新闻大学

QK2253321

[本期要目]

目 录 CONTENTS

1   A Symbolic Spectacle of the Naming of the Communist Party Newspapers (1919—1949)

· *PAN Xiang-hui, WANG Xue-min*

[Abstract] Over the past 100 years, the Communist Party of China (CPC) operated a large number of newspapers, whose names behaved a magnificent spectacle of political symbolics. Based on the sample database of 4455 kinds of the CPC newspapers during the New Democracy Revolution, the paper made a detailed investigation of the General name and Special name of the CPC newspapers. This paper also studied the number and character, metaphor and symbol of the newspaper names, and examined the characteristics and laws of newspapers in different periods as well as. We found that the top five of the CPC newspapers are Daily, Newsletter, Pictorial, Guide and Weekly newspapers during 1919—1949. A large number of the Special names are two-character whom are verbs, which highlights the struggle philosophy of the Communist Party. A clear-cut stand is the nature of the CPC newspapers compare with the other newspapers' names.
[Keywords] the CPC newspapers; naming; symbol spectacle; political communication

15   "Two-way Domestication": Exploring the Human-Machine Relationship in Young People's Algorithmic Practice

· *LI Jin-hui, YAN Xiao-peng*

[Abstract] Algorithmic recommendation brings convenience for users to obtain information, but also implies the problems of information overload and privacy leakage. The fragmentation and pan-entertainment of the platform has intensified the mental consumption of users. To combat the risk of algorithm alienation, calls to "domesticating" algorithms have begun to appear in social media. Using qualitative research methods of in-depth interviews, this paper

finds that algorithm users, taking Douyin users as examples, show "Technical imagination", "Full-effect embedding", "Spatial digitization", "Agenda mediation" and "Human-machine co-creation" in five different orientations, and express the significance of users in constructing a human-machine balance relationship from different perspectives. From this, it is found that domestication in the environment of intelligent media is a nonlinear multi-dimensional model. Although users show a certain tendency towards "cynicism" in the cycle of "use-discard-reuse", the "two-way domestication" of the human-centred approach brings the human organism of media evolution into a dynamic balance.

[Keywords] algorithm recommendation; domestication; user agency; short video

32 The Privacy Management Mechanism of the WeChat Moments from the Perspective of Self-Disclosure Motivation and Role Pressure

· *CHEN Su-bai, XIANG Qian*

[Abstract] With the widespread use of social media, users paid increasing attention to privacy management. Based on communication privacy management theory, a questionnaire survey (N=486) was conducted to explore the WeChat Moments privacy management mechanism with considerations of users' internal self-disclosure motivation and external role pressure. The results showed that in self-disclosure motivations, others-oriented disclosure motivation positively affects privacy management through fear of negative evaluation, whereas self-oriented disclosure motivation negatively affects privacy management through fear of negative evaluation, excluding the dimension of privacy migration management. In terms of role pressure, role overload enhances the level of users' privacy management by positively influencing users' fear of negative evaluation and privacy concerns, meanwhile, role conflict positively impacts privacy management by negatively affecting users' fear of negative evaluation. This study provided a new perspective for better understanding the complexity of users' social psychology and behaviors in the age of social media, as well as proposed practical suggestions for social media managers about how to improve operation services in the future.

[Keywords] self-disclosure motivation; role pressure; fear of negative evaluation; privacy concerns

46 "Public Service Remit": Imagination, Construction and Reflection: A Critique of BBC's Centenary

· ZHANG Li-fen

[Abstract] 2022 marks the centenary of the founding of the BBC. As the origin of the Public Service Broadcasting, the world's oldest and the most influential broadcaster , BBC started an experiment on how media could be conceived and governed as a public institution: the Royal Charter defines the constitutional basis for its editorial independence and the TV License offers a monopolistic tax funding solution. The centenary provides the ideal opportunity for reflection on the dynamic interplay among media, government and the public, and its structural constraints, while it's future lies in some serious doubt.

[Keywords] BBC; public service broadcasting; public service remit; the Royal Charter; the TV License

64 Digital Platform and Emotion Research: Theoretical Path and Indigenous Frame

· ZHANG Zhi-an, RAN Zhen

[Abstract] In a society where the Internet platform has become a digital life infrastructure, emotion has become an important factor driving communication and political development. Through combing the relevant literature, this paper finds that there are three theoretical paths for emotional research in the current social sciences: the relationship between the technical architecture of social media platforms and user emotional expression based on availability theory; the critical orientation based on emotional systems and the theory of communication capitalism Emotional research; digital propaganda and emotional research based on identity politics. Based on China's socio-political context, this article believes that future emotional research should integrate technology, capital, and power, establish an internal and complete system for emotional research in the field of communication, explore the causal mechanism between emotional expression and social changes, and expand emotional research space.

[Keywords] technological affordance; emotional regime; communication capitalism; digital propaganda

75 The Influence of Public Opinion Intervention by Social Bots Under the Dual Opinion Climate: Based on ABM Simulation of the Spiral of Silence Effect

· *WANG Han-xiao, ZHANG Chu-hui*

[Abstract] Through ABM Simulation, the author analyzes the influence of public opinion intervention by social bots on the Spiral of Silence effect under the dual opinion climate of human users and public media, and includes in the model influencing factors including media supervision, as well as implicated increase or decrease resulted from homogenous preference. The study shows that merely 10% of social bots can cause the silence of more than two-thirds of human users. However, in supervised media, the Spiral of Silence effect would accelerate in decreasing as the ratio of media support goes up. If the implicated rate of dynamic change rises, the Spiral of Silence effect would decline first and then rise. At the lower level of implicated rate dynamic change, the number of expressers from the advantageous majority increases rapidly, while that from the disadvantageous minority remains the same.

[Keywords] social bot; mass media; the spiral of silence; Agent-Based Modeling

91 An Eye-tracking Experiment on Print Public Service Advertising Design

· *YAO Jie, ZHANG Dian-yuan, HAN Wen-hao*

[Abstract] Focusing on the creative design of print public service advertising, this study, taking color, image and text as three basic elements, explores the effect of consistency principle and conflict principle on advertisements. Through two experiments, it discovers that experiential consistency and situational consistency draw audiences' interest and attention better. However, on memory effects, it is experiential conflict and situational conflict that enable advertisements to be easily remembered, while consistency is likely to result in false memories. In addition, this study also corroborates the significance of color for the creativity of print public service advertising. This research results provide a practical reference for the creation practice of print public service advertisements and expand a new field of research on the effect of public service advertisements. This study provides a practical reference for the creation practice of print public service advertisements and expands a new field of research on the effect of public service advertisements.

[Keywords] print public service advertising; creative design; consistency; eye movement experiment

107   An User-evaluation System of New Online Influencers' Product Recommendation

---

· *LIU Ying,   ZENG Xiu-qin, ZHANG Yu-ting*

[Abstract] The decentralized orientation of network technology has eliminated the authority of traditional opinion leaders. The new type of opinion leaders represented by Internet celebrities have highlighted their capabilities in the marketing field, and marketing strategies such as short video grassing and live streaming have developed rapidly. Aiming at the new phenomenon of online celebrities bringing goods, taking the consumer perception as the guide, we used exploratory factor analysis, confirmatory factor analysis and other methods to construct a new type of online opinion leader product recommendation evaluation scale with excellent reliability and validity. Finally we determined the seven evaluation dimensions of product selection consideration, interaction evaluation, content quality, character charm, trust evaluation, perceived risk, and emotional experience, and further explored the effect of each dimension on users' willingness to interact and purchase intention. Based on this, we put forward targeted suggestions for improving the internet celebrity marketing strategy.

[Keywords] new type of key opinion leader; online celebrity marketing; evaluation indicators; scale innovation

新闻传播融合

理论实践结合

科研教育并重

封面摄影：日落归途 洋山港 2023
作　　者：尹 明