

Future Communication

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Abstracts

Prompt Engineers : Identity Transformation and Logical Reconstruction of Future Journalists

YU Guo-ming & LI Fan

Focusing on the new profession (prompt engineer) born from generative AI, we propose the inevitability, contingency and adaptability of the birth of prompt engineer. On this basis, we explore the profound impact of generative AI on journalists and journalism. The identity transformation of journalists in the new situation is illustrated in three dimensions: collaborative environment, collaborative process and collaborative subject in the collaborative perspective. Finally, the logical reconfiguration of future journalists is revealed at the level of empowerment value, voice mechanism and service vernacular.

ChatGPT and the Reality and Future of Human-Machine Intercourse

ZHANG Wei & PENG Lan

Based on Habermas' theory of communicative behavior, this paper analyses how and what kind of human-machine intercourse is probably shaped by the linguistic and behavioral dimensions of ChatGPT, whose linguistic competence shifts the technical practice of human-machine dialogue from rules-based and frame-based responses to discursive exchanges close to natural language and human intercourse. In the language dimension, ChatGPT develops a language that provides facts, regulates relationships and self-declarations, reflecting a communicative willingness that adheres to communal values, formal language, and sincere expression, but faces authenticity limitations, normative bias and self-limiting. In the dimension of language-based communication behavior, ChatGPT forms a dialogue behavior with historical and social contexts, generating innovative behavior in content production and dissemination, and promoting the reform of the human-machine intercourse algorithm specification and the reconstruction of the human-machine cooperation method under the uncertainty dialogue. At the same time, this paper proposes that future human-machine intercourse should develop heterogeneous intersubjectivity, the rationality of human-machine intercourse, and the transcendence of human finitude. Based on the reality and future of ChatGPT, this paper argues that future research on human-machine communication can explore the relationship between machines and humans based on symmetrical language capabilities, and explore how human-machine inter-

course activities shape and construct a human-machine symbiotic society. This not only continues the ideological resources of the interpretive and critical schools of communication, stepping out of the reliance on the path of human-computer interaction research, but also clarifies the process and results of machines becoming subjects of communication and responding to the controversy of how machines can act as subjects of communication.

The Belt and Road Initiative and International Communication Capacity Building in the New Era

LUO Zheng-lin & ZHANG Yu-long

The new era is an era of opportunities and challenges and the world is full of uncertainties, which calls for new breakthroughs and new actions in international communication. The existing resources of The Belt and Road Initiative can be converted into incremental resources for international communication capacity building. Based on the analysis of the background, current situation and stock resources of the Belt and Road Initiative, a routing selection model of international communication has been set up. The model consists of diplomatic path, cultural path, media path, economic path and social path. On the basis of the path selection model, China's international communication can be built around the dimensions of optimizing multiple subjects, selecting communication content, setting leading projects and so on. At the same time, in the practice of international communication, attention should be paid to overcoming the sense of superiority of civilization, weakening ideology, avoiding one-way communication and other issues to finally implement the concept of Human Destiny Community.

The Impact of Sports News on City's Soft power ——Big Data Analysis of International News Flow

CHENG Xiao-xiao, DU Xuan & LIU Yu-si

Using the Global knowledge graph (GKG) data in the Global data on events, location, and tone (GDELT) dataset, taking five Asian cities of Beijing, Tokyo, Jakarta, Hangzhou and Pyeongchang as the research samples, this study examines the impact of sports news on soft power of cities and its underlying mechanism through big data analysis of international news flow and Granger causality test based on time series model. The results showed that different from the pulsive short-term promoting effect of sports event news on soft power of city, the impact of daily sports news presents a long-term acculturation effect which is heterogeneous cross different level of cities. In addition, sports news plays a mediating role in the causal chain of "urban attention - urban soft power".

Research on the Cross-cultural Communication Strategy of China's Well-off Story from the Perspective of Others ——Taking *About Wood, Rice, Oil and Salt* as an Example

ZHOU YU-lan, LI Xin-lin & YANG Xiao-han

The mainstream recognized documentary “Above Wood, Rice, Oil, and Salt” tells four stories of China’s moderately prosperous society from the perspective of the “other”. This paper uses the qualitative research method of the three-tier analytical framework and the qualitative research method based on the STM (Structural Topic Model) to analyze and explain the documentary’s story of China’s well-off society and its cross-cultural communication strategy. In a high-level framework, the theme of this documentary contains universality and specificity, exhibiting obvious positive emotional tendencies. In the medium level framework, documentaries adopt three-dimensional descriptions and diverse narrative perspectives to create a common space of meaning. In a low-level framework, documentaries reflect the core characteristics of a Chinese style well-off society through various image symbols in terms of economy, culture, and society. In cross-cultural communication, the multi-dimensional narrative approach, the true presentation of multiple symbols, and the collaborative efforts of multiple subjects used in the documentary “Above the Wood, Rice, Oil, and Salt” provide inspiration and reference for future cross-cultural communication practices.