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# 新闻大学



[本期要目]

新媒体与舆论研究：问题意识及提升路径

中国新闻理论体系调整之我见

企业公共关系伦理资本建构：真实与价值

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## 目录 CONTENTS

### 本刊特稿

舆论学理论研究的深化与拓展

丁和根 (1)

关于中国舆论学知识体系建设和人才培养的思考

谢耘耕 万旋傲 (8)

新媒体与舆论研究：问题意识及提升路径

张志安 晏齐宏 (14)

寻求对话：在舆论研究的特殊性与普适性之间

张涛甫 徐亦舒 (23)

### 新闻理论

中国新闻理论体系调整之我见

丁柏铨 (29)

### 新闻史

红色中华新闻台研究三题

陈信凌 谭琪红 (38)

民国新闻高等教育的“政校模式”略论

——以马星野的新闻教育实践为视角

王继先 (45)

### 新闻业务

因袭与重塑：移动传播时代的新闻视听语言特征研究

张梓轩 梁君健 (52)

——以三大央媒两会短视频报道为例

作为新闻的谣言：媒介融合背景下新闻与谣言关系的再思考

宋祖华 (61)

---

## 新媒体研究

- 自媒体科学传播内容与媒体显著性之研究  
——以微信公众号“果壳网”为例 王玲宁 陈昕卓 (68)
- 移动新闻用户满意度的影响因素研究  
——基于上海五所高校学生的调查 邹霞 谢金文 (77)
- 

## 传播学

- 病患就医意愿和健康意向的影响因素研究  
——基于计划行为理论(TPB)模型的构建 聂静虹 金恒江 (86)
- 

## 广告与公共关系

- 从策略传播管理到数据沟通管理  
——大数据诱致广告运作制度的变迁 颜景毅 (95)
- 企业公共关系伦理资本建构：真实与价值 李华君 张婉宁 (105)
- 

## 媒介经营管理

- 媒体融合背景下的中国传媒产业规制转型  
——基于互联网媒体与电视规制效果比较的视角 易旭明 (112)
- 

## 新闻传播学教育

- 新闻教育时代转型的焦点问题与高校专业改革的实践取向  
——以四所知名新闻院校广播电视学专业教育为例 范明献 (120)
- 

## 媒介与文化研究

- 男性、女性时尚杂志封面女性形象的对比研究  
——以《时尚Cosmo》与《男人装》为例 胡春阳 杨雪晨 (129)
- 

## 会议综述

- 从数据到洞见：文化创新与数据科学  
——“国家文化创新论坛·文化创新与数据科学”国际学术会议综述 史春晖 凤仙 (137)
- 

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# JOURNALISM BIMONTHLY

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## 1 The Deepening and Extending of Theoretical Research on Public Opinion

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· *DING He-gen*

**[Abstract]** Theoretical research is the main driver force of public opinion, and its progress reflects the overall level of public opinion research. It's also the foundation of public opinion. The improvement of the theory of public opinion shows the further research on the ontology, and the epistemological development. The former needs to constantly improve the scientific Intension of basic principles and enhance the interpretation of reality, making its terms of use and concepts increasingly rigorous and systematic; The latter needs to emphasize the combination of theory and practice, history and reality and the west and china. To Explore the questions related to Chinese situation in a multi-directional analysis frame, we can begin with a number of studies with both theoretical and realistic values in a wide review of multiple subjects fields.

**[Keywords]** public opinion; theoretical studies; further research on the ontology; epistemological extension; multi-disciplinary approach

## 8 Reflections on the Building of Knowledge System and the Education of Talents in Public Opinion Research

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· *XIE Yun-geng, WAN Xuan-ao*

**[Abstract]** Public opinion is appeared to be a famous study in social science as its importance and social forces increase rapidly. However, the theoretical system and research methods of public opinion research are facing unprecedented difficulties. Both traditional investigating methods and big data are not stable on interpreting and predicting public opinion. We should keep on absorbing, testing and developing the original theories in multi-discipline and broadening the scope of public opinion research, constantly retesting the research questions by multiple methods, and eventually build a comprehensive public opinion research framework. Besides, The development of public opinion always needs the support of reasonable talents cultivation system and discipline organization resources.

**[Keywords]** public opinion; discipline construction; knowledge system; talent cultivation

## 14 The Evolution of the Research on New Media and Public Opinion

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· *ZHANG Zhi-an, YAN Qi-hong*

**[Abstract]** It is significant to explore the field development of research on new media and public opinion in China. The development in the following three aspects can be used to cultivate the question awareness: history and current condition, fields and information, motif and technology. Moreover, it is necessary to focus on key issues, such as public opinion & national will, social process, formation procedure, which present the democratic, controlling, communicative functions respectively. Taking full advantages of new media analysis methods, such as semantic analysis, relationship analysis, sentiment analysis, will do benefit for the constructing of analytical frame about power and discipline, public and private, rationality and sentiment.

**[Keywords]** public opinion; new media; question awareness

## 23 Seeking Dialogue: Idiosyncrasy and Universality in Public Opinion Research

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· *ZHANG Tao-fu, XU Yi-shu*

**[Abstract]** Public opinion is a product of contextualization. The research of it is constrained by context. The specialty of context-based public research drives the connection between foreign theories and methods with the background of Chinese unique situation, especially not avoiding the particularity for the research on Chinese public opinion. To achieve the transcendence on universality, the limitation of local and western knowledge should be beyond. Not needing to emphasize the importance of the local knowledge to public opinion research, it should be sublimated to the level of universality without any limitation of local knowledge.

**[Keywords]** public opinion; particularity; universality; field

## 29 On the System of Journalism Theory in China

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· *DING Bo-quan*

**[Abstract]** The paper put forward three principles for adjusting the system of journalism theory in China based on the observation of media ecology and the journalism industry. First, be autonomous and can not lost ourselves. Second, be independent and stay theoretical. Third, be introspective and put high value on objective laws. Based on the principles, the paper analyses the connotation of the system of journalism theory in China on general level and specific level. On general level the system of journalism theory in China includes the ontology of news, the quality of news, the production of

news, the law of news, management of media and administration of journalism. On specific level the system of journalism theory in China belongs to the socialistic system of theory including taking dialectical materialism and historical materialism as bases, sticking to the principles of Chinese Communist Party, guiding the public opinion efficiently and effectively, handle the relationship between journalism and publicity wisely. The connotations on the two levels construct an organic integrity which is the complete system of journalism theory in China.

**[Keywords]** journalism theory; system; public opinion guidance; propaganda

### 38 Three Issues on the Study of Red China News Station

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· *CHEN Xin-Lin, TAN Qi-Hong*

**[Abstract]** Red China News Station Service in business reported intertwined with Red China News Agency, "Red China" together. But Red China News Station in the administration is indeed an independent institution. It was founded in May 1935, in the Central Soviet capital Rui-Jin. The main responsibility is to copy the news from the Central News Agency of the Nationalist Party and foreign news agency broadcast telecommunications, and then printed out for the central leadership of CCP. For the status of the Red China News Station, the academic community is controversial. This paper argues that we may regard Red China News Station as the predecessor of the Central People's Broadcasting Station. However, if we regard the Red Chinese News Station as the mass communication sense of the people's broadcasting industry starting point in china, there is a clear lack of evidence.

**[Keywords]** Central Soviet area; Red Chinese News Station; text communication; origin controversy

### 45 A Brief Review on the 'CPS Mode' of Higher Journalism Education in the Period of Republic of China: From a Perspective of Ma Xingye's Higher Journalism Education Practice

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· *WANG Ji-xian*

**[Abstract]** Being the journalist within the KMT framework, Ma Xingye established the 'Central Political School (CPS) mode' of higher journalism education. It is not only a simple imitation of the 'Missouri Mode' of U.S. higher journalism education, but the education mode within KMT framework focused on the three people's principles and the news morality cultivation comprised of Chinese traditional cultural spirit and western journalistic professionalism. Based on the three factors including strict entrance selection, excellent teaching staff allocation and rational curriculum design, the government-university mode within the KMT framework is taking the hands-on learning as its

means. In the context of the professionalism and specialization of the higher journalism education in the period of Republic of China, it is the mode which possesses unique journalism education concept and practice manner of the educators and the journalism institutions within the KMT framework. Despite of its professionalism and rationalization, due to deep characteristics of the KMT, the government-university mode has its significant limitation of the times.

**[Keywords]** Ma Xingye; central political school (CPS) mode; history of higher journalism education; history of Chinese journalism in the period of Republic of China

## **52 Inheriting and Reshaping: Research on the Features of News Report's Audio-visual Language in Mobile Communication**

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· *ZHANG Zi-xuan, LIANG Jun-jian*

**[Abstract]** One of the key issues when exploring the rules of mobile communication is to find out the appearance of news report's audio-visual language in the domain of mobile communication. In terms of breakthrough, on the one hand, this research is different from the former ones which put more emphasis on aesthetic understanding and ought-to-be rules; on the other hand, in the background of big data, it uses research methods other than experimental method and sampling method so as to achieve new findings. This research found that television production's inertia is continued on the mobile platform, and due to mobile media's features, a lot of audio-visual language elements which were established in the film era, and deemed to be attractive to the audience or showed journalistic professionalism in the television news era, did not have positive effect on audiences' actual preferences.

**[Keywords]** mobile communication; audio-visual language; NPC & CPPCC

## **61 Rumor as News:Revisiting the Relationship between the News and Rumor against the Background of Media Convergence**

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· *SONG Zu-hua*

**[Abstract]** With the development of new media and the promotion of media convergence, news and rumors show an increasing trend of cross fusion. How to report rumors has become an important topic in Journalism. Based on the related news and rumors theories, this paper analyses the rumor forms and their problems in news report and points out that the existing theories can not meet the demand of the practical development, and the relationship between news and rumors needs to be re-examined. The difference and connection between rumor itself and rumor phenomenon as an object

in news report needs to be clarified. Furthermore, news media need to regulate rumor-related reports from the aspects of reported object, reporting process and language expression to accomplish the journalistic mission of information communication without spreading rumors.

**[Keywords]** news; rumor; media convergence

## **68 We-media Science Communication Impact on Media Salience: An Empirical Study on Guokr We-chat Public Account**

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· *WANG Ling-ning, CHEN Xin-zhuo*

**[Abstract]** Combining with Media Prominence theory, this paper provided an scientific approach to the possible correlation between media prominence and the scientific content spread by we-media by applying content analysis to the wechat public account “Guokr”. Based on that, this paper conducts a analysis of the feature of scientific content spreading on we-media. The result shows that source, scientific theme, the country background of certain scientific agenda and the main clue of scientific spreading exert major influence respectively on the prominence, attention and dimension of we-media scientific communication. The agenda preference and unique narration of we-media scientific content represents the instinctive deviation from traditional official media and a novel path to attract more customers. Considering the characteristics of we-media, the two-way scientific communication at present is still at basic level, waiting to be broadened in order to achieve further goals of promoting public understanding, participating and decision making of science.

**[Keywords]** we-media; scientific communication; media prominence

## **77 The Influencing Factors of User Satisfaction with Mobile News: Based on Survey of Students in Five Colleges of Shanghai**

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· *ZOU Xia, XIE Jin-wen*

**[Abstract]** Based on the theory of expectation confirmation, the models of comprehensive technology acceptance and supplementary factor were used to construct the model of users' satisfaction in mobile news. It aimed at understanding the influencing factors and the functional mechanism of the mobile news user satisfaction. Through sampling survey and empirical researches for students in five colleges of Shanghai, it was found that user expectation was significantly correlated with perceived content, perceived ease of use and perceived aesthetic. Perceived content and perceived aesthetic were significantly related to confirmation. However, perceived ease of use and user expectation were not. Perceived content, perceived ease of use, perceived aesthetic,



confirmation have remarkable and positive impact in user satisfaction. Confirmation and perceived ease of use contributes the most to the user satisfaction, then is the perceived aesthetic, the last is perceived content. The study also found that confirmation had some mediating role of the perceived content, perceived aesthetic and user satisfaction. Confirmation had a complete mediating role of user expectation and user satisfaction. But it was not significant for confirmation to have an intermediary role of perceived ease of use and user satisfaction.

**[Keywords]** mobile news; user satisfaction; user expectation; perceived content; perceived aesthetic; confirmation

## **86 Analysis of the influencing factors of patient to Medical Care and Health Intention: Based on Planned Behavior Theory**

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• *NIE Jing-hong, JIN Heng-jiang*

**[Abstract]** In this study, we collected the data from the patients undergoing treatment and tried to further explore the driving mechanism of Chinese patients' medical / health intention from the perspective of holistic view. Based on the theory of planned behavior, this paper establishes the research hypothesis, and studies the influencing factors of patient willingness and health intention through structural equation model. The results showed that: (1) the satisfaction of the patient's communication effect and the satisfaction of the patient's professional skills were not significantly affected by the willingness to seek medical treatment and the intention of health. (2) the higher the hospital satisfaction, the patient's willingness to seek medical treatment and the higher the intention of health. (3) the stronger the subjective norms of the patient, the more inclined to have access to medical intentions and health intentions. (4) Self-perception behavior control and media perception behavior control have a significant positive impact on patient compliance and willingness to do health. These conclusions to a certain extent, further clarify the relationship between medical staff, hospitals, patients and the media, for the doctor-patient relationship / doctor-patient communication research has a catalytic role, but also beneficial to China's health communication research multiple exploration.

**[Keywords]** Theory of planned behavior; medical willingness; health intention

## **95 From Strategic Communication Management to Data Communication Management: Big data causes the Change of Advertising Operation System**

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• *YANG Jing-yi*

**[Abstract]** Data and intelligence are the two core resources of advertising industry, and their supply conditions determine the basic operation mode and effects of advertising industry. The lack of data supply caused by the traditional sample survey leads to the strategy management system which relies on creative production and relies too much on the personal wisdom of the advertisers. The emergence and application of big data results in the full supply of data resources, and leads to the change of the advertising operation system to the management of data communication, which leads to the promotion of the efficiency of advertising services and the rationalization of the advertising industry structure.

**[Keywords]** Big data; advertising operation system; strategic communication management; data communication management

### **105 The Construction about the Ethical Capital of the Corporate Public Relations: The Fact and the Value**

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· *LI Hua-jun, ZHANG Wan-ning*

**[Abstract]** Under the global economic integration, the corporate public relations are confronted with the conflicts and dilemmas of "utilitarianism-morality" and "self-interest - other interests", and the ethical crisis of corporate public relations is already in full outbreak. Based on the elaborated of the corporate public relations ethics study limitations and real dilemma, this paper analyzed the economic value of the public relations ethics and the ethical effect of corporate capital, and explored the necessity and inevitability of combining public relations ethics and corporate capital. With the help of concluding the research of ethical capital in recent years, this paper clarified the connotation and characteristics of public relations ethical capital. At last, this paper also tried to build an enterprise public relations ethical capital that includes the "honesty based on truth" and "the value of harmony as the goal" to guide the practice of public relations.

**[Keywords]** public relations ethics; corporate capital; ethical misconduct; corporate public relations ethics capital

### **112 Translation of Media Industrial Regulation under the Background of Media Convergence in China: A Comparison based on Effect of Regulation on Internet Media and TV**

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· *YI Xu-ming*

**[Abstract]** China positioned the internet as information industry rather than mass media at first, and implemented a loose regulation different from traditional media. Internet media have a more

effective market structure, scale effect and market behavior, and then bring a higher industrial scale and international rank. Internet media market structure is characterized by "oligopoly competition - double layers and multiple competition ", which is different from that of the TV market's "core-grain structure". The behavior of internet media is also better for industrial innovation. China media regulation is transiting from "separated regulation" to "Converged regulation" and can benefit from the former analysis. the convergence media is a "mixed media" with model of mass communication, organizational communication and interpersonal communication ,and also a platform of industrial convergence in the era of "Internet plus" . China's "Converged regulation" need to expand the understanding of media social goals and ways to achieve it. Its basic orientation is de-regulation to activate investment, and forming effective competition, and translating strict structure regulation to targeted behavior regulation.

**[keywords]** transition of media regulation; "oligopoly competition -double layers and multiple competition "; "core- grain structure"; platform of industrial convergence

## **120 Transformation Problems and Practice Orientation of Journalism Education in the New Media Era: A Case Analysis of Major Training in Radio and television Based on Four Famous Colleges**

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• *FAN Ming-xian*

**[Abstract]** Journalism education is facing the urgent transformation problems in the new media era. This paper focuses on the transformation problems and tries to describe the practice orientation of journalism education reform based on major training in radio and television in four famous Colleges. There are four focus problem: training employment target, cross media training, interdisciplinary education, major training model. Major training employment target is changing from media organization to the social talent need. Media adaptability is not focused on all media but stressed that students should have professional advantage and network media capabilities. Interdisciplinary training has not become the mainstream, but introduction of several courses from other subjects is becoming a new trend.

**[Keywords]** transformation of journalism education; media adaptability; cross media training; interdisciplinary education; major training model

**129 Comparative Analysis of Female Image on the Covers of Male and Female Magazines:  
Using *Fashion Cosmo* and *FHM* as Examples**

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• *HU Chun-yang, YANY Xue-chen*

**[Abstract]** This paper chooses the past three years' issues of *Fashion Cosmo* and *FHM* as samples to compare how women are portrayed on the covers. The paper does content analysis on several variables, including sociodemographic characteristics, clothing, extent of nudeness and the interaction between individual and group. The paper also explains the differences.

**[Keywords]** fashion magazine; Female image; comparative analysis

**137 From Data to Insight: Cultural Innovation and Data Science**

—Summary of the International Conference on "National Cultural Innovation Forum, Cultural Innovation and Data Science"

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• *SHI Chun-hui, FENG Xian*

新闻传播融合

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