

大学之道，在明明德，在亲民，在止于至善。

新闻大学

ISSN 1006-1460

CN 31-1157 / G2

**JOURNALISM
BIMONTHLY**

国家教育部主管 复旦大学主办
CSSCI来源期刊 本刊实行匿名评审制

2017年第6期 总第146期



QK1801111

[本期要目]

新媒体社会责任表现的实证研究 ——以腾讯网为个案的量化评估

媒介化社会理论的缘起：传播学视野中的“第二个芝加哥学派”
公共关系对公众的想象



ISSN 1006-1460



9 771006 146177

万方数据

大学之道，在明明德，在亲民，在止于至善。

新闻大学

JOURNALISM BIMONTHLY

双月刊 2017年第6期 总第146期

主管：国家教育部

主办：复旦大学

出版：《新闻大学》杂志编辑部

全国新闻核心期刊

中国社科期刊学术论文统计数据库
核心刊物

中国人文社会科学论文与引文数据
库首批来源期刊

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目录 CONTENTS

本刊特稿

对纪录电影基本观念的重审与反思

——以罗伯特·弗拉哈迪早期作品为例

贾恺（1）

狮子与老鼠：述行纪录片的观念

聂欣如（9）

视觉技术与感知安全：新媒体语境中纪录片身份再聚焦

杨击（18）

作为媒介的VR研究综述

杨慧 雷建军（27）

新闻史

民国时期中国共产党新闻宣传的五次转折及其动因分析

倪延年（36）

谁是“野蛮人”

——19世纪早期在华英文外报议题研究

谢庆立（44）

新闻业务

新闻业危机应对策略的“正当化”话语：

——一项基于中国媒体宣言的探索性研究

白红义 李 拓 (51)

香港《南华早报》的国家认同研究 (2007-2016)

孙有中 胡 洁 (62)

新媒体研究

新媒体社会责任表现的实证研究

——以腾讯网为个案的量化评估

周葆华 范佳秋 田 宇 (73)

媒介形态变迁与受众媒介使用

刘 毅 (89)

传播学

媒介化社会理论的缘起：传播学视野中的“第二个芝加哥学派”

胡翼青 杨 馨 (96)

新媒介技术环境下上海大学生的意见表达研究

廖圣清 (104)

媒体报道如何影响风险感知：以环境风险为例

余 红 张 雯 (113)

广告与公共关系

公共关系对公众的想象

胡百精 高 歌 (125)

广告舆论社会功能的内涵新解

晋艺菡 窦佳乐 (133)

媒介经营管理

中国民族出版编辑工作满意度及其人口学特征

张大伟 (144)

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JOURNALISM BIMONTHLY

VOLUME 146, NO.6, 2017

1 Reconsidering the Concepts of Documentary: A Case of Robert Flaherty's Early Films

· *JIA Kai*

[Abstract] As the pioneer of documentary making, Robert Flaherty has a far-reaching influence to the development of documentary history while on the other hand he has also been the target of criticism. Starting with the Robert Flaherty's early films as its 'prototype' significance to the documentary history, this article focuses on and reflect some documentary fundamental concepts, by which it tries to finger out that the concepts and practice of the fiction and nonfiction have kept moving in an ascending spiral pattern.

[Keywords] documentary; fiction; persuasion; rhetoric; prototype

9 The Lion and the Mouse: The Concept of Performative Documentary

· *NIE Xin-ru*

[Abstract] The two principles of performative documentary - "standpoint of the party" and "practicability purpose", ensure the characteristics of "language is action" of this kind of documentary. The performative documentary theory lead by Bill Nichols only meet one these principles, and "language is action" is misunderstood as "performance". Avant-garde experimental film, feature and cartoon are categorized as documentary, but cannot be demonstrated in theories. The other group that lead by Thomas Waugh does not adopt the concept of performative, but the documentary that discussed by this group conforms both principles. This kind of documentary steps deeply in society, participates directly in social events. It is disagreed by Bill Nichols and other scholars, and is ignored on some level. The foundation of our discussion on this kind of documentary is to realize the realistic condition of performative documentary. Only built on this basis, we can make a clear discrimination on the merits and faults of related Western theories.

[Keywords] documentary; performative documentary; Bill Nichols; Thomas Waugh

18 Visual Technologies VS Perceptual Safety: Refocusing on Documentary Identity In the Digital Era

· *YANG Ji*

[Abstract] Simulating the biological system of binocular vision, various vision technologies were created, however, the product and application with camera obscura related technology are still the main stream, no matter in painting, photographing or filming. Late 19th century, 3D technology had posed a challenge against the camera obscura, which failed and faded. 2nd decade of 21st century, 3D movies and documentary vibrated the wave again, and it turned to be uneventful. Now it is turn of VR documentary, which hasn't shaken the documentary using camera obscura; however, the epistemological framework on relationship between human, technique, and world has been challenged. Late 1980, documentary had faced its identity crisis within the hermeneutics relationship, will it collapse within its embodied relationship 2010s?

[Keywords] Camera obscura; VR; epistemology; hermeneutics relationship; embodied relationship

27 A Review of VR Studies

· *YANG Hui, LEI Jian-jun*

[Abstract] As mass communication, VR is a comeback hot word. 2016 was called the first year of VR and by far at home and abroad a lot of results have been accumulated on the VR media studies. Currently, foreign academic research more values VR as a medium or communication, its connection with the context of media research and continuation, inheritance or abandonment of the discussion of old and new issues in the field of humanities and social sciences. Meanwhile the domestic academic results are more sensitive to the capture of the phenomenon and closer to media practice and media industries. A summary of domestic and foreign VR media research helps us better understand this new media in development and promote the research of its problems, paradigm, and theories.

[Keywords] VR; Virtual Reality; immersion; presence

36 The Five transitions of the Communist Propaganda in the Republican Period

· *NI Yan-nian*

[Abstract] This paper analyzes the social environment characteristics in the Republican period, nearly three decades from the founding of the Communist Party of China to the ending of Nanjing National Government. After studying five obvious turning points of the communist propaganda

in this period, the author concludes that the main reason that makes propaganda policy changes is the constantly changing relationship between CPC(Communist Party of China) and KMT(Kuo Min Tang). The communist timely adjusted propaganda policy in accordance with the relationship between CPC and KMT and the situation of domestic and overseas, which has illustrated that the communist's insist: "hold the original will"and "keeping pace with the times" in the propaganda. **[Keywords]** news activities of the Communist Party of China; political party and journalism; journalism history of the Republican period

44 Who Were the Barbarians: A Topical Study of English Papers in China in the Early 19th Century

• *XIE Qing-li*

[Abstract] Begin by focusing on the Chinese character "yi", this paper find that the connotation of this word was subverted and reconstructed by the west in the early 19th century in the background of years of reports and discussions. This study chose "rebuttal of words Man-yi" as the research object, analyzed the reports and comments of the early 19th century English newspaper in China, and explored the relationship influence between China and west of English newspapers. This paper argues that through years of rebuttal of the word "Man-yi", English newspapers in China not only achieve the purpose of propaganda, but also regard China as barbarians, thus provide a basis of public opinion to take a tough policy toward China. At the same time, it has reconstructed the image of China during this period, replacing China's discourse power in spreading national image to the west.

[Keywords] Yi (barbarians); English Papers in China; rebuttal of words "Man-yi"

51 Legitimizing Discourse Construction of Crisis Response Strategies in Journalism: An Exploratory Study Based on China 's Media Manifestos

• *BAI Hong-yi, LI Tuo*

[Abstract] This article examines media manifestos which new organizations want to introduce themselves to the public. These manifestos are interpretive discourse about journalism. Manifestos offer news organizations a public space to idealize what they would like to change about journalism, how they might imagine, and why they could make these decisions. We can examine how various news organizations react to and make sense of changes through these manifestos.

[Keywords] journalistic occupational discourse; media manifestos; crisis; legitimating discourse

62 Constructing National Identity: A study of Hong Kong's *South China Morning Post* (2007-2016)

· *SUN You-zhong, HU Jie*

[Abstract] This paper applies content analysis and critical discourse analysis based on a self-compiled corpus to a longitudinal study of the construction of national identity in the editorials of *South China Morning Post* from 2007 to 2016. The major findings include: 1) SCMP's recognition degree of national identity has been steadily rising with fluctuations; 2) SCMP has intentionally constructed thematic frames and attitudinal frames for its national identity; 3) the ethnic identity frame contributes to constructing national identity, and has become the dominant thematic frame; 4) linguistic labels of identity have established a relatively stable political discourse, constructing a homogeneous context for national identity and a sense of belonging.

[Keywords] Hong Kong; national identity; *South China Morning Post*

73 Exploring New Media's Social Responsibility Performance: A Quantitative Case Study of Tencent

· *ZHOU Bao-hua, FAN Jia-qiu, TIAN Yu*

[Abstract] The issue of social responsibility performance of new media has attracted increasing attentions from both the academic and industrial fields. This paper argues a framework to evaluate media social responsibility performance based on relevant literature reviews, which includes seven major dimensions and thirty-three sub-dimensions. We apply this evaluation framework to Tencent and study its social responsibility performance with content analysis ($N=2982$) and questionnaire survey ($N=3858$). It finds that Tencent has well functioned in the aspects of content quality, legal and moral compliance, public welfare and rumor dispelling, which is also echoed by good feedback from the audience. While, it is suggested that Tencent might consider improving the degree of journalistic professionalism, diversifying geographical distribution and social group engagement, and strengthening supervision over power, among others. The new components and mechanisms of media social responsibility performance in the new media environment have also been discussed.

[Keywords] new media; social responsibility; media performance; Tencent

• *LIU Yi*

[Abstract] This paper used a questionnaire survey of 469 College Students about 17 types of media to investigate media usage and choice under the mediamorphosis background. The results showed that, compared with the data in previous years, the time college students spent on traditional media decreased, while the time spent on internet media increased. In a mediated society, although every college student is a media user, the usage of different categories of media are different among college students. Today, the largest proportion of college students use web 2.0, followed by web 1.0, the least are traditional media, also, there is a large difference among different media in the same category in terms of college student audiences' using time. Meanwhile, audience of media with a low audience occupancy spend less time on media than audience of media with a high audience occupancy. In general, to some extent, college students' usage of a popular new medium will reduce the time they spend on other existing media ; but for most college students, the usage of a popular new medium does not impact the usage of other existing media. Besides, very few of them increase their usage of other existing media if they use a popular new medium.

[Keywords] mediamorphosis; audience; media usage

96 The Origin of Mediatization-Society Theory: the Second Chicago School in Communication Horizon

• *HU Yi-qing, YANG Xin*

[Abstract] In the era which social media thrived, Mediatization-Society gradually came to the focal point in communication studies. It stressed the media contributed to construct two dimensions of social institution and human behavior, presented strongly constructive feature. However, differing from other papers, in this paper, the theory of Mediatization-Society started in the "back to human" social scientific revolution in 20C 70s. In the second Chicago school, the theorists integrated social structure, social transition with individual feeling, and integrated the dimension of "structure" with the dimension of acting, and provided other similar attempting with the starting point. Especially Erving Goffman's theories draw the outline of how the "structure" connects to individual experience and action on two dimensions of "role-play" and "framing", provide us with a new perspective to scan social Mediatization.

[Keywords] Mediatization-Society; the second Chicago school; symbol interaction theory; role; framework

104 Shanghai College Students' Opinion Expression in the New Media Technology Environment

· *LIAO Sheng-qing*

[Abstract] This study uses questionnaire survey ($N=1146$) to investigate and analyze the opinion expression of college students in Shanghai under the new media technology environment. For the first time, this study examined the perception and satisfaction of climate in opinion expression. The research shows that Shanghai college students seldom express their opinions on national political issues and people's livelihood issues, The frequency of opinions on people's livelihood is higher than that of national politics, The perception and satisfaction of climate on national political issues, people's livelihood issues, have significant impact on the opinion expression of national political issues and people's livelihood issues, The perception and satisfaction of climate on national political issues have a negative impact on the expression of people's livelihood issues, The more frequently used computers are, the more likely they are to express their opinions, and the longer they use computers, the less they will express their opinions.

[Keywords] opinion expression; opinion climate perception; college student

113 How media coverage influences risk perception: a case study of environmental risk

· *YU Hong, ZHANG Wen*

[Abstract] The study empirically explores the mechanism of media coverage affecting people's risk perception. The research hypothesis that the gap between the media frame and audience is supposed to affect risk perception mediated by emotion aroused by the media coverage. Three SEM models are established to test the relationship among the variables: media coverage, emotion and risk perception and finds: (1) The media magnified human risk, while the natural risk not;(2) the path and mechanism of media affecting risk perception depends on the types of human risk, to which the different news frames of Haze risk and Genetically Modified controversy contributes.

[Keywords] Risk perception; emotion; frame gap; environmental risk

125 Imagination about the Public in Public Relations

· *HU Bai-jing, GAO Ge*

[Abstract] Public relations(PR) was born in the early twentieth century. It has been specializing in mediating and coordinating the conflicts of interest between organizations and the public. Therefore, public is the double motif for PR in both theoretical and practical perspectives. This paper reviewed

PR history and cleared up the organizational views of the public during the past 100 years, which reflected the organization's values and attitudes towards the public. The conceptual traditions went through a long-term evolutionary process, including the informed-disciplined public, the stubborn-active public, the paramount customer public, the stakeholder public, and the value co-creating and dialogist public. Each view of the public has its identity settings and boundaries, and is also closely related to the organization's imagination of itself and the outside world. Based on the criticism of the most influential theoretical traditions, this paper is aimed to develop and present a new view of the public for PR in the context of the Internet and digital era.

[Keywords] public relations; view of the public; plural subject; dialogism; Co-creating

133 The Implication of the Social Function of Advertising Public Opinion

• *JIN Yi-han, Dou Jia-le*

[Abstract] Nowadays, advertising public opinion influences every aspect of social life, and there is no doubt about the importance of social function research. Determining the connotation of the social function of advertising public opinion is the first step of starting any related researches. Through the review, this paper summed up the problems in the existing studies and thinks that the sociological functional view should be studied and inherited. On this basis, this paper revised and clarified five social functions of advertising public opinion, which includes social image, public opinion presentation, idea coordination, self-construction and relationship construction, industrial chain relationship integration. Besides, the new features of the social function conclusion under the guidance of new functional view are discussed.

[Keywords] advertising public opinion; social function; functional view; sociology

144 Job Satisfaction and Demographic Characteristics of Editors from Nationalities Publishing Houses in China

• *ZHANG Da-wei*

[Abstract] Based on the questionnaire of editors from nationalities publishing houses ($N=326$), this paper analyzes the relationship between work satisfaction, overall satisfaction and each dimension of these editors in the existing management system and in the new media environment, and their demographic characteristics. The survey found that these editors are on the highest interpersonal relationship satisfaction, while the internal management system and salary satisfaction is relatively low. Therefore, the internal management system and salary distribution system of nationalities

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大学之道，在明明德，在亲民，在止于至善。

新闻大学

JOURNALISM BIMONTHLY

双月刊 2017年第6期 总第146期

国内统一连续出版物号：CN31-1157/G2

国际标准连续出版物号：ISSN1006-1460

国内发行：

上海市邯郸路440号复旦大学新闻学院内

邮政编码：200433

电话：021-65641289

国外发行：

中国出版对外贸易公司

北京782信箱

编辑部地址：

上海市邯郸路440号复旦大学新闻学院内

邮政编码：200433

电话：021-65641289

邮件：xwdx@fudan.edu.cn

印刷：上海新开宝商务印刷有限公司

广告营业许可证：沪工商广字 第1011号

定价：每本15.00元

全年六期 90 元（含邮资）