

大学之道，在明明德，在亲民，在止于至善。

# 新闻大学

ISSN



CN

QK1905927

**JOURNALISM  
RESEARCH**

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

2019年第2期 总第154期

本期要目

线性思维、互联网思维与生态思维——新时期我国媒体发展思维的嬗变路径

区块链对新闻生产的重构——以“透明性”为中心的研究

中国广告学研究国际化的现状与问题：以SSCI论文为例



万方数据

# 目录 CONTENTS

## 新闻理论

线性思维、互联网思维与生态思维

——新时期我国媒体发展思维的嬗变路径

强月新 陈 星 (1)

## 新闻史

晚清报业开放进程中的平等观念考察

张继木 张 昆 (12)

## 新闻传播法

无感伤害：大数据时代隐私侵权的新特点

顾理平 (24)

## 新闻业务

区块链对新闻生产的重构

——以“透明性”为中心的研究

郭恩强 梁杰兵 (33)

## 传播学

传播“健康”：民族主义、科学现代性与近代中国“健康”话语的建构与传播

——一项基于《中华健康杂志》(1939-1949)的考察

李耘耕 (43)

## 媒介经营管理

我国报业集团叠圈融合模式比较研究

——以上海报业集团、南方报业传媒集团、浙江日报报业集团为例 王学成 刘天乐 (64)

## 广告学

中国广告学研究国际化的现状与问题：以SSCI论文为例

韦 路 胡文财 (86)

拟社会化的微博互动

——基于串联中介模型的奢侈品牌“卖萌”效果研究

沈 玢 温婷茵 李智琳 (97)

# JOURNALISM RESEARCH

---

VOLUME 154, NO. 2, 2019

## 1 Linear Thinking, Internet Thinking and Ecological Thinking: The Evolution and Path of Media Development Thinking in the New Period

---

· *QIANG Yue-xin, CHEN Xing*

**[Abstract]** Media development thinking is defined as a way of thinking that people use to analyze and solve media development problems, which has methodological significance. Media development thinking not only realistically reflects media development practice, but also plays a guiding role in the media development practice. In different historical stages, media development thinking presents different historical characteristics. This paper sorts out the media development practice since China's reform and opening-up, and believes that China's media development thinking has shown three aspects since the new period: the one-way, single linear thinking has had a long-term impact on China's media development practice; the interconnected, interoperated, interactive Internet thinking is increasingly guiding media development practice; the open, dynamic, and forward-looking ecological thinking is beginning to sprout. This paper thinks that China's future media development should make scientific use of the convenient advantages of linear thinking, adhere to the innovative advantages of Internet thinking, and embrace the co-evolution of ecological thinking to cope with the increasingly fierce ecological competition in the future media development.

**[Keywords]** linear thinking; Internet thinking; ecological thinking; media development

## 12 A Study on Equality Values in the Process of the Press Opening-up in the Late Qing Dynasty

---

· *ZHANG Ji-mu, ZHANG Kun*

**[Abstract]** During the late Qing period, along with the western colonial expansion and spread of religion, modern equality concept was gradually introduced into China. In the

process of accepting this idea, Chinese people reflected on China's unequal reality and then put forward a series of propositions to change the reality of inequality. As for the press, the concept of equality runs through the openness of the press. In the proposal of press opening-up, equality was regarded as some reason. In the design of the press opening-up, equality was regarded as important principle. In the evaluation of the press opening-up, equality was regarded as important criterion.

[Keywords] the press opening-up; equality values; *The Press Law of Qing Dynasty*

## 24 Insensitive Injury: A New Feature of Privacy Violation in the Era of Big Data

---

· *GU Li-ping*

[Abstract] In the era of big data, citizens' privacy frequently presents in the form of integrated privacy. Therefore, the privacy subject will be "insensitive" to the "mental pain" which is caused by privacy torts. However, "insensibility" doesn't mean no injuries, but because the subject cannot timely perceive them, which makes injuries lag, so it gives rise to more serious "mental pain". That is called a new feature of privacy tort in the era of big data.

[Keywords] privacy; privacy tort; insensitive injury; big data

## 33 Blockchain for the Reconstruction of News Production in Transparency- oriented Research

---

· *GUO En-qiang, LIANG Jie-bing*

[Abstract] The model of traditional news production is suffering in the social media era, and "transparency" as an expression of the openness principle of the news, including the self-salvation and authority reconstruction of the current journalism crisis in the Internet. The openness of institutional media news production is often accompanied by the traction of new technologies. As a new technology paradigm, blockchain is decentralized, highly transparent, against tampering and traceable, which provides a new possibility for the reconstruction of transparency of the institutional media trapped in the encirclement. This paper attempts to explore new trends in journalism revolution from the perspective of

combining blockchain technology with traditional news production.

[Keywords] news production; transparency; blockchain

43 Communicating Health: Nationalism, Scientific Modernity and Construction of Health Discourses in Contemporary China

---

• LI Yun-geng

[Abstract] This study sets out to explore how the local medical elites proactively construct and propagate the idea of "communication" to facilitate nation-state building in the context of saving the nation from subjugation and colonization. On an extensive analysis of the articles centering on "health" in *Chinese Journal of Health* (1939-1949) established by Chinese Medical Association, this study reveals that on the one hand, the modern discourse of "health" deviated from its classical meaning in the Chinese medical tradition which addressed individualistic health and way of nurturing life. Health became more associated with the discourse of nationalism, which was served as a discursive weapon manipulated by local medical elites to engage with the political mission of modern nation state building. On the other hand, as a discursive representation of scientific modernity, health was managed by local medical elites to communicate and propagate the universality of modern medicine in China. Thus, these local medical elites strived to construct health as a mediated discourse of nationalism and scientific modernity. In this vein, "health" was born to imbued with the political impetus of local medical elites to steer the course of state building through the way of public health, as well as the communicative ambition to legitimize the knowledge of public health and therefore "scientific modernity" in modern China.

[Keywords] health; discourse; *Chinese Journal of Health*; nationalism; scientific modernity

64 A Comparative Study of Convergence Modes of Overlapping Circles of China's Press Groups: Evidence from Shanghai, Nanfang and Zhejiang Daily Press Group

---

• WANG Xue-cheng, LIU Tian-le

[Abstract] This research introduces three cases that are Shanghai United Media Group,

Nanfang Media Group and Zhejiang Daily Press Group, taking media circle and business types as framework. Relationships of media business of three major press groups are analyzed, which are not only between new and old media circles but also inside new media clusters. What's more, media convergence modes, media strategic layout with characteristics of these press groups are summarized. In this paper, from the perspective of convergence of media circle forms, convergence modes of these press groups respectively are, "single-circle mode concentrating on news information", "double-circles mode collaborating with traditional and new media circles" and "three-circles mode aggregating traditional media, new media and non-media circles". From the perspective of convergence of media business styles, main characteristics of these press groups respectively are, "synergy between news information within new media circle", "synergy between new and old media circles" and "synergy between media and non-media circles".

**[Keywords]** press groups; modes of overlapping circles; circle forms; business types; synergy

## **86 The Current State and Critical Issues of the Internationalization of Advertising Research in Mainland China: An Analysis of SSCI Indexed Journal Articles**

---

• *WEI Lu, HU Wen-cai*

**[Abstract]** Since the reform and opening up, advertising research in mainland China has gradually revived and advanced for nearly 40 years. Through a bibliometric analysis of Social Sciences Citation Indexed journal articles in the field of advertising, this article seeks to depict a big picture of the international publications of China's advertising research. Results show that Chinese scholars first published about advertising on international journals in 1991. The quantity of publications increased rapidly and the total amount of papers is currently ranked fourth in the world. These journal articles are from multiple disciplines, with business as the most involved subject area. Half of the top ten productive Mainland China's authors are from schools of management. The contribution of communication scholars, however, is rather limited. The ontological advertising research is still on the periphery. Future Chinese advertising researchers should identify the key research questions from the growing advertising industry, build on the international advertising theories and multidisciplinary theories, utilize advanced research methods,

in order to produce original advertising theories with Chinese characteristics and global implications.

[Keywords] advertising; bibliometrics; international journals; SSCI

**97 A Serial Mediation Model of Parasocial Interactions: What a Cute Luxury Brand**

---

• *SHEN Bin, WEN Ting-yin, LI Zhi-lin*

[Abstract] While cuteness is spreading through the Chinese luxury market, limited research focuses on this phenomenon in its digital space. The present study goes beyond the traditional research spectrum and examines how luxury brands use cute cartoon characters to communicate with Chinese consumers on social media. Using systematically developed advertising stimuli and a 2 (Brand Awareness) × 2 (Level of Cuteness) experimental design, the main experiment demonstrates that cuteness can engage consumers in a 'quasi social interaction' with a luxury brand. Once initiated, this parasocial interaction drives attributions of brand personality, encouraging greater brand admiration. Our findings provide insights into anthropomorphism, parasocial interaction, and cuteness culture of luxury marketing in China.

[Keywords] luxury brands; Microblog; cuteness; parasocial interaction; advertising effects



新闻传播融合  
理论与实践结合  
科研教育并重



封面摄影：岳阳路·上海 2017  
作者：姚瑶

大学之道，在明明德，在亲民，在止于至善。

# 新闻大学

JOURNALISM RESEARCH

月刊2019年第2期总第154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30.00元

全年十二期360元（含邮资）