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JOURNALISM RESEARCH

· LI Bin, JI Wei-min

[Abstract] The *Neue Rheinische Zeitung* is the only journalism practice in which Marx and Engels completely mastered the editorial and management rights of the newspaper. The NRZ played an important role in the revolution of 1848. During the whole process of its establishment and operation, the NRZ has been facing the dual pressure of economy and politics. If the research only emphasizes the influence of the political environment on the NRZ, it is impossible to fully understand the situation and position of the NRZ, especially in the early days of the newspaper. This article examines and interprets it from the perspective of newspaper management, which is a useful supplement to the study of the NRZ. In the course of operation, the NRZ faced the shortage of funds, fierce competition, and pressure to make profits. Marx formulated business strategies based on market rules, and operated the NRZ as a media enterprise and was recognized by the market, which is the basis and premise of the political success of the press.
[Keywords] the Marxist perspective on the news; *Neue Rheinische Zeitung*; business strategy

· CHANG Jiang, WANG Ya-yun

[Abstract] This paper starts from the relationship between "information mode" and "story mode" in mainstream journalistic epistemology and discusses the role of storytelling as a production concept and practice model in the evolution of journalism based on historical experiences. This paper argues that the idea of news storytelling includes three basic connotations: storytelling is a general practice of information and value delivery; the basic goal of news production is to build a closer relationship with audiences (users); journalism

should strive to form an interventionist professional culture. By reviewing the trends of New Journalism and nonfiction, this article further elaborates on the historical logic of how storytelling has become a transformative force in journalism's response to industry crises in its development as an alternative journalism practice. This paper further proposes that the inception of the digital age forebodes that storytelling has become the mainstream trend of news production and calls on the academic community to carry out exploration and research on explanatory and normative theories.

28   Possibilities and Feasibilities: Structures, Discourses and Cultures of Digital News Narratives

· *HE Tian-ping*

[Abstract] This paper focuses on the general characteristics of digital news narrative under the shift towards "storytelling". Based on the interpretive framework of digital journalism, it attempts to describe the overall changes in the news narrative caused by the intervention of digital technology in three aspects: structures, discourses and cultures, and then makes an exploratory examination of the practice of "storytelling" in digital news production. The study argues that the textual constitution based on digital narrative, the core grammar based on affective narrative and the organizational logic based on relational narrative constitute a general framework for explaining the structure of digital news narrative and, accordingly, the three dominant narrative discourses of operational truth, public affect and participatory interpretation. The narrative culture formed on this basis embodies the critical features of modeling, empathy and negotiation. This systematic examination of the changes mentioned above in the news narrative provides an essential lens through which to examine the transformation of digital news production. Further, this paper also highlights the need for researchers to reflect on the probabilities and feasibilities in the changing digital news narratives while constructing them.

39 Games: The Mainstream Media in Future Social Upgrading——On Games Driving New Relationships and Future Social Evolution

· YU Guo-ming, SU Jian-wei

[Abstract] Game media has a significant potential to integrate future media systems and rearrange social relations and social structures because it is an essential mode of metaverse construction. It is a key proposition in media research area to argue how game media will drive the evolution of social structure. Accordingly, this essay makes an argument for the functional value of game media and its basic logic of driving the evolution of social structures. This paper argues that games are a type of ascending medium, which enables human beings to deepen connections, master context and navigate social reality. Games are also a kind of "DAO-type" medium, which can stimulate the generation of new strong social ties based on weak ties, construct and maintain circles, and thus build a dynamically evolving social system.

[Keywords] game; media; DAO; new strong ties

51 Journalism as a Concept of Practice in Contemporary China

· YANG Bao-jun

[Abstract] As a kind of practical concept, concept of journalism means the journalistic concept that guides activities of journalism practice, especially the acitivities of journalism and communication. On the basis of materialistic journalistic concept "Journalism is the reflection and presentation of newsworthy facts", Contemporary Chinese journalistic practice particularly emphasizes the concept of "positive journalism (positive report, positive propaganda)". In the specific practice of positive news, "typical journalism" "experience journalism" and "achievement journalism" are mainly concerned. Meanwhile, contemporary Chinese journalistic practical concept always attaches the importance of the concept of "supervising journalism (the supervision by public opinion, critical journalism, exposed journalism)", which can be called supervisory journalism or negative news as the counterpart of "positive news". Contemporary Chinese journalistic practice has formed the overall the practical journalistic concept of "positive news" and "public opinion supervision", and has constructed a journalistic concept system that represents this overall practical concept. In terms of academic research, concept system of "journalism", which

reflects the overall journalistic concept of contemporary Chinese journalistical practice, shows the independent understanding of "journalism" in contemporary Chinese journalism. Such journalistic concept system becomes important basic of constructing the independent knowledge system of contemporary Chinese journalism. Such concept system also needs to be further improved.

[Keywords] journalism concept; journalistic theory concept; journalistic practical concept; contemporary Chinese News

60 Persuasion Effects of Health Narratives: Mechanism, Moderators, and Outcome

· *XU Kai-bin, LI Xin*

[Abstract] Narrative plays an important role in improving the persuasion effects of health information and achieving the practical purpose of health communication. In Western developed countries, the research on persuasion effects of health narrative has been mature, but the research on this topic in China is still rare. Based on the analysis of relevant literature in databases including SSCI, PubMed, and Cochrane Library in this field, this paper illustrated the mechanism for the persuasion effects of health narrative on audience (transportation, identification and emotion), the moderating variables (message, character, audience), and the outcome variables that constitute persuasion effects (knowledge, attitude, behavior intentions), and further proposed a model for the persuasion effects of health narrative. We hope that the findings can provide reference for Chinese scholars to carry out relevant research in the future.

[Keywords] health communication; health narrative; persuasion effect; transportation; identification

75 Archiving and Visibility-Managing of Digital Interactions: A Case of Online Screenshot Practices

· *WANG Yun, WANG Yan-hua*

[Abstract] This paper adopte Digital media technology promotes the culture of instant archiving and sharing of social interactions. Based on the case of online user's screenshotting practice, this study examines how screen-mediated self-presentation

organizes the relationship between people and public network. The reproduction of screen archives online traces, meanwhile the process of visual texts being invoked enhances individuals' visibility in public space, and opens private life to the public, which creates new interactive form in online content circulation. Differing from media study focusing on visual consumption, users' everyday practice represented by screenshots provides an alternative perspective to observe online participation culture in the new era.

87   Thirty Years of Media Convergence in China——Revisiting the Transformation and Path-Selection of Mainstream Media' Digitalization

· *FANG Xing-dong, GU Ye-ye, ZHONG Xiang-ming*

[Abstract] Media convergence is the evolution process of a complex social system. We need to focus on the paradigm shift of the entire social information dissemination mechanism under the technological evolution, and go beyond the inherent thinking of the simple dichotomy between old and new media. It is necessary to go deep into the multi-level comprehensive perspective of technology capital society economy politics, grasp the essence and path of media integration strategy from the linkage and evolution of different levels such as infrastructure, media ecology, social people and social operation and governance, and based on 30 years of rich media integration practice, deeply explore the 30 years of technological evolution of the Internet, and examine the integration strategies and experience gains and losses at different stages. This paper, divided into ten years, explores the development strategy and core characteristics of China's media integration from the 1990s to 2020, and summarizes the experience and gains and losses of each stage from the three dimensions of scientific logic, commercial logic and political logic. This leads to the path choice for the future: as a grand process that has lasted for 30 years, China's media integration can seize new opportunities in the new intelligent era, take data as the core, and reconstruct its core competitiveness; Based on the public interest, return to the mission and build a new diversified cooperation mechanism; Change the mode of thinking, establish correct values of integration, lead digital communication, return to the key role of society, and compete for dominance in the new pattern of international communication in the game of great powers.

101　The Impact of AI on the Skills and Future Employment in Media Industry: Using Machine Learning and Network Analysis

· *LU Lin-yan, LI Yu-duan, WANG Cheng-jun*

[Abstract] Is the challenge of artificial intelligence to the future employment of the media industry real or groundless? In the perspective of future employment research, this study builds up machine learning models (accuracy=88%) and we find that: (1) The media industry of content production is in the middle and low-risk interval, covering 17% of media practitioners. (2) The media industry of content production focuses on cognitive skills and its core skills are writing, comprehension and expression. In the future, the media industry of content production is more inclined to soft skills (e.g., decision-making, service, and consulting). (3) Computerization level, education, and occupation type significantly influence income. This study clarifies the theoretical problems about the media industry's future employment: the media industry is unlikely to be replaced by automation in the short-term, but there is a risk of being replaced in the medium-term (broadcasting, radio & television and advertising industry) and in the long-term (editor, journalist, commentator).

[Keywords] media industry; future employment; substitution risk; artificial intelligence

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封面摄影：和颂 拉萨 2022
作　　者：盛立宇