出版: 《电视研究》编辑部



# ETITIAL V R E S E A R

特别关注•视听媒体主流价值传播:主旋律作品年轻化表达实践

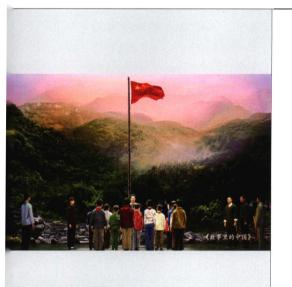
现实主义精神的回归

新《著作权法》下IPTV版权侵权问题的重新审视

大型综合性体育赛事新媒体的传播策略



# 电视研究。 CONTENTS







#### 特稿 SPECIAL ARTICLES

04 不负使命 守正创新 奋力打造国际一流新型主流媒体 慎海雄 Living up to Mission, Keeping Integrity and Innovation, Strive to Build World Class New Mainstream Media by Shen Haixiong

06 声音传五洲 朋友遍天下 Voice Can be Heard in Five Continents, Friends Can be Seen All Over World

by Yu Huijuan 刘欣 by Liu Xin

Sticking to Original Ideal, Taking on Mission Boldly, Strive to Break Discourse Hegemony of Western Media 08 薪火传承八十载 精神赓续再争先 After 80 Years of Inheritance, They Still Stick to Spirit of Competing for First

07 坚守初心 勇担使命 奋力破除西方媒体话语霸权

王颖颖 by Wang Yingying

喻慧娟

用心用情讲好中国故事

康斯坦丁・谢平 by Constantin . Ping . Xie

Do Good Job in Telling China Stories with Emotion

#### 特别关注·视听媒体主流价值传播:主旋律作品年轻化表达实践 SPECIAL FOCUS

论媒体深度融合背景下主流价值传播的守正与创新 On Integrity and Innovation of Mainstream Value Communication in Background of Media Depth Integration by Wang Xiaohong & Ni Tianchang

问题意识、具身互动与情感共振:论新主流作品在价值传播中的主体性 黄天乐 by Wang Jing, etc. Problem Consciousness, Embodied Interaction, Emotion Resonance - On Subjectivity of New Mainstream Works in Value Communication

17 短视频时代新型主流媒体话语创新研究

-以《主播说联播》为例 Research on Discourse Innovation of New Mainstream Media in Short Video Era

21 主流价值观艺术作品创作的典范与启示

-兼论《觉醒年代》为何受年轻人欢迎

孙延凤 陆 地

Good Example in Creating Art Works with Point of View of Mainstream Value and its Inspiration

#### 新闻广角 JOURNALISM OVERVIEW

24 空间、时间、理念:融媒时代主题报道叙事的三重创新

-以央视新闻《沿着高速看中国》为例 易油均 杨 毅 Space, Time, Concept - Triple Innovation for Theme Coverage Narration in Era of Integrated Media

27 以媒体内部机制变革实现采编资源优化配置

-襄阳广播电视台构建融媒体指挥调度体系初探 Optimizing Allocation of Collecting and Editing Resources through Reforming Internal Media Mechanism 周嘉宾

#### 电视剧天地 FORUM ON TV DRAMA

29 现实主义精神的回归

——电视剧创作的一种可贵方向 Return of Realistic Spirit - Valuable Orientation of TV Drama Creation

张小琴 文 静 by Zhang Xiaoqin & Wen Jing

32 提升"新主流剧"美学品格 搭建党史教育艺术通道

评近期中央广播电视总台播出的建党百年题材剧 邵将戴清 Raising Aesthetic Taste for "New Mainstream Drama" to Build Art Passage for Party History Education by Shao Jiang & Dai Qing

36 与时代同行:现实题材电视剧《扫黑风暴》的创作导向与思路 周宇豪 郭 歌 Marching with Times - Creation Orientation and Ideas for TV Drama with Realistic Theme "Storm of Sweeping Black Gangs"

频道・栏目・节目 CHANNEL · COLUMN · PROGRAM

by Zhou Yuhao & Guo Ge

人物访谈节目《鲁健访谈》大小屏融合发展探析 刘文曦 Exploration of Fusion Development of Large and Small Screens in Character Interview Program "Lu Jian Interview"

42 科技赋能、民族记忆与家国情怀建构

评 2021 年总台中秋晚会

岳宗胜

Technology Empowerment, National Memory and Construction of Family and Nation Feelings

by Yue Zongsheng

45 从"主旋律"到"新主流":论电视艺术作品的年轻态创新 张国涛 高 帆 From "Main Melody" to "New Mainstream" - On Innovation Full of Youth Vitality in TV Art Works by Zhang Guotao & Gao Fan

48 重构·即时·再现:文化类综艺节目的媒介化书写 霍美辰 张兴宇 Reconstruction, Instant, Reappearance - Media Writing of Culture Variety Shows by Huo Meichen & Zhang Xingyu

51 宏大主题的年轻态讲述 Grand Theme Presented with Youth Vitality 顾 青 by Gu Qing

#### 探讨与争鸣 EXPLORATION & CONTENTION

53 新《著作权法》下 IPTV 版权侵权问题的重新审视 陶 乾 Reexamination of IPTV Copyright Infringement in View of New "Copyright Law" by Tao Qian

56 大型文艺晚会《伟大征程》多维舞台空间的协同营造 Collaborative Construction of Multi-Dimensional Stage Space for Large Scale Culture Variety Gala "Great Journey"

Collaborative Construction of Multi-Dimensional Stage Space for Large Scale Culture Variety Gala "Great Journey" by Tan Zhaoxia & Wang Heite 角色动机设计在影视艺术价值传播中的运用研究 李志强 薛 菁 On Application of Role's Motivation Design for Art Value Communication in TV and Films by Li Zhiqiang & Xue Jing

63 重大宣传题材中原创音乐的"先行"作用

——大型政论专题片《先行》音乐的定位、构思与设计 "Leading" Role of Original Music in Program with Major Publicity Theme

武丹宁 by Wu Danning 王国宽

66 建党百年献礼微视频的创作策略分析 Analysis on Creation Strategy of Micro Video as Centennial Gift for CPC's Founding

69 区域媒体公信力构建路径探讨
Discussions on Path for Construction of Regional Media Credibility

by Wang Guokuan 刘锦岳 刘玉军 by Liu Jinyue & Liu Yujun

谭朝霞 王黑特

### 纪录片之旅 DOCUMENTARIES

72 《书简阅中国》:传统书信文化的当代传播
"Reading China through Letters" - Contemporary Communication of Traditional Letter Culture

姚 刚 by Yao Gang

75 体育纪录片的多模态话语叙事分析

——以《冰雪道路》为例 Analysis of Multi-Modal Discourse Narration in Sports Documentary - Taking "Road of Snow and Ice" as Example 杨泽生 张雨薇 by Yang Zesheng & Zhang Yuwei

78 纪录片中的话语标记 Discourse Marks in Documentaries

李 晨 by Li Chen

81 《绝笔》:"影像党史"的切片书写与记忆建构 "Last Letter before Sacrifice" - Slice Writing and Memory Construction of "Video Party History" 李智冯笑 by Li Zhi & Feng Xiao

84 浅析文献纪录片《山河岁月》的创作价值 Analysis on Creation Values of Documentary "Years of Mountains and Rivers"

张晓娴 by Zhang Xiaoxian

#### 新媒体・新业态 NEW MEDIA NEW SITUATION

87 大型综合性体育赛事新媒体的传播策略

——基于央视频第十四届全运会的传播观察 Communication Strategy of New Media for Large Scale of Comprehensive Sports Events 叶雷雷 李金宝

90 5G 时代手机视频的奥运传播研究

——以央视频 2020 东京奥运会的视频传播为例 高红波 郭 京 王宝奕 Research on Communication of Olympic Games with Cell Phone Video in 5G Era by Gao Hongbo, Guo Jing & Wang Baoyi

93 全量、全景报奥运,定制、定音塑价值

——央视频奥运会传播的守正与创新 Covering Olympic Games with Full Volume and Panorama View. Shaping Values through Customization and Tuning

Creation Features and Culture Communication Values for Short Video of Local Dialect

by Liang Bo

Govering Olympic Games with Full Volume and Panorama View, Shaping Values through Customization and Tuning 96 方言短视频创作特征及文化传播价值 蒋淑

蒋淑媛 李子尧 by Jiang Shuyuan & Li Ziyao

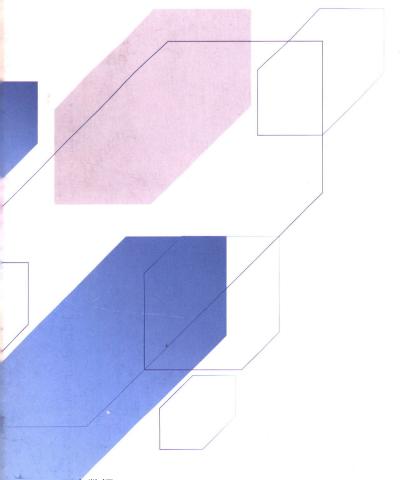
#### 2021 年 1 ~ 12 期总目录





## 电视研究月刊 ISSN 1007-3930(国际标准)/CN 11-3068/G2(国内统一)





## 《电视研究》月刊

主编: 李 挺

主管:中央广播电视总台 主办:中央广播电视总台 出版:《电视研究》编辑部

编辑:《电视研究》编辑部

地址:北京市朝阳区光华路甲1号院

邮编: 100020

电话: (010) 85057269 85057288(传真)

E-mail: dshyjiu@163.com 发行: (010) 85057259

制作:北京美天时彩色制作中心

印刷:北京东方宝隆印刷有限公司

地址:北京市大兴区黄村镇孙村组团8号

自办发行,国内外公开

每月5日出刊

定价: 15.00元