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[本期要目]

嵌入乡土的“微信社区”——基于一个白族村落的研究

媒体融合时代新闻定义问题的再思考

越可信越验证：移动端用户验证信息的动因探究



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万方数据

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JOURNALISM RESEARCH

VOLUME 172, NO. 8, 2020

1 "WeChat Community" Embedded in a Local Village:On Bai-ethnicity Villagers' WeChat Life

· *YANG Xing-xing, TANG You-you, SUN Xin-ru*

[Abstract] This paper adopts the methodology of field observations, with a focus on how the traditional Bai villagers form their new network community through WeChat. This research illuminates that by using cellphones and WeChat, villagers manage to integrate their traditional real life and the online world into a brand-new lifestyle that features universality and is widely accepted. This kind of life practice constitutes a "WeChat Community", which places the villagers in a "Technical Order". On the one hand, the existence of "WeChat Community" allows the village to become a "Disembedding Community" to some extent. On the other, this new community constructed by WeChat is embedded in its social structure and culture. This study on the life and experience of the WeChat Community in Shilong village indicates that new technologies and the network gradually creep into villagers' daily life and cultural practices, and thus a new online community structure is formed in the traditional village. It is worth mentioning that this kind of community structure has a major impact on social relations, the organizational structure and the life style of local communities.

[Keywords] WeChat community; Bai minority; village; WeChat life

16 Embedded Communication: The Practice and Reproduction of Internet Language in Daily Life

· *ZHAO Cheng-chen*

[Abstract] With the continuous development of Internet technology, Internet language came into being and spread widely in daily life. From the perspective of sociology of communication, this study focuses on adolescent groups and explores how Internet

language practice in daily life and how to achieve meaningful production by participating in observation and in-depth interviews. It is found that there are three kinds of embedding behaviors in the daily life of Internet language, technology embedding, semantic embedding and relational embedding. This study considers that the practice and reproduction of Internet language is a process of embedded communication. Internet language practice with the embedding of space, semantics and interpersonal relationships. New communication space, discourse system, cognitive structure and lifestyle have become the effects of the reproduction of Internet language. Their appearance does not represent the end of the communication process. On the contrary, the reproduction results will become the basis of the next embedding. The spiral process of promotion has formed the current mode of the daily practice and reproduction of Internet language.

[Keywords] Internet language; communication practice; reproduction; embedded communication

31 Revisiting the Definition of News in the Era of Media Convergence

· *LEI Yue-jie, WANG Na*

[Abstract] The definition of news is one of core and fundamental concepts of journalism, which is derived from our historical understanding and logical judgment of news practice and in turn affect people's activities. So far, the evolution of the research of news's definition has shown the characteristics of interdisciplinary, multiple perspectives and emphasizing the property of news and the role of communication technology. Based on the three conceptual categories of "newness", "news report" and "the change of media technology to communication", this paper rethink whether the classic definition of "news is a report of recent facts" is still applicable in the context of media convergence. As a consequence, from the perspective of human, media and society, we pay more attention to the changes of news' form and its meaning construction of the interaction between news, people and society in the process of redefining news, so as to promote the theoretical research of news in the era of media convergence.

[Keywords] media convergence; news theory; the definition of news

41 Theoretical Reflection on the Judicial Practice of News Photo Copyright

· *PENG Gui-bing*

[Abstract] There is a dispute about whether news photos belong to "news of the day" in judicial practice, and scholars consistently give negative answers. By comparing the reasons put forward by the judicial practice and the scholars, it is found that the reasons put forward by the judicial practice are not completely included in the vision of the scholars. Based on this, this paper argues that it is necessary to make a further theoretical reflection on the judicial practice. The conclusion is: according to the principle of merger in copyright law, news photos are not necessarily excluded from "news of the day". In judicial practice, the low originality of news photos is contrary to the "merger principle" in copyright law and affects the information dissemination of news photos. There are not enough reasons for the fair use of news photos in judicial practice, so the court should correctly explain the legal terms of the fair use of news photos.

[Keywords] news photos; news of the day; photographic works; fair use

56 Communication Network and Cross-circle Communication: A Study of the International Communication Effect of China's Home Diplomacy

· *TANG Jing-tai, CHEN Qiu-yi, GAO Jing-wen*

[Abstract] In recent years, the emergence of data of robots and the effects of echo chambers has challenged the traditional evaluation system of communication effects. In order to make a more scientific assessment of the effect of China's home diplomacy, this research uses social network analysis and text mining methods to analyze the data of the CIIE on Twitter in 2018 and 2019. Taking the communication subgroup as the unit, this paper analyzes the communication effects of different topics and subjects, and finally examines the language diversity and content of the subgroup members, the relationship between theme diversity and cross-circle communication power, which provides a basis for establishing a multidimensional and diversified international communication system.

[Keywords] home diplomacy; CIIE; international communication effect; social network analysis; Bitem LDA

71 Trust it and Verify it: Examining Smartphone Users' Motivation for Information Verification

· *HU Bing, ZHONG Bu*

[Abstract] The recent scholarship addressing the factors contributed to the diffusion of fake news or false information on mobile devices like smartphones reveals the rising academic attention on the phenomenon from communication researchers. In this study, we propose a model of mobile information verification by exploring users' personality attribute of "Need for Cognition". The results show: 1) for users with low education level, cognitive needs are one of the factors that affect mobile information verification; for users with high education level, the perceived reliability of information is a single factor that affects mobile information verification; 2) the factors contributed to the perceived reliability of information also varied in users with different education levels; 3) the analyses also identified the third-party effect in evaluating the negative impact of fake news on users themselves and others. This study makes a contribution to a better understanding of how smartphone users process mobile information, especially, the tendency of verifying the information circulated on the smartphone. The findings provide fresh empirical evidence for improving users' need for cognition and media literacy in processing mobile information, which should enhance social trust in society.

[Keywords] media credibility; fake news; information verification; need for cognition; mobile media

85 An Empirical Study of the Influencing Factors of Mergers and Acquisition Performance: Cases of Chinese Media Companies

· *XIANG Qing-ping*

[Abstract] Seeking a merger is an important way for further development of enterprises. Since 2009 there has been a wave of mergers among listed media companies in China. This paper takes the merges of 45 listed media companies as the research object in the time range of 2009-2016, applying the multiple linear regression analysis, to investigate different factors affecting the performance of listed media companies. The research result shows that the relative size of assets, industry correlation and M & A performance are

positively correlated; premium purchases, cash purchases, and M & A ratios are negatively related to M & A performance. What's more, China's listed media companies have high premium cash acquisition issues. Scientific valuation and the use of multiple payment methods will have a positive effect on media listed companies.

[Keywords] media industry; mergers and acquisitions; mergers and acquisitions performance; multivariate linear regression

99 The Logic of Spectacle Competition: Examining Media and Political Power

· *MA Li-ming, GOU Li-wu*

[Abstract] In the age of mediatization, political power can be realized through media. Actors create a huge media spectacle with the aim to control human society. Through controlling the public, the recognition and behavior of the mass could be manipulated. When several subjects attempt to get the realization of power by using the spectacle, there must be fierce competition among the spectacle. In the Ukraine election, Voldomir Zelensky, the actor who plays the role of the president "Vasily" in the hot-cast series, "the public servant of the people", was elected as the President of Ukraine in the recent election. This huge media spectacle offers a political opportunity for political parties or individuals to explore the path of transformation from the media spectacle to political office and power. This indicates that the spectacle social theory is the multi-dimensional characteristic in the present communication environment, which can help to deepen the understanding of the spectacle society and the present series of political communication phenomena.

[Keywords] 2019 Ukrainian presidential election; Zelensky; spectacle competition; political opportunity

115 Fame and Controversial Images of Sports Stars: The Case of Li Na the Tennis Player

· *ZHANG Gang-hua, ZHANG De-sheng, ZHOU Shua-hua*

[Abstract] Fame is a social prestige beyond personal professional activities. Public image is the concentrated expression of fame. When media evolve, the mechanism of fame

building also changes. In this paper, we use tennis player Li Na's controversial image as a starting point to identify controversial issues surrounding Li Na and how they help in the fame building process. It is proposed that the fame as a end result of of power intermediation is gradually being replaced by the fame of disintermediation and public participation in the new media era. Because the elite's status is eroding, controversy becomes a factor in the fame process. This paper holds that new media will create a large number of celebrities, and we should explore effective social countermeasures through controversy.

[Keywords] controversial image; fame building; elite conflict

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