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理解媒介：从对象到现象

为民言说：政府应对疫情危机的积极公共关系策略研究



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JOURNALISM RESEARCH

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1 Key Concepts of Journalism and Public Opinion Work

• *QIN Shao-de*

[Abstract] Unlike the vague distinction between journalism, propaganda and public opinion in previous research, this paper starts from the basic concept of "public opinion". After discussing different views on "public opinion" in ancient and modern times, we clarify the core concept of "news and public opinion work" as the main research topic and sorts out its formation and evolution in the journalistic practice of the Chinese Communist Party. Following this line of thought, this paper analyzes three different theoretical categories in the journalistic practice of the CPC: propaganda, journalism, and public opinion work, and argues that the three concepts are successive in time and emerged in response to changes in the central work of the Party and the media environment. Through the analysis of the relevant discourses of classic Marxist writers, it is important to distinguish the similarities and differences among the three concepts, to deeply understand the essence of the practical work of Chinese socialist journalism and public opinion.

[Keywords] public opinion; news opinion; news propaganda; news opinion work

11 The Evolution of the Political Logic of the Chinese Communist Party in the Media

• *XU Yi-shu, ZHANG Tao-fu*

[Abstract] Throughout the media development of the Communist Party of China in a hundred-year history, reinforcement and persistence of the principle, media should be administrated by CCP, is the fundamental rule, regardless of the period of revelation period or ruling one. The external characteristic and intrinsic mechanisms of the logic of media politics differ in historical contexts and media environments. The rise of the Internet comprehensively shifts the media political landscape from a "tightly balanced" status. The media structure

profoundly changed by the rapid expansion of new media. The coupling mechanism of media politics and politics has been weakening, even the trend of unbinding has been appeared. Since the 18th National Congress of the Communist Party of China, the ruling party has been reorganizing the new order of communication, reshaping the logic of media politics, and comprehensively improving the party's governance capacity in media.

[Keywords] the Communist Party of China; media politics; political legitimacy; public opinion field; adaptation

24 Understanding Media: from Object to Phenomenon

• *RUI Bi-feng, SUN Shuang*

[Abstract] In mainstream communication studies, media have always been treated as an objective object, without further examinations of its underlying assumptions. Through a comprehensive review of embodiment theory and a phenomenological reflection on media, this study asserts that media are not objects. Instead, they make phenomena that co-exist with human communication and socialization practices. Rather than residing in external objective worlds, media exist in our perceptual experience. The objectification of media derives from phenomenological media-objective media result from the theorization and logical deliberation of phenomenological media. Phenomenological media which manifest themselves within embodied experience are media to be experienced. Their features include: ambivalence and normative, intentionality and objectivity, symbolic and expression, situationism and universality, subjectivity and inter-subjectivity. The explication of phenomenological media lays an existential foundation for media studies. Furthermore, it leads media scholars to re-examine media and re-interpret the relations between media and human, median and nature or media and society.

[Keywords] phenomenological media; objective media; embodiment; phenomenology of perception

38 Speaking for the people: Government's Positive Public Relations Strategy in Response to Pandemic Crisis

• *CHEN Xian-hong, WANG Yan-ping*

[Abstract] Responding to major public crisis is the litmus test of every country's public relations ability, because it tests the wisdom of public communication, the ability of domestic and foreign relations management, and the enthusiasm, initiative and constructiveness of ecological management of public opinion. From the perspective of positive public relations practice, this paper explores the positive public relations strategies of the Chinese government to respond to the epidemic crisis successfully. Based on the texts of 143 press conferences of the Joint Prevention and Control Mechanism of the State Council from December 31,2019 to December 31,2020, using content analysis, this paper focuses on five positive public relations strategies: listening, discipline, informing, dialogue, and engagement, then analyzes the correlation between the use of positive public relations strategies and the severity of the epidemic, and further puts forward five strategic suggestions for the government to deal with the crisis in the future. As a localization study of public relations, this paper provides a "five-step method of positive public relations practice" for the government's public health crisis management and communication.

[Keywords] pandemic crisis; press conferences; positive public relations; "five-step method of positive public relations practice"

51 The Agent Conjuncture Mechanism of Local Government Information Technology Innovation Adoption

• *ZENG Li-hong*

[Abstract] Most of the research on the motivation factors of government information technology innovation adoption focuses on the internal perspective of government subject. Scholars focus on the structural factors such as the political system and social culture of the adoption subject, and to some extent ignore and cover up the external actors that promote the innovation concept and adoption behavior of government subject, namely "intermediary". This paper takes "intermediary" actors as the research object, and takes "conjuncture" as the analysis framework, focusing on the innovative adoption process of grassroots government WeChat in Foshan City, Guangdong Province. The study finds that in Foshan, the government's "intermediary" actors adopt the administrative "conjuncture" strategy of "administrative absorbing technology", while the media's "intermediary" actors implement the technical "conjuncture" practice of "administrative absorbing technology". In short, the intermediary "conjuncture" mechanism makes it possible for Foshan grass-roots

government to adopt the "bidirectional adoption" of information technology innovation.

[Keywords] bidirectional adoption; agent; conjuncture; government affairs WeChat; innovation adoption

64 The Mechanism of Chinese Government's Online Response Coordinated by Ruling Party: Examining the Matrix of Wenzheng Yinchuan Microblog

• *SHEN Guo-lin, DAI Wen-bin*

[Abstract] This paper focuses on the internet politics based on microblog and discusses the mechanism of online response by Chinese government. From the perspective of government response and public management theory, the author takes the micro blog matrix of Wenzheng Yinchuan as an example, and argues that the government response is driven by the ruling party, which constitutes the government response mechanism with Chinese characteristics. This mechanism includes response, coordination and supervision. The three mechanisms reflect the party-centered governance model in China. The theory of Chinese online response illustrates the dynamics of people-centered, the mechanism of party coordination and recentralization of the structure of governance based upon the decentralization of internet. In the west, governance theory emphasizes the participation of multiple social subjects in the whole process of social governance, while China's practice requires the ruling party, as the leading force, to face the new challenges and tasks of the network society, further promote the cooperation and coordination among governance departments, respond to the crisis and resolve the risks, and carry out institutional innovation, so as to promote the modernization of national governance system and the capacity of governance.

[Keywords] government response; online response; governance; party coordination

77 Impact of Smartphone Use on School Children Health: the Roles of Usage Type and Smartphone Efficacy

• *LI Xiao-jing, QIN Zhi-qiang, PAN Yan*

[Abstract] In the field of new media and children health, previous studies have examined the effects of Internet addiction and media violence from the perspectives of frequency,

duration and content of media use. Most of the studies were limited to a specific age group, while few explored the effects of new media use on the physical and mental health of children across all age groups. In this study, a stratified random sampling survey (N=2918) was conducted among school children across China to examine how their smartphone use predicted smartphone dependence, and how it affected school children's health in insomnia, depression and eating disorders. In addition to the frequency and duration of smartphone use, this study focused on the type of use and smartphone efficacy. Results showed that smartphone use was significantly related to school children's smartphone dependence. The entertainment-related smartphone use would lead to smartphone dependence, while learning-related use would not. Smartphone dependence had significant impacts on school children's insomnia, depression and eating disorders. Insomnia was a partial mediator between smartphone dependence and depression; Smartphone efficacy moderated the relationship between smartphone dependence and insomnia. It implied school children could be guided to use smartphones reasonably by controlling the amount of their smartphone use, reducing the entertainment-related use and improving smartphone efficacy, so as to benefit the physical and mental health development of school children.

[Keywords] smartphone use; smartphone dependence; school children; depression; eating disorders

92 The Effects of AI Video Production Platform from the Perspective of User Experiences

· *CHEN Ji-yin, HU Rui-xin, SUN He-li*

[Abstract] With the development of artificial intelligence and 5G technology, video communication has become an important form of communication, and video production is becoming more and more intelligent. This paper explores the evaluation method of the use effect of artificial intelligence video production platform, constructs the evaluation index system from the three dimensions of functionality, availability and ease of use, takes the three more comprehensive and influential artificial intelligence video production platforms in China and the United States as the research object, and uses the questionnaire survey to investigate and empirically study the professionals in media related industries. This paper finds that the domestic artificial intelligence video production platform is large and complete, the foreign platform is small and sophisticated and has high platform security,

the users' willingness to pay for the use of such platforms at home and abroad is low, and the current problems of such platforms are high contact cost, narrow popularity and high difficulty in learning and using. Through the evaluation and analysis of such platforms, this paper puts forward countermeasures and suggestions for the development of such platforms in China, such as enriching platform functions while paying attention to details, paying attention to platform privacy and security, simplifying platform interface, improving user participation and so on.

[Keywords] artificial intelligence; video production; user experience; evaluation index system

108 Satellite, News Agency and Vaccine under the Name of Sputnik: the Construction of Russia's National Image

· *XU Jia*

[Abstract] This research is based on a diachronic case study of national image building from former Soviet Union to today's Russia. Russia's image has long been set into a structural dilemma by its historical grievances, political and cultural differences with the West. With a favourable objective "shape" not likely to achieve, Russia's strategy comes to the construction of the subjective "image", or the construction of cognitive schema. From the world's first manmade satellite the Sputnik launched by former Soviet Union, to Russia's Sputnik News Agency established in the 21st Century and the Sputnik Covid-19 Vaccine registered in 2020, using the code of "Sputnik", Russia strategically sends information with certain "attributes" to the international society to achieve "applicable effects of communication". Through "priming" in the course of history, or the "accessibility effects", the "construct" of Russia being a leading power in science and technology meanwhile a fair country is aroused and repetitively activated. Hence, the international public's cognitive schema of the image of Russia is expected to be constructed. It is a process of attribute agenda setting.

[Keywords] national image; Russia; Sputnik satellite; Sputnik News; Covid-19 vaccine; attribute agenda setting

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