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[本期要目]

扬弃：新闻媒介形态演变的基本规律
算法的“迷思”：基于新闻分发平台“今日头条”的元新闻话语研究
阅读《在一起孤独》：网络社交自我的不确定性与可能性

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1 Evolution: Patterns of News Media Morphosis

· *YANG Bao-jun*

[Abstract] People can describe the evolution of news media form in different perspectives, but the essence of media form evolution is stable. Media form is supported by technology or combination of technology. Different media forms have their own typical symbolic system and different information bearing carrier. The evolution of media form is essentially a process of continuous renewal and evolution, which is composed of three elements (technology, symbols, carrier). "Sublation" is the basic law of the evolution of news media form or media form. Sublation mainly has two ways, one is gradual renewal, the other is revolutionary creation. The former mainly aims at the evolution of existing media form, the latter mainly aims at the emerge of new media. The unification of the gradual mode and the revolutionary way constitutes the process of developing the sublation mechanism.

[Keywords] media form; evolution; sublation; law

15 A History of "GongBao": Concept, Etiology and History

· *PAN Xiang-hui, BAI Hua-kang*

[Abstract] The GongBao originated in the west and was born out of the hand-copied tabloid press. It was once a generic term for modern newspapers because of public release. In the west, gazette has gone through the process of public publication to government publication. With the colonial expansion of European countries, gazette was exported to the world. After Dibao and the Peking Gazette, gazettes began appearing in China in the mid-19th century. In fact, the newspapers named after the "gazette" are a group of newspapers and magazines that appeared earlier in modern China and have been issued by both the private and the official. The reason why the civil intellectual elite named the new newspapers and magazines with the "gazette" was related to the main theme of the

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era and the intellectuals' pursuit of the value of "fairness, public, and openness" in the enlightenment. The concept of "public" began to prevail in the 19th century, which was precisely to distinguish the "private" nature of the Dibao. Chinese used the term "gongbao" to name the new Western newspaper. This article also reviews the development of the gazette from the late Qing dynasty to the Republic of China and after 1949. Moreover, the evolution of official newspapers, political newspapers and gazette in modern China is revealed in detail, and the characteristics of contemporary gazettes are summarized.
[Keywords] gazette; political newspaper; communique; newspaper history

30 The Myth of Algorithms: Metajournalistic Discourses on News Distributed Platform

· ***BAI Hong-yi, LI Tuo***

[Abstract] Algorithms has become one of the most vital infrastructures in journalism operation. However, it always causes many debates. This article hopes to analyze how different actors view and illustrate algorithms in journalism. The basic finding is that the discourses of different actors have different angles, and there has been the contention of communication power behind the conflict of discourse.
[Keywords] algorithms; journalism; technological drama; metajournalitic discourse

45 Reading Alone Together: Uncertainty and Possibility of Network Social Self

· ***SHAN Bo, YE Qiong***

[Abstract] Based on the text analysis of Alone Together by readers of Goodreads and Amazon (American version), this paper finds that the self-starting readers deconstruct Turkle's one-way logic of network influencing self, and shows the interactive and uncertain relationship between "self" and technology. The "network social self" formed by this relationship is different from the "connected but lonely self" shaped by network only, is full of uncertainty. The uncertainty of network social self is manifested as the sensitivity and convertibility of loneliness and solitude, double-sided out of control of positive and negative, and non-integrity self. The self presented in the reading space of

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the two platforms not only has clear or blurred boundaries, but also overlaps in the space-time of network, showing different sides of the network society and forming a folded spectacle. Network technology makes all kinds of self translate communication to one-way connection, accustom to connecting with each other through new connected culture and social robots, and addicted to intimate communication online. Once self feels loneliness and perceives the loss of face-to-face communication, it means that the awakened self regains its reflection, the online social self has the possibility of opening.

[Keywords] network social self; loneliness and solitude; positive and negative; individual and group

60 Media Effects on Audiences' Long-term Memory: A Paradigm of Cognitive Neurocommunication

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· ***HAN Ting, YU Guo-ming***

[Abstract] Accurate understanding of audience cognitive models in different media is essential for communicators to formulate effective communication strategies. In this study, two experiments were conducted at the neurological level and behavioral level. The first experiment (neurological level) adopted the recognition memory paradigm, and the second experiment (behavioral level) adopted the free recall method. The purpose of this study was to examine whether there were differences in the cognitive patterns of the audiences in the two media (mobile phones, newspapers). The behavioral results show that there are no significant differences in the accuracy and response time between the mobile phone group and the newspaper group. LPC results show the emergence of old-new effect. The old-new effect of the mobile phone group is more pronounced, especially in 600 to 800 ms. These findings indicate that there is indeed a difference in human cognitive mechanisms between the mobile phones and newspapers at the neurological level. In general, memory effect is enhanced in mobile phone group, which could have an important impact on communication practice.

[Keywords] media; memory; event-related potential (ERP); late positive component (LPC); old-new effect

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75 A study of China's News Websites' Networked Communication Structure and Media Influence

· ***LIAO Sheng-qing, FANG Yuan, LI Han, GAO Yan-ting***

[Abstract] This study took the 19th National Congress of Communist Party of China as the case of news production and communication on major political event, through the analysis of the citation networks of qualified China's news websites, demonstrating the networked communication structure of China's news websites, influences and clustering features of the news websites with different characteristics while reporting the same issue, at the same time exploring the structure and influences of China's news diffusion network in the context of major news events communication.

[Keywords] news websites; news communication networks; network structure

90 Disciplinary Institution of Chinese Advertising Knowledge Production

· ***ZENG Qiong***

[Abstract] Knowledge production based on disciplinary system is the main mode of knowledge production in modern society. Disciplinary institution theory has given a new perspective to exam Chinese advertising knowledge production. Deficiencies in varying degrees in institutional structure of the four categories of the social institution of disciplinary institution directly influence and restrict the development of Chinese advertising and its knowledge production. Still there exists the conflict of "management" and "learning" and the dilemma of inter-disciplinary research. Similarly the division of rational appeal and the anomies of internal system of the discipline beset the development of Chinese advertising and its knowledge production.

[Keywords] Chinese advertising; knowledge production; disciplinary institution; social institution; internal system

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103 Practices, issues and solutions: Disclosure of Environmental Information of Supply Chains in China

· *WANG Ji-long, YAN Si-nan*

[Abstract] Supply chains of multinationals in China has become the object of supervision by public opinion because of its inseparable function with multinationals. The supply chain has broken the clear boundary between the multinationals and the local enterprises, which makes all kinds of attempts to supervise the supply chains by Chinese public participations encountered many difficulties. The fundamental solution to the pollution of multinationals lies in the establishment of China-PRTR system, whose objects includes various forms of pollution by all domestic pollution enterprises as well as multinationals in China. PPRTR system can effectively attract the public to participate in supervision.

[Keywords] multinationals; supply chain; information disclosure; PRTR system

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