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万方数据

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JOURNALISM RESEARCH

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1 The "Knowledge Graph" of Western Health Narrative Research: An Analysis of SSCI Literature from 1992 to 2018

• *XU Kai-bin, HE Yu-ying*

[Abstract] From the prevention and treatment of diseases to doctor-patient communication and the reconstruction of patient identity, health narrative is omnipresent. After years of development in the West, health narrative research has been relatively mature, but it is still in its infancy in China. In this study, 1037 articles from the SSCI database were analyzed by means of scientific mapping and thematic analysis. Based on literature co-citation, journal co-citation, keyword co-occurrence and thematic analysis, five major topics and research directions of Western health narrative research were reviewed in detail, including persuasion effects, doctor-patient interaction, cancer narrative, marginalized groups, and reducing health disparities. The results of the study can provide insights for health narrative research in China.

[Keywords] health narrative; health communication; scientific mapping; narrative persuasion

22 Mapping the Academic Field on Public Health Events in China: Visual Analysis Based on CiteSpace Knowledge Graph (2000-2019)

• *LUO Kun-jin, ZHANG Yuan-yuan, LI Zhun*

[Abstract] Under the background of big data and the international perspective, public health incidents spread rapidly and caught off guard, which easily triggers public anxiety, anger, sadness, fear and other negative emotions, and exacerbates public panic. The paper uses the analysis software CiteSpace, based on the visualized scientific knowledge map, to perform co-word analysis and co-occurrence analysis of 678 articles on public health event research in the China Knowledge Network Database (CNKI) from 2000 to 2019, including

the trend analysis of the volume of articles, core author analysis, highest citation analysis, overall keyword analysis, post time zone analysis, etc., in order to present the development process and frontier trend of public health event research in my country, and explore research deficiencies and expandable research space.

[Keywords] public health events; vaccines; online public opinion; CiteSpace

40 Networked Bodies: Human as Viruses and Patches in Technological System

· *LIU Hai-long, XIE Zhuo-xiao, SHU Kai-rong*

[Abstract] Compared with technological automation, "human flesh (*renrou*)" and the relevant bodily/manual labour are seeming less productive, regressive, and anti-technology in modern societies. Currently in China, however, there are diverse practices of such embodied work such as human flesh searching (*renrou sousuo*), manual commenting bot (*renrou pinglun*), bodily Internet wall-climbing (*roushen fanqiang*), and bodily shopping agents (*renrou daigou*) appeared in the Internet technological system. In addition to analyzing these phenomena from a policy perspective, the perspective of connecting human body and communication technology gives us an opportunity to resolve the dichotomy between human and machine. We discuss how human flesh become an alternative mediator between human and machine thus reshaping their interconnections. Based on Latour's Actor-Network-Theory, we suggest that human bodies, composed of material and cultural traits, act as actants in contemporary technological system. We conceptualize "networked body" to theorize such nexus of human and the Internet technology. Through the lens, the McLuhan's famous proposition that "media is the extension of human body" reverses: Human bodies extend media technology. Based on two empirical studies, we propose that, human bodies on the one hand become "patches" of the Internet technological system in contemporary Chinese society, as human flesh is appropriated to produce data and act as cyber prosthesis for algorithm. On the other hand, the materiality of human bodies may interrupt the order of the system, as "viruses", when people selective connect and disconnect their bodies with the Internet. In conclusion, the "networked body" provides new perspectives and methods for studying communication phenomena from the perspective of the body. From the perspective of the body as a hybrid, the complex relationship between human and network technology can be discovered.

[Keywords] human flesh (*renrou*); embodied communication practice; Internet, Actor-Network-Theory; technological politics

56 Revisiting FAN Chang-jiang's Resignation from *Ta Kung Pao*

• *LONG Wei*

[Abstract] Why Fan Chang-jiang left *Ta Kung Pao* is an unsolved case in the field of journalism history. There are various explanations in previous studies, including "conflict of political views", "personnel dispute" and "the joint effect of various reasons", etc. These studies analyze the reasons that Fan left *Ta Kung Pao* from different aspects. This paper makes a supplementary discussion on "resignation time" and "journalists' left turn", which have not been noticed before, and thinks that fan his resignation should be investigated in a specific space-time environment. What to do under the Wuhan crisis? This is both Fan Chang-jiang's career choice and his political choice. The mutual resentment between Fan Chang-jiang and *Ta Kung Pao* is just the appearance of resignation. Fan's increasing intimacy with the CCP in politics, the rapid development of *Qing Ji*, and the progressive journalists' left turn all indicate that Fan's resignation from *Ta Kung Pao* is an inevitable choice.

[Keywords] FAN Chang-jiang; *Ta Kung Pao*; *Qing Ji*

66 From "Journalist" to "Active Actor": Former Journalists' News Participation

• *CHEN Li-min*

[Abstract] With the empowerment of new technology, journalism has become a field where different actors participate together. Among them, "Former journalists" have shown great influence through some news "hot moments". How and why did they participate in the news? The study found that they mainly participate in the news field through "disclosure", "comment", "integration", and "random report". Their action logic is mainly due to the continuation of professional habits, the acquisition of venture capital, and the reconstruction of identity. This makes the former journalists constantly realize the identity conversion from "journalist" to "active actor", which will have an important impact on the

change of news ecology.

[Keywords] "former journalists"; news participation; active actor; "network-node" news ecology

81 The Practical Logic of Party Media Supervision from the Perspective of State Governance: Evidence from the *People's Daily* from 1990 to 2019

• *WANG Jian-xin*

[Abstract] Party media supervision is media political practice under the Chinese party-managed media system, and it plays an important role in state governance. After analyzing the content of the *People's Daily's* supervisory reports from 1990 to 2019, this article reveals the practical logic of party media supervision. First, party media supervision is a linkage mechanism that promotes the operation of state governance system, and its practical forms include absorption supervision, constructive supervision, corrective supervision, and evaluation supervision. Second, party media supervision is a coordination mechanism that maintains the stability of the state governance system. In the official governance system, party media supervision serves as a hidden tool to coordinate central-local relationship. In the social governance system, party media supervision is the equilibrium point between social expression and political stability. In the context of advancing the modernization of state governance system and governance capabilities, upholding and improving the party and state supervision system is put on the agenda, which provides a stronger practical impetus for party media supervision that acts as an important part of the party and state supervision system. It also raises new requirements for party and officials, news media and the public.

[Keywords] state governance; party media supervision; media management by party

95 A Study of the Relationship between Live-streaming App Using Behavior and Online Purchase Intention

• *DANG Jun, MA Jun-shu*

[Abstract] In order to clarify the relationship between Live-streaming App using behavior

and online purchase intention as well as the role of value perception and social interaction in the mechanism underlying the above relationship, an online survey is conducted among 450 Live-streaming App users in college, related variables are investigated. The results are as follows: (1) Live-streaming App using behavior has a positive predictive effect on online purchase intention after controlling unrelated variables; (2) Value perception fully mediate the relationship between Live-streaming App using behavior and online purchase intention; (3) The positive predictive effect of using behavior on value perception and the mediating effect of value perception are moderated by social interaction.

[Keywords] live-streaming App using behavior; online purchase intention; value perception; social interaction

106 Cultural Preachers and Rights Practitioners: An Analysis of Underground Rappers in 21st Century China from the Perspective of Cultural Citizenship Identity

• *LIU Shan, XIE Shu-xin*

[Abstract] With the deep embedding of communication technology and social life, the Internet has gradually become an important channel for Chinese youth group to seek their cultural identity. Since the beginning of the new century, China has gradually pushed forward the establishment of civil society and the process of socialist democratization. Taking the 21st century Chinese youth underground rap group as the object and the method of online and offline field research and in-depth interview, this research observes their cultural identity building from the four key elements of identity, sharing and practice, rights and duties of the theory of cultural citizenship, and then builds a bridge between micro individual and macro structure. Last but not least, this paper emphasizes that we should rethink the cultural connection not only between marginal youth culture and mainstream culture but also between Chinese culture and western culture.

[Keywords] new media environment; cultural citizenship; youth underground rap group

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