

# Future Communication

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## Abstracts

### **The Historical Evolution and Internal Logic of the Names of Communist Party Newspapers and Periodicals (1919–1956)**

——An analysis based on the name database of Party newspapers and periodicals

PAN Xiang-hui & WANG Xue-min

The naming of newspapers and periodicals associated with the Communist Party holds great significance in the Party's journalism. The titles of these publications reflect the Party's objectives and the revolutionary history. Records reveal that more than 4,800 party newspapers were founded from the inception of the Chinese Communist Party till the triumph of the New Democratic Revolution in 1949, followed by the completion of the socialist transformation and the establishment of the socialist system in 1956. The assortment of names used in these publications constitutes an important "discourse network". Generally, during the New Democratic Revolution period, the nomenclature of the party newspapers and periodicals were heavily influenced by revolutionary thoughts and combativeness. The composition of the names was diverse and flexible. After the revolutionary accomplishment in 1949, the number of publication names declined, and the diversity faded. With the completion of the socialist transformation, party newspapers and periodicals had a well-organized and standard system of publications, named according to administrative or political categories. The evolution and nomenclature of the Communist Party's newspapers and periodicals were not only governed by political logic but also by propaganda logic, displaying distinct characteristics of changing with the times.

### **Intergenerational Differences and Digital Integration: A Qualitative Research of the Elderly's Social Participation in the Age of Intellectual Media**

ZHAO Hong-yan & WANG Dan-lei

Taking social participation as the essence of active aging, it is always a key issue to stimulate the digital social participation of the elderly. Due to the special life course, the contemporary elderly group shows unique intergenera-

tional characteristics in the contact and use of intelligent media, which directly affects the willingness and way of social participation of the elderly. With the support of qualitative research methods, it is found that self-need satisfaction and sense of digital acquisition, peer group effect and reorientation of role are the motivation effects of elderly's social participation. With the availability of intelligent media, the elderly are more active in economic and cultural participation and less engaged in political and participation. And some elderly people volunteer with the help of the community. The fundamental to promote the social participation of the elderly is to build an age-appropriate society, and to truly enhance the sense of digital acquisition and social integration of the elderly from the two levels of concept and action.

# Mobile Game Players' Game Labor and In-purchasing Consumption Intention: An Extended Consumption Motivation Model

HE Jian-ping & HUANG Qiu-hao

This study focuses on the production-consumption phenomenon in the digital content industry represented by the game industry. Based on the consumption motivation model, a new game fan consumption model is constructed by introducing game labor and game fan enthusiasm as important forms of "productive play". The methods are different but complementary, which are adopted to analyze the model. PLS-SEM finds that emotional sustenance, social satisfaction, collaborative competition and immersive experience have positive effects on game labor and game fan enthusiasm; game labor and game fan enthusiasm have positive effects on in-purchasing consumption intention. The mediation effect of game labor and game fan enthusiasm has received different degrees of support. That fsQCA finds that there are four configurations leading to in-purchasing consumption intention. This study explores the net effect of the motivation of players' in-purchasing consumption intention, and clarifies the configurations of the outcome variables, which provides a theoretical basis for the design of game content, the formulation of business strategies, and the health of the game consumer market.

## **Study on Labor Control in the Process of Collective Production Inside Fans Community**

WAN Li-ping, XIANG Bin & WANG Min

By using the research methods of online ethnography and semi-structured in-depth interviews, we studied the internal control means of the fans community. On the basis of the research, it is found that the management in the fans community used and amplified the emotional momentum of the members of the fans community to " generate electricity for love", so as to promote the " illusion" of collective production within the fans community through the three labor control methods of " identity nesting, emotional feedback and action guidance". Meanwhile, the fans had a strong sense of autonomy and could make " self-adjustment" from " weakened identity" to " value deficiency" and finally to " lack of action", which lead to the behavior path for fans to resist the internal labor control of fans community based on their own needs and realistic considerations.

## **Aesthetic Rediscovery and Meaning Reproduction: An Interpretation of Shinji Soomai's Film Art**

NI Xue-li & ZHANG Qi

As a highly anticipated Japanese director in the 1980s, Shinji Soomai inherited the cultural roots and exploratory spirit of Japanese filmmakers in the Showa era, and opened up a new creative scene for directors in the Heisei era, establishing a unique author identity through the connection between the preceding and the following. His re-statement and repetition of the theme of youth films, the continuation and breakthrough of family plot drama techniques, and the justification for being an idol star with distinct character images all demonstrate his mature control in different types of creation. The unique charm of the long lens mirror has become a powerful carrier to express his artistic concept. The contemplation of the overall creative characteristics of Shinji Soomai will provide a new perspective for understanding current Japanese cinema and culture.