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Abstracts

Research on the Copyright Confirmation Issues of Virtual Anchors: Based on In-depth Interviews with Nine Industry Units

WU Fei, SUN Meng-ru & XIE Wan-lin

With the deep integration of metaverse technology into various industries, the application of virtual anchors has shown a broad development prospect. However, as a complex entity with multiple elements, the copyright confirmation issues of virtual anchors are quite complicated. This research defines and classifies virtual anchors through interviews with respondents from nine virtual anchor enterprises and media units. It also combines existing legal theories and practices to conduct a comprehensive analysis of the potential issues in the copyright protection scope, copyright ownership, and legal responsibility for AI-generated virtual anchors. The law academia should pay close attention to the progress of the virtual anchor industry, actively engage in the exploration and research of related legal theories and systems, and propose feasible institutional suggestions for the healthy development of this emerging industry, thereby pointing out its direction for development.

Building "Online Celebrity" City: Exploration on Innovation of Mainstream Publicity Mode in Social Media Environment

ZHAO Yun-ze & XIANG Tian-tian

In the era of social media, characterized by the prevalence of short videos, cities such as Zibo, Rongjiang, Harbin, and Tianshui have effectively established their city brands. Through an investigation and study of these cities with successful brand promotion, it is found that the "Party-run newspapers" haue empowered city brand promotion in the social media era. Local regions have continuously established and improved the leadership mechanism for city publicity, integrated communication resources around city publicity, advanced public service construction, and actively responded to social public opinion risks, thereby forming a comprehensive publicity pattern. Meanwhile, publicity workers have actively innovated publicity strategies, including adopting a youthful communication style, creating media communication content close to the masses, appealing to emotions, and forming an all-media communication matrix mainly based on short videos, as well as conducting a series of publicity activities by delving

into city culture. The publicity practices of these cities are beneficial explorations of innovating the mainstream publicity model, consolidating the mainstream publicity position, promoting good social governance and high-quality economic development, and possess significant theoretical value.

The Practical, Historical and Theoretical Logics of the "Three Global Initiatives" from the Perspective of the Symbiotic Communication of Chinese Civilization

XIE Qing-guo & YANG Jing-chen

The profound thinking on how humans should live together, accumulated over five thousand years of Chinese civilization, has formed a unique "symbiotic communication perspective." Today's world is in the midst of great changes that have not been seen in a century. It is of great importance to analyze the practical, historical, and theoretical logics of the "Three Global Initiatives" from the perspective of symbiotic communication to inspire actions from all countries around the world. In this way, the Global Development Initiative reflects the "humanistic sentiment" of Chinese civilization; the Global Security Initiative shows the "concern for life," and the Global Civilization Initiative embodies the "sentiment for all under heaven." And what runs through them is precisely the symbiotic communication perspective with the connotation of "influencing the world with the heart and achieving harmony and symbiosis."

Seeing the True Nature of the Mind and Realizing That All Becomes Empty upon Enlightenment: An Analysis of the Communication Logic of "Black Myth: Wukong" from the Perspective of Symbolic Interactionism

YAO Xu, ZHONG Xiang-ming & ZHONG Yao-zhang

Domestic games such as "Black Myth: Wukong" have risen rapidly, and the creative model in the game industry is undergoing fundamental changes. The traditional game experience is gradually evolving towards "immersive interaction". Through participating in video games, players engage in role-playing and story experiences, reshaping social interactions and the construction of cultural meanings in the virtual world. The cultural fever brought by video games has become a new focus in the field of communication. Starting from the perspective of symbolic interactionism, this study conducts an in-depth exploration of the communication logic of "Black Myth: Wukong"

from symbols such as the plot, scenes, music, and characters of the work. It analyzes how games, as a new medium for cultural communication, have a positive impact on promoting players' identity recognition and the spread of cultural values, providing a reference for understanding the new role of digital games in establishing cultural confidence in contemporary cultural communication, and offering theoretical support and practical references for the construction and governance of the game cultural space.

"Speed" as a Method: Revisiting the Image Ontology, Interpreting Fast and Slow, and Recreating Differences

LIU Hai-bo & WANG Wan-zhen

In physics, speed is a vector that describes movement; in sociology, speed is an object of experience that is constantly experienced and perceived as human development progresses. Today, with the focus of multiple fields such as technical media and cultural studies, the study of image speed has gradually emerged, but the evaluation and analysis of speed often fall into the binary structural framework of fast and slow, which not only obscures the study of other speeds, but also ignores the importance of speed to the image itself. Therefore, it is necessary to systematically sort out and dialectically think about speed. Using speed as a method, it aims to extract speed from the background boards of time, rhythm, narrative, etc., and face speed itself. Specifically, on the basis of reviewing the history of the development of image speed and rethinking existing research, the research trend of differential speed will be proposed, in order to explore more possibilities of image speed.