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JOURNALISM RESEARCH

VOLUME 170, NO. 6, 2020

1 A View from Others: Innovations in Theory and Practice of Journalism and Communication in China from the Perspective of "Constructive News"

· *RUI Bi-feng, YU Yue-hong*

[Abstract] Guided by libertarian theory, the western press regarded itself as the "monitor" of the society and the "watchdog" of the government. Negative news and scandal reporting became the norm in his work. Operated in the mode of privatization and commercialization, especially in order to meet the needs of the market and attract people's attention, have further strengthened this news value orientation. The practice of "constructive news" in Europe is fundamentally a reflection and criticism on the traditional western theories of journalism and the news value orientation in specific work. The Communist Party of China (CPC) adhered to the Marxism journalistic views and regarded journalism as an integral part of the revolution and construction under its leadership. "Constructiveness" is the proper meaning of this theory and practice of journalism. However, for a long time, China's news media have relied too much on administrative power to carry out news reporting work, lacking of "reflective self-regulation", and it is difficult to establish the role of "active reporter" within the concept of "positive freedom". In the general trend of media convergence, it is in-creasingly difficult for mainstream media to resonate with the public. On the one hand, "constructive news" objectively supports the Marxism journalistic views that our party has always adhered to; on the other hand, it emphasizes the "positive freedom" of the news media and highlights the role of "active reporter" in specific work, thus providing inspiration and reference for our theory and practice of journalism and communication.

[Keywords] constructive journalism; Marxism journalistic views; positive freedom; active reporter

12 Reflecting on Constructive Journalism: Chinese and Western Contexts, Theoretical Challenges and Practical Concerns

· *XU Jing-hong, ZHANG Ru-kun, ZHANG Shi-wen*

[Abstract] In 2019, constructive journalism research has gained popularity within China's academia, while some scholars praised it, others doubted it. From a critical point of view, this article analyzes the different connotations of constructive journalism in the contexts of China and the West, and points out that, as a kind of news idea in pursuit of good, its application of positive psychology skills, and future-oriented solution guidance share similarities with the constructiveness of Chinese journalism. When it comes to application, we are supposed be alert to its potential theoretical risks, avoid the extremes of "positive psychology" and "solution-based orientation", and absorb critically while combining it with China's real situation.

[Keywords] constructive journalism; constructiveness of journalism; positive psychology; news idea

23 From Solution to Construction: A Study of Reporting on the Practice of Garbage Classification from the Perspective of Constructive Journalism

· *SHAO Peng, XIE Yi-ran*

[Abstract] Constructive journalism, considered as the "self-redemption" of western journalism, tries to report news with a positive attitude, positive perspective and problem-solving strategies and promotes the healthy development of news reporting. This trend, seemingly different from, and yet essentially similar to, the journalistic practice of providing "positive reports" and "positive energy" in China, brings abundant imaginative space for Chinese press circles to do news research and practice. This paper takes the reports on "garbage classification" on the mobile APP of The Paper as the research object, adopts content analysis method and text analysis method to discuss the elements of "good news" and analyzes the similarities and differences between the current journalistic philosophy and constructive journalistic philosophy in China with an aim to discover new concepts and thoughts for the positive report and positive energy communication theory. This research has revealed that news reporting still has yet to get rid of the inertia of publicity discourse with a dualistic framework of typically positive and negative

reporting; the flat and single action plan leads to the inertness of news reports and that the news reports still have enough room for refinement and deepening. It is suggested in the end that China needs not only professional journalism that can objectively report the truth in time, but also constructive journalism with constructiveness, positiveness, active participatoriness and journalist's initiativeness.

36   The Origin of the Victim Complex in China's Image Communication

· *DONG Jun*

[Abstract] Where does the victim complex in China's image communication come from, and where does it start? This issue is not only related to how we should objectively understand "The Other", but also how we should understand "Self" rationally. This paper finds that the traditional "center-edge" relationship between China and the West, which the Chinese people imagine, has undergone a fundamental change after the Sino-Japanese War. Because of this change, Chinese self-imagination model and recognition of national image have also undergone a subversive reversal. After that, the inferiority and humiliation after the loss of traditional identity, the envy and hatred of the West on the road of modernity, and the anxiety and loss in the process of identity reconstruction have all become a non-negligible victim complex in the self-imagination of modern China.

49   Influencing Factors and the Mechanism of the International Communication of Chinese Major Topical News: An International Survey

· *WANG Wei-ying, LI Ben-qian*

[Abstract] The study collected data from foreign audience and tried to construct SEM model based on the Theory of Information Behavior, to analyze how news of Chinese Major Topic reaches the foreign audience and affects their attitude and behavior. The results reveal that, (1) Information quality affects perceived value and behavior intention

via cognitive fluence and cue dependence;(2) Information authority affects perceived value and behavior intention via cue dependence;(3) Media contact affects perceived value and behavior intention via cognitive absorption.

63   Third-Person Perception and First-Person Factors: The Case of Media Professionals from Beijing and Hunan, 2018

· *PENG Xue-hua, LIU Xu-dong, AO Song, CHEN Yue, JIAO Wen, ZHAO Zhi-Long, XIAN Xue-chang, ZHAO Xin-shu*

[Abstract] Based on a cluster sampling survey of 672 media professionals in Beijing and Hunan in 2018, this study addresses the questions (a) whether the media professionals manifest third-person perception (TPP) and (b) whether three first-person factors (FPFs), namely geographical location, political identity and perception of news quality, affect TPP. The study also adapts a reconfigured mediation model to investigates the process through which geographical location influences TPP. Exhibiting TPP, the media professionals report perceptions that they are less influenced than others by media news. Communist party members show weaker TPP than others, while those who are less satisfied with media news show stronger TPP. Respondents in Hunan are more likely than their Beijing counterparts to think of others as easily influenced by media news. Nevertheless, the total effect of geographical location (Beijing vs Hunan) on TPP reduces to minimal in the process of mediation in which effects through PEO and PES compete with and offset each other. The study also demonstrates applications of percentage scale (p_s) and percentage coefficient (b_p) proposed by Zhao and Zhang (2014) for measuring and comparing effect sizes in regression analysis, and finds them helpful. (c.f., Zhao, X., & Zhang, X. J., 2014. Emerging methodological issues in quantitative communication research; in J. Hong, Ed., *New Trends in Communication Studies*, II, pp. 953–978. Beijing: Tsinghua University Press).

82   Intermedia Agenda-Setting on Weibo Platform: An Analysis of Public Opinion on Trending Events in 2018

· WANG Han-xiao, YU De-shan

[Abstract] There have been two types of problems in the research of public opinion: the mass opinion-based research is more than that based on social process, with the focus on specific case study and the neglect of long-term multi-event analysis. This paper categorizes 80 Weibo public opinion hot events in 2018 from 8 topics such as finance, entertainment, and social livelihood, and analyzes the agenda-guided relationship among media, government affairs accounts, and opinion leaders. It is found that the media remain the leading agenda setter in Weibo. Regarding whether the topics governed by internet regulations will affect the intermedia agenda setting, the result has shown that government affairs accounts are more likely to set the agenda of media and opinion leader agenda in the topics governed by regulations. This paper includes government affairs accounts to observe its interaction with the other two, presenting a panoramic view of the agenda setting relationship among the three important subjects of the Weibo platform. Furthermore, the related conclusions of this paper are instructive, thereby providing references for the construction of government affairs accounts.

[Keywords] intermedia agenda setting; Weibo; opinion leader; government affairs account; granger causality analysis

97   "Greenwashing Advertisements": Communication Pattern and Management

· LIU Chuan-hong, WU Wen-xuan

[Abstract] Delving into the occurrence mechanism of greenwashing advertisements, a new communication pattern of false advertisements, is significant to prevent their danger, and hence to promote the high-quality environmental communication and governance. Based on the functional analysis, this paper discusses the mechanism of "greenwashing advertisement" and points out that the formation of "green advertisement" is the result of the common action of the interest demand of the advertiser, the creative demand of the advertiser and the technology worship of the advertiser. The research further summarizes the main problems of current "greenwashing advertisement", pointing out that the

advertisement publishers neglect to review and publish in disguised form, and that the failure of the advertisement supervisors to crack down and the failure of supervision is the root of the widespread existence of "greenwashing advertisement", which needs the attention of the managers.

[Keywords] greenwashing advertisement; green advertisement; environmental communication; occurrence mechanism

109 Theoretical Frontiers in the Critical Political Economy of Communication: An Interview with Prof. Graham Murdock

· KONG Yu, ZHANG Ai-chen

[Abstract] Graham Murdock is Emeritus Professor of Culture and Economy at Loughborough University. He is an internationally renowned scholar and one of the pioneering figures in developing a critical framework in the field of political economy of communication. His research and theorising examine the relations between the dynamics of capitalism and the organisation of communication. His recent work has focused on three central issues. First, he has drawn attention to the material basis of communication systems as networks of infrastructures and arrays of devices, detailing their escalating calls on resources and energy in their manufacture and use, the consequences of this for the accelerating ecological and climate crisis, and the challenges rising demand for digital media poses for policies designed to secure a sustainable planetary future. Secondly, focusing particularly on the election of Donald Trump as President of the United States and the majority vote in Britain to leave the European Union (Brexit) he has examined the ways in which the expansion of market driven communications and digital technologies have fostered the resurgence of reactionary populist movements in some capitalist countries. Thirdly, together with other critical analysts he argues that the dominant commercially based digital corporations in capitalist economies are creating a new "platform economy" that is fundamental reorganising relations with audiences in the interests of extending and deepening consumerism. On the one hand the personal data obtained by tracking users' on-line interactions provide powerful new tools for targeting product advertising and promotion more effectively. At the same time, audience members are encouraged to become 'influencers' selling commodities by displaying and dramatizing

their own brand loyalties on screen. This development, Murdock argues, is part of the wider integration of media and marketing, represented by the growth of product placement and advergames, in which the boundaries between selling and entertainment disappear.

Returning to Marx's argument that the 18th century "enclosure movement" in England , that fenced off land previously open to communal use and converted it to private property, was the essential foundation for the development of capitalism, Murdock argues that we are now witnessing a new enclosure movement, a digital enclosure movement, in which the Internet, which began as an open public resource, has been progressively fenced off by a handful of major corporations who reap massive profits from their monopoly command over key media popular uses. The result Murdock argues is a profound paradox in which the most advanced digital forces of production are cementing social relations of production that return us to feudalism in which we become serfs toiling in fields owned by the new princes of capitalism.

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封面摄影：无 题 布拉格 2014
作 者：顾铮