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## 1 The Reconnection of Social Trust in Countryside Semi-acquaintance Network Community: An Investigation of Village WeChat-group in Sichuan Province

· *PENG Hua-xin, SONG Si-ru*

[**Abstract**] It can be observed that social media is retribalizing the society in the way of stratum reconstruction and spatial reorganization, and the social structure of the countryside are also turning under this background, the new trust relationship is an important factor in the reconstruction of social formation. Village WeChat-group is an important carrier of rural relations after the emergence of social media. The villagers share daily-life, exchange information and participate in public affairs in the village WeChat-group, and realize the virtual co-existence in the village group. We can find that trust is the basis of community members' communication and interaction. Under this background, the trust environment, trust representation and trust mechanism in one of village WeChat-group are of typical significance. The village group not only provides the place where the trust takes place, no matter between strangers, acquaintances, or friends, moreover, it plays an intermediary role in rebuilding interpersonal trust and system trust in rural areas.

[**Keywords**] social trust; social media; rural communication; WeChat

## 13 How does Media Trust Increase Government Trust: The Mediating Role of Political Psychological Cognition

· *ZENG Run-xi, CHEN Chuang*

[**Abstract**] Exploring the relationship between media trust and government trust is of great significance to enhance government trust. Based on the data of the National Netizen Awareness Survey, the influence mechanism of mainstream media trust on government trust and the mediating role of Political psychological cognition factors are explored. (1) media trust has a significant positive impact on government trust, and strong media trust

can significantly improve the level of public trust in the government; (2) The impact of media trust on government trust present the state of "pattern of difference sequence" at the government level; Increasing media trust helps to increase government trust, but the impact is concentrated at the central and provincial levels, with less impact at the township level; (3) Political psychological cognition factors such as perceived fairness of government and attitude of national future fate play a partial mediation role in the relationship between media trust and government trust. This study helps to further understand the mechanism of government trust and clarify the complex relationship between the media trust and the government trust.

[Keywords] media trust; government trust; perceived fairness of government; pattern of difference sequence

## 27    Video Innovations and Action Strategies in Transformative Chinese Journalism

· *ZHOU Rui-ming*
[Abstract] Transformation is an innovative practice by news organizations when confronting digital communication technology. This paper explores the innovative strategies of news organizations adopting the narrative form of video at the institutional level. It finds two types of strategies as adaptation and escape with case study: adaptation relies on practitioners within journalism organizations to reconcile professional evaluation and user feedback, while escape is an alternative adaptation that extends the innovative practice within the organization, crossing journalistic boundaries and blurring professional identity. The two strategies share a specific institutional environment and are rational choices to stimulate and perpetuate innovative activities within and outside the news organization and the field.

[Keywords] transformation; adaptation; escape; journalistic innovation

## 38    The Historical Evolution of the Press Journalese of the Communist Party of China (1921-1949)

· *ZHANG Ya-meng, WANG Can-fa*
[Abstract]  Press journalese, the most basic carrier of journalese contents, is the most direct

embodiment of the Party's journalism and publicity policy. Before the establishment of the People's Republic of China, what journalese did the Party's newspaper, a publicity weapon, derive and use? What are their motivation for innovation? In a diachronic way, the thesis focuses on outlining the sequence and show the details of the historical evolution of the Party's press journalese during this period. The research finds that there are mainly four stages of the journalese development, during which various journalese are bred and innovated, presenting different forms. The whole process is a transition from single style to coexistence of various styles, from styles existing separately to those communicating among each other. The reform of journalese is influenced by the adjustment of the Party's publicity policy and the interaction of journalese, which is consistent with the process of time, the revolutionary practice and the understanding of the laws of publicity.

## 50　The Dual Discourses of the Chinese-style Health Communication Campaigns and the Involvement of the "State": A Case Study of "Farewell to the God of Plague"

· *JIANG Hai, YANG Shu*

[Abstract] Patriotic health campaigns are some health communication activities with Chinese local characteristics. Taking "Farewell to the God of Plague" (i.e. eradicating schistosomiasis) as examples, which are representative in the process of those campaigns, and with the support of health communication and social medicine, this paper aims to, by means of extract the dual discourses of the Chinese media, highlight three structural issues of these campaigns carried out in the name of the "state" that have been covered, adjusted and transformed, and discusses the different aspects of the resulting "ritual health" and health communication campaigns in the fields of Chinese and Western. It found that at that time, the "national" discourse represented by the "*People's Daily*" intervened in the communication of two diseases, glued the opportunity structure among political consciousness versus scientific knowledge, group labor versus health rationality, and public demand versus ecological demand, and successfully embedded ideology into health communication. The "state" involvementin these campaigns brought an awareness of patriotism and hygienism, promoted the germination of "ritual health", and confirmed the "rite" in contemporary public health events in China. It should be said that different from the Western health communication campaigns, those campaigns in China show many

unique characteristics, and furthermore in an environment that focuses more on political awareness rather than health science, their rituality,macro-control, and mobilization.

[Keywords] patriotic health campaign; "farewell to the god of plague"; the *People's Daily*; ritual health

## 62  The Path to Enhancing the Credibility of Social Media Information within a System of Chinese Discourses and Chinese Narratives: A View from the MAIN Model

· *ZHOU Min, WANG Xi-xian*

[Abstract] With the advent of the socialization media era, China's international communication has ushered in a new opportunity for development. On 31st May 2021, when presiding over the 30th collective study of the Political Bureau of the Communist Party of China (CPC) Central Committee, General Secretary Xi Jinping pointed out, with regard to strengthening China's international communication capacity, that it was necessary to accelerate the construction of a system of Chinese discourse and Chinese narrative. As the theoretical expression of the Chinese path, a system of Chinese discourse and the Chinese narrative contain the core values with Chinese characteristics. However, due to the lack of control of international mainstream social media platforms and the complex media interactions generated by the platforms themselves, the international communication of a system of Chinese discourse and Chinese narrative is facing even more severe tests. Therefore, this paper proposes a MAIN [modality (M), agency (A), interactivity (I), and navigability (N)] model for assessing the credibility of online information of social media users. The model constructs an effective way to construct the credibility of the social media information of a system of Chinese discourse and Chinese narrative in international communication from the perspective of media logic, and provides a feasible direction to deal with the international communication challenges encountered by a system of Chinese discourse and Chinese narrative in social media.

[Keywords] international communication; a system of Chinese discourse and Chinese narrative; social media; information credibility; the MAIN model

## 72　The Discipline and Dissociation of Modernity: Modern Press and the Spatial Transformation of Chengdu Teahouse—Examining the *New News Daily* ( 1929-1949 )

· *XIANG Lian- jun*

[Abstract] This paper focuses on the *New News Daily* (1929-1949) and teahouse in Chengdu, and examines how modern newspapers and periodicals participate in the transformation of the old teahouse in the process of urban modernization. The study finds that the new press media representing the products of modern civilization provided discourse support for state power to intervene in teahouse. By guiding the transformation of order, hygiene and atmosphere, the newspapers tried to promote the chaotic, dirty and backward "old space" into the "new space" of safe, clean and civilized advocated by modern cities. Facing the disciplines of modern civilization, the texts overflowing the power frame in newspapers showed the resilience of traditional culture represented by teahouse. This article attempts to illustrate the connection between media and urban space shows while newspapers provide textual resources for modern civilization to enter local community, it is also extending the vitality of traditional culture. The intersection of the two shows a unique aspect of modern Chinese modernization in the local society.
[Keywords] *New News Daily*; modern press; Chengdu Teahouse; modernity

## 84　An Algorithmic Auditing of Mainstream Search Engines

· *SHI Wen, CHEN Chang-feng*

[Abstract] Commercial search engines and commercial information websites are serving as increasingly important channels and content suppliers respectively in online digital environment. Using the algorithmic auditing as a method, this study explores whether the commercial connections between the two entities systematically bring about decision biases of search engine algorithms. Taking the contents about the Covid-19 as an example, the research audits the results of four popular search engines in China, including Baidu, Sogou, Haosou, Shenma, about their representation of contents from websites such as Tencent, NetEase, Sina, Sohu, Phoenix, and Zhihu. We identify the commercial connections between the search engines and websites with big data graph analysis, and calculate whether the above-mentioned connections lead to search engine bias in terms of information filtering and sorting, and content diversity. Studies have confirmed that

commercial associations can lead to a bias in search engine algorithms, that is, search engines tend to present information from the same-stakeholder websites first, followed by information from websites belonging to their commercial partners, and give them higher priority. The impact on content diversity varies by search engine. On the basis of the above findings, the research further discusses search engine's bias driven by business motivation and its potential influence. We argued that the role of commercial websites is blurred between content provider and advertiser; the reciprocal relationship between search engines and commercial websites posts threat to the publicity of digital information ecology.

**[Keywords]** search engine; algorithm audit; algorithm ethics

## 101 Cancer Narratives and Self-healing of Cancer Patients on Social Media Platforms

· *ZHANG Mei-lan, HOU Xiao-cong*

**[Abstract]** Modern disease culture is difficult to describe the complexity of disease pain and patient's pleomorphic experience. Cancer pain and its treatment have become a core issue in contemporary society. Social media provides a new narrative self-healing space for the world of disease and pain, and plays an important potential role in the media construction and support of the contemporary society's extensive disease and pain healing and social health system. Based on narrative therapy theory, this paper tries to put forward the concept of self-healing by media narrative, and discusses how the narrative of disease and pain forms a connection through social media, as well as the connection and mechanism between the narrative and self-healing in the context of the continuous embedding of media technology into the treatment process of cancer patients. The results show that the narrative structure of cancer patients' disease and pain on social media platforms is from collapse type to confrontation type or communication type. By externalizing the problems of disease and pain, promoting self-awakening and constructing new stories, cancer patients have realized the confirmation of the double relationship between themselves and others, the legalization of the disease and the deconstruction and reconstruction of death in the way of "cure".

**[Keywords]** social media; cancer patients; narrative therapy; heal thyself