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[本期要目]

新闻学专业实践型课程教材评价指标体系创新研究

数字媒体信息消费环境下记者信任形成机制研究

超越悖论：再论对话公关“何以可能”



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万方数据

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JOURNALISM RESEARCH

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1 Evaluation Indices on Teaching Materials for Practice-Oriented Curriculum of Journalism

• *ZHANG Da-wei, WANG Zi*

[Abstract] A large number of teaching materials without consistent quality have been used in Journalism education, which cannot meet the actual needs of Journalist cultivation. Faced this issue, establishing the incentive system with scientific evaluation indices is an ideal approach to motive author enthusiasm to an extreme. However, few academic has focused on the research of evaluation indices on teaching materials for practical curriculum of journalism. Hence, it is necessary to construct the evaluation indices, which is beneficial for the construction of Journalism teaching materials. From the literature review, the evaluation indices on teaching materials for practical curriculum of Journalism was conducted by integrating the prior researches on the fields of Journalism and Education, which aims to optimize writing and construction of journalism teaching materials, and to improve the research level on practical education of Journalism.

[Keywords] journalism; practice; teaching material; evaluation

16 The Formation and Systemization of Journalism Terminology: An Investigation of Journalism Textbooks in Early Modern China

• *ZHANG Xue-ke*

[Abstract] Term is the expression of professional concept and the cornerstone to construct a new knowledge system. During early modern China, when the journalism turned from a practical skill to a new discipline, the journalism textbooks became an important discourse field to systematize and canonize the journalism terms because of the unity of textbooks

and monographs and the lack of journalism encyclopedias. They collected and created many journalism terms through translation, neologism and new creation. The textbooks' special using way, their quoting and arguing with each other and continuing reprinting and revising also played a significant role in the terms' formation and solidification. Their world foresight and native consciousness expressed in this process are still important historical resources to construct the "Chinese Journalism", which based on journalism terms.

[Keywords] journalism textbooks; journalism terms; formation; systemization

28 Development of Journalism and Communication Teaching Materials Incorporating Marxism

· *XIE Xing-Zheng*

[Abstract] New requirements and missions to Marxist theoretical research and construction of journalism and communication teaching materials (MTRC of JCTM) have been proposed in the new era. To summarize the successful experience and existing problems, this study empirically focused on the current situation of the compilation, edition and application of MTRC of JCTM in China. This study found that the writing quality of the teaching materials won wide recognition in the research field. However, it is in an urgent time to solve issues such as slight imbalance between ideology and professionalism, inadequate coverage areas of teaching materials, long period of compilations and publications, low consistency of contents. Besides, the unified application of teaching materials also dissatisfies the need to cultivate distinguished talent in colleges and universities. Therefore, the study suggested to comprehensively promote the important thoughts of General Secretary Xi into teaching materials, expand the coverage areas of teaching materials construction, optimize the model of expert team formation, strengthen the training of front-line lecturers, popularize the "1+X" teaching materials application mode and advocate the construction of stereoscopic teaching materials, to provide guarantee for the quality of MTRC of JCTM.

[Keywords] journalism and communication; Marxist theoretical research and construction of teaching materials; construction status

40 The Formative Mechanism of Journalistic Credibility in the Context of Digital Media Consumption

· *ZHOU Quan*

[Abstract] This article focuses on the media effect of digital media information consumption on journalistic credibility and its mechanism. Bases on the Chinese General Social Survey 2012 data, using propensity score matching to deal with potential selective biases, this article analyzes the influence effectiveness of digital media use on journalistic credibility and its cross-sectoral differences, and the moderating effect of political efficacy. The results show that digital media use has a significant negative impact on journalistic credibility, but this negative effect is only significant for individuals from the non-public sector, and individuals from the public sector are not affected by digital media information consumption. Further research finds that the effect of digital media use on journalistic credibility is moderated by ones' internal political efficacy, individuals with lower political efficacy are more likely to be affected by digital media use. The article then discusses the academic value and policy implications of the research findings.

[Keywords] journalistic credibility; digital media; cross-sector; political efficacy; propensity score matching

59 Business Management in Modern China and Employees' Newspaper Reading in Daily Life: A Case of Zhejiang Industrial Bank

· *CAO Rui-qing*

[Abstract] Taking Zhejiang Industrial Bank as an example, this paper attempts to analyze how newspaper reading came into the daily life of the staff. The study discovered that the staff has a dual demand of leisure and self-cultivation, both of which are related to the bank's management. On the one hand, modern banks not only regulate the occupational life of the employees, but also interfere in their leisure time. Newspaper reading, instead of dancing and gambling, is regarded as a legitimate form of leisure and is widely advocated by the bankers. On the other hand, newspaper reading has become a means for the employees to improve themselves. Leisure life turns to be an extension of their

occupational life. By publishing magazines and setting up a reading room and a reading club, the management has made an attempt to raise the bar of newspaper reading into the level of the company's system, as well as strengthen staff's awareness of reading. Therefore, newspaper reading, which has been deeply integrated into the daily routine of the staff, has actually also become a modern urban lifestyle. Newspaper reading is not only more than a legitimate habit, but also a necessary one. Through the above study, observation and reflection based on the logic of everyday life can be provided to aid the understanding of the spread of newspapers, as well as the formation of reading as a social custom.

[Keywords] business management; bank clerk; newspaper reading; daily life

75 From "Glocalization" to "Localization": Paths to Constructing Discourses of Chinese Communication Studies

· *QI Zhi-hong, LI Zhi*

[Abstract] As an imported product, the development of Chinese communication studies has to continuously rely on the translation and application of foreign concepts, categories and theories. Meanwhile, it has never stopped absorbing nutrients from the rich traditional Chinese communication ideas and current Chinese communication practices. On the one hand, a history of the academic development of Chinese communication studies is a history of the import (or reconstruction) of academic discourse of Western communication studies. On the other hand, with the globalization of knowledge dissemination, the vision of academic discourse system of "Chinese communication studies" is not only the academic discourse system of China, but also of the world, which is constructed through the organic linkage of local-based and global-oriented discourse production, translation and output. It could be concluded that "glocalization" (global localization) constitutes the past of the construction of the academic discourse system of Chinese communication studies. It could also be predicted that its future lies in llobalization (local globalization).

[Keywords] glocalization; localization; Chinese communication studies; academic discourse system; path

• *LIU Xiao-cheng, WANG Ning-ning*

[Abstract] In addition to exploring general issues in daily relationships and communication, dialogue also focuses on understanding consciousness in essence, so it is considered an important way to avoid risks, generate empathy, deliver value, and promote harmony. Combining Arranging the basic ideas and main controversies of dialogue philosophy, combined with existing public relations theories, it can be found that dialogue public relations has four theoretical paradoxes in terms of organization center, relationship perspective, communication process and ethical value. Looking to the future, public relations should seek inspiration from dialogue philosophy, and explore the dialogue and constructive role of public relations in the dimension of "transcending self and community", so as to endow modern public relations with real The meaning and value of. Specifically, public relations should highlight the true dialogue genes in professional construction, ethical reflection and empathic communication, so as to contribute its due force to connecting society and building harmony.

[Keywords] public relations; dialogue philosophy; professional ethics

104 Do Green Advertising Claims Elicit Consumers' Feelings? the Affective Path of Green Advertising Persuasion

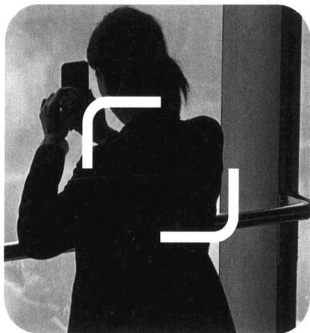
• *LI Zheng-feng, ZHANG Li-jun*

[Abstract] Green advertising has been employed frequently in practice, so regulatory bodies in many countries have requirements about the specificity of green claims. However, only a few studies investigated the influence of green claim specificity on consumers' cognitive path of AD processing. There is a paucity of research focusing on the affective path of ad processing after green claim specificity exposure. The current study suggests an affective path of AD processing, and examines the impact of green claim specificity upon consumers' affective responses and purchasing intentions by a 2 groups between-group experiment. The results suggest that consumers' empathy with nature and affective brand attitude are important mediators between claim specificity and purchasing intentions. This

study contributes to the theory of green AD processing mechanism.

[Keywords] green advertising; claim specificity; affective path; empathy with nature; affective brand attitude

新闻传播融合
理论实践结合
科研教育并重



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