

Future Communication

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## Abstracts

### **“Identity Reconfiguration”: A Historical Perspective on the Renaming of Chinese Communist Party Newspapers and Periodicals (1919–1949)**

PAN Xiang-hui & WANG Xue-min

In the history of Chinese Communist Party Newspapers and Periodicals (CCPNPs), frequent name changes have been a notable feature. Research shows that from 1919 to 1949, about a quarter of all CCPNPs underwent name changes. These name changes exhibited different characteristics in various historical and geographical contexts: during the Soviet-controlled regions, the transition from “journal” to “newspaper” marked a key phase in the evolution of Chinese Communist Party publications; during the Land Revolution and the War of Resistance against Japan, the CCPNPs took on a more “revolutionary” and “militarized” tone; the renaming of party newspapers and periodicals in the Kuomintang-controlled areas appeared to be more “concealed” and “dramatic”. The renaming of party newspapers and periodicals stemmed not only from the proactive adjustments made by the Chinese Communist Party in response to the political and social context, but also from the “passive” responses to the changing times. For instance, renaming politically charged publications to disguise them as entertainment tabloids, as well as the emergence of various “foreign-flag newspapers”, exemplified a subtle resistance and political adaptation to the politically oppressive environment. The timely renaming of newspapers and periodicals during different revolutionary periods fully demonstrated the Chinese Communist Party’s continuous adjustments to political and press propaganda policies. The renaming process holds profound significance in the development of the CCPNPs, highlighting the timeliness and flexibility of the Chinese Communist Party’s press and propaganda work.

### **The Construction and Enlightenment of the CCP’s Foreign**

### **Discourse System during the Yan’an Period**

### **——Analysis Based on the Perspective of “Two Combinations”**

XU Jia-biao & HU Jin-hui

During the Yan’an period, the CPC adopted a series of effective foreign discourse communication strategies in order to break the information “blockade” and “pollution” communication of the Kuomintang reactionaries, ac-

curately clarify the party’s guidelines and policies, show the true image of the party, and actively seek more foreign aid. The dissemination of the Party’s external discourse system is a product of the combination of the basic principles of Marxism with China’s specific realities and the excellent traditional Chinese culture. The Party not only promotes its policies and achievements domestically and internationally through various publications and broadcasts, but also actively invites foreign journalists and scholars to visit Yan’an, objectively reporting on the real situation in Yan’an through their personal experiences. Through these means of external communication, the party successfully broke through the information war of the reactionary Kuomintang and won the understanding and support of the international community. Exploring the CPC’s foreign discourse system during the Yan’an period is of great significance for telling Chinese stories, spreading Chinese voices and shaping a good international image.

## **Journalistic Autonomy in the Era of Platform Dependency : How Artificial Intelligence is Reshaping the Future of Journalism**

SHI An-bin & LIU Yong-liang

Artificial intelligence is reshaping the relationships among journalism, platform companies, and news users, thereby reconstructing the future of journalism industry. This study, grounded in the theoretical perspective of institutional isomorphism, employed thematic analysis to interpret news reports on journalism and artificial intelligence published by media in China, the United States, and the Netherlands from November 2022 to March 2024. We analyzed the impact of artificial intelligence on the relationship between news organizations and platform companies. Results show that, with the development of AI technologies, platform companies have extended their control over news organizations to encompass content, distribution channels, and news production processes. Simultaneously, news organizations are engaging in “de-dependency” self-preservation by building their own platforms, adopting multimodal journalism, and implementing copyright protection measures. News users, while facing the challenge of news overload, are also participating in the reproduction of news and the innovation of news consumption devices. The transformation of the relationship between journalism and platforms under the influence of technology is a process of institutional reconstruction involving participation and resistance from the journalism industry.

## **Online Reading: A Systematic Change and Regulatory Path to Expand the Life Bound**

WANG Guan-yi & ZHI Ye-mei

This paper uses bibliometric methods to quantitatively analyze the relevant literature on the theme of online reading in China from 2001 to 2024, and explores the research overview, hotspots and trends of online reading in multiple dimensions. The study finds that online reading is still an important research field in China, and its themes mainly focus on library reading services, digital publishing, national reading, reading promotion and other contents, and may continue to become a research hotspot in this field in the future. At present, the field of online reading research in China has entered a new stage of development, and the research field can be continuously improved in the future in combination with strengthening interdisciplinary cooperation, promoting reading guidance and management, personalized recommendation, and industrial reform and innovation.

## **Audio New Business Form and New Way of Fusion in Media Ecology Environment**

WU Sheng-hua, ZHOU Jian & ZHANG Han-chi

In the converged media ecosystem, new business models and integration paths for audio media have garnered significant attention. The transition of radio broadcasting to in-car scenarios and the rise of mobile audio platforms have led to a coexistence and parallel progression of audio and video media. The development of smart connected vehicles has disrupted this balance, further evolving audio media. By analyzing the competitive and cooperative relationships between radio broadcasting and mobile audio platforms in in-car scenarios, new trends and paths for the integration of audio media have been revealed. The study shows that the proliferation of smart connected vehicles and the maturity of in-car infotainment systems significantly enhance the competitiveness of mobile audio platforms in the in-car listening market, posing severe challenges to traditional broadcasting. The symbiotic competition and cooperation of audio media will become the mainstream trend in future development, with smart connected vehicles being the key driving force in the evolution of audio media. This conclusion is of great significance for promoting the integration and innovation of broadcasting and mobile audio platforms, thereby enhancing the market competitiveness of audio media.