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当代中国新闻理论研究的“上升”与“下沉”

发展传播理论与“中国式”发展之间的张力及新的可能——基于中国西南少数民族地区三个案例的讨论

媒介使用动机与场景对用户体验的影响研究——基于认知神经传播学的效果测量



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JOURNALISM RESEARCH

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1 The "Rising" and "Sinking" of Contemporary Chinese Journalism Theory Research

• *YANG Bao-jun*

[Abstract] Contemporary Chinese journalism has begun the process of transition from "professional-dominant paradigm" to "social-dominant paradigm". This means that the social transformation of the contemporary Chinese journalism theory research, that is to say the contemporary Chinese journalism theory research is no longer limited to the center of professional journalism activities and stays at the "middle level" of professional journalism, but begins to further "rise" and "sink" The so-called "rising" is in the view of journalism overall issue which is the relationship between news and human, pay more attention to the relationship between news and the overall development of human society, pay more attention to the relationship between news and the community with a shared future for mankind, pay more attention to the relationship between news and the development of global integration, multi-polarization, and democratization, making contemporary Chinese journalism as the "journalism towards the macro" "journalism towards the world". The so-called "sinking" is in the view of journalism overall issue which is the relationship between news and human, pay more attention to the relationship between news and the entire world of daily life, pay more attention to the relationship between news and various social organizations, grass-roots units, social groups, and social activities, and pay more attention to the relationship between news and everyone, making journalism as the "journalism towards the life world" "journalism towards base course" "journalism towards the audience(users)".

[Keywords] journalism; contemporary Chinese journalism theory research; rise; sink

11 The Tension and New Possibilities between Development Communication Theory and "Chinese Style" Development: Examining Three Cases in the Minority Areas of Southwest China

• *GUO Jian-bin, YAO Jing*

[Abstract] Based on three studies in southwest China, We realize that there is a clear tension between the empirical materials obtained from these three cases and the previous development communication theory, which, on the one hand, can be attributed to China's specific media system and the particularity of "Chinese-style" development. On the other hand, it may be due to the differences in the forms (ways) of media in the case and the special and accidental factors in the development mode and opportunity, which cannot be generalized. So there may be a new problem space. This paper deals with quantitative and qualitative research methods, which are called hybrid research methods. This paper is not a denial of the legitimacy of previous theories, but an attempt to provide a new possibility for discussing the relationship between media and development, that is, focusing on specific empirical phenomena, forming new research problems on the basis of solid qualitative research, and testing them with quantitative methods.

[Keywords] media; development; ethnic minority villages; questionnaire survey; field work

36 Forgotten and Reconstruction: Transportation as Communication

• *BIAN Dong-lei*

[Abstract] The rise of modern transportation technology has increased the mobility of society and affected communication. However, communication studies which emerged in the first half of the 20th century have forgotten it and lost the ability to inquiry about the important daily experience. By tracing the history of the discipline, the article found Communication studies prefer the media like broadcast and television which based on instantaneous and easily used to discovering the effect. This bias not only neglected the impact of transportation on human communication, but also ignored many factors in the process of communication, such as geography, body and infrastructure. Based on the rise of mobile experience and the reflection of Communication, this article points out that the

communication studies should toward to the theme of "communication in mobile" and reconstruct the meaning of transportation in communication.

[Keywords] mobile; transportation; communication

48 Subaltern Expression and the Path Innovation of China's Political Communication Research

· *HE Jing*

[Abstract] There has been the obvious subject bias towards government and party while the importance of subaltern expression has been underemphasized in China's political communication research. This paper aims to take relatively comprehensive analysis of the key concepts, the theory origins of subaltern expression studies and how the research path innovation of China's political communication studies could be by introducing subaltern expression studies. Meanwhile, how the theories of subaltern expression would develop under the framework of political communication is discussed. It concludes that bringing subaltern expression into the framework of political communication will lead to the path innovation of the latter by completing research subjects, adjusting dominant research frameworks and returning to the value and ethic factors. At the same time, it may promote the theory innovation for both subaltern expression and political communication research in China through the possible theoretical expansion on three dimensions of subaltern expression studies.

[Keywords] subaltern; media expression; political communication

59 From Yeltsin to Putin: The Media Image Transformation of Russian Leaders in the New Era

· *ZHANG Ju-xi, WANG Zhen-ning*

[Abstract] The media image of national leaders is an important part of the national image. Observing and studying the media image of national leaders is of great value to building a national image. Since its independence in December 1991, the Russian Federation has experienced three and seven presidents of Yeltsin, Putin, and Medvedev, and has gone

through nearly 30 years of transformation and development. Russia's national image has evolved from the initial system transformation to the rejuvenation of a big country. This is directly related to the change in media image from Yeltsin to Putin from weak to strong. It is of great significance to examine the characteristics of the initial presentation of Yeltsin and Putin's media images, analyze their media image reconstruction methods, and summarize the successful experiences of their media images.

[Keywords] media image; national leader image; image shaping; Russia

75 Impact of New Media Use on the Social Distance between Urban New Migrants and Local Residents: Psychological Capital as a Mediator

· *ZHONG Ying, SHAO Xiao*

[Abstract] The social distance between urban new migrants and "local people" reflects the social integration degree of the migrants, which is related to the harmony and stability of Chinese society. What roles the new media system, which is increasingly becoming the social infrastructure, play in the process of closing the social distance deserves exploring. Based on the survey data of four cities in the Yangtze River Delta, this paper uses structural equation modeling method to analyze the impact of new media use and psychological capital on social distance between new urban migrants and local residents. The study concludes that the new media use of new urban migrants has five goals: Self-development, social contact, information acquisition, relaxation and business processing. The use of new media and the level of psychological capital can negatively predict the social distance between urban new migrants and local residents generally, and psychological capital plays a mediating role in the process of new media use influencing the social distance between two groups. However, the mechanism of social distance influenced by new media use for various goals is different.

[Keywords] urban new migrants; psychological capital; social distance; intergroup contact; new media

89 The Influence of Motivation and Context on User Experience: Effects Based on Cognitive Neurocommunication

· *LIANG Shuang, YU Guo-ming*

[Abstract] In recent years, with the well development of mobile application technology and intelligent communication devices, media user experience has become one of the hot topics of academic research and the industry. Based on the research paradigm of cognitive neurocommunication, this study explores the influences of motivation and context on media user experience, through EEG and behavioral experiments. There are some important conclusions in this work: firstly, social motives group showed higher level of user experience than other groups; secondly, all participants showed higher level of user experience in public context than privacy context, on perceived usefulness, perceived ease of use and user satisfaction. In addition, interactive effect of motivation and user context were showed in this research, self-regulatory motives group showed higher level of user experience than other groups in public context.

[Keywords] user experience; user motivation; use context; cognitive neurocommunication research; communication effect research

103 Shift of Innovation: The Path and Mechanisms of Media Convergence in China

· *YIN Qi*

[Abstract] From the perspective of evolution economics and based on co-evolution analysis framework, this study analyzes the evolutionary path of media convergence in China and finds that, the focus of media convergence in China has undergone a shift from technological innovation to institutional innovation. In the process of the shift, technological innovation is not only an important motive force for institutional innovation, but also have been embedded in various institutional structures and affected by them. Meanwhile, the cognitions of innovation subjects such as government and media also have evolved together with technology and institutions. In the future of media convergence, the establishment of an open innovation system that can include more innovative subjects and absorb more innovative resources will become an important development orientation.

[Keywords] media convergence; technological innovation; institutional innovation; cognition; evolution

新闻传播融合
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