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# 新闻大学

[本期要目]

意象论：意中之象与视觉修辞分析

维新前后商业报刊的时政报道与读者阅读

游子、友人与他者：春晚舞台上的外国人形象研究



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## 1 On Image: "Image" in Meaning and Visual Rhetoric Analysis

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• *LIU Tao*

**[Abstract]** In the representation system of visual discourses, the production of image is an not uncommon visual rhetorical practice. Image is "image" in meaning, which emphasizes the articulation of image and meaning. In the Chinese traditional literacy theory, "image" comes on the stage for the adequate meaning expression. Physical image provides a foundation for the production of image, which emphasizes the articulation of form and symbol in the visual level. Namely, "image" enters into a symbol system and becomes a sign with "meaning". In visual rhetorical practices, image has different types and generational dimensions, including archetypal image, conceptual image, and symbolic image. Different in meaning mechanism, visual forms and theoretical discourses, these three types of visual image still have a foundation for positive dialogues in concrete visual rhetorical practices.

**[Keywords]** image; physical image; visual rhetoric; archetypal image; conceptual image; symbolic image

## 10 The Potential of Space: The Origins of Vitality in Visual Rhetoric

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• *LI Hong*

**[Abstract]** The vitality of visual rhetoric often comes from the potential of vision, that is, the unlimited potential triggered by vision. In fact, when Chinese culture talks about "potential", it often uses visual imagery, so it is natural to talk about "potential" from visual imagery to visual rhetoric. Potential often comes from the visual trigger in publicity, intentionality and spatiality. Therefore, its methodological is based on the comprehensive analysis of publicity, intentionality, body and presence.

**[Keywords]** visual rhetoric; visual imagery; potential; tension

## 16 "Filth" discourses protest: "Filth" Discourses and Their Visual Production in Performing Protests

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• *WANG Xue-ye*

**[Abstract]** In the context of visual culture, different types of media generally present image texts of performing protests, whose contents widely contain "filth" discourses containing dirty, filthy, and unlucky meanings. On dimensions of visual rhetoric, the visual productions of "filth" discourses are realized mainly by means of symbolic generation, prototype requisition and context reconstruction, which express persuasive and specific meanings. Common people generally use "filth" discourses to conduct their performing protest and express their protest demands, which can be summarized as the paradigm of "filth" discourses protest. The reason why we put forward this paradigm-see "filth" discourses as a way of performing protests, not only based on people's fear of things generating form "dead filth" related to funeral rituals, but also reflects "filth" discourses imply obvious stratum characteristics.

**[Keywords]** visual rhetoric; image; ritual; symbol; context; prototype; color

## 24 From the Language of Objects to the Grammar of Space: A Look into IKEA's Visual Rhetorical Practice

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• *ZHANG Xiao-xiao*

**[Abstract]** IKEA's visual rhetorical practices can focus on both the spatial characteristic and the spatial structure. The former is about the language of object, while the latter is about the grammar of space. As a kind of philosophical and aesthetic conceptions, "folding" works as IKEA's core characteristic. In the spatial practices of folding and unfolding, IKEA products reconstruct a new spatial form and a new style concept, which releases great visual imagination. The unique spatial form, spatial path, and spatial narrative work in tandem to present a spatial grammar of IKEA, which finally produces a consumption persuasion space on the visual level.

**[Keywords]** IKEA; fold; visual rhetoric; spatial grammar

## 31 "mass line" Practice Orientation and Value Appeal of the Communist Party of China in the Yan'an Era: An Case of the Liberation Daily

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• *ZHU Qing-he, WANG Luo*

**[Abstract]** Based on the overall historical view, the practice of the "mass line" of the Communist Party of the Communist Party of Yan'an period not only inherited the fine tradition of the mass line of the Soviet period, but also, more importantly, also shaped some operation techniques and the value concerns of the time. It can be described as a link between the past and the future. The practical journey and value of the "mass line" of the media in Yan'an period should boil down to the practice of the mass line practice and the education of the socialist core values.

**[Keywords]** Yanan period; Chinese Communist Party media; mass line; value orientation

#### **40 The Political Reports and Readership of the Business Press between pre-and post 1898 Reform**

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· *JIANG Jian-guo*

**[Abstract]** The business press had rapidly developed before and after 1898 reform. In Shanghai, the circulation and influence of some great newspaper are going to rise further. The report of business press about the Japanese-Qing dynasty war and 1898 reform activities has aroused extensive concern of the scholar. The attention about the country's future has attracted the readers to read the political reports. Thanks to the reports, readers spread their thoughts and ideas through their social network and daily writing which can further expand the value that news knowledge is a kind of ideological resources.

**[Keywords]** pre-and post 1898 Reform; business press; reading

#### **49 A Study of the Manchuria Publicity Association**

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· *YU Wen-jun*

**[Abstract]** After the Japanese Kwantung Army occupied Northeast China, in response to the Chinese and Soviet propaganda background, in the form of so-called Japanese-Manchuria cooperation, establish Manchuria Publicity Association. Originally, it was a trade union, and became a limited company. In the presence of five years (1935.11-1940.12), Manchuria Publicity Association as an investment company, always appeared in unofficial organizations, but in fact accepted authorities guidance and supervision of Japan and Manchoukuo, served as a unified whole speech organ known as Japan and Manchoukuo of outside agencies. By various economic means such as investment, buying and mergers, the press of Kwantung Leased Territory and Manchoukuo thoroughly was controlled by Manchuria Publicity Association, stripped of its free and independent management of the property, so that the loss of the possibility of supervision of power, reduced to Japan's Kwantung

Army colonial rule northeast of the accomplice.

[Keywords] Manchuria Publicity Association; Commercial organization; National policy organs; media control; war of propaganda

### **57 The discourse construction and controversy over Genetically Modified Organism (GMO) : A rhetorical analysis of the controversial event on Genetically Modified "golden rice" by the hundred Nobel Prize winners and Green Peace**

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• *LIU Jing-fang, ZHOU Pei, GAO Ye*

[Abstract] As the space of environmental discourse continues to expand in China, Genetically Modified Organism (GMO) became a new round of discourse focus. This article focuses on the Controversy over Genetically Modified "golden rice" between hundred Nobel Prize winners and Greenpeace. Using rhetorical theories, this article did textual analysis of how multiple parties produce discourse over the "golden rice" controversial event, and especially how the pro and con GMO sides construct their discourse and expand the discourse focus as the controversy develops.

[Keywords] Genetically Modified Organism; environmental communication; discourse construction; rhetorical analysis

### **63 The Instrumental Actualization of "One country" and "Two systems": A Content Analysis of Hong Kong Newspaper (1998-2016)**

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• *ZHONG Zhi-jin, ZHOU Zhi-cheng*

[Abstract] Based on the theory of instrumental actualization in mediated conflicts and the theory of attribute agenda setting, this study uses the method of content analysis to analyze 842 news articles about "One country, two systems" in Hongkong media from 1998 to 2017. The results show that the different understanding of "One country, two system" exists in the battle between the discourses about "country" (sovereignty) and "local" (autonomy). Newspapers with different political background perform differently in their evaluation about the attributes of "One country, two system", such as the central government, the local government, the effect and the future of the policy. Left-wing media plays an important role in delivering the governmental idea of the central government and are more optimistic about "One country, two system", whereas right-wing media are more critical. In comparison, neutral media tend to hold objective or sometimes vague opinion, which is also an instrumental approach for them to survive in the conflicts among different political powers.

[Keywords] "One country, two systems"; mediated conflict; attribute agenda setting

## 72 Why is there Little Concern about Localization? Reflections on International Publication in the Field of Journalism and Communication

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• *MIAO Wei-shan JIA He-peng ZHANG Zhi-an*

**[Abstract]** Previous studies have found that the influence of the international papers published by the Chinese mainland scholars in the field of journalism and communication is relatively low, there is a great difference between the research published at home and abroad, and there is little concern about localization in general. Drawing on data of 24 interviewees who have international publication record, we argue that: 1) various factors, including the current academic evaluation system, academic culture, scholars' concerns about the possible prejudice in the process of international publication and macro institutional environment, contribute to distract scholars from international publication; 2) research published at home and abroad seems to be separated and unrelated, which failed to advance effective dialogue between China and the world; 3) at the same time, this kind of situation leads to the scarcity of attention given to research which is focusing on Chinese issue, and thus producing limited knowledge imprinting.

**[Keywords]** Journalism and communication; internationalization; SSCI; localization; Chinese issue

## 78 The Nomads, The Friends, and The Other: A Representative Study of Foreigners' Images on the Stage of CCTV Spring Festival Gala

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• *ZHANG Lei, WEN Yi-fang*

**[Abstract]** As the most influential cultural product, the annual CCTV Spring Festival Gala has become a media festival. The images of foreigners emerging during the Spring Festival Gala reflect or refract China's perception of the world and the relationship between the self and the other, which is well worth observing. This paper adopts semiology to analyze the images of foreigners in the Spring Festival Gala. It finds three typical images: the image of homecoming wanderer ("the lost sons"); the image of admiring Chinese style friend ("the friend"); the image of self-projected others ("the other"). These three types of images, located in a particular time-space matrix and a television-based *Tianxia*, interlink with each other and form a complex mirror image. Under the "home-country-nation" narrative framework, it constitutes an enlarged civilized community relationship with a transition from traditional Chinese culture to modernity, through which China reconstruct the self and the world as well.

**[Keywords]** Spring Festival Gala; foreigner; media images; representative analysis



## 86 Organizational Communication Research: Characteristics, Issues, and Trends: A knowledge map based on articles published in core journals in 2000-2017

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· *ZHOU Jian-qing, LIU Hang*

**[Abstract]** Since the twenty-first century, Studies of domestic organization communication has taken a gradual step toward localization. Based on 953 documents published on core journals, this paper analyzes the knowledge map of domestic organizations' communication studies using analysis tool of CiteSpaceV, and describes the main characteristics, existing problems, frontier topics and trends of domestic organizations' communication studies in the new century. The results show that studies of domestic organizations' communication has formed several features, such as Pragmatism and functionalism, mainstream of qualitative analysis, intensification of localization, and so on. However, the problem is highlighted, such as lacking of indigenous theoretical innovation, weakness of researching on new organizations, outdated content, narrow orientation, a single method, the old paradigm and other issues. Studies of domestic organizations shows several trends. Studies of domestic organization communication shows four trends: "Internet + organization" will promote the theoretical innovation of organizational communication; Driven by large data, research method of organizational communication tends to be empirical, formed blend characteristics of interdisciplinary; vision of studies is shifted from micro-vision of "technical" and "functional" to macro-vision of "Humanity" and "image"; With the popularization of the dissemination of technology and the implementation of national development strategy, studies of various new types of organizations are gaining more and more attention.

**[Keywords]** organizational communication; knowledge map; research characteristics; problem; trend

## 98 A Study of Institutional and private sources' credibility as mediators between social media use and social confidence

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· *ZHANG Hong-zhong, HE Yuan, MA Si-yuan*

**[Abstract]** The present study aims to extend the hypothesis of "official lines-public opinion" from an empirical perspective. Using data from a web survey of 3120 samples, we firstly differentiated the credibility of official and private social media sources in order to compare their influences on ordinary people's social confidence. A multiple linear mediation model was then constructed to estimate the mediation effects of institutional and private sources credibility between people's social media use and social confidence outcome. Findings indicated that both official and private social media sources credibility have mediated the relationship between social media use and social confidence in the same direction, whereas the former appeared to be more influential. Results also

revealed the fact that today, social media are playing the role of government's representationlist as their antecedent. In China's new media context, the term of "official line-public opinion" requires reconsideration.

**[Keywords]** social media use; credibility of institutional sources; credibility of private sources; social confidence; mediation effect

## **108 The Mobile Phone's Technical Feedback, Parent-Child Communication and Parenting Style: Integrating Theories of Technology Acceptance and Use**

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• *ZHU Xiu-ling*

**[Abstract]** Based on the UTAUT theory and by the questionnaire and the depth interview, this study reveals the bottom-up mobile phone technology transmission within the youth family, that's the phenomenon of technical feedback, its mechanism and social effects. The research results show that the parent's performance expectancy, effort expectancy, social influence, innovative spirit, education, occupation and residence have positive impact on their feedback willingness; The city university student's feedback willingness is higher than the rural student; The higher the quality of parent-adolescent communication is, the more "emotional warmth" the parent gives in the process of breeding, the higher the university student's feedback willingness is; facilitating conditions, the parent and child's feedback willingness have positive impact on the feedback behavior; the higher the parent and child's feedback willingness are, the richer content of the feedback, the better the positive feedback results are. The technical feedback effectively bridges the generation gap and improves the new media literacy of the older generation. What's more, it brings about the family power structure from unidirectional authority to bidirectional authority, but there is no fundamental change in the status of parents and children.

**[Keywords]** technical feedback; the mobile phone use; parenting style; parent-adolescent communication; UTAUT

## **120 Ambiguous Intention: Influence and Reconstruction of Organ Donation Advertisements on Cognitive Conflicts among College Students**

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• *PANG Hui-min, ZHANG Qian*

**[Abstract]** From the perspective of constructivism's audiences study, this article explores the cognition of college students on organ donation advertisements and the cognitive construction path on organ donation issues. Through 10 groups of focus group interviews by stages, the study



found that there are significant cognitive ambiguity and conflict among college students on organ donation issues; the communication strategies of the mass media represented by organ donation advertisements need to be further improved, which should start from the cognitive construction of the audiences and pay more attention to the improvement of cognitive level of audiences and the solution of their cognitive conflicts. Through exploring the cognition of audiences and the effect of mass communication, this study aims to provide a theoretical reference and a practical guidance for the related research on the issue of organ donation.

**[Keywords]** organ donation; cognitive conflict; constructivism; audiences

### **131 History of Advertising: in the Context of New History: Four Perspectives of Overseas Chinese Advertising History Research in Recent Years**

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• **ZHU Shuai**

**[Abstract]** According to the academic trend of new history, overseas Chinese advertising history studies have begun to expand into fields such as economic history and business history since the beginning of 21<sup>st</sup> century. As the accumulation of research results, it has triggered a new academic trend of advertising internal study. This paper is an intellectual and historical analysis of the styles and methodology of the four representative research works: *Chinese Medicine Men* by Sherman Cochran, *China and Capitalism: A History of Business Enterprise in Modern China* by David FAURE, *Gutenberg in Shanghai: Chinese Print Capitalism 1876-1937* by Christopher A. Reed, and *The Making of the State Enterprise System in Modern China* by Morris L. Bian. These four monographs show the academic trend above. The author proposes that the overseas Chinese advertising history research paradigm represented by these four books largely overcomes the fault about the lack of the commercial and economic nature by cultural studies, and reflects the understanding the ontology of advertising and its producing process. This change manifests the researchers' respect for the characteristics of advertising as a way of marketing.

**[Keywords]** overseas Chinese studies; advertising history; methodology; history of historical studies; new history

### **139 Emotional Expression of Netizens in the Context of Online Public Opinion: A Case of the "School Bullying" Event in Zhongguancun Second Primary School**

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• **DING Han-qing, LIU Nian**

**[Abstract]** Taking the "school bullying" event of Zhongguancun Second Primary School on Sina

micro-blog as a case, this article focuses on the overall situation of netizen's emotion expression, and explores the difference among diverse netizen groups. It comes to conclusion that the expression intensity of 'disgust' and 'anger' is extremely high in this event, followed by 'sadness' 'fear' and 'surprise', while that of 'happiness' is quite low. As for the difference among various netizen groups, there is no significant difference between males and females in emotion expression. However, there is significant difference among various user identities. Specifically, on one hand, the probability of emotion expression from high to low is unauthenticated user, personal authenticated user and group authenticated user respectively. On the other hand, the intensity of 'anger' and 'disgust' expressed by personal authenticated user and unauthenticated user is significantly higher than by group authenticated user.

**[Keywords]** internet public opinion; emotion expression; irrationality

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