

# Future Communication

No. 5, 2021

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## Abstracts

### **The Acquisition, Operation Hidden Danger and Regulations of Algorithmic Power**

WU Fei & LI Hanhan

With the arrival of the 5G era, artificial intelligence and algorithm technology are becoming more and more matured, which increasingly promote the improvement of communicators' communication ability and the satisfaction of audiences' information demands. It has injected new vitality into news communication and brought about innovations in production and media organizations, but raised a series of challenges. The initial source of algorithmic power is users, and the fundamental internal driving force is the interest consideration of the main body of algorithm power. With the development of 5G and other technologies, the power of algorithms is becoming increasingly powerful. In the long run, it may lead to operational hidden dangers and challenges such as media ethics dilemma, career crisis, value coordinate shifting, lacking of value orientation and so on. Therefore, it is necessary to regulate the algorithmic power from the aspects of source, news production, standards checking and accountability mechanism, in order to have a clear and rational cognition of algorithmic power, and arouse social vigilance and reflection at the same time.

### **Concept Analysis and Connotation Evolution of Digital Governance: A New Perspective of Technology Evolution and New Spectacle of Communication under the Background of Global Rise of Digital Governance**

ZHONG Xiangming & FANG Xingdong

Digital governance is becoming a global wave. The problems caused by digital technology and the challenges of social governance under the background of digital society have become the biggest test of governance ability and governance modernization. Different disciplines such as public management, law and sociology are trying to build a theoretical system of digital governance. In fact, it may be more logical to investigate the transformation of social governance mechanism and paradigm based on the social change caused by the dissemination of digital technology. On the other hand, by systematically combing the evolution of digital governance related practices and academic research achievements in the past few decades, tracing back to the source, and summarizing the experience, we can establish a theoretical framework and knowledge system of interdisciplinary and multi-level integration in the face of practical challenges and future trends.

## **The Pitfalls of Digitalisation: Digital Public Diplomacy and Its Dark Side**

GUO Yi

As a timely reflection on international communication and diplomacy, the idea of "digital public diplomacy" highlights the importance and involvement of the general public in public diplomacy. Unlike the traditional approach to public diplomacy known as the monologue model, digital public diplomacy is a type of new public diplomacy calling for dialogue and engagement between government and non-government actors. It nurtures a peaceful and harmonious public sphere, and enables the country to thrive and launch the initiative. However, the value of digital public diplomacy has long been overestimated as there is a huge gap between what the digital approach advocates and what it has achieved in practice. The notorious algorithmic control, the weaponisation of disinformation, and the computational propaganda have also become ethical problems concerned. The advocacy of dialogue and engagement in public diplomacy is therefore becoming a utopian ideal.

## **Multimodal International Communication Image Construction of People's Liberation Army**

CHEN Fenghua & TU Guangcan

The Ministry of National Defense of China issued the bilingual promos of "The Chinese People's Liberation Army (PLA) of Today" in Chinese and English to the international community, which has great international communication significance and academic research value. This study establishes a framework for the interpretation of PLA's multimodal international communication image, and conducts a systematic exploration from four perspectives of culture, context, meaning and content, and media, and argues that the promo has successfully constructed the PLA's image as a loyal army under the command of the Communist Party of China, a mighty and brave army in each battle, a civilized army serving the people, an army maintaining justice and peace, and an open-minded army with confidence and transparency. The promos can tell PLA's stories well, make the voice of PLA heard widely, and amplify PLA's voices on the international stage enormously.

## **Investigating the PR-Journalism Relationship from the Perspective of Personal Influence Model**

QIU Hongfeng

In the era of social media, personal influence is still a dominant model that can describe the interaction between public relations (PR) practitioners and journalists in China. Although personal influence can encourage

journalists to use PR sources more actively, it does not mean that journalists identify with PR practitioners and their social roles. Journalists and PR practitioners should work together to achieve two-way symmetrical personal influence and promote the healthy development of the PR-journalism relationship.

## **A Created " Bilibili Learning Site" : Research on the Knowledge-type Affinity Space of Social Video Platforms**

TIAN Yuan

In recent years, the social video platform represented by Bilibili featuring bulletin comments has attracted widespread attention from the society by attracting young people to learn online, so that a large-scale informal online learning behavior has become an important phenomenon spreading internet culture. This article extends the theory of Affinity Space through the ethnographic observation of the production process of a knowledge program on this platform and conducts a theoretical analysis of this phenomenon from the perspective of production. Researcher believes that the formation and development of online platforms, " learning sites", has benefited from the productive negotiations and interactions between the platform, content uploaders and the learning community. The process can be described as the production and continuity mechanism of the Affinity Space which relies on the synergy among the various links of the producer, the platform, and the prosumer. The production maintenance mechanism is uniform or different during a productive procedure.

## **The Route Choices for the Construction of Chinese Film School**

ZHU Xiaojun & HUANG Hanbing

In recent years, the hottest topic in the field of film studies is the " Chinese film school". This is the forerunner of the construction strategy of the three major systems of Chinese discipline system, academic system and discourse system in the field of new liberal arts and national philosophy and social sciences. Some scholars even believe that the construction of " Chinese film school" is a kind of national strategy, national brand and national theory. However, to realize this grand vision of top-level design, we need to face the theoretical dilemma of post-modernism in a post-theoretical era with the technological change of new media and post-film, and there are still many theoretical bottlenecks to be broken through. Compared with the current popular " film industry aesthetics", " film ethics" and other " middle-level theory" issues proposed by Bordwell, future-oriented science fiction film research is more likely to become a new academic growth point, so as to construct a new aspect and find a new way for the Chinese film school.