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Abstracts

The Cultural Capital of East Asia: A Reflection on " Domain"

DING Jun-jie & DIAO Xing-tong

The globalisation and regionalisation trend of mutual integration has accelerated the integration of cultural and tourism resources; the era of normalisation of epidemics has also placed higher demands on the cultural and tourism industry. Consumers are expecting more distinctive cultural and tourism brands. After research and analysis of China´s national conditions and the cultural tourism industry´s recent practices, it is proposed that a ´domain brand´, which encompasses the urban-rural dichotomy and demonstrates a unique regional character, should be developed to differentiate it from ´city brands´, which are developed according to administrative divisions, and ´regional brands´, which are divided by simple geographical areas. The " East Asian Cultural Capital", as a cultural city branding activity jointly initiated by China, Japan and Korea and an international cultural city branding project, is an excellent example of " domain branding" and stands out in creating a " regional brand" . It is an outstanding example of " branding the region" . This paper starts from the concept and connotation of " domain brand", introduces the methodology of " domain brand" construction, selects the " cultural capital of East Asia" (Chongqing, etc.) as the research object, and explains the feasibility and effectiveness of " domain brand" construction. The study has explained the feasibility and effectiveness of the construction of the " domain brand", and proposed a more reliable construction path for the participating cities, while proposing a reference for the future selection of the " East Asian Cultural Capital" .

Focusing on Digitization and Forgetting: The Prospect and Path of Overseas Media Memory Research

SHAO Peng, ZHANG Xiao-die & ZHANG Xin-yuan

Overseas attention to media memory has a long history, and related academic publications have also provided guidelines for domestic research to a certain extent. Using the Citespace visualization tool, a bibliometric analysis of 1386 valid documents on media memory research in the Web of Science database from 1993 to 2021 found that foreign countries attach great importance to academic research in the field of media memory and the overall research

is showing a positive trend. The annual publication volume is growing in a spiral, especially represented by the publication volume in the past three years. From the perspective of spatial distribution, the research on overseas media memory still focuses on the United States and Europe, and Asian countries, including China, are still slightly behind in international publications in this field; From the point of view of the construction of academic community, the institutions of media memory research and the cooperation network of authors are scattered, and the academic community needs to be constructed. At present, overseas research on media memory mainly focuses on three dimensions: the function research of media memory, the research on the shaping strategies of media on memory, and the research on the role of media technology. In the future, the research on the function of media memory will still be the main direction of research in this field, and the research perspective will continue to expand with the change of media. In addition, digital memory may become another fertile ground for memory research.

Community Mobilization and Elderly Population´s Decision-Making on COVID-19 Vaccination: A Perspective of Communication Infrastructure Theory

QIU Hong-feng & HUANG Bing-rui

Drawing on the communication infrastructure theory and based on in-depth interviews and non-participatory observation, this study tends to reveal the motivations, obstacles, and the role of community mobilization in driving the elderly population´s COVID-19 vaccination. It finds out that fatalism, medical history, and uncertain consequences are the main obstacles to their vaccinations. While community organizations are relay stations of " story-telling network" and builders of " communication action context", how to overcome the negative influence of sociocultural contexts constitutes great challenges to their mobilization efforts. Overall, this study can advance the communication infrastructure theory by analyzing the structure of the community communication network and integrating the culture-centered approach to health communication.

Recover the " Life-World": Discerning the Spatiality of Technological Embodiment

ZHAN Di & JI Rui-ning

As a necessary field for the existence of media, digital space is not a physical space, but it can provide a public context of embodied communication. In the existing research, the relationship between body and the world, which is analogized as" figure/background", can not reflect the dynamic situation of embodied communication practice and its influence on the subject. Examining digital space in the context of the " life-world" concept in phenomenology and human geography theories, the study found that technological embodiment mediated external space and mental space, it also activated the spatial representation based on digital place and digital rhetoric. At the same time, the study believes that future research on embodied communication should emphasize the heterogeneity and pluralism revealed by the " life-world", the research of technological embodied practice should fully consider the concrete and differentiated historical situation.

Traveling Theory and Theoretical Reproduction: A Re-exploration of the Construction of Film Industry Aesthetics

ZHAO Wei-fang & YANG Zhou

Edward Said's discussion on " traveling theory" creatively reveals the process of theoretical borrowing, appropriation and the movement of theories from one place to another in the international environment, and provides theoretical resources for us to study the dissemination, transformation, acceptance and generation of theories from a cross-cultural perspective. Film industry aesthetics theory is based on the practical problems in the development of Chinese film industry as well as the new power director of creative practice and generate theory, its characteristics such as, the middle theory position, the principle of aesthetics, the local consciousness, open stance, demonstrated the value of his domain exchange between Chinese and western theory both in common and reflected the theory of local scholars. Discussing the film industry aesthetics theory under the perspective of traveling theory, from the meta-theory, meta-criticism of the theoretical resources, generation and development of knowledge archaeology and historiography, can show the contemporary Chinese film concept change and innovation, and explore the internal logic of theory generation. Moreover, the study of the construction, multiplication and expansion of the theory and the reproduction of knowledge can also provide methodological and epistemological enlightenment for the development and innovation of contemporary Chinese film theory.