

Future Communication

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Contents

On the New Zealand Press Council and its Operating Mechanism	
.....	<i>Niu Jing & Hou jingnan</i> (2)
How to Build a Spiritual Blind Road? Media Usage Analysis Based on Visually Impaired Users in Y City	
.....	<i>Huang Jiandong & Cui Bo</i> (10)
On the Narrative Characteristics and Development Trend of Non-fiction News Writing under the Background of Media Convergence	
.....	<i>Yu Xia & Shi Mengxin</i> (18)
Between Academics and Politics; <i>Science</i> Magazine and the Construction and Dissemination of the Thought of " Saving the Nation Through Science"	
.....	<i>Guo Jing</i> (31)
On the Political Background and its Diversity of Shanghai Jewish Refugees (1933–1945)	
.....	<i>Gao Xinfan</i> (37)
The Political and Security Risks of " Big Data-based Price Discrimination"	
.....	<i>Zhang Aijun & Wang Fang</i> (46)
The Empowerment and Suppression of Facial Recognition Technology	
.....	<i>Guo Miao & Tan Xiaojuan</i> (52)
On the Innovation of Network Rumor Management Mechanism of Major Emergencies——A Comparative Analysis of Internet Rumor Based on SARS and New Crown Pneumonia	
.....	<i>Tao Lin</i> (59)
Audience Involvement, Comments and Interaction and Public Opinion; A Case Study of Netease News Users' Comments Based on Discourse Analysis	
.....	<i>Huang Min & Yuan Lei</i> (69)

Spatial Reset of Sports Books under the Background of Digital Technology
..... *Zhang Bo* (84)

On the University Student’s Identification of Socialism Core ValuesBased on Cognitive Schema;
A Case Study of Art Students
..... *Zhao Zhao* (90)

The Characteristics, Relationship and Structure of Network Cultural Consumption
..... *Zhang Ruoying & He Miao* (98)

" Animated Documentary" and Postmodernism in the West
..... *Nie Xinru* (106)

Aesthetic Cultural Symptoms of the Middle Class Discourse in the New Century’s Realistic TV Series
..... *Dai Shuo* (115)

ABSTRACTS

Research on the New Zealand Press Council and its Operating Mechanism

Niu Jing & Hou Jingnan

The New Zealand Press Council is a national self-regulatory organization for the news industry. It resolves public complaints with fair and appropriate rulings in order to safeguard the public interest and to maintain the professional standards of New Zealand news. In order to enable this organization to perform its functions, it has independent institutional operations, a diverse composition of committee members, and detailed complaint and review procedures. In recent years, the media ethics issues that the press council has accepted are mainly inaccurate and unbalanced reports, and privacy violations. The New Zealand Press Council attaches great importance to public interest and the review process is open and fair, but it also has limitations such as vague principles, insufficient public awareness, and low efficiency. How to make changes in the new media environment is an important issue considered by the New Zealand Press Council.

How to Build a Spiritual Blind Road?

Media Usage Analysis Based on Visually Impaired Users in Y City

Huang Jiandong & Cui Bo

The study starts from the theoretical perspective of "barrier-free communication" to understand the motivation of visually impaired users to use media, and then analyzes the subjective perception of visually impaired users after using media. The study found that the single barrier-free information service mode, the lack of barrier-free construction built in mobile phones, the lagging barrier-free movie creation and the lack of special education have become the prominent problems in the barrier-free communication construction at this stage. The study analyzed and listed the improvement measures for the barrier-free communication.

The Political and Security Risks of "Big Data-based Price Discrimination"

Zhang Aijun & Wang Fang

Political security is the core of national security, and the development of big data technology adds more variables to the political security. "Big data-based price discrimination" refers to the online platform taking advantage of the opaque and asymmetrical information between itself and users, and subjectively and deliberately implementing price discrimination and fraud against users' real consumption intention. In the era of digital economy, the "big data-based price discrimination" of network platforms is more secret and complex. The oligopoly

power constructed by big data puts instrumental rationality and economic interests above ethical norms and social responsibilities, leading to a series of ethical problems and political security risks. The main body of political communication molds the political cognition, political identity and political value of the main body of network public opinion while guiding the public opinion. Deep falsification which deconstructs political cognition, disconnects the truth from reality and subverts the public's understanding of reality. It leads to deep deception, which weakens the public's trust in the network platform and causes a trust crisis in political cognition. Data worship which deconstructs political identity, leads to the fragmentation of the objective world, deprives people of their subjectivity, strengthens algorithmic bias and aggravates social inequality and the dissolution of public political identity. Digital labor deconstructs political values. Invisible digital labor and protest subjects are deconstructing political values whose cores include freedom, equality and fairness. Factors such as users' private data and emotional activities are commercialized into production practices in the digital economy by technology and capital.

The Empowerment and Suppression of Facial Recognition Technology

Guo Miao & Tan Xiaojuan

As a biometric technology, face recognition is the latest exploration for the collection and use of individual information in this digital era. Under the background of digital society which is governed by technological rationality, this technology has been widely used in various fields of social governance. For face recognition technology, the biological information processing includes collection, storage, circulation and application. With the application of individual information, face recognition technology shapes a new ecology for information transmission and application, and it exerts dual influence on the rights of digital individuals, strengthening and suppressing at the same time. The instrumentality of technology itself extends individuality, yet its suppression of individual rights is the result of incomplete regulation. Normalizing and transparentizing the use of technology is the inevitable tendency of "Technology for People" in the future.

Audience Involvement, Comments and Interaction and Public Opinion: A Case Study of Netease News Users' Comments Based on Discourse Analysis

Huang Min & Yuan Lei

As user comments become a standard feature of online news and are regarded as an important field of public opinion, the factors influencing their interactivity have attracted the attention of the academic circle. However, among the recognized major factors, the research on personal involvement is relatively weak and its role is severely underestimated. It is often seen as having to cooperate with other factors or as the intermediary of other factors. Based on the methodology of audience involvement research, which takes audience writing and conversation as the

evidence of audience interaction and reflection, this paper adopts the method of discourse analysis to investigate the cognitive and emotional involvement reflected in the naturally occurring user comment discourse. The study shows that in the public opinion field closely related to news reports, audience involvement can not only independently influence the interactivity of user reviews, but also independently influence public opinion.

Spatial Reset of Sports Books under the Background of Digital Technology

Zhang Bo

The content of sports books is mainly about movement, and hence the space is an indispensable part of its description. From the perspective of content integrity, space and movement are equally important. The functionality of sports books objectively requires the accuracy and tangibility of spatial information. In the era of traditional printing, we can only rely on text and static pictures to restore space, which limits the expressiveness of space and hinders the transmission of information. With digital technology, there is no technical gap in the construction of accurate, complete, and concrete space in sports books. The ambiguous reconstructed space changes into the reproduction of multi-sensory perception. The effective space restoration also strengthens its narrative function. With the reset of spatial information, the readability and practicality of sports books have improved.

" Animated Documentary" and Postmodernism in the West

Nie Xinru

Discussions about " animated documentary" in the west can be generally divided into three different stances: postmodernism, anti-postmodernism and neutralism. In the postmodernist stance, objectivity and authenticity of documentaries are denied, while animations are regarded as more authentic in nature and as a substitute for the former. The anti-postmodernist stance on " animated documentary" questions the concept in terms of its representations, and advocates " the creation of authenticity" to surpass the medium in nature. On the premise of not rejecting the idea that documentaries can achieve authenticity, the neutralist stance seeks contributions of animations. Reading western literature closely should be a prerequisite for our study of the so-called " animated documentary".