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## [本期要目]

网络传播研究繁盛语境下新闻传播学学科交叉的新变化

——基于四种CSSCI期刊论文引文的分析（2006—2017）

旧理论遭遇新传播：网络科学视角下“意见领袖”研究的困境及出路

互动依赖：多元逻辑中的媒介制度变迁



万方数据

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# JOURNALISM RESEARCH

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## 1 Algorithmic Recommendation and Artificial Intelligence

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**[Abstract]** This is an interdisciplinary roundtable attended by researchers focusing on algorithm and artificial intelligence. As a part of artificial intelligence technology, algorithm recommendation has played a role in the process of information dissemination. To varying degrees, traditional journalism, knowledge dissemination and ideological structure have also been reconstructed. Meanwhile, the role of users as audiences has also been transformed, and their privacy has become foci to discuss. At the roundtable, there are three topics around the issue of algorithm and artificial intelligence including "algorithm recommendation and information cocoons", "algorithm recommendation and privacy" and "the challenge of algorithm recommendation and artificial intelligence development". The experts and scholars conducted a cross-disciplinary dialogue from various perspectives such as computer science, philosophy, law, journalism and communication science, and so on.

**[Keywords]** algorithm recommendation; artificial intelligence; information cocoons; privacy

## 9 New Interdisciplinary Changes of Journalism and Communication in China in the Context of Internet Communication: Citation Analysis of 4 CSSCI Journals (2006-2017)

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· ZHANG Zhen-ting, ZHAO Ying

**[Abstract]** Based on 7965 papers published in four CSSCI journals of Journalism and communication from 2006 to 2017, this paper makes a citation analysis according to three indicators of discipline absorbance, discipline diffusion and multi-disciplinarity degree, so as to reveal the interdisciplinary situation and new changes of journalism and

communication in China in the prosperous context of network communication research. The study found that the interdisciplinary nature of journalism and communication in China has been greatly enhanced, and it has intersected with 50 subjects in total, covering 87.72% of subjects. Other citation rate and other cited rate are 49.21% and 24.93% respectively, but the discipline absorbance, discipline diffusion of most disciplines are very low, and the intersection is also mainly limited to the field of humanities and social sciences. The two measuring indicators of multi-disciplinarity degree-information entropy and statistical entropy are 1.951 and 1.948, respectively. The change of multi-disciplinarity degree takes 2008 as the turning point, and it has risen markedly since then, which indicates that the interdisciplinary nature of journalism and communication in China has increased significantly since 2008.

**[Keywords]** journalism and communication; interdisciplinary; discipline absorbance; discipline diffusion; multi-disciplinarity degree

## **19 Expansion, Expulsion and Protection: Three Media Game Strategies in Transformation Conflict Boundary: Cases of the Shouye, Mimeng and Youyouluming**

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• *CAO Lin*

**[Abstract]** It has become a popular discourse to badmouth traditional media and journalistic professionalism. Has the world created by traditional media collapsed? Is professionalism really bowl out? Is it time to sing an elegy to tradition? No. In the face of various challenges, encroachments and attacks on professional boundaries, the professional order created by journalistic professionalism and media elites has shown strong tenacity and strongly defended the boundaries challenged by commercialism, technicism and self-media individualistic heroism. This paper takes the "hot moment" formed by several contentious events, such as Shouye, Mimeng and Youyouluming as an example, uses the theory of "boundary work" and the concept of "interpreting community" to analyzes how the traditional media elites strengthen their cultural authority by the means of expansion, expulsion and rights protection. The conclusion of this paper is that although the traditional journalistic professionalism values are impacted and cultural capital is challenged by commercial capital, it still holds the dominant power of interpretation on the boundary. Under the pressure of integration of commercialism, professionalism still dominates the existing news order.

[Keywords] boundary theory; interpreting community; journalistic professionalism; news knight; paradigm mending

### 32 The Imagined Communities Formed by Newspaper During the Greater Shanghai Plan: A study of *Shen Pao*

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• ZHOU Yi-liang

[Abstract] From 1927 to 1937, in order to change the backward condition of Chinese residential areas in Shanghai, "the Greater Shanghai Plan" was enacted and implemented under the auspices of Shanghai Municipal Government. In cooperation with the Municipal Government, *Shen Pao* published a special edition named "Municipal Weekly" since December 1927, which was devoted to "the Greater Shanghai Plan". *Shen Pao* played a key role in introducing and advocating the plan in ten years, so "the Greater Shanghai Plan" was not only a municipal program, but also a media event. Through the comprehensive presentation of "the Greater Shanghai Plan" by *Shen Pao*, the imagined communities were created at local and national levels simultaneously, with tension and consistency between them. By reviewing reports on "the Greater Shanghai Plan" in *Shen Pao*, this paper examines how were the aforementioned imagined communities formed in that period, the relative position of them in the discourse network, and main reasons behind it.

[Keywords] the Greater Shanghai Plan; *Shen Pao*; local community; national community

### 45 Old Theories encounter New Communication Practices: on the Concept of Opinion Leader

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• ZHANG Bing-qing, RUI Bi-feng

[Abstract] The present study examines how the research on opinion leaders should "restart" on the basis of the historical background of social construction and communication practice innovation. The research on opinion leaders encounters a predicament when facing new communication practice in a Network Society. This is a predicament when old theories meet new communication, and also a predicament of the structural functionalism paradigm. By combing and analyzing the evolution of the concept of opinion leader and



its realistic predicament, we propose that Network Science provides a research paradigm to combine network society and new communication practice. Researchers can introduce the perspectives and methods of Network Science and use the concept of Influential Nodes to continue the research on opinion leaders. This continuation reflects the possibility to reshape communication research paradigms.

[Keywords] opinion leader; paradigm; network society; structural functionalism

**57 Invisible Parents and Idealized Affection: A Study on Parent-Child Communication and Relationship Maintenance of Rural Left-behind Children**

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• *HU Chun-yang, MAO Di-qiu*

[Abstract] In the context of the transformation of China's social structure, over 10 million children living in rural areas are left behind by their parents who have to flee their poor hometowns to find survival opportunities in cities, which triggers a variety of social problems that probably lead to social unrest in the near future. Undoubtedly, functioning parent-child communication and relationship maintenance can not only be of help for children and teenagers to cope with the hardship of social adaptation, but also consolidate family stability. Through in-depth interviews and other qualitative research methods, this article explores how parents and children in families of left-behind children communicate so as to maintain parent-child relationship, and also exemplifies the role that new communication technologies play in the interactions.

[Keywords] left-behind children; mobile phones; family communication; maintenance of parent-child relationships; long-distance intimate relationships

**71 From Podcast to Mobile Audio Media: The Return of Empowerment and the Highlight of Context**

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• *WANG Chang-xiao, LIU Rui-yi*

[Abstract] Podcast was once known as the subversive of radio and television. It reflected the transformation of the means of information dissemination and the power of communication. Due to the regulation of the "image revolution" and the transition from

"informal media" to "formal media", podcast entered a low tide. According to the rise of mobile audio media, podcast attracts public attention again. From podcast to mobile audio media, behind the change of title is the variety of explorations that podcast has made in response to the advent of the era of mobility, intelligence, and context. In addition to affirming the value of mobile audio media, it should also face up to the problems such as the high value of symbols and the drift of discourse power. In the future of "everything is medium", whether mobile audio media can have a place or not is up to the patience of capital and the wisdom of operators.

**[Keywords]** Podcast; mobile audio media; media empowerment; context

## **81 Interaction Interdependency: The Change of Media System in Pluralistic Logic**

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• *JIANG Dong-Xu, HU Zheng-Rong*

**[Abstract]** The changes in the media system are closely linked to technology, and new media technologies have created media practices based on multiple logic operations. Interaction interdependency becomes the key concept of understanding multi-media logic, that means the pluralistic media logic is unified in the consistent interaction between different subjects. On this basis, the media system has changed with four trends. The first is that the short connection between internet network nodes has become the practice mode of the media system. Secondly the short-connected nodes have created the practice space of the media system. Thirdly, practicing subjects among the nodes transform from producers to prosumers. The last is that the media product becomes a thing that connects different nodes.

**[Keywords]** media system; media logic; mediatization; interaction interdependency

## **90 Images • Intention • Scene: The Change of Symbols in the Public Service Advertisements of CCTV**

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• *WU Lai-an*

**[Abstract]** The current research on image symbols can consider the characteristics of different types of images, and also analyzes the text from the perspective of the interaction

between pictures and texts. However, it is limited to plane images, and ignores that the medium also has an important influence on the text. This paper uses the theory of image semiotics to analyze the symbol changes of public service advertisements of CCTV, in Conclusion: 1. By creating images of people and symbols, public service advertisements of CCTV draw a "portrait of people's livelihood" that expresses people's public welfare needs in all aspects of life; 2. public service advertisements of CCTV have experienced changes from "images" to "intention". In the future, "scenes" will replace "images" and "intention".  
[Keywords] public service advertisement of CCTV; images; image symbol

## 108 Human Capital Change in Advertising Industry with the Application of Artificial Intelligence

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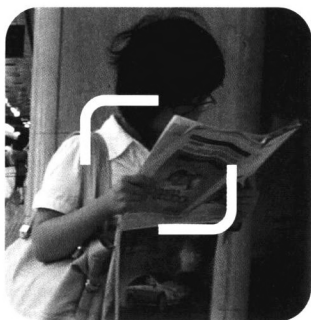
· *QIN Xue-bing*

[Abstract] In recent years, the advertising industry has gradually realized intellectualization in consumer insight, advertising design, copywriting, procedural purchasing and terminal advertising. The absorption of AI technology will inevitably affect the human capital of advertising industry. Through qualitative research of in-depth interviews, the researchers found the human capital of the advertising industry and the absorption of artificial intelligence technology are in the relationship between the ups and downs. Under the current situation of technology absorption, the changes of human capital in advertising industry are manifested as follows: General and skilled human capital depreciation, The demand for general and skilled human capital has fallen sharply, Innovative human capital value enhancement, Heterogeneous human capital absorption and post innovation.

[Keywords] artificial intelligence; advertising industry; technology absorption; human capital



新闻传播融合  
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