

Future Communication

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Abstracts

The Underlying Logic and Key Entrance of the Metaverse to Promote the " Retribalization" of Society

YU Guo-ming, TENG Wen-qiang & ZHI Hui

As a kind of future communication, the metaverse contains the deep structure of the media's perception of individuals and the internal mechanism of " re-tribalization" of social return, which stimulates media's deep imagination of social civilization and structural transformation. Under the connotation of " media permeation", the metaverse promotes the " re-tribalization" of society, and it contains a reform mechanism for media ecology and social civilization. On this basis, society is " reorganized" based on relationships and connections, and the key entrance to the future development of the metaverse helps to understand the future vision of the metaverse as a brand-new digital civilization.

News Sources in the Digital Age: Composition, Trends and Indication

CHANG Jiang, YANG Hui-han & WANG Yin-qi

Using content analysis, this article examines the selection of news sources of the Weibo- and WeChat-based reporting of two media organizations, and attempts to explain the impact of the digitalization process on the production practices of mainstream Chinese news organizations. In China's digital news ecosystem, the news source selection of media organizations is affected by the attributes of the organization, platform rules and reporting types; authoritative news sources in the traditional sense are differentiated; different types of public discourse are increasingly used as news sources in non-political news reporting; and certain authoritative hierarchies based on cultural and political capital existing in the news industry in the traditional media era have continued under the digital news ecosystem. The article further describes two basic trends in the evolution of digital journalism: platform rules are replacing institutional culture as the direct force shaping the entire news industry, and the culture of digital journalism will increasingly reflect a populist preference.

The “Bucolic Style” Short Video: An Exploration of Its Aesthetic Function as Media Landscape

DING Li-li

The popularity of "bucolic style" short videos is due to their "soothing effect" on people who are deeply anxious about modernity. In addition, the aesthetic imagery of pastoral connotes a rebellion against the "aesthetics of speed" dominated by "modernity" and is a result of perspective with aesthetics of modernity. The rise of "bucolic style" short videos not only reflects the great process of "Rural Revitalization" in China and the manifestation of the "People-oriented" aesthetics but also implies a shift in the aesthetic pattern of regions and the reconstruction of humanistic geography. The "bucolic style" short video as media landscape has an influential role as an aesthetic leader at present.

Research on Serialization of Chinese Films and Cross-media Symbiosis: A Case Study of “Detective Chinatown”

NIE Wei & LIU Xue-hua

In recent years, driven by new technologies, new media and new ideas, the global film industry has shown the trend and advantages of "cross-media integration". Taking Hollywood as a typical example, the "movie universe" narrative and franchise have achieved great success in the global consumer market. This shows a visible film industry value and international communication experience. This is a visible manifestation of film industry value and international communication experience. However, it is worth warning that blindly "crowding in" and "praising" Hollywood's experience is just the neglect of regional differences in film production and consumption patterns. Therefore, in the practice of domestic films, it is more practical to explore the "experience" that adapts to the local industrial context and the global film and television development trend. Focusing on the domestic film industry and consumer market in recent years, "detective chinatown" series typically reflect the film "production-consumption" mode in the era of media convergence. The cross-media derived content jointly constructs the self-consistency, symbiosis and brand recognition among different texts.

Empowering Asian Values, Expanding Global Presence: The Real-world Experience and Future Strategies of Korean Movies' "Going out"

ZHANG Yan & ZHANG Yi

From the perspective of "going out" communication mechanism, the success of Korean movies has the distinctive features of top-down, point-to-face, and outside-to-inside; it not only benefits from the top-level design and policy dividend of official departments, but also benefits from the strong promotion and professional operation of enterprise capital, and at the same time enjoys the continuous and unremitting multi-recommendation of outstanding films and filmmakers. After a hundred years of experience, facing the COVID-19 epidemic, on the basis of relatively mature creative experience and industry, Korean films "going out" are facing new development issues and communication challenges again.