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1 Informing or Engaging: A Comparative Analysis of the Practice of Visualization on Four Data News Columns

· *HUANG Ya-lan, QIU Yun-xi*

[Abstract] This paper explores how data visualization's information function and visual engagement function are practiced in data news both in China and in the Western countries. Based on a content analysis of the data-driven reports on *The Guardian*, *The New York Times*, Netease, and Caixin.com from January to June 2017, this paper concludes that static spreadsheets, graphs and infographics make up the majority in the visualized data-driven reports. Most of the data reports consist no interactivity, interactive timelines and maps are often used, and the high-level interactivity and game design are seldom employed. As for the information function of data news, most of the visualization only transform data into graphs, the extent of information integration and explanation are not practiced well. At last, this research claims that informing should be regarded as the primary function of data visualization, to which visual engagement should serve.

[Keywords] Data Journalism; visualization; interactivity; information function; visual appeal

9 News Visualization Production within the Framework of Narratology: A Case Study of Sina. com and Xinhuanet.com

· *ZHAN Di*

[Abstract] Based on the analysis of empirical data from Sina and Xinhua, this article reveals several pitfalls in data visualization report in China. Influenced by the notion that "data is news", existing reports focus too much on numbers while clear narrative is non-existent. Consequently, this lack of clear narrative results in the fragmentation of information, exerting negative impact on news agenda and the guidance of public opinion. Furthermore, news is treated as entertainment, losing the authority and seriousness that journalism used to have. Arguably, while deconstructing the established norms of news narrative, data visualization journalism has not formed its own paradigm of storytelling.

[Keywords] Data Journalism; visualization report; narrative pitfalls

18 Newsrooms' Conflicts in the Era of Media Convergence: Based on the Study of News Visualization

· *YANG Qi-guang*

[Abstract] Through 25 in-depth interviews with visual editors of three national mainstream news organizations, this paper examines and explains the relationship of both "visual editors-traditional editors" and "visualization team-media leadership", which discloses several underlying conflicts and profound reasons. "Aesthetic performance" and "appropriate subject" are the two primary considerations in the process of news visualization, which put forward new skill and literacy requirements for journalists and editors. Due to the lack of common language, within the organization of visualization teams lies the discrepancy that the journalism view clashes with the visual view both conceptually and practically, which increases the cost of communication. It illuminates that traditional "journalist-editor paradigm" transforms into "manufacturer paradigm" which attaches great importance to product quality and the satisfaction of customers.

[Keywords] news visualization; newsroom; organization; news production

27 Unity: The Typical Characteristics of Contemporary Chinese Marxist Journalism Views on Truthfulness

· *YANG Bao-jun*

[Abstract] Journalism truth view is the fundamental and systematic opinion about the truth in journalism. Different journalism truth views have different characteristics. Journalism truth view not only has criteria in epistemological, but also has goals in value theory and specific requirements in methodology. The contemporary Chinese Marxist journalism truth view holds that "Fact Truth" is the fundamental opinion and "Process Truth" is the implementation concept. Besides, its clear and specific characteristic is to stress the "Unity" or the "Integrity" of truth in journalism. Since then, we could name it as "Unity Truth View". The main contents of "Unity Truth View" include three aspects. Firstly, it requires the unity of "Partial Truth" and "Integrity Truth" while reporting the individual facts. Secondly, it requires the unity of "Specific Reporting Truth (Specific Truth)" and "Field Reporting Truth (Field Truth)" in the report on the target field. Thirdly, it requires the unity of "Micro Truth" and "Macro Truth" in the coverage of certain social areas. The achievement of "Unity Truth View" still faces many difficulties and problems, it needs further more explores and researches.

[Keywords] journalism truth view; Marxist journalism truth view; unity truth view

35 End of "the Weibo Era"? An Introduction to "New Media and Politics in Contemporary Chinese"

· *LV Xin-yu*

[Abstract] "The Weibo events (2011-2012)" workshop focused historically on the Development of China's New Media and politics. Today, China has entered into the WeChat era from the Weibo era, and in the context of "Media Convergence ".What difficulties have run into the process of China's media reform? This article summarizes the various problems of Weibo events (2011-2012), and discusses ups and downs of the China's politics in the era of new media with regards to class, "Party spirit" and civil society; the state, public opinions and democracy; the Publicity, intellectuals and media violence. It ends with the problem of whether there will be the win-win situation in the new media battlefield.

[Keywords] Weibo event; media convergence; democracy; publicity

42 Ethical Dilemma: An analysis of the anti-globalization trend and the context of media ethics

· *JIANG Zuo-su, SUN Zhi-peng*

[Abstract] Reverse globalization is changing from thinking to tide,The social ethics of support Communication shows a declining trend,Based on the globalization of media ethics as the research object, this paper analyzes the media ethics in the context of emotion.In this paper, the author believes that the media ethics is undergoing deconstruction and reconstruction in the changes of the global network space, which can lead to the change of ethics and the impact on the concept of communication.At the same time, the spread of ethical crisis also has internal causes, mainly is the "Disenchantment" media function of the ultimate reconstruction of digital technology; agenda setting; "post front" media context.Based on this, this paper argues that in the face of the impact of the new media and the trend of anti globalization, China's communication ethics needs to maintain its own independence, participate in global governance, and expand the new connotation of media ethics.

[Keywords] anti globalization; media ethics; globalization; international relationship

50 Profiles of Chinese Social Public Opinion in Ethics Field: Based on the Analysis of Social Hot Events from 2010 to 2016

· ZHANG Bai-ming, YANG Ya, LI Biao

[Abstract] According to the Field Theory, this paper with 871 hot ethical events as the basis, profiled the overall characteristics and social ethics public opinion situation of several ethical sub fields based on the events during last decade from 2010 to 2016. The paper figured out that the peak of public opinion of social ethics appeared in 2015. Of all the sub fields, hot events have been focused on ethics of system and occupation, in which the highest proportion of key words focused on the relationship between the government and the public in system ethics, and that between the police and the civilian and between the doctor and the patient in occupation ethics.
[Keywords] public opinion in ethics field; word frequency analysis; field theory

59 Constructing the System and Significance of Historical Materials in the Chinese Journalism and Communication History in the era of Data

· WANG Run-ze

[Abstract] The study of historical materials in the Chinese Journalism and Communication History belong to the specific field. Its legal status is not only based on the inclusiveness of this study's historical contents, its professional approach and reflecting awareness in collecting the materials also contribute to its legality. These historical materials are the basis of the study, which is developing into a higher professionalism. The development of data technology makes it possible that the construction of historical materials can be carried out in an open and sustainable platform, resulting in a variety of classification of historical data. The construction of the historical materials of Chinese Journalism and Communication History Studies is of great significance to building journalism with Chinese characteristics and of universal significance.
[Keywords] the study of historical materials; the history of Chinese Journalism and Communication; data technology

65 Inspection and Attitude on the Soviet Union's Socialist Journalism of the Chinese Press

· QI Hui, QIN Run-shi, FU Hong-an

[Abstract] In the 1930s, the Chinese press paid close attention to the Soviet Union's socialist journalism when it developed in all-around way, while the western journalism suffered a recession

day by day. Over the following decade, Chinese journalists and scholars did many studies on this subject and introduced its advantages and achievements to domestic news practices, then a thought of "taking Russia as a teacher" became more and more popular. Through the recognition of the socialist news system, idea of state ownership and how it operated, Chinese intellectuals realized that the Soviet Union's socialist journalism responded and adjusted to the tradition of modern scholars commented on politics and served the country. The favorable impression about this new kind of journalism model had been forming in their mind. Based on that it became one of the social and psychological foundation which effected journalists' politic chosen in China.

73 The Absence of Science: Climate Change Communication in the New Media Environment in China: A Case of Online Video Sharing Sites

· HU Yi, ZHANG Xue-mei

[Abstract] In recent years, it has been universally recognized that climate change has great effect on human survival and development.The way of knowledge acceptance has also been widely changed by the Internet.In order to promote public's understanding and participation in combating climate change in China,it is of great importance to give a deep research on climate change under the new media environment.The paper focused on videos about climate change in the online video sharing site and employed the method of content analysis.The study found that these videos weighted too heavily toward presenting the phenomena and even some stereotyped image symbols about climate change.The amount of impact frame was far beyond the solution frame and the recommendations to common people was insufficient.In addition,the communication of scientific knowledge about climate change needed to be improved.

81 The Relationship between Dating Website Use and Marriage Satisfaction

· ZHANG Hui-wen, ZHANG Guo-liang

[Abstract] Dating websites have become important social media to establish marriage relationships in the modern society. According to the "Search Theory", this study, for the first time, employs questionnaire surveys, in-depth interviews and other empirical research methods to study the effects of dating website use on marriage satisfaction among people of mainland China. We find

that although the use of dating websites has not become dominated, the user population has reached a considerable size. People with senior age, high education, and high income are more likely to use dating websites. The marriages and partnerships established through dating websites are more harmonious than alternative ways. Further, several key factors have evident effects on the usage of dating websites, including media advantage, demonstration effect, the trend of standardization, and concept transformation.

90 The Discourse Logic and Power Consideration of Political Economy of Communication: Based on the Paper "*Blind spot*"

· CHEN Shi-hua

[Abstract] The paper of "*blind spot*" by Dallas Smythe is masterpiece of political economy, discourse analysis can helps us to deeply understand the theoretical logic and approach of political economy of communication. In the dimension of text, "*blind spot*" followers the tex structure of "question-reason-impact-conclusion-countermeasures", using metaphor rhetorical strategies and positive-negative discourse strategies; in the dimension of discourse practice, the thought presupposition and theoretical premise of "*blind spot*" is the Marxism and Institutional Economics; in the dimension of social practice, the birth of "*blind spot*" fits to its marginal social identity struggling with the mainstream. Again, it is proved that communication research, as a kind of discourse, is the product of a specific context, reflecting the social reality and power relations.

100 The Rural and Urban Disparities: The Relationship between Mobile Communication and Social Capital in Chinese Grassroots Communities

· MA Zhi-hao, WU Mei

[Abstract] Nowadays, mobile communication is ubiquitous in people's daily life. Its technical characters lower the threshold of time and space constraints and therefore reshape traditional social connection and social interaction. This study aims to describe a pattern of the relationship between mobile communication and social capital in Chinese grassroots. Through a data analysis based on the investigation carried out in Rongcheng, Shandong Province, this study has following findings: Key socioeconomic status variables which forming social capital are income and household asset index. Educational background is positively associated with all three indicators of social capital for rural

people, whereas only diversity indicator of social capital is positively associated with educational background for urban people. In the aspect of geography difference, there exist two different patterns. One is the rural area on mobile calls, and the other is the urban area on mobile internet contacts. No matter rural people are contacted in which place, the mobile calling can form and maintain the diversity indicator of social capital. But mobile calling does not significantly affect rural people's upper reachability and heterogeneity of social capital. For urban people, mobile internet contacting can play a key role in forming all the three indicating functions of social capital within the county area. But this mechanism does not reach out beyond the county boundary.

111 Imagination and Action of the "Subaltern of the Middle Class": the Abstraction and Markedness of Intellectual Community's Resistance Symbol

· GUO Xiao-an, YANG Shao-ting

[Abstract] Previous literatures about social protest tend to focus on the subaltern group. For the present study, doctors, teachers, artists, writers and journalists in the intellectual community were selected to analysis the production and metaphor of the resistance symbol. This article finds that, on one hand, as the main body of protest with the high degree of symbolic and practical ability, the resistance symbol of the intellectual community has abstraction, which is different from the protest of the subaltern group, that is, the spectacular visual resistance, including the rituals as resistance and mourning and the tactics of body resistance (behavioral art). On the other hand, by the influence of the imaged " subaltern of the middle class ", the intellectual community borrows a large number of the weak resistance framework in the process of action, and the combine of the elite identity with the subaltern narrative makes the resistance symbol show a "markedness" characteristic.

121 From "Connection" to "Scene": An important step in the development of the Internet: Examining the Value Logic and Market Territory of WeChat Applet

· YU Guo-ming, CHENG Si-qi

[Abstract] With the "people-oriented" subjective evaluation standard and value system gradually leading the development of technology and society, the demand of users for Internet has started to go beyond the two-way interaction level, and more emphasis is placed on the adaptability of the media and the environment in the environment to provide specific scenarios Information and adaptation

services. Under this logic, the WeChat applet, as a new attempt at scene entry, uses its tool attributes to establish the shortest path to people and services, activates and integrates offline business scenarios. Due to the further personalization and refinement of the scene, only considering the user's frequency of use, functional requirements and user experience, the small Applet can be found as a invisible tool to solve the problem and meet individual needs instead of the traffic entrance, in order to find its more suitable application scene and service market space.

128 Data, Algorithmic Model and Decision-making: the Development of Computational Advertising

· DUAN Chun-lin, YANG Heng

[Abstract] Computational advertising subverts the traditional way of advertising from user insight to performance measurement, creating a transformation in the entire chain of intelligent marketing. This paper accounts that generalized computational advertising includes all the three basic research dimensions of advertising, which are ad formats, data, algorithm models and intelligent decision making based on data and algorithms. In the future, computational ads in the era of Internet of Things should be fully automated user navigation on the basis of obtaining global smart data. The optimization and upgrading of intelligent algorithm attract users to deeply participate in the advertisement interaction and form an interactive cultural ecology, and ultimately achieve the effectiveness of branding and marketing.

137 An Empirical Study on the Professional Commitment of Journalism Students and Its Relationship with Journalism Education in New-media Era

· TAO Jian-jie

[Abstract] The professional commitment of journalism students in new-media era are analyzed by the means of questionnaire in 1430 undergraduate journalism students of eight universities in Shanghai. This study also compares the difference between different types, characteristics of journalism students, and focuses on the relationship between journalism education and professional commitment, including the intermediary effect of academic self-efficacy. It shows that now journalism students' professional commitment is generally lower. There are significant differences in

professional commitment among journalism students of different grade, place of birth, enrollment, family environment and school type. Journalism education obviously promotes the journalism students' professional commitment, academic self-efficacy playing intermediary role in this relationship.

[Keywords] journalism student; professional commitment; journalism education; academic self-efficacy

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