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# Abstracts

## Personification: A Study on the Strategies of News Short Video Communication ——Take "Anchor Talking Broadcast" as an Example

QIANG Yue-xin & YANG Yu-ling

Personification communication refers to a communication strategy that personalizes the communication subject, communication symbols, and communication content, thereby enhancing closeness and a sense of communication. As a derivative column of " Network News Broadcast", " Anchor Talking Broadcast" breaks the impression of serious " official media", adopts a personification communication strategy, and harvests a large number of " connected broadcast fans" on new media platforms in the way of " speaking" by the anchors. Taking " Anchor Talking Broadcast" as the research object, based on the perspective of personalization communication theory, through content analysis and in-depth interviews, it explores the personalization communication strategies and motivations. The communication subject highlights the people, the communication attitude is close to the people, the communication theme focuses on the people, and the communication process respects the people are the specific manifestations of the personalization communication strategy of " Anchor Talking Broadcast" . The personalization tendency and demand of the audience, the personalization communication advantages of new media and the host, and the impact of the influence of " News Networking" are the main motivations for the personalization communication.

## Public Opinion Focus and Sentiment Analysis about Online Medical Consultation: A study Based on Weibo Public Opinion

GAO Fang-fang & LIN Xin-jie

Employing data (N=3077) from Sina Weibo, this study analyzes the focused subjects and emotional tendencies of Weibo users concerning online medical consultation through LDA topic modeling and sentiment analysis, so as to understand people' s perception and emotional tendencies of online medical consultation. The study found that public opinion concerning online medical consultation mainly focused on subjects such as online consultation and supervision, online consultation and death banter, and the core needs of online consultation. Negative emotion-

al expression was widespread on Sina Weibo, showing certain public distrust towards online medical consultation. Weibo users with real name verifications are more likely to be neutral and cautious in their posts, while those without real name verifications are more emotional in their expression. Suggestions were made based on the research findings.

## New Insights into Chinese Science Fiction Films from the Perspective of Film Industry Aesthetics

CHEN Xu-guang & XUE Jing-hua

The reliance on technology and the complex story based on both reality and fiction make sci-fi films unique in terms of imaginative aesthetics, and also make the aesthetic principles of the film industry an inherent requirement. From the perspective of the development of film industry, science fiction films need to create a virtual but reasonable new world and present it to the audience based on the technology of society. Since the technical imagination in sci-fi movies must be more advanced than the technology in reality, an interactive relationship has been developed between them. The divergence between "heavy industrial aesthetics" and "medium industrial aesthetics" will be the primary requirement for Chinese science fiction industry. From an aesthetic point of view, the connection between sci-fi films and reality forms different types of imagination mode. The aesthetic needs of the most of the audience should be the internal criterion of Chinese sci-fi films.

## The Historical Characteristics and Value of News Communication in *Shangshu*: On the Development of Historical materials of Chinese News Communication

NI Yan-nian

This paper introduces the emergence, evolution, change and spread of *Shangshu* and its *Pan Geng* (Ⅰ, Ⅱ and Ⅲ). On this basis, it analyzes the characteristic attribute and academic value of the historical data of news communication of *Shangshu* and its *Pan Geng* Ⅰ, *Pan Geng* Ⅱ and *Pan Geng* Ⅲ, and puts forward that *Shangshu* is the earliest existing historical data of Chinese news communication, " Pan Geng" is one of the earliest existing historical documents of news communication. After the book of history, the historical process of Chinese News Communication historical materials can be divided into five development stages: palaeoid, ancient times, modern times and the contemporary era.

# A Study on the International Communication Concept and Practice of the Communist International

CHENG Man-li & ZHAO Xiao-hang

The Communist International (the Third International) is an international association of communist parties and communist groups in all countries of the world founded under the leadership of Lenin. It played a historical role in propagating Marxism, uniting the working class and the broad masses of labor in all countries to overthrow imperialism and capitalism and to establish the dictatorship of the proletariat. Its international communication is deeply influenced by Marx, Engels and Lenin's journalistic thought, and is the tradition of the First International as well. The characteristics of the Communist International in international communication include: leading communication with clear ideas, guiding communication with rules and regulations, embedding communication with human media, spreading communist ideas widely with publications, and extensive communication. However, the Communist International also made some mistakes, especially the highly centralized form of organization and management which affected the independence and autonomy of national communist parties and the equal relationship with each party.