

Future Communication

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ABSTRACTS

" Health Code" and Emerging New Pattern of Intelligent Communication

Fang Xingdong & Yan Feng

From the perspective of communication science, if the " Health Code" is only used as a convenient application during the epidemic period, it is likely to lose an excellent sample for insight into the future intelligent transmission pattern. In the past, both the recommendation algorithms of today's headlines, the AI tools and propagation algorithms of short videos, as well as social robots, computational political propaganda, and virtual anchors, all showed certain intelligent characteristics. Although the function of " Health Code" is limited, it has been the pure typical application of intelligent communication so far. It transcends the Internet and strides into the category of the whole society, forming a social system with real-time linkage of " human machine environment". Through the in-depth analysis of the operation mechanism and internal law of " Health Code", this paper can provide special enlightenment for people to have insight into intelligent communication, the future human dominant information dissemination mechanism. This essay compares the Chinese and foreign " Health Code", and finds that there are significant differences in the operation principle and logic. From the perspective of communication, the differences between the two types are observed and examined in depth. The " Health Code" of the Chinese model presents the features like " anyone", " anywhere", " anytime", " holographic" and " broadconsensus". It is the original prototype of data-driven intelligent communication, while the foreign model still stays in the instrumented data application. China's " Health Code" is a big experiment of social communication, giving birth to a new communication mechanism and providing a new space for imagination. The systematic study of " Health Code" can explore the new changes and patterns of communication in the digital technology era in advance.

Research on Optimization Path of AI MOOCS Based on Content Analysis: A Case Study of Peking University

Qian Xiaolong & Qiu Jiangyan

As an educational method with great development potential under the background of the rapid development of the Internet, MOOC has been widely explored and studied by the educational circles. With the rise of artificial intelligence (AI) major in colleges and universities, as a supplement to the traditional education of AI specialty, AI MOOCS have gradually become the focus of attention in the education field. The research is committed to deriving commonness from individual cases. Content analysis method is used to analyze the current situation of AI MOOCS in Peking University from four aspects: teaching objectives, teaching content, teaching methods and teaching evaluation, so as to supplement the theoretical basis and construction strategies for AI MOOCS. The results show that

there are still some problems in the MOOC of Peking University, such as less communication between teachers and students, less mutual assistance in groups, and imperfect evaluation mechanism. Therefore, this paper proposes to formulate reasonable teaching objectives, optimize teaching content, increase interactive discussion, improve teaching strategies, and establish a reasonable and scientific evaluation mechanism to make the path forward.

Screen-Brushing Culture: " Simultaneity" and " Imagined Community" of Bullet Screen Community ——Take the Bullet Screen Text of the Network Animation " Year Hare Affair" as an Example

Zhang Lingling, Zhu Xuguang & Li Qingsheng

Under the vision of Anderson's " imaginary community", sub-cultural communities establish a new " Simultaneity" in the network space-time by brushing the screen. Through the analysis of the content composition, intensity and text interaction relationship of the network animation " Year Hare Affair", the research finds that the screen brushing bullet screen text presents the user with the value of " master me" discourse, the expression of family emotion and cultural imagination, and then offers the production mechanism of interactive collective meaning. Based on the media duality of " interpretation imagination", the bullet screen highlights the collective power of the network community, makes the production of meaning " re centered", and the isolated individuals are connected into the " imaginary community" in the " singing together" landscape, which jointly constructs the collective life and " Simultaneity" social time of the subculture community of bullet screen.

The Development Status, Problems and Countermeasures of China's " Internet plus" Film Industry from the Perspective of Industrial Convergence

Wu Jianxun

" Internet +" is a path proposed by China to promote the innovation and development of various industries under the background of economic new normal development. " Internet +" film is the inevitable trend of this path in the development of the film industry, and it is also an effective method to promote China's film industry from a big film country to a film power. This paper holds that the essence of " Internet +" is a manifestation of industrial convergence. From the perspective of industrial integration, this essay discusses the current situation, problems and countermeasures of China's " Internet +" film industry. The description of the impact of the three elements of industrial integration on the film industry plays a helpful and guiding role in the development of China's film industry.

The Transformation and Development Trend of Chinese TV Drama Creation

Yan Qin

In recent years, the supply side reform of China's TV series continues to deepen, and the production companies try to win the initiative of self-help and breakthrough by improving the quality of content creation. Innovation has become the main keynote of pursuing high-quality development in many gift films. Urban theme drama focuses on the daily joys and sorrows of family life by small events, small characters and small points of view. It digs out a warm emotional background from the seemingly conventional plot, and profoundly touches the pain points of daily life. The production of online drama is becoming increasingly cinematic and industrialized, forming a high concept production mode and creative pursuit of "high standard, high specification, high investment, big scene and all stars". The relationship between network and station has been reconstructed to a certain extent, and the traditional broadcast mode of "first station and then network" gradually gives way to the simultaneous broadcast of network station and even the network background. The creation of Chinese TV plays is transformed from the quantity growth since industrialization to the high quality growth in the new era.

The Ideal of Republic and the Enlightenment of *New Youth*

Zhang Lianyi

The ideal of The Republic is the foundation of the enlightenment thought of "new youth". The close relationship between the state and the people made the new youth realize that in order to build an ideal republic country, we must eradicate feudal autocracy and feudal thought, and improve the quality of the people. On the one hand, to improve the national quality requires the national health; on the other hand, it needs to reshape the national spirit, which is the core. Early marriage is the biggest obstacle affecting the bodies concerned, and the family system and Confucianism are its roots. Therefore, it is inevitable to deny Confucianism. On the basis of negating Confucianism, learning from western countries in an all-round way and replacing autocracy and feudalism with democratic and scientific thoughts has become the way to remodel the national spirit and the main content of enlightenment.

The Characteristics and Social Influence of the Journal Edited by Qu Qiubai

Gao Xinfan & Jiang Chenyu

As a revolutionary pioneer in modern China and a pioneer of proletarian journalism and publishing, Qu Qiubai played an important role in the localization of Marxism and the political and economic system of Soviet Russia in China, and made great contributions to the early modern journalism and publishing in China. In the past, most of the relevant literature studies focused on his political achievements and newspaper running experience. By combing and analyzing the experience, achievements, and journal orientation of Qu Qiubai's journals, it is found that his journals not only timely reflected and led the social thoughts such as communism in early modern China, but also played an inestimable role in the popularization and deepening of proletarian revolutionary thought in the society.