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当代中国新闻真实观的变迁、走向及内在规律

媒介何往：媒介演进的逻辑、机制与未来可能——从5G时代到元宇宙的嬗变



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JOURNALISM RESEARCH

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1 The Pyramid System of Training Composite Talents of News Communication in the Era of Media Convergence

· *LI Liang-rong, WEI Xin-jing*

[Abstract] In the era of media integration driven by information technology, China's increasingly subdivided news and communication education system has revealed structural problems such as weak foundation, unstable ability and unsuitable skills. It is urgent to construct a compound news and communication talent training system suitable for the current media environment. This paper holds that "compound" is not a simple "professional skill compound", but a multi-dimensional compound of ability should be realized at the three levels of "technology-expression-thought" from the outside to the inside: having a news communication skill package that is constantly iterative under the new liberal arts thinking, forging the comprehensive expression ability under the media environment, and at the same time, adhering to the humanistic value of journalism. Only by taking "Internet" as the anchor point and according to the above "pyramid" type compound talent training system, the positioning of the teaching practice module of news communication in China is updated and reconstructed as a whole, and the trained talents can have a place in the increasingly cross-border network social system.

[Keywords] media convergence; news education reform; cultivation of compound talents

8 The Triple Logic of Journalism and Communication Education

· *ZHANG Kun, WANG Meng-qing*

[Abstract] University education is the highest level of talent training, and journalism and communication education is an important part of university education. Political logic, market logic and educational logic are the key factors leading the journalism and communication education. These three logic are both independent and infiltrating each other; there is both

synergy and tension. Under the background of highly developed market economy, political democracy, and educational prosperity, there are innumerable connections between political logic, market logic and educational logic, and it is difficult to completely separate them. This means that when considering the reform of journalism education, we should find a breakthrough in the intersection of these three logic, so that we can follow the laws of education without deviating from the political direction, and at the same time, we can also use market resources and rules.

[Keywords] journalism and communication education; political logic; market logic; education logic

20 What can Journalism Education Learn from the Disruptive Media Changes Caused by Technology?

· *CHEN Chang-feng, LV Yu-xiang*

[Abstract] New technologies are transforming the character and structure of communication, bringing about a disruptive impact on media. Therefore, the ecology of journalism education has undergone drastic changes. From the perspective of technology ecology, this paper studies the tension between theories, methods and technical skills education of top journalism education programs from a global perspective, and explores the direction of China's journalism education reform under the background of new technologies. The article reflects on the concept of "dualism" in journalism education, and believes that journalism education has not paid enough attention to the deep influence of technology, and its ignorance and contempt of technology have become obstacles to journalism education innovation; technical education in journalism school is different from the training of technical schools is that it provides a theoretical foundation that keeps pace with the times and emphasizes the cultivation of critical thinking. Journalism education should not only provide future journalists with new technical capabilities, but also help students prepare to adapt the fast-changing world and the ability to develop for life. The article discusses the reform direction and social responsibility of journalism education in the 21st century from the perspectives of values, interdisciplinary thinking, and curriculum.

[Keywords] journalism education; digital journalism; intelligent media; critical thinking; media convergence

34 "Demolition of the Wall" and "Building of the Wall": Re-professionalization of Chinese Journalism Education

· *LIN Hui, LUO Ting-ting*

[Abstract] For a hundred years, the generalist education that draws on the best of others and learns from others has been the long-term guideline for running schools in China's journalism and communication education. In the past 40 years, the changes that have had the greatest impact on Chinese journalism education are the introduction of Western communication in the first 20 years, and the rise of new online media in the last 20 years. These two shocks have brought about a second "removal of the wall". Although the journalism education and teaching system has greatly extended its boundaries and enriched the teaching courses and research content, it has also lost the core of the news media. "Borderless" trend. Facing the reality of the Internet's highly vertical segmentation and specialization, facing the historical changes of a century of change and the call for talents of the Chinese media, new changes should take place in the training model of journalism and communication talents. After 40 years of "removing the wall" of journalism education, it is necessary to return to another reform centered on the news media, return to the original intention of cultivating a good journalist, and once again clarify and establish strong professional recognition of students, and use professional media to educate + the "professionalization" of professional journalism education is based on the core competence of journalism communication. From "news+communication" to "news communication + network" to "converged news communication +", it may be another "wall building" of journalism education that has gone through a century, examining and re-establishing its own subject boundary and teaching system category.

[Keywords] journalism education; talent training; re-professionalization

45 Chineseness and Worldness in Chinese Journalistic Discourse Practice: A Case of Xinhua News Agency

· *SHAN Bo, LI Long-teng*

[Abstract] Chinese journalism is the product of China's communication with the world, which has both Chineseness and worldness. At the same time, Chinese journalism is also the intermediary between China and the world, constantly expressing and reconstructing the Chineseness and worldness. By analyzing the history of "building a world news agency

with Chinese characteristics" of Xinhua News Agency, this article finds that Chineseness is presented as the subjectivity construction of Chinese journalism, intertwined with the subjective bias and turn of confrontation, comparative and communication. In the technological world where everything is interconnected, the subjectivity of Chinese journalism needs to overcome the narrow subjectivity, turns to the subjectivity of communication, understanding and inclusion, eliminates the single universalism in the process of communicating with the world, and jointly constructs the universalism of the journalism world, which not only shows the "Chineseness" of coexistence, sharing and relational rationality but also stands in the "worldness" of pluralistic communication, so that makes the "Chineseness" towards a connected world, a negotiable world, a mixed world, a cooperative world and a communicative world.

[Keywords] Chinese journalistic discourse practice; Chineseness; worldness

59 On the Trends, Directions, and Patterns of Thoughts on News Truth in Contemporary Chinese Journalism

• *YANG Bao-jun*

[Abstract] View of journalistic reality is the fundamental and systematic opinion about the truth in journalism. Marxist is the dominant perspective throughout the process of the changes of the contemporary Chinese view of journalistic reality. It manifests as a view of the dynamic reflection of reality in the epistemological aspect, a view of correspondent reality in the perspective of truth theory, and as a unified view of reality, which means integrity truth in practice. In terms of the journalistic subject and reality generation, the contemporary Chinese view of journalistic reality can be roughly divided into two periods: the traditional journalism era, when mainly established the view of reporting reality (view of disseminating reality) from the perspective of professional journalistic subjects, and the post-journalism era, when formed the organic view of reality from the perspective of the co-production and dissemination of news by multiple subjects. Looking into the future, we should have a thorough knowledge of the whole process of news dissemination and reception, and actively construct a scientific and reasonable view of reality in the whole process. There is an internal mechanism or law in the historical changes and trend of journalistic reality view: the rapid development of society as a whole is the social basis, the structural change in the field of journalistic activities is the direct cause, the update of media technology is the fundamental driving force, and the organic interaction between the

needs of news communication and reception has always been the deep root, for which the concept of journalistic reality view moves towards the view of reality in the whole process.

[Keywords] contemporary China; view of journalistic reality; change; internal law

72 Network Traffic and Platform Capital Accumulation: Viewing from the Western Marxist Tradition

• CAO Jin, ZHANG Ai-chen

[Abstract] Based on the theories of reification and instrumental reason critique in the Western Marxist tradition, this article focuses on how "traffic fetishism", which can be contextualized as the contemporary form of Marxist "commodity fetishism", serves as the flexible accumulation of capital in the platform economy. This article aims to illustrate that the network platforms driven by the algorithm-optimized business model are producing the reification of consciousness and alienation of labor, which are fully invading the daily practice of Internet users. The research has revealed that the ideology of instrumental reason has rapidly expanded on the network platforms, exploiting digital labor to create absolute dominance for the platform economy. The algorithmic mechanism of the platforms abstracts the comprehensive and differentiated content of the quality of social life into the pure calculation of network traffic. It also negates the mental, spiritual, qualitative content and all unquantifiable factors of the social reality. The "traffic fetishism" created by this process excludes the content of life that cannot be calculated and transforms people into the form of traffic. This is the essence of the technological rationalization process resulting from the strong alliance of capital and technology. And in consequence, the thinking of "determined negation" has completely fallen into the dominance of the flexible accumulation of capital on the network platforms.

[Keywords] traffic flow; traffic fetishism; flexible accumulation; platform economy; reification

86 Communities, Scenes, Emotions: Group Participation and E-commerce Development in Short Video Platforms

• DUAN Peng

[Abstract] With the continuous development of Internet technology, people's participation in short video social platforms is increasing. Socialization, contextualization, and emotionalization have become the main trends in platform development. This promotes the development of the platform economy to a certain extent. This research explores the user participation behavior in social platforms such as Red, TikTok and Bilibili, trying to understand the internal motivation of the platform's economic development.

[Keywords] participatory; group behavior; platform economy; development communication

96 The Logic, Mechanism and Future of Media Evolution: From the Era of 5G to Metaverse

• *YU Guo-ming, DING Han-qing, LIU Yu-han*

[Abstract] Facing the impact of new technologies such as 5G, conceptualizing media as tools is lack of strong power of interpretation. Clarifying the logic and mechanism of future media has become an important topic in communication field. By integrating the perspectives of technological autonomy theory and social shaping of technology theory, this study uses three forces of technological evolution from Kevin Kelly as a framework to point that the logic of media evolution is to expand human freedom, and the development process is constructed in five period by society: invention; hype; cold; negotiation; stable application. Under the human logic of fully empowering individual's sensory entity, future media (e.g. Metaverse) will co-evolve with the social environment that supports it.

[Keywords] media technology; media evolution; philosophy of technology; technological autonomy theory; social shaping of technology theory

105 The "Scattering Effect" and Institutional Logic of Media Convergence Actor Network

• *ZHU Jiang-li*

[Abstract] This study hopes to provide a multi-institutional logic analysis framework for media convergence studies from the perspective of practical research. Taking a provincial radio and television group as an example, this paper discusses the strategic implementation

process of the national media convergence strategy from 2014 to 2019 through the "state-group-employee" three-layer actor network and the internal mechanism of multiple institutional logic, and proposes the "scattering effect" of the media convergence actor network under the Chinese media system. Under the "scattering effect", actor network expands the diversity of actions with the successive entry of multiple institutional logic, and presents the direction of concentrated actions with the synergistic effect of multiple institutional logic. Synergistic effect is manifested in three mechanisms: flexible correction, action coordination and collaborative innovation.

[Keywords] multiple institutional logic; actor-network; media convergence; scattering effect

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