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1 Reflection on Generative Mechanism of International Communication of City Image

· *GUO Ke, CHEN Yue, DU Yan*

[Abstract] City image is people's overall cognition, impression and evaluation on a city, which can be considered as a special relationship between the public and the city. The impression contains public assessments of tangible elements like economic resources and public facilities, and intangible elements including history and culture. City image not only reflects the city's past and present situation, but also contains the outlook of the city's future. Global city, as an intersection of diverse human civilization, is an important part of global communication. The global communication of city image decides a city's international visibility, and the generative mechanism and process constantly shape public recognition about a city, which involves economic, social, and political implications. Based on existing studies, this article discusses factors that influence the formation process of city image, especially the role of international media and media events. The article also takes Shanghai as an example to make a case study focusing on generative mechanism of global city image on the basis of the annual "Research Report on Global News Reports about Shanghai" (2014-2017) released by Global Public Opinion Research Centre in Shanghai International Studies University (SISU). The article aims to explore a new path to the city image generative mechanism in the context of globalization. Since academic studies in the field of communication in China has long been affected by the communication theory derived from western social environment, for instance, agenda-setting theory and framing theory, the article tries to examine the feasibility of theory localization to make them fit the Chinese scenario.

[Keywords] city image; global communication; generative mechanism

9 Constructing Political Identitication: A Study of Major International Conferences as Media Events

· *WU Ying, HUANG Tian-yi*

[Abstract] How can the major international conferences achieve political identification in the worldwide? How will they be interpreted and deconstructed in the international community? This study has taken 20 major international conferences held by China in the recent ten years as the

research objects, and analyzed the global multilingual international media engagement with major international conferences from the aspects of benefit identification, systematic identification and value identification. The study has found that as media events, major international conferences can conquer time and space and make the audience share the cross-border benefits during the experience of festivals and ceremonies; the major international conferences provide stages for the international institutional design, and the audience from different countries witness the design and operation of international constitutions together; while the western countries can hardly offer the public goods of thought to the world, China's ideas are promoting the reform of global governance systems and spreading Chinese value systems. Meanwhile, the major international conferences have also provided an open platform, and some international media express the doubts and critics from the aspects of benefits, systems and values with an aim to deconstruct the political identification of the international community towards China.

[Keywords] identification; political identification; media events; international conferences

18 The Impact of Social Media Use on Public Perceptions of Journalism in China

· *WILLNAT Lars, TANG Shuo, SHI Jian, ZHANG Hong-zhong*

[Abstract] Based on a national online survey conducted among 803 Chinese adults, this study provides a comprehensive look at how Chinese citizens think about journalists, the media andjournalistic functions-and whether these views are associated with the use of social media and their perceived effects on journalism. The findings indicate that most Chinese have high trust and confidence in the media, but also expect journalists to publish information quickly and check on the actions of public officials and businesses. While citizen's trust in the media is closely linked to the type of media they consume, women, urban residents, and those who pay more attention to current events tend to have more trust in the traditional media, but less trust in social media. The findings also show that citizen's use of social media and their perceptions of the potential effects of social media are associated with stronger support of traditional journalistic functions.

[Keywords] trust; journalistic roles; social media; public opinion; survey

31 40 Years Since the Reform and Opening: A Study of News Reports

· *DING Bai-quan*

[Abstract] The news reports in the past 40 years of reform and opening up have been influenced by external conditions (political ecology includes the environment of rule of law, economic system and

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scientific communication). In addition to the above external conditions, it is also affected by internal factors in the industry. Lots of changes have taken place in the production of news content, the mode of communication and the pattern of public opinion.News coverage of traditional media news has been challenged as follows. First, network news is becoming a big trend. Second, big data is integrated into news reporting. Thirdly, robot writing has been applied. Fourthly, VR has also been applied to news reporting. Fifthly, the block chain has contacts with news dissemination. For the past 40 years of news reports the main enlightenments: the correct idea to lead the news reports, dialectical point of view to deal with related contradictions, great efforts to carry out news innovation.

[Keywords] since the reform and opening up; the research of news reports development

42 Automatic Fake News Detection: Algorithm, Logic and Limitation

· *CHEN Chang-feng, SHI Wen*

[Abstract] In recent years, computer scientists have devoted a lot of efforts to develop fake news detection system for the purpose of dealing with the widespread fake news in the post-truth era. However, due to the cognitive barriers between arts and sciences, scholars of journalism haven't paid enough attention to the emerging technology or the consequences it brings to media ecology. This paper intends to bridge the gap between journalism and computer science, and take a technical perspective to analyze the mechanism, logic and value of content-model-based algorithm and social-context-based algorithm, which are two mainstream algorithms of fake news detection system. Then we jump out of details of specific technical model to a macro level to review the effectiveness of preventing fake news dissemination, which is complex social phenomenon, with computer technology. Especially, we analyze the limitation of automatic news detection system when considering the complexity and new form of fake news.

[Keywords] artificial intelligence algorithms; fake news; news checking; media ethics

50 Wenchuan During the Past Decade: A Study of Mediated Memory about the Wenchuan Earthquake

· *XU Kai-bin, XU Ren-cui*

[Abstract] On the 10th anniversary of the Wenchuan earthquake, this paper attempted to explore how the local media in Sichuan constructed the collective memory of the Wenchuan earthquake through a combination of quantitative and qualitative analysis. The content analysis and semantic network analysis of the commemorative reports show that the memory of Wenchuan earthquake

presents a weakening trend, and the memory content is mainly about "post-disaster rebuilding" and "commemorative activity", and "commemorative activity" has become the main focus of the reports from 2012. With regard to the narrative content, the media constructed the public's local identity, national identity and memory community on the discourse level through the use of space narrative and chronological narrative, and the media played a key role in the process.

63 Media Memory: A Study of Commemorative Reports on the 'Jiuyi' Journalists' Day of CCP's press during the Period of Republic of China

· ZHAO Jian-guo

[Abstract] During the Period of Republic of China, commemorating the 'Jiuyi' Journalists' Festival had become one of the important topics of the Chinese Communist Party's press. This reconstructed the image of journalists, inspected the news teams. In a general sense, these reports reflected the historical consciousness and collective memory of the Republic of China's press. The CCP's newspapers, represented by the "Xinhua Daily", used Marxism-Leninism as guidance, promoting journalists to unite, recreated the professional norms, fight against the war together, strive for freedom of speech and struggle for democracy. Therefore, the political color was quite obvious. These commemorative articles, which were highly public-oriented, basically mirrored the CCP's judgment on the current situation, break through the boundaries of journalism and highlight the political attributes of media memory.

73 Political Rhetoric and Image Communication: Mao Zedong's Discourse Strategies on Telling Chinese Stories to Foreign Journalists during the Yan'an Period

· WEI Wen-juan, XU Jia-biao, LI Zhen

[Abstract] During the Yan'an period, Mao Zedong actively sought interviews with foreign journalists, explained the Chinese Communist Party's anti-Japanese war policies, elaborated Yan'an stories. By establishing the legitimacy of the war of justice, using empathic vocabulary to seek identification, re-description to define event, and actively using metaphorical rhetoric and so on, Mao Zedong showed superb discourse strategies and skillful communication skills. These communication activities, especially the press releases of foreign journalists which were translated and published in

China, brook through the Kuomintang government' s filth and blockade against Yan'an and won for the Communist Party of China to international prestige and support from the people. The analysis of Mao Zedong's communication activities to foreign journalists during the Yan'an period has important theoretical and practical significance for the demonstration and inheritance of Yan'an experience.

82 Japan's Intervention and Control of Japanese Newspapers in the Northeast of China: The Rise and Fall of *Manchuria Daily*

· *LI Cai-xia, HUA Jin-shuo*

[Abstract] After the war between Japan and Russia, Japan occupied the southern region of the three eastern provinces of China and started the so-called manchuria management. Japanese military authorities have invited Japanese veteran newspaperman, Masahiro Nakashima, to set up the *Manchuria Daily* in Yingkou in order to pacify the public mind and send message. The management and development of *Manchuria Daily* have been controlled by the Japanese military and its Foreign Ministry Successively. However, it was rarely known in China that how the *Manchuria Daily* was controlled and which business model it was. Present found in Japan that all kinds of first hand information were left by Foreign Ministry and Japanese newspaper, reflects the fact that Chinese cultural was invaded by the power of Japanese Officials and Military through intervening and controlling the Japanese newspaper.

91 Altruist Donation and Egoistic information sharing: A study of motivation for participating collective donation

· *CHEN Juan, LI Jin-xu*

[Abstract] Under the support of technology, the "QingSongChou" social network platform is become a kind of representative role of the social public warfare crowdfunding platform. The research finds that there are two different ways of engaging the "QingSongChou" project through questionnaire and depth interview. These two ways are direct donation and communication of the project information. Although "to be gregarious" and "relationship" are somehow still the important factors to drive the donation behavior, "the ethics of strangers" borrowed from modern western philanthropy theory begin to emerge, and the altruistic motivation is getting stronger. To the communication of the project information, egotistic motivation is getting stronger because of the involving of self-image

construction; self-presentation and gain acceptance. However, the more close donator to the donated person or the initiator of the donation project, the stronger egotistic motivation it will be even in the altruistic donation project. When information dissemination has a strong egotistic motivation, highly educated publisher will combine his own image to the "QingSongChou" project information, and they are less likely affected by the "relationship" or the"social milieu".

[Keywords] "QingSongChou"; egotistic; altruistic; relationship

101 Subcultural Fans' Immersive Experience in Social Media Communication: Take the Tongren fans of British TV drama "Detective Sherlock" as an Example

· *WANG Lei, YAO Ya-nan*

[Abstract] "Tongren", refers to a subcultural group that is keen to re-create the original works and prototypes of existing novels, movies, TV plays and comics. This paper takes the "Tongren" fan group of Shylock as the research object, using the methods of online participatory observation, text analysis and in-depth interview, to explore several questions such as: the reproduction of the meaning of "Tongren" fan groups, and how "Tongren" fan group from "infatuation" towards "immersion". The study finds that "Tongren" fan groups lose self-consciousness in the process of immersion; experience itself is the purpose; immersion behavior has daily characteristics. At the same time, the immersion experience of the "Tongren" fan groups can be divided into three levels: immersion is a process of emotional accumulation, superposition and stereotyping; immersion is the process of entering and rewriting fantasies; immersion is a self-projection and replacement.

[Keywords] "Tongren" fan group; reproduction of meaning; immersion experience

112 The Impact of the Financing Structures of Film and Television Corporations on revenues: An Empirical Study

· *ZHANG Hui-feng, WANG Tian*

[Abstract] Based on the reported financial data of the 41 film and television listed companies in China for nearly three years, this research studies their financing structures and the status quo of the companies' performances. Then this study examines the correlation of their financing structures and company performances, and according to the results of the stepwise regression analysis, the number of substantial shareholders, the largest shareholder's stake, asset-liability ratio are positively related to the companies' performances, while the current ratio is negatively related to the companies' performances. The study also finds that the film and television listed companies currently owes too

much current assets, characterized by holding too much cash or excessive inventories, which makes their capital utilization efficiency low. It will have a positive impact on the companies' performances to reduce its current assets or increase the proportion of current liabilities. In addition, in terms of equity financing, to maintain moderate dispersion of equity between substantial shareholders and to improve equity concentration, would also help to improve the performances of the television and film listed companies.

120 Connection Economy: A Reinterpretation of the Nature of Media Economy

· ZHENG Qing-hua

[Abstract] In the era of mobile internet, the operating mode of media economy is undergoning profound changes. Under the new media-user-merchant relationship, the essence of the media economy needs to be reinterpreted in more depth. Using "value-creating" as the entry point, this paper expounds the pattern, role and gradual progress of the media connection from the microcosmic, intermediate and macroscopic aspects. On these bases, this paper proposes that connection is the essence of the media economy, that is, the value of media lies in that it serves as a "connector" to connect market intercourse and social relationship, and realize economic benefits and social benefits. And thus, "connection economy" may open up broader spaces for the development of media industry, which will help traditional media obtain new core clues to achieve breakthroughs in the path of transition and profitability.

128 A Study of the "National Reality" Communication and the Evolutional Mechanism of National Image in the International Social Network

· CHEN Wen-tai, LI Wei-dong

[Abstract] As an primordial category of national image, "national reality" is the logical starting point for the study of national image. The accurate understanding of "national reality" is the basic issue of the study of national image. This paper focuses on the "national reality" and tries to clarify the connotation and connection between the "national reality" and the national image. Through the analysis of the process of generation and dissemination of "national reality" and national image in

international social networks, this paper tries to explore the core mechanism of "national reality" communication and summarize the evolution of national image in the international social network. On this basis, this paper proposes strategies and suggestions on how to improve the national image in the international social network.

[Keywords] international social network; national reality; national image

137 PR Practitioners' Perceptions of their Professions in PR Agencies: Applying the Q Methodology

· WANG Di, ZHANG Yu-jie

[Abstract] Based on "Professional System Theory", we selected 20 practitioners from 4 multinational public relations agencies, using Q methodology questionnaire and interview to measure their perceptions of daily work and PR industry, The article aims to explore the factors which will impact the behavior and cognition of PR practitioners, as well as describe the overall situation of public relations industry in mainland China. According to the result of the research, there are mainly 5 factors: technological progress, organizational change, legitimate form, professional education and client differentiation, the influence of each factor varies, though. Additionally, PR, as a part of professional system, has a sort of "advisory jurisdiction". As for the macro environment of PR industry, although the boundary of PR and advertising industries are becoming somewhat fuzzy, PR practitioners are still aware of the core task of PR and attempt to keep the balance between "organizational benefits" and "public interest".

[Keywords] professional system theory; jurisdiction; public relations

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改刊启事

应广大作者和读者的要求，报经相关主管部门批准，本刊自2019年起由双月刊改为月刊。刊期变更后，办刊宗旨、栏目、发行方式及办刊风格均保持不变。页码由原153页调整为120页。热忱欢迎国内外专家、学者赐稿。

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