and communication technology. Every generation of digital mobile communication network will incubate and multiply the carrier of network culture, the form of network culture, the symbols of network culture, the characters of network culture and the phenomena of network culture marked with “G”. Each generation of “G” technology and network latent evolution, both a new network culture “new scene and new appearance”, and “latent” around the previous generation of “G” network culture “old situation and old scene”, both “new bottled old wine” and “soup does not change medicine” stealing beam for pillar Li Daitao rigid, but also “new bottle of new wine” into butterfly Nirvana rebirth. Backtracking the Development and Change of Chinese Network Culture from 2G to 5G, clarify the internal relations and potential trends of network cultural forms, network cultural symbols, network cultural figures and network cultural phenomena in each “G” era is helpful to correctly grasp the current trend of network cultural scenes supported by different digital mobile communication network technologies in China, to scientifically predict and visualize the future development track of “G” network culture, and to create a clear atmosphere. The harmonious ecology of network culture provides decision-making reference and theoretical basis for China’s Internet cultural power.

The Ethical Dilemma of Short Video Platform and the Way to Choose

——Analysis of Communication Ethics of Dangerous Action Video Based on Porter Model

Niu Jing & Xu Tianyi

As a short video platform content manager, when examining the moral legitimacy of content, you often meet ethical dilemmas, such as should dangerous action video be played. This paper is based on the analysis of the Potter model revised by Clifford Christian and Lloyd Waverley, Summaries that moral reasoning should include the following contents: Definition, stakeholders, obligations, values, universalization and feedback, then based on Porter's mode, the dissemination ethics of dangerous action video in Wu Yongning Incident is analyzed, Comprehensive consideration of each factor's behavior orientation and its importance, thereby help managers of short video platforms make more ethical choices.

On the Dimension and Method of Art Criticism and Film Criticism

Chen Xuguang

Since the 20th century, art criticism has absorbed nutrition and methodology from psychology, sociology, anthropology, linguistics, folklore and other disciplines, forming a trend of diversification and integration of art criticism methods. It also makes the 20th century a century of criticism. Based on the "Four Elements of Art" schema, this paper constructs the explanatory space and critical dimension of film criticism, and combs various critical methods, analyses many methods or schools of art criticism and film criticism. The advent of the Internet era also reshapes the ecology of the film industry; fundamental changes have taken place in the film industry chain. It also puts forward new requirements for new film criticism. Criticism needs to keep pace with the times.

Confirmation and Scale of the Value of Film Entertainment in the High-tech Era

Li Jianqiang

Since movies has been published for more than 100 years, they never get rid of the shackles of technology or miss all kinds of development opportunities brought about by technological progress, in the harmonious coexistence of mutual benefit and mutual benefit between art and technology, the means and methods of film expression are becoming more and more colorful. Meaning and value of life and entertainment of movies have been extended and confirmed accordingly. It is noteworthy that since the late 1970s, Starting with Star Wars, a batch of so-called

mainstream international movies broke away from the original track of artistic development, enthusiasm to create audiovisual wonders as the ability, to hunt for capital proliferation as the criterion, to shape the taste of a new generation of audiences as the guide, by wantonly infiltrating special effects, industrial coding and violent elements, and seeking to replace real life with various super-powered high concepts/large-scale production, the film has undergone a sudden change from reality to suspension, from “narrative film” to “landscape film” mode. In order to find its own profit in induced consumption, capital does everything possible, even poisoning people’s mind. It can be said that film production, which combines technicalism and consumerism, has alienated and is causing the relationship between man and nature, man and art, man and himself. Revalidation of the value of film entertainment in the high-tech era has been put on the agenda of the development of China’s film industry.

The Development Course and Motivation of Chinese Media Industry in the Past 40 Years

Wang Wei

Since the resumption of advertising business in 1979, along with the process of reform and opening up, China’s media organizations have been advancing along the path of industrialization and gradually growing into a huge industry. The 40-year development process can be divided into five stages: the recovery period from 1979 to 1984, the preliminary exploration period from 1985 to 1991, the industrialization wave period from 1992 to 2000, the subversion and transformation period from 2001 to 2008, and the integration and mobile interconnection period from 2009 to 2018. Over the past 40 years, the three major factors to promote the development of the industry come from policy, technology and capital. The media industry is advancing under the game of these three factors.

Analysis on the Development Path of Brands with Chinese Characteristics in the Past 40 Years

Zhao Xinli & Zhang Chi

Over the past 40 years of reform and opening up, Chinese brands have gone through the development process from small to large, from weak to strong, and formed their own characteristics. The formation of Chinese brand characteristics cannot be separated from the nourishment of Chinese traditional culture, it is also inseparable from the historical practice of reform and opening up. In the future, the further development of Chinese brand still needs to draw nutrition from our excellent traditional culture, promote brand development in deepening reform, and actively sum up experience so that brand can become a new engine of China’s economic development in the new era.