

# 新闻研究导刊

JOURNAL OF NEWS RESEARCH

理论研究载体 | 学术交流纽带 | 思想聚合平台

总第262期 2023 | 05 | 下半月号

ISSN1674-8883 CN50-1205/G2

国家新闻出版署第一批A类学术期刊  
RCCSE中国核心学术期刊

隔屏对望：新媒体场域下青少年准社会关系特点与影响研究

抖音短视频中的身体传播研究

虚拟偶像的粉丝消费行为研究

仪式、情感与消费：官员直播带货对用户消费行为的研究

数字媒介视域下城市文化记忆重构路径探究

ISSN 1674-8883



9 771674 888232



# 目 录

## 研究论文

- 隔屏对望:新媒体场域下青少年准社会关系特点与影响研究……………  
…………… 梁结谊,吕卓然,普艳敏,马欣妍,雷宇韬,张雪琴(1)
- 抖音短视频中的身体传播研究…………… 葛金龙,张玉萍(6)
- 虚拟偶像的粉丝消费行为研究…………… 韩张梨,葛入涵,陈思宇,陈楠(9)
- 仪式、情感与消费:官员直播带货对用户消费行为的研究…… 潘家欣(12)
- 应用有声阅读推进深阅读发展的策略探究…………… 刘丽曼(15)
- 自媒体语境下微纪录片对信阳茶文化的传播影响研究……………  
…………… 李瑜珺,夏雨,朱尧,陈思源,李如意,何鑫(19)
- 陕西寺观壁画数字藏品的文化传播策略研究…………… 张成林,雷桐(22)
- 集群化视角下学术期刊专刊出版实践探索……………  
…………… 刘佼,芮海田,王磊,马勇,张伟伟,杨南熙(25)
- 学生过程性评价在新闻传播学本科教学中的多元实践…………… 唐洁(28)
- 网络育人视角下大学生自我管理的现状、问题与对策研究……………  
…………… 汪黎黎,姚劲松(31)
- 基于文化自信的数字媒体专业人才培养路径实践研究…………… 张美芹(35)

## 国际传播

- 论对外传播中的民俗文化与中国特色形象塑造…………… 李璁(38)
- 中华优秀传统文化的英语世界传播研究…………… 王晶(41)
- 时政话语中微语言翻译传播路径探析…………… 尹喧(44)

## 基金课题

- 数字媒介视域下城市文化记忆重构路径探究…………… 林彤(47)
- 乡村研学旅行的新媒体传播策略研究…… 曾瑞权,胡展侨,丁菲,黄杰(50)
- 网络直播赋能汕尾乡村振兴的实现路径与模式研究…………… 王樱洁(53)
- 5G+VR 时代巢湖“云旅游”发展问题与提升路径研究……………  
…………… 魏国风,胡雪梦(56)
- 基于3D 数字校园形象大使的高校新媒体宣传路径创新研究……………  
…………… 卢帅汝,万钰芹,朱斐(59)
- 民族地区县级融媒体中心服务民族团结进步事业的路径研究…………… 张泽(62)
- 风险社会视域下主流媒体平衡报道对策分析…………… 周志诚(65)
- 论革命进程中三八妇女节的媒介再现…………… 田颂云(68)
- 突发公共卫生事件背景下社交媒体焦虑舆情传播研究及对策分析……………  
…………… 罗婉铭,卢俊彤,秦艺宁,黄彦(71)
- 基于PBL 的广告学线上实践教学问题及对策探索…………… 姚婷(76)

新闻研究导刊

JOURNAL OF NEWS RESEARCH

总第14卷第10期  
2023年5月下半月号

特约顾问 尹韵公 喻国明 邱沛篁  
编委 管洪 向泽映 张永才  
彭德术 刘长发 张军兴  
蔡敏 董天策 虞吉  
李珮 夏光富 殷俊  
王仕勇 刘国强 颜春龙  
董小玉 秦红雨 曾润喜  
蒋元明

### 本刊郑重声明

来稿凡经本刊使用,如无电子版方面的特殊声明,本刊即视作作者同意在本刊已许可的相关数据库产品中,以数字化方式复制、汇编、发行、信息网络传播本刊全文,该著作使用权及相关稿酬不再另行支付。

特此声明

本刊编辑部

# Contents

主管 重庆日报报业集团  
主办 重庆日报报业集团  
出版 《新闻研究导刊》编辑部  
出品 今日重庆杂志社有限公司

社长 彭德术  
主编 张军兴  
学术专家 李珮 曾润喜  
秦红雨  
编辑 刘凤羽 吴金明  
李婷婷 陈科龙  
何婷 杨洋  
王尧 陈怡璇  
校对 秦瑜  
办公室 赵博

国内统一连续出版物号 CN50-1205/G2  
国际标准连续出版物号 ISSN 1674-8883

出版日期 2023年5月25日  
邮发代号 78-250  
发行范围 国内外公开发行  
地址 重庆市渝北区同茂大道416号  
重庆新闻传媒中心  
邮编 401120

法律顾问 重庆坤源衡泰律师事务所

印刷 重庆愚人科技有限公司  
定价 30元

OBE理念下高校影视专业创新创业人才培养探究····· 穆雨(79)  
戏剧影视表演教学中形体训练优化策略探究····· 田芮(82)  
课程思政视域下新闻专业实践育人体系建设研究····· 李星儒(86)  
新闻采写课程思政育人体系研究····· 高俊聪,王瑞丽(90)  
新媒体时代党史学习教育融入思政课实践教学的路径探究····· 李蓉(94)  
红色影视作品融入爱国主义教育的路径研究····· 师俊华,李浪浪(97)

## 媒介观察

媒体融合时代传统报纸的发展模式创新分析····· 戴正聪(101)  
公共企事业单位价格舆情风险防控与舆论引导策略探析·····  
····· 崔灿,俞晓松,陈雨佳(104)  
新媒体时代主流媒体提升舆论引导力的路径研究····· 杨运炜(108)

## 传媒实务

新媒体时代可视化长图的策划采编探究····· 刘佳(111)  
主流媒体短视频新闻叙事特征探究····· 刘奕含(114)  
融媒体环境下新闻叙事路径创新策略探析····· 曾聪虹(117)  
融媒体视域下提升时政报道传播力引导力策略探究····· 管笑坤(120)  
主流媒体“双碳”议题设置能力提升探究····· 舒铭(123)  
“学习强国”学习平台传播策略探析····· 王然然(126)  
文博主题融媒体作品传播特征研究····· 晋文婧(129)  
县级融媒体中心参与民族文化建设的路径探究····· 闫琳(132)  
新闻工作者做好热点新闻报道的策略探究····· 吴爱华(135)  
媒体融合时代新闻记者自我重塑的有效路径研究····· 徐超(138)  
融媒体视域下传统纸媒编辑的转型路径探析····· 李见新(141)  
新媒体时代新闻编辑的媒介素养探析····· 赵宇星(145)

## 广电视角

新媒体时代电视新闻传播路径创新与应用探析····· 程秋玲(148)  
媒体融合背景下视听新闻报道创新思路探析····· 曹宁(151)  
新媒体时代电视时政新闻传播力引导力提升策略探究····· 陈斌(154)  
媒体融合背景下少儿电视节目策划的创新策略思考····· 郭静(157)  
美食节目影视编导创作分析····· 夏丽晖(160)  
电视访谈节目中话语转述的语用功能研究····· 王澜(163)  
电视文化节目传承人人文价值的创新策略研究····· 云仙(166)  
气象全媒体直播业务的主播基本功提升策略探析·····  
····· 熊姍,赵奕,卢华青(169)

# Contents

融媒体时代摄像记者业务能力提升路径研究…………… 关杉 (172)

## 新媒体应用

新媒体环境下高职院校继续教育人才培养模式研究…………… 余坤,吴珊珊 (175)

新媒体背景下的红色旅游营销分析…………… 侯玉婵 (178)

融媒体视域下讲好中国共产党人信仰故事探究…………… 马浩冉 (181)

新媒体时代优秀传统文化融入高校思政教育路径研究…………… 胡安怡 (184)

微视频教学资源在高校思政课教学中的应用策略研究…………… 王丹琦 (187)

新媒体时代高校思政教育的创新路径探究…………… 朱文漪 (190)

新媒体对高校思政教育的影响及优化路径分析…………… 王卓璐,王仕葆 (193)

新媒体视域下高校思政教育传播的现实障碍与化解路径探究……………  
…………… 刘星 (196)

媒体融合背景下高职学生思政教育工作创新路径探索…………… 赵哲平 (199)

融媒体时代高校“互联网+思政教育”的创新路径探究…………… 强娇娇 (202)

## 编辑出版

新媒体技术在出版业中的应用与发展前景研究…………… 田树君 (206)

媒体融合下刊网微端的传播矩阵构建探析…………… 尹佳琪 (210)

媒体融合背景下数字出版技术选择与使用的取向研究…………… 刘丽 (213)

教辅类图书数字化出版问题及对策研究…………… 高英 (216)

教育图书融合出版现状及纵深发展策略探究…………… 蒋薇 (219)

教育类出版社数字化转型破局策略探究…………… 张迅 (222)

基于融合出版优化地学科普选题的有效途径探析…………… 罗军燕 (225)

建设世界一流科技期刊背景下提升科技期刊专业管理能力的策略探讨……………  
…………… 常晓玉,王秀玉,赵婷,冉林武 (229)

普通期刊出版工作存在的问题及对策探究…………… 陈丹 (233)

“双减”背景下教辅图书品牌发展策略探究…………… 袁树香 (237)

数字化时代图书编辑素养提升的必要性与路径探析…………… 杨世剑 (240)

## 影视动漫

以人格结构理论与镜像结构分析《哪吒之魔童降世》…………… 韩添馨 (243)

朱塞佩·托纳多雷电影中的写实化风格呈现探究…………… 陈跃华,张益宁 (246)

空间生产理论下乡村题材影视剧的创作与启示…………… 欧阳培敏,麦浪婷 (249)

## 媒介经营

网络媒体企业可持续发展研究…………… 李华 (253)

《新闻研究导刊》学术研究基地

重庆市涪陵区融媒体中心

重庆市九龙坡区融媒体中心

重庆市大渡口区融媒体中心

**Research Paper**

- Beyond Screen: Study on the Characteristics and Influence of Teenagers' Quasi-social Relations in the New Media Field ..... *Liang Jieyi, Lyu Zhuoran, Pu Yanmin, Ma Xinyan, Lei Yutao, Zhang Xueqin* (1)
- Research on Body Communication in TikTok Short Videos ..... *Ge Jinlong, Zhang Yuping* (6)
- Research on Fans' Consumption Behavior of Virtual Idols ..... *Han Zhangli, Ge Ruhan, Chen Siyu, Chen Nan* (9)
- Special Occasion, Emotion and Consumption: A Study on Users' Consumption Behavior Influenced by Officials' Livestream Marketing ..... *Pan Jiaxin* (12)
- Research on the Strategy of Promoting the Deep Reading by Applying Audio Reading ..... *Liu Liman* (15)
- Research on the Influence of Micro-documentary on Xinyang Tea Culture Under the We-Media Context ..... *Li Yujun, Xia Yu, Zhu Yao, Chen Siyuan, Li Ruyi, He Xin* (19)
- Research on Cultural Communication Strategy of Mural Digital Collection of Temples and Abbeys in Shaanxi Province ..... *Zhang Chenglin, Lei Tong* (22)
- Exploration on the Publishing Efforts of Special Issues of Academic Journals from the Perspective of Clustering ..... *Liu Jiao, Rui Haitian, Wang Lei, Ma Yong, Zhang Weiwei, Yang Nanxi* (25)
- Multi-practice of Students' Process Evaluation in Undergraduate Teaching of Journalism and Communication ..... *Tang Jie* (28)
- Research on the Present Situation, Problems and Countermeasures of College Students' Self-management from the Perspective of Network Education ..... *Wang Lili, Yao Jinsong* (31)
- Practical Research on the Training Path of Digital Media Professionals Based on Cultural Self-confidence ..... *Zhang Meiqin* (35)

**International Communication**

- On Folk Culture and China's Image Building in External Communication ..... *Li Cong* (38)
- A Study on Transmission of Excellent Chinese Traditional Culture in English World ..... *Wang Jing* (41)
- Analysis on the Communication Path of Micro-language Translation in Current Political Dialogue ..... *Yin Xuan* (44)

**Fund Project**

- Research on the Reconstruction Path of Urban Cultural Memory from the Perspective of Digital Media ..... *Lin Tong* (47)
- Research on New Media Communication Strategy of Rural Study Travel ..... *Zeng Ruiquan, Hu Zhanqiao, Ding Fei, Huang Jie* (50)
- Research on the Path and Mode of Rural Revitalization in Shanwei Driven by Livestream Marketing ..... *Wang Yingjie* (53)
- Research on the Development Problems and Promotion Path of "Cloud Tourism of Chaohu Lake" in 5G + VR Era ..... *Wei Guofeng, Hu Xuemeng* (56)
- Research on Innovation of New Media Propaganda Path in Colleges and Universities Based on 3D Digital Campus Endorsers ..... *Lu Shuiru, Wan Yuqin, Zhu Fei* (59)
- Research on the Path of County-level Convergence Media Enhancing National Unity and Progress in Ethnic Areas ..... *Zhang Ze* (62)
- Analysis on the Countermeasures of News Balance Report of Mainstream Media from the Perspective of Risk Society ..... *Zhou Zhicheng* (65)
- On the Media Reappearance of Women's Day on March 8th in the Revolutionary Process ..... *Tian Songyun* (68)
- Research and Countermeasure Analysis on Anxiety and Public Opinion Communication on Social Media against the Background of Public Health Emergencies ..... *Luo Wanming, Lu Juntong, Qin Yining, Huang Yan* (71)
- A Study on Problems and Countermeasures of Online Practical Teaching of Advertising Based on PBL ..... *Yao Ting* (76)
- Research on the Cultivation of Innovative and Entrepreneurial Talents from Film and Television Major in Colleges and Universities under the Concept of OBE ..... *Mu Yu* (79)
- Research on the Optimization Strategy of Body Training in Drama, Film and Television Performance Teaching ..... *Tian Rui* (82)

- Research on the Construction of Practical Education System for Journalism Specialty from the Perspective of Ideological and Political Curriculum ..... *Li Xingru* (86)
- Research on Ideological and Political Education System in News Collection and Writing Course .....  
..... *Gao Juncong, Wang Ruili* (90)
- Research on the Path of Integrating Party History Study and Education into Practical Teaching of Ideological and Political Courses in the New Media Era ..... *Li Rong* (94)
- Research on the Path of Integrating Red Film and Television Works into Patriotism Education .....  
..... *Shi Junhua, Li Langlang* (97)

### **Media Observation**

- Analysis on the Innovation of Development Model of Traditional Newspapers in the Era of Convergence Media .....  
..... *Dai Zhengcong* (101)
- Analysis on Risk Prevention and Control of Public Opinion and Public Opinion Guidance Strategy about Price in Public Enterprises and Institutions ..... *Cui Can, Yu Xiaosong, Chen Yujia* (104)
- Research on the Path of Mainstream Media Improving Public Opinion Guiding Power in the New Media Era .....  
..... *Yang Yunwei* (108)

### **Media Practice**

- Research on the Planning, Acquisition and Editing of Visual Long Graph in the New Media Era ..... *Liu Jia* (111)
- Research on Narrative Characteristics of Short Video News in Mainstream Media ..... *Liu Yihan* (114)
- Analysis on the Strategy of News Narrative Path Innovation in the Context of Convergence Media .....  
..... *Zeng Conghong* (117)
- Research on the Strategy of Improving the Communication and Guiding Power of Current Political Reports from the Perspective of Convergence Media ..... *Guan Xiaokun* (120)
- Research on the Improvement of Mainstream Media's Ability Setting "Double Carbon" Issues ..... *Shu Ming* (123)
- Analysis on Communication Strategy of Learning Platform of "Power of Learning" ..... *Wang Ranran* (126)
- Research on the Communication Characteristics of Convergence Media Works on Culture and Museum .....  
..... *Jin Wenjing* (129)
- Research on the Path of County-level Convergence Media Center Participating in National Culture Construction .....  
..... *Yan Lin* (132)
- Research on Strategies for Journalists Reporting on Hot News ..... *Wu Aihua* (135)
- Research on the Effective Path of Journalists' Self-reconstruction in the Era of Convergence Media ... *Xu Chao* (138)
- Analysis on the Transformation Path of Traditional Paper Media's Editing from the Perspective of Convergence Media .....  
..... *Li Jianxin* (141)
- Analysis on the Media Literacy of News Editors in the New Media Era ..... *Zhao Yuxing* (145)

### **Radio and Television Perspective**

- Analysis on Innovation and Application of TV News Communication Path in New Media Era ..... *Cheng Qiuling* (148)
- Analysis on Innovative Approach of Audiovisual News Reports against the Background of Convergence Media .....  
..... *Cao Ning* (151)
- Research on the Strategy of Improving the Guiding Power of TV Current Political News Communication in the New Media Era .....  
..... *Chen Bin* (154)
- Reflections on Innovative Strategies of Children's TV Program Planning against the Background of Convergence Media .....  
..... *Guo Jing* (157)
- Analysis on the Creation of Film and Television Directors of Food Programs ..... *Xia Lihui* (160)
- Research on Pragmatic Functions of Discourse Reporting in TV Talk Show ..... *Wang Lan* (163)
- Research on Innovative Strategies of Inheriting Humanistic Value via TV Cultural Programs ..... *Yun Xian* (166)
- Analysis on the Strategy of Improving the Basic Skills of Anchors in Meteorological All-media Live Broadcast Service .....  
..... *Xiong Shan, Zhao Yi, Lu Huaqing* (169)
- Research on the Path of Improving Cameraman's Professional Ability in the Era of Convergence Media .....  
..... *Guan Shan* (172)

## **New Media Application**

- Research on Talent Training Mode of Continuing Education in Higher Vocational Colleges in the New Media Environment ..... *Yu Kun, Wu Shanshan* (175)
- Analysis of Red Tourism Marketing against the Background of New Media ..... *Hou Yuchan* (178)
- Analysis on Making the Belief of the Chinese Communists Heard from the Perspective of Convergence Media ..... *Ma Haoran* (181)
- Research on the Path of Integrating Excellent Traditional Culture into Ideological and Political Education in Colleges and Universities in the New Media Era ..... *Hu Anyi* (184)
- Research on the Strategy of Applying Micro-video Teaching Resources to Ideological and Political Teaching in Colleges and Universities ..... *Wang Danqi* (187)
- Research on the Innovation Path of Ideological and Political Education in Colleges and Universities in the New Media Era ..... *Zhu Wenyi* (190)
- Analysis on the Influence of New Media on Ideological and Political Education in Colleges and Universities and Its Optimization Path ..... *Wang Juju, Wang Shibao* (193)
- Research on the Substantial Obstacles and Solutions of Ideological and Political Education Communication in Colleges and Universities from the Perspective of New Media ..... *Liu Xing* (196)
- Exploration of Innovative Path of Ideological and Political Education for Higher Vocational Students against the Background of Convergence Media ..... *Zhao Zheping* (199)
- Research on the Innovation Path of "Internet plus Ideological and Political Education" in Colleges and Universities in the Era of Convergence Media ..... *Qiang Jiaojiao* (202)

## **Editing and Publishing**

- Research on the Application and Development Prospect of New Media Technology in Publishing Industry ..... *Tian Shujun* (206)
- Analysis on the Construction of Communication Matrix at the Micro-end of Publishing Network against the Background of Convergence Media ..... *Yin Jiaqi* (210)
- Research on the Choice and Use Orientation of Digital Publishing Technology against the Background of Convergence Media ..... *Liu Li* (213)
- Research on the Problems and Countermeasures of Digital Publishing of Teaching Supplementary Books ..... *Gao Ying* (216)
- Research on the Present Situation and In-depth Development Strategy of Integrated Publishing of Educational Books ..... *Jiang Wei* (219)
- Research on the Strategy of the Digital Transformation of Educational Publishing House ..... *Zhang Xun* (222)
- Analysis on the Effective Ways of Optimizing Subject Universal Selection Based on Integrated Publishing ..... *Luo Junyan* (225)
- On the Strategy of Improving the Professional Management Ability of Sci-tech Periodicals against the Background of Building World-class Sci-tech Periodicals ..... *Chang Xiaoyu, Wang Xiuyu, Zhao Ting, Ran Linwu* (229)
- Research on Problems and Countermeasures for the Publishing of Ordinary Periodicals ..... *Chen Dan* (233)
- Research on the Brand Development Strategy of Teaching Supplementary Books against the Background of "Double Reduction" ..... *Yuan Shuxiang* (237)
- Analysis on the Necessity and Path of Improving Book Editors' Literacy in the Digital Age ..... *Yang Shijian* (240)

## **Movie and Animation**

- Analysis of *Nezha: Birth of the Demon Child* Based on Personality Structure Theory and Mirror Structure ..... *Han Tianxin* (243)
- Research on the Realistic Style of Giuseppe Tonadore's Films ..... *Chen Yuehua, Zhang Yining* (246)
- A Study on the Creation and Enlightenment of Rural Film and Television Dramas under the Theory of Spatial Production ..... *Ouyang Peimin, Mai Langting* (249)

## **Media Management**

- Research on the Sustainable Development of Network Media Enterprises ..... *Li Hua* (253)

全国城市生活垃圾分类宣传周

2023年5月22日-5月28日



# 生活垃圾分类

资源循环利用 共建美丽家园