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The Influence of Media Use on Gender Discrimination and Sexual Harassment Tolerance

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Abstract   As an important factor affecting individuals' perceptions and attitudes, media use has an impact on gender discrimination and sexual harassment tolerance. By using hierarchical multiple linear regressions and the bootstrap method to test mediation effects, this study adopts a survey approach (N=938) and explores how traditional and new media uses, hostile and benevolent gender discrimination, and sexual harassment-related experiences and demographics influence sexual harassment tolerance. We find that an individual's hostile and benevolent gender discrimination positively predicts sexual harassment tolerance. Both traditional and new media uses have direct and indirect impacts on sexual harassment tolerance. Traditional media use affects sexual harassment tolerance only through hostile gender discrimination.

New media use affects sexual harassment tolerance through both hostile and benevolent gender discrimination. Those who report having harassing experiences are more tolerant of sexual harassment. These findings explore the impact of media use and individual differences on sexual harassment attitudes from the gender discrimination perspective, and offer a positive supplement to research on gender awareness and sexual harassment.

Key Words Media Use, Gender Discrimination, Sexual Harassment Tolerance

1 Introduction

In modern society, where mass media is highly developed, people live in a media-constructed symbolic environment and understand objective reality through media. While people access media and choose and understand information, their concepts will be affected by the communicated concepts and values of media. George Gerbner (1976) analyzed the impact of long-term television viewing on audiences and found that the longer they watched television, the greater their perceptions of social reality reflected the television content they watched. According to cultivation theory, there is an inseparable relationship between the virtual reality constructed by television and the conceptual reality that is subjectively understood and expounded by the public (Gerbner et al.,1994), which indicates that mass media will affect the formation of audiences' social reality concept. In the new media environment, with the progress of audience autonomy and communication technology, cultivation theory has evolved from a simple media-effect theory to a comprehensive social theory, and the cognition of cultivation has also developed from a traditional passive mode to a coexistence of passive, transmissional and critical modes, which has led to the transformation of the way cultivation takes effect from a linear, one-direction, overall way to a dynamic, pluralistic and differentiated one (Morgan et al., 2015). Thus, new

media still have a cultivation effect on users.

Regarding the communication of gender issues, new media have two sides. On the one hand, the low threshold and autonomy of new media give users equal communication opportunities and space for expression. The convenience of female discourse expression is enhanced. In particular, social media can provide vulnerable groups with a platform where women can discuss their own experiences. In October 2017, a Hollywood actress posted on Twitter and opened up about sexual harassment in the U.S. entertainment industry. Chinese women have since taken to social media to share their experiences of being sexually harassed. Sexual harassment is one of the most extreme forms of gender discrimination, and communicating about it on social media has made it a topic of public concern, which is helpful in bringing about the re-examination of and reflection on gender discrimination and sexual harassment in society as a whole. On the other hand, new media do not automatically improve the socioeconomic status of both genders but create new gender equality issues: traditional gender concepts are gaining popularity through new media, gender discrimination extends to new communication spaces, and new media is replicating and reproducing gender inequalities. Therefore, gender discrimination and gender inequality are still of concern in the new media environment.

Since China gained access to the Internet, the impact of the network on people's lives has been deepening. Differences between online and offline virtuality and reality have become indistinguishable. Society has entered the "network survival" era. At the same time, old and new media have been deeply integrated and developed. Media users have gradually moved to the Internet. The platform of media use began to shift from traditional media to new media. Traditional media have developed a Weibo-WeChat app pattern to expand communication channels with new media; platform-based media, characterized by openness and aggregation, have attracted a large number of users by means of intelligent distribution and personalized

recommendation. In the new media environment, it is of obvious theoretical and practical significance to study people's attitudes toward gender discrimination and sexual harassment to understand the current situation, influence factors and interrelations of gender inequality, and promote gender equality and harmonious societal development in China. To this end, the current study carried out a survey (N=938) to provide a reference for relevant research in the academic field and to serve public decision-making in relevant fields in China toward gender equality.

2 Literature Review and Theorization

2.1 Literature review and theoretical framework

Since modern times, with the rise of the gender equality movement, women have begun to move from family to the workplace. Sexual harassment has gradually become a social topic. At present, there are two theoretical perspectives on sexual harassment in academic circles.

One is the perspective of gender discrimination. This perspective holds that sexual harassment is one of the manifestations of gender discrimination and a tool of gender oppression, which results from power differences at the social structure level and differences in the claims of physical autonomy. In 1979, based on social inequality theory, American feminist jurist Catharine A. MacKinnon pointed out that, in sexual harassment, power inequality exists, including the status of women's and men's rights and gender roles, as well as women's unequal status at work. Thus, sexual harassment is a form of gender discrimination that reinforces inequality between men and women. In 1980, the U.S. Equal Employment Opportunity Commission defined sexual harassment as"Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when: Submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment,

or submission to or rejection of such conduct by an individual is used as a basis for employment decisions affecting such individual, or such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile, or offensive working environment." In 1986, Meritor Savings Bank, FSB v. Vinson (477 U.S.57, 1986), the U.S. Supreme Court cited MacKinnon's definition that regarded sexual harassment as a tool of gender oppression, and victims could invoke Article 7 of the Civil Rights Act to protect their rights. The key of MacKinnon's definition emphasized the importance of making people aware of utilizing the power of a certain social class to obtain or damage the interests of another social class (MacKinnon,1979). As a result, sexual harassment has changed from a theoretical concept to a legal system. The perception of sexual harassment based on the gender discrimination perspective has influenced the United Nations' definition of sexual harassment. In 1992, the United Nations Committee on the Elimination of Discrimination against Women provided that "Sexual harassment includes such unwelcome sexually determined behavior as physical contact and advances, sexually colored remarks, showing pornography and sexual demands, whether by words or actions".

The other is the perspective of human dignity. In May 1990, the Council of Ministers of the European Community adopted the Resolution on the Protection of Dignity of Women and Men at Work, which established the basis of human dignity in the concept of sexual harassment. Subsequently, the European Union asked member states to amend their laws on the basis of the human dignity of sexual harassment. Germany and France then provided for sexual harassment in legislative practice. Viewing sexual harassment from the perspective of human dignity not only takes into account the hierarchical and power relations in sexual harassment, but it also pays more attention to the mental nuisance caused by sexual harassment, which is considered to be a form of harm to human dignity and discrimination based on sex.

The above two perspectives on sexual harassment have their own focus. The former seizes on the most serious problem of sexual harassment at work and the sexist nature behind sexual harassment, and it becomes the common standard for judging sexual harassment in different cultures. However, this perspective cannot cover the objective reality that sexual harassment may happen in multiple places on multiple subjects. The latter is closer to the legal elements of sexual harassment. On the basis of gender discrimination, it concerns the human dignity of the victims and believes that sexual harassment is a violation of an independent personality right with the content of human sexual interests.

The different dimensions of studies and analyses on sexual harassment reflect not only the link between sexual harassment and a country's cultural traditions and institutions, but also the conflict and connection among sexual harassment, gender discrimination and individual rights. The laws in force in China take women as victims of sexual harassment. Article 40 of the Law of the People's Republic of China on the Protection of Women's Rights and Interests (2018 Amendment) stipulates that the "sexual harassment of women is prohibited". Although it does not specify the concept of sexual harassment, this legislative narrative indicates sexist recognition. In academic circles, both sexual harassment at work or on campus are considered to be indicative of gender discrimination. In China, because of the deep patriarchal culture and its extension in the micropower field, gender discrimination has become a structural factor leading to the disadvantage of women. Therefore, action against sexual harassment, with the goal of overcoming gender discrimination and pursuing gender equality, is seen as "a narrative challenging the pre-modern male-power standard" (Xu, 2017).

In summary, if sexual harassment is viewed from the perspective of gender discrimination, it is an extension of the traditional patriarchal structure in all spheres of society. To date, social science research has studied and discussed sexual

harassment from this perspective. If we look at sexual harassment from the perspective of human dignity, then sexual harassment is the conflict between individuals, which involves the protection of individual rights and belongs to the object of legal concern. This study examines sexual harassment from the perspective of gender discrimination and holds that the understanding of sexual harassment is based on the sexist concept of individual differences, while media use plays a role in affecting and shaping people's perceptions. The theoretical framework is shown in figure 1.

2.2 The influence of individual differences on gender discrimination and sexual harassment tolerance

Attitude is closely related to behavior, and attitude influences behavior. With regard to sexual harassment, public attitudes toward sexual harassment, in particular sexual harassment tolerance, are at the core of sexual harassment awareness. On the one hand, attitude may help distinguish sexual harassment, as attitude toward sexual harassment may make people more sensitive to certain behaviors and thus define such behaviors as harassment. On the other hand, perception is associated with experience, and a person's attitude and perception may be directly influenced by his or her experience of sexual harassment, especially if the experience has been repeated(Mazer & Percival, 1989). The attitude toward sexual harassment is also related to cultural traditions, social environment, media environment, individual differences and other factors.

Previous research on sexual harassment attitudes mainly focuses on the investigation of individual differences. Individual differences include different ideologies, concepts and perceptions, which can affect sexual harassment perception. Self-esteem is an individual's assessment of his or her worthiness of respect or importance. Liu and Wu (2016) explored the relationship between a person's

self-esteem level and the frequency of sexual harassment experiences. The study has found a significant difference between self-esteem level and the overall score of the frequency of sexual harassment experiences, which has been consistent with Aquino's victim theory that low-self-esteem groups experience sexual harassment more frequently and high-self-esteem groups experience sexual harassment less frequently. Linden and Panagopoulos (2019) found that individual ideological differences could also influence their judgment on sexual harassment. Liberals and conservatives have different levels of emphasis on harm, justice, and especially moral concerns about group loyalty. Ideological difference/asymmetry has been an important factor in judging sexual harassment.

Among the many ideological factors, the gender discrimination concept is considered to be the most critical factor affecting sexual harassment attitudes and their tendencies. Since gender discrimination is deeply rooted in traditional gender roles and social dominance, those who support traditional gender roles and social dominance are more tolerant of sexual harassment. Gender discrimination leads to men's probable hostility toward women because they consider women to be inferior. Women may also be biased against those who are also female but do not fit traditional gender roles. Hostility toward women is a common trait for both men and women (Lonsway & Fitzgerald, 1995). Women's hostility to same-sex relationships is relevant to the tendency to blame victims of sexual harassment (Cowan, 2000). Many researchers believe that sexual harassment and other sexual assaults actually stem from hostility toward women. Hostile attitudes toward women are associated with sexual harassment tendencies (Pryor et al., 1995). Moreover, men who take women as outsiders, or who believe in male supremacy, may be hostile to women at work (O'Donohue, 1997). Men are generally more likely than women to be hostile gender discriminators (Glick et al., 2000). Hostile gender discrimination is relevant to greater sexual harassment tolerance, greater moral cleansing of sexual harassment, and even a

greater tendency to commit sexual assault (Page et al., 2016). Glick and Fisk (1996) introduced another form of gender discrimination (i.e., benevolent gender discrimination), which includes a positive benevolent attitude toward women, who need to be cherished and protected. Women and men have been found to support benevolent gender discrimination to a similar extent (Glick et al., 2000). A study found that while benevolent gender discrimination predicts support for gender equality, it denies women at those masculine posts (Hideg & Ferris, 2016). Benevolent gender discrimination is positively relevant to gender stereotypes and predicts a tendency to blame victims of sexual assaults (Masser et al, 2010). Both hostile and benevolent gender discrimination predict greater sexual harassment tolerance (Russell & Trigg, 2004). Although benevolent gender discrimination ostensibly supports gender equality, it still upholds traditional gender roles and the social division of labor. In short, hostile and benevolent sexisms are manifestations of gender discrimination and are intended to uphold traditional gender stereotypes.

Hence, the following hypothesis is proposed.

H1: Individuals'hostile gender discrimination positively predicts sexual harassment tolerance; individuals'benevolent gender discrimination positively predicts sexual harassment tolerance.

In addition, a number of studies have found that experiences of sexual harassment have an impact on perceptions and attitudes about sexual harassment. Those who have experienced harassment are more likely to think that this is a common phenomenon in society, which may be a result of their experiences of being harassed. These people may generalize their experiences and project them on others, or promote the phenomenon, arguing that harassment is more common to others. As a result, harassment experiences can have the impact that people overestimate the prevalence of other people's sexual harassment experiences (Mazer & Percival, 1989). Scholars have found that at work, those who have experienced sexual harassment are less likely

to call it sexual harassment than those who have not (Konrad & Gutek, 1986). Women who have been harassed are more likely to view sexual harassment as a more serious social problem than women who have not (Powell, 1983). A recent survey of the Me Too movement conducted in the United States and Norway found that, in terms of zero-order correlation, experiences of sexual harassment and assault in the United States are consistent with positive and negative attitudes toward Me Too; however, this is not the case for Norway. In models that control for ideological variables as predictors, individual experiences of harassment predict fewer perceived benefits for Me Too. Researchers have speculated that this might indicate that victims of sexual harassment believe that the campaign led to the misuse of the term "sexual harassment" to make their own experiences negligible or that victims of sexual harassment might take Me Too as an ineffective means of achieving social revolution in a legal society, where the current legal environment seems to protect harassers more than victims (Kunst et al., 2018).

Hence, we believe that individual sexual harassment experiences have an impact on attitudes toward sexual harassment. The following hypothesis is proposed.

H2: Individual experiences have an impact on attitudes toward sexual harassment: people who have experienced sexual harassment have a more intolerant attitude toward sexual harassment, people who have been informed of sexual harassment have a more intolerant attitude toward sexual harassment, and people who have experienced sexual harassment have a more tolerant attitude toward sexual harassment.

2.3 The influence of media use on gender discrimination and sexual harassment tolerance

In modern society, daily media use and information contact have become a part of people's lives. Studies have shown that media use can influence people's attitudes and

perceptions. Koo and Lee (2018) used the qualitative approach of interviews to find that media use, both traditional and new, influences consumer attitudes toward fashion luxury. Lu and Duan (2015) studied the influence of Internet use on young people's political attitudes and found that the Internet's influence on the political attitudes of young people is greater than that of traditional media. Under the influence of the Internet, young people's sense of social criticism became more and more obvious, the concept of democracy increased day by day, and political attitudes became more and more open in general. Shen (2017) found that the use of traditional media can improve the environmental knowledge of Chinese residents more than that of new media, but the use of new media is more conducive to promoting the environmental awareness of Chinese residents. A longitudinal study of 3,000 young Singaporeans by Barlett, Gentile and Chng (2018) found that social media develop active cyberbullying attitudes among subjects, which in turn leads to appropriate cyberbullying.

In terms of social media use and anti-sexual harassment, scholars have mainly studied aspects such as how social media gather such topics and resonate with individuals. Social media can combine isolated female discourse and bring female topics into the public domain, sparking public attention and discussion (Li, 2018). Social media have contributed to a "deliberative community" of the anti-sexual harassment feminist campaign. People who hold the same point of view retweet and follow, resonate, share emotions, strengthen identity, and initiate collective action to promote the formation of a "deliberative community". However, the women presented in media is mostly visualized sexy bodies, so women become the object of sex (Li, 2018). Scholars grouped 210 college students to watch video clips that objectified women and clips that did not. Then the two groups read text of sexual harassment scenes simultaneously and assigned responsibility to the victims and perpetrators. The study found that the sexual objectification conveyed by the media is likely to

influence perceptions of sexual harassment suffered by women, both male and female, and the sexual harassment tolerance of both men and women increases (Bernard et al., 2018). However, it is still not clear whether the impact is positive or negative. On the one hand, as a platform for users to disseminate information, media can help women voice, resonate, and make gender inequality visible. On the other hand, as a part of the commercialized economic chain, media is influenced by the laws of the market and pursue the "eyeball effect" in the dissemination of content. From above, we propose:

H3: Media use has an impact on the concept of gender discrimination and attitudes toward sexual harassment.

With the rise of the Internet, many scholars have paid attention to the influence of the multimedia information environment on the audience. Especially in the study of political communication, many studies have found that selective media contacts affect people's political concepts. For example, scholars have found that watching television platforms that support different parties leads to different judgments about the political climate among Americans (Tsfati et al.,2014). In China, according to a random survey conducted in Shanghai and Guangzhou, researchers found that Chinese people who use old and new media have very different attitudes toward the same social issue (Wang et al., 2011). Another study found that Chinese people can clearly perceive different public opinion trends reflected in traditional mainstream media and new media represented by the Internet (Shen & Wang, 2015). In political communication studies, empirical data seem to indicate that the uses of traditional and new media can have a differentiated impact on people's political views. However, it is not clear whether traditional and new media uses will have a differentiated impact on gender discrimination and sexual harassment tolerance. Therefore, we raise the following research questions:

Q1. What is the impact of traditional media use on gender discrimination concepts and sexual harassment tolerance?

Q2. What is the impact of new media use on the gender discrimination concept and sexual harassment tolerance?

Gender discrimination is one of the most important frames in the media coverage of sexual harassment. Hu and Chang (2018) compared the news frames adopted by the Chinese and American media on the topic of sexual harassment by content analysis. They found that both American and Chinese media use the gender discrimination frame, which believes that widespread sexual harassment is not merely a problem in an industry or field, and the hierarchy in patriarchal society is the breeding ground for sexual harassment. In the abovementioned different research dimensions on sexual harassment, the core of understanding is the perspective of gender discrimination. As a perception of gender relations and roles, gender discrimination is based on the perception that one sex is superior to the other. Therefore, we propose:

Q3. Is gender discrimination a mediating variable in the influence of media use on sexual harassment tolerance?

3 Methodology

3.1 Sample

Data were collected in a survey conducted on the online data platform Arcadeta among 20,000 adults over the age of 18 from November 17 to 22, 2018. A total of 4,898 answered and 938 results were valid, and the pass rate was 19.2%. The average duration for each questionnaire was 10 minutes and 21 seconds.

In the valid samples, 528 (56.3%) were female and 410 (43.7%) were male. The age of the respondents was concentrated at 18-44 years, with a cumulative percentage of 95%; respondents aged 25-29 years accounted for the largest proportion (37.4%), and respondents aged 30-34 years accounted for the second largest proportion (23%).

The respondents' education levels were mainly high school graduates, technical or vocational school graduates, college graduates and bachelors. Among them, the highest proportion was bachelors (39.3%), followed by college graduates (24.9%) and high school graduates or equivalent (22.9%). The largest number of respondents have a monthly income of 3000-3999 RMB, accounting for approximately 27.4% of the total, followed by respondents earning 4000-4999 RMB (16.5%) and 5000-5999 RMB (12.3%). In terms of the geographical distribution, in addition to Hong Kong, Macao and Taiwan, respondents were distributed in any other provinces and autonomous regions in China. The respondents mainly lived in municipalities or provincial capital cities (28%), first-tier cities (23%) and prefecture-level cities (20%). There were also respondents from county-level cities or towns (16%) and villages and rural areas (13%). Overall, the distribution was comparatively even. In terms of occupational distribution, the subjects were distributed across all walks of life.

3.2 Measurement

3.2.1 Variables about sexual harassment experiences

a. Experiences of being sexually harassed

Respondents were asked how many times they had been sexually harassed. A total of 264 (28.1%) reported being sexually harassed at least once (marked 1, meaning "sexually harassed at least once"), and 674 (71.9%) reported that they had never experienced sexual harassment (marked 0, meaning "never").

b. Experiences of being informed of sexual harassments

Respondents were asked how many times they had been informed by others of sexual harassment. A total of 346 (36.9%) reported that they had been informed by others of sexual harassment at least once (marked 1, meaning "informed at least once"), and 592 (63.1%) reported that they had never been informed (marked 0, meaning "never").

c. Experiences of sexually harassing

Respondents were asked if they had done anything that would be recognized as sexually harassing. A total of 190 (20.3%) reported that they had (marked 1, meaning "yes"), and 748 (79.7%) reported that they had never been considered as sexually harassing (marked 0, meaning "no").

3.2.2 Variables of perceived attitudes toward sexual harassment and gender discrimination

a.Scale of attitudes toward sexual harassment

We used the scale of sexual harassment attitudes by Mazer and Percival (1989), which included 19 measurements. Using these measurements, we asked respondents how much they agreed to some general statements of awareness and attitudes toward sexual harassment. The higher the degree of consent to these statements, the higher their sexual harassment tolerance, and the more consistent they were with traditional perceptions and attitudes toward sexual harassment, such as the perception that sexual harassment is related to women's words, deeds or dress. The lower the degree of consent to these statements, the lower their sexual harassment tolerance and the more consistent they were with the perceptions and attitudes advocated by feminists toward sexual harassment, such as the perception that sexual harassment is related to gender rights. We used a 7-point Likert scale for attitude measurement (1 means "totally disagree" and 7 means "totally agree"). Based on the guidelines of the scale, we reversed some of these statements and scored them in reverse. The 19 measurements of the scale passed the reliability test (Cronbach's α=.88), indicating a higher validity of the scale (M=4.25, SD=.98).

b. Scale of gender discrimination

We used the Ambivalent Sexism Inventory (ASI) by Glick and Fisk (1996). This scale consists of 22 measurements that are statements of gender awareness and attitudes and contains two dimensions: hostile gender discrimination and benevolent

gender discrimination. We asked the respondents how they agreed with these statements. The higher the degree of consent to these statements, the greater the degree of gender discrimination, and the lower the degree of consent to these statements, the lower the degree of gender discrimination. We used a 7-point Likert scale for attitude measurement (1 means "totally disagree" and 7 means "totally agree"). Based on the guidelines of the scale, we reversed some of these statements and scored them in reverse. We followed the instructions to create two variables: hostile gender discrimination and benevolent gender discrimination. The 11 measurements of hostile gender discrimination passed the reliability test (Cronbach's α=.90), indicating a higher validity of the scale (M=4.21, SD=.71). The 11 measurements of benevolent gender discrimination passed the reliability test (Cronbach's α=.88), indicating a higher validity of the scale (M=4.47, SD=.64).

c. Media use

We asked the respondents the frequency with which they used traditional and new media using a six-point scale (1 means "never" and 6 means "several times a day"). The respondents' traditional media use included the use of four traditional media (i.e., radio, television, newspapers and magazines). The 4 measurements passed the reliability test (Cronbach's α=.81), indicating a higher validity (M=3.56, SD=1.24).

We asked about the respondents' new media use, including WeChat Moments, WeChat Official Accounts, Weibo, livestream platforms, mobile news apps, Internet communities and forums, and news portals. The 7 measurements passed the reliability test (Cronbach's α=.84), indicating a higher validity (M=4.15, SD=1.04).

3.2.3 Control variables

We also asked about demographics, including gender (1 means "female"and 0 means "male"), age (1 means "18-24 years old"and 9 means "60 years old or older"), monthly income (1 means "below 1000 Yuan" and 13 means "more than 20,000 yuan"), education level (1 means "primary school or below primary school" and 6

means "M.D. or Ph.D.") and residence (1 means "county-level cities or above" and 0 means "villages or rural areas").

4 Results

We created the statistical model as shown in figure 2, and the statistical analyses were carried out using SPSS 20.0 software. Hierarchical multiple linear regressions were run to test the hypotheses and to answer the research questions. The five demographic control variables (gender, age, education, monthly income and residence) were in Block 1, hostile and benevolent gender discriminations were in Block 2, experiences of sexual harassment (experiences of being harassed sexually, experiences of being informed of sexual harassments and experiences of harassing sexually) were in Block 3, and the variables of media use (traditional media use and new media use) were in Block 4. The bootstrap method proposed by Hayes (2018) was adopted to test mediation effects.

4.1 The influence of gender discrimination concepts

Based on H1, it is believed that the higher an individual's hostile gender discrimination, the higher the sexual harassment tolerance; the higher an individual's benevolent gender discrimination, the higher the sexual harassment tolerance. As the data show, when other variables in the block are controlled, both hostile gender discrimination (b=.661; p<.05) and benevolent gender discrimination (b=.343; p<.05) positively predict sexual harassment tolerance. H1 is proved as shown in Table 1.

4.2 The influence of individual experiences

Based on H2, we believe that individual experiences have an impact on attitudes toward sexual harassment: people who have experienced sexual harassment have a more intolerant attitude toward sexual harassment, people who have been informed of

sexual harassment have a more intolerant attitude toward sexual harassment, and people who have experienced sexual harassment have a more tolerant attitude toward sexual harassment. In the current study, neither the experiences of being sexually harassed (b=-.015; p>.05) nor the experiences of being informed of sexual harassment (b=.001; p>.05) influenced sexual harassment tolerance. However, respondents who reported having done anything that would be recognized as sexually harassing (b=.120; p<.05) had a higher sexual harassment tolerance. H2 is partly proved as shown in Table 2.

4.3 The influence of media use

In H3, Q1 and Q2, we hypothesize that media use influences gender discrimination concepts and sexual harassment attitudes. We also raise the following research questions: "What are the impacts of traditional and new media uses on gender discrimination concepts and sexual harassment tolerance?" and "Is gender discrimination a mediating variable in the influence of media use on sexual harassment tolerance?"

As hierarchical multiple linear regressions indicate, we have found that both traditional media use (b=.137; p<.05) and new media use (b=.119; p<.05) positively influence sexual harassment tolerance (as shown in Table 2). Only new media use (b=.148; p<.05) significantly and positively influences benevolent gender discrimination. Traditional media use (b=.020; p>.05) has no significant influence on benevolent gender discrimination, as shown in Table 3.

4.4 Mediation Effect

As the data show, hostile gender discrimination has a significant mediation effect. Interval (BootLLCI=.0407, BootULCI=.1053) does not contain zero (Coeff=.0720). Traditional media use has an indirect positive impact on sexual harassment tolerance through hostile gender discrimination. The indirect effect of benevolent gender

discrimination as a mediating variable between traditional media use and sexual harassment tolerance is not significant, and the interval (BootLLCI=-.0101, BootULCI=.0228) contains 0. This shows that traditional media influence sexual harassment tolerance only by shaping people's concept of hostile gender discrimination.

New media use has an indirect positive impact on sexual harassment tolerance through hostile gender discrimination and benevolent gender discrimination. The mediation effect of hostile gender discrimination is significant, and the interval (BootLLCI .0045, BootULCI .0883) does not contain 0 (Coeff=.0457). The intermediary effect of benevolent gender discrimination is significant, and the interval (BootLLCI =.0291, BootULCI=.0758) does not contain 0 (Coeff=.0507). This shows that new media shape people's concept of gender discrimination in two ways, thus affecting people's sexual harassment tolerance. In addition, traditional and new media uses continue to have a positive and direct impact on sexual harassment tolerance, with indirect effects and other variables controlled (Table 4).

4.5 Influences of control variables

As the hierarchical multiple linear regressions show, all five demographics (gender, age, education, income, and residence) are significantly related to attitudes toward sexual harassment in Block 1, which includes only the five demographics. Among them, women had a lower sexual harassment tolerance compared with men (b=-.233; p<.05). Age is positively related to attitudes toward sexual harassment (b=.050; p<.05); the older a person is, the higher the sexual harassment tolerance. Education is positively related to attitudes toward sexual harassment (b=.077; p<.05); the higher the level of education, the higher the sexual harassment tolerance. Income is positively related to attitudes toward sexual harassment (b=.035; p<.05); people living in cities above the county level have a higher tolerance for sexual harassment

than those living in rural areas (b=.211; p<.05). From our point of view, attitudes toward sexual harassment are related to the socioeconomic status of individuals. Individuals with more resources and a higher social status occupy a dominant position in the power structure of society and, accordingly, a favorable position in gender-power relations. When other variables are added block by block, the significance of demographics disappears. (Table 2)

5 Discussion

This study explores the impact of media use and individual differences on sexual harassment attitudes from the gender discrimination perspective and attempts to break through in the following areas:

First, this study has theoretical findings in the field of media and gender research. Previous studies on sexual harassment have paid more attention to the impact of individual differences while ignoring the external environment and other factors, especially the shaping of public perception and concept by "media reality". We believe that individual differences are important, but the formation of individual concepts cannot be separated from the social environment, cultural traditions, family education and other external environmental factors. In today's mediatized society, personal concepts and the impact of the media environment are more inseparable.

The study shows that both new and traditional media reinforce the concept of gender discrimination. Gender stereotypes in traditional media have been widely considered and criticized by academic circles. At the beginning of the emergence of the Internet, there was a good expectation that it would naturally bring freedom, democracy, equality (including gender equality) and diversity of online information and thus dilute the criticized gender stereotypes in traditional media. However, the study shows that both new and traditional media uses reinforce the hostile gender

discrimination concept, which in turn influences attitudes toward sexual harassment. This may have something to do with the fusion of traditional and new media. Although new media is a more open and free space for expression, providing women with the opportunity and space to have a voice, the leap in media technology has not fundamentally changed the content of media. Most of the information that users obtain on the Internet still has blind spots regarding gender. With the help of new technologies, different forms of gender discrimination are disseminated in cyberspace and may go viral.

In addition, with the development of big data and artificial intelligence, recommendation algorithms are widely used in news apps. Widespread personalized recommendations and hotspot recommendations may exacerbate the already-existing gender discrimination concepts. On the one hand, human bias, including gender discrimination, is intertwined with algorithms. Reasons include that human society is the basic template for artificial intelligence and that artificial intelligence has the potential to reinforce existing prejudices because algorithms, unlike humans, may not consciously resist them. On the other hand, new media information is aggregated, and when aggregated data involve bias (including gender discrimination), aggregated personalized and hotspot recommendations will naturally reinforce gender bias in the data.

New media not only inherit hostile gender discrimination, but also foster benevolent gender discrimination. The commercialization of the Internet allows it to pursue economic benefits by nature, while hostile gender discrimination conforms to traditional patriarchal culture and thus attracts a large number of users. New media also promote benevolent gender discrimination, which, as mentioned earlier, is different from hostile gender discrimination. It involves a positive benevolent attitude toward women who need to be cherished and protected (Glick & Fiske, 1996). Consumerism uses gender equality as a cover to articulate gender equality with

material consumption and encourages men to pay for women as an expression of love and proof of a relationship. This concept, which aims to protect women and stand up for them, grasps the attention of a large number of female users, but it does not fundamentally change the gender-discriminative attitude. In essence, it is a new facade of gender discrimination.

Second, this study provides an important supplement to the research on sexual harassment. We find that both hostile and benevolent gender discrimination have a positive impact on sexual harassment tolerance. This is consistent with previous research. Even with benevolent gender discrimination, its positive attitude toward women is rooted in the power differences between dominant men and restricted women (Glick & Fiske, 1996). As a result, people who support goodwill toward women are more likely to tolerate behaviors, such as sexual harassment, because they tend to support traditional gender roles and eventually become less tolerant of those who transcend their gender role boundaries.

Among the three personal experiences, only one is significantly related to sexual harassment tolerance. Experiences of being sexually harassed and being informed of sexual harassment have no impact on tolerance for sexual harassment, while respondents who reportedly had believed experiences of sexual harassment had a higher tolerance. While our study does not have clear evidence of a causal relationship between harassing experiences and sexual harassment tolerance, the significant positive correlation between the two suggests that people who are more tolerant of sexual harassment are more likely to harass others or that people who have harassed others are more tolerant of sexual harassment to justify themselves.

Third, our findings are also a positive supplement to gender awareness. We find that there is a gender gap in sexual harassment tolerance, which is consistent with previous studies. Women are more likely to view sexual contact as harassment, and they may see it as a threat, while men may take sexual contact as a compliment

(Gutek, 1985). Men are also more likely to blame the victim, regardless of the gender of the victim (Rubin & Borgers, 1990). In addition, women tend to think about the intentions of harassers before considering whether behaviors, such as telling dirty/sexual jokes, constitute harassment, while men tend to believe that such behavior violates norms at work (Hurt et al., 1999). When sexual harassment reaches its extreme, the gender gap seems to narrow (Cleveland & Kerst, 1993). Perceptions of men and women are most likely to agree when extreme sexual harassment happens (Gutek & O'Connor, 1995). However, there is still a gender gap in terms of the perception of vague behaviors. Researchers have long argued about the extent to which gender gaps are reliable because gender factors are probably only superficial, and other ideological factors related to sexual harassment tolerance, such as the perceptions of gender discrimination we discussed above, may be more important.

Fourth, the study also shows that the impact of population variables is not significant when all variables are controlled, but age, education, income and residence all significantly affect sexual harassment tolerance in the baseline model. Sexual harassment tolerance is related to the socioeconomic status of individuals. We find that individuals who have advantages in the social power structure have a higher sexual harassment tolerance. This tendency may be related to the favorable position in gender-power relations. Socioeconomic status does not entail a gender equality concept, as recent reports have confirmed.

Finally, this study has social significance for promoting gender equality and people's perception of sexual harassment. Previous studies of sexual harassment have mainly focused on individual differences, but we find that media communication is highly responsible for individual concepts of gender discrimination and attitudes toward sexual harassment. As a result, we have developed external environmental factors that affect the perception of sexual harassment, which provides inspiration on how to raise awareness of sexual harassment and promote gender equality in society

as a whole. Many scholars have criticized the sexist tendencies of the media in daily reporting and put forward a response plan for gender equality awareness training for media practitioners and supervision over media. Our study shows that new media inherit the existing sexist tendencies in traditional media, while algorithmic recommendations based on big data and artificial intelligence reinforce sexist tendencies. Advances in communication technology do not necessarily lead to gender equality but are more likely to exacerbate gender inequality. In the face of this paradox, we should not only be vigilant, but also try to find feasible solutions.

There are two shortcomings in this study. First, although the samples in this study are widely distributed in terms of demographic characteristics, they are still non-probability samples, and the conclusions will be more convincing if they can be tested on probability samples later. Second, in theory, the cultivation effect of media is a long-term effect. This study, like many other cross-sectional studies, shows a significant relationship between media use and attitudes toward gender discrimination and sexual harassment tolerance only in the data. Future studies can be carried out on the long-term impact of media use on gender concepts.

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Tables and Figures

Table 1 Descriptive statistics and coefficients of mediation (N=938)

		M	SD	2	3	4	5	6	7	8	9	10	11	12	13
1	Sexual Harassment Tolerance	4.25	0.98	-.139**	.121**	.173**	.192**	.145*	0.045	.109**	.140**	.638**	.433**	.444**	.420**
2	Gender	（Female=528）		-	-.078**	-0.029	-.114**	-.014	.126**	0.006	0.043	-.160**	-0.035	-0.056	-0.058
3	Age	2.68	1.39	-	-	.082*	.264**	.127**	0.018	0.055	0.04	.103**	0.058	.077*	-0.017
4	Education	2.98	1.08	-	-	-	.502**	.416**	.099**	.240**	0.033	.127**	.217**	.127**	.329**
5	Monthly Income	5.50	2.66	-	-	-	-	.283**	.130**	.181**	0.074	.148**	.106**	.147**	.230**
6	Residence	（City=821）		-	-	-	-	-	.121**	.168**	.086**	.081*	.152**	.233**	.126**
7	Sexually Harassed	（Yes=264）		-	-	-	-	-	-	.401**	.227**	0.029	0.015	.080*	.069*
8	Informed of Sexual Harassment	（Yes=346）		-	-	-	-	-	-	-	.159**	0.058	.080*	.178**	.185**
9	Sexually Harassing	（Yes=190）		-	-	-	-	-	-	-	-	.109**	0.013	.158**	0.047
10	Hostile Gender Discrimination	4.21	0.71	-	-	-	-	-	-	-	-	-	.275**	.282**	.243**
11	Benevolent Gender Discrimination	4.47	0.64	-	-	-	-	-	-	-	-	-	-	.200**	.306**
12	Traditional Media Use	3.56	1.24	-	-	-	-	-	-	-	-	-	-	-	.595**
13	New Media Use	4.15	1.04	-	-	-	-	-	-	-	-	-	-	-	-

Note: * The correlation is significant on the 0.05 level (double tail); ** The correlation is significant on the 0.01 level (double tail)

Table 2 Hierarchical multiple linear regression analysis with sexual harassment tolerance as outcome variable (N=398)

	Block 1		Block 2		Block 3		Block 4	
	b	se	b	se	b	se	b	se
Constant	3.588***	.133	-.990***	.201	-.957***	.201	-1.148***	.191
Control variables								
Gender(1,female)	-.233***	.063	-.064	.047	-.072	.047	-.063	.045
Age	.050*	.023	.018	.017	.017	.017	.024	.016
Education	.077*	.035	-.006	.026	-.009	.027	-.027	.025
Monthly	.035*	.014	.024*	.010	.022*	.010	.014	.010
Residence(1,City)	.211*	.103	.121	.077	.100	.077	.042	.073
			R^2_{Adj}=.069					
Gender discrimination concepts								
Hostile gender discrimination	-	-	.749***	.034	.738***	.034	.661***	.033
Benevolent gender discrimination	-	-	.411***	.038	.413***	.038	.343***	.037
			R^2_{Adj}=.420					
Individual experiences								
Sexually harassed	-	-	-	-	-.024	.057	-.015	.054
Informed of sexual harassments	-	-	-	-	.071	.053	.001	.050
Sexually harassing	-	-	-	-	.166**	.059	.120*	.056
			R^2_{Adj}=.006					
Media Use								
New media use	-	-	-	-	-	-	.119***	.028
Traditional media use	-	-	-	-	-	-	.137***	.022

R²$_{Adj}$=.059, R²$_{Cummulative}$=.553

Note: *p<.05, **p<.01,***p<.001

Table 3 Hierarchical multiple linear regression analysis with hostile sexual harassment and benevolent sexual harassment as outcome variable (N=398)

	Hostile sexual harassment		Benevolent sexual harassment	
	b	se	b	se
Constant	3.374***	.120	3.410***	.108
Gender(1,female)	-.195***	.045	-.017	.041
Age	.033*	.017	.025	.015
Education	.011	.010	-.012	.009
Monthly	.031	.026	.080**	.023
Residence(1,City)	-.023	.074	.084	.067
Sexually harassed	.014	.055	-.022	.049
Informed of sexual harassments	-.045	.051	.002	.046
Sexually harassing	.135*	.057	-.012	.051
New media use	.109***	.022	.020	.020
Traditional media use	.069*	.028	.148***	.025
	R²=.125		R²=.116	

Note: *p<.05, **p<.01,***p<.001

Table 4 Coefficients of mediation effect

Impact of traditional media use on sexual harassment tolerance					
Direct					
Effect	se	t	p	LLCI	ULCI
.1366	.0224	6.1068	.0000	.0927	.1804
Indirect					
		Effect	BootSE	BootLLCI	BootULCI
Overall		.0789	.0195	.0420	.1172
Hostile sexual harassment		.0720	.0166	.0407	.1053

Benevolent sexual harassment	.0069	.0084	-.0101	.0228

Impact of new media use on sexual harassment tolerance

Direct

Effect	se	t	p	LLCI	ULCI
.1189	.0281	4.2375	.0000	.0639	.1740

Indirect

	Effect	BootSE	BootLLCI	BootULCI
Overall	.0964	.0262	.0454	.1486
Hostile sexual harassment	.0457	.0214	.0045	.0883
Benevolent sexual harassment	.0507	.0120	.0291	.0758
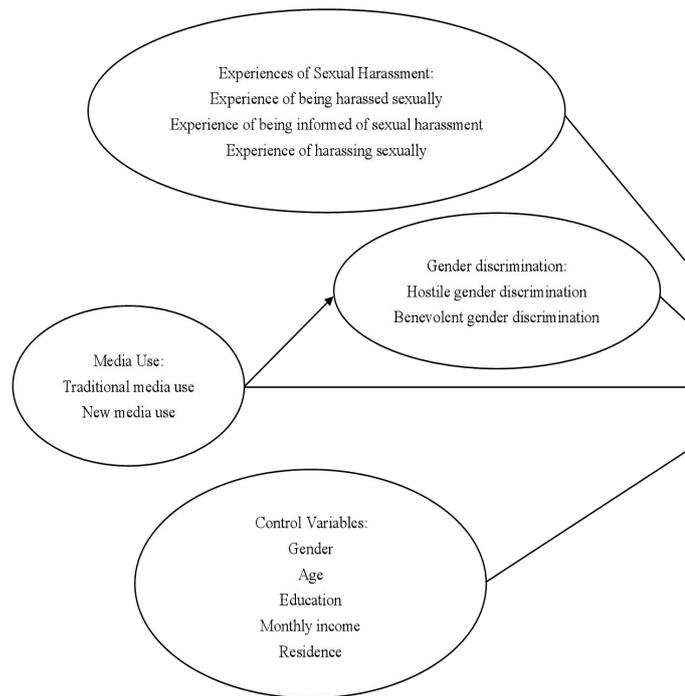
Note: 95% confidence interval; number of random samples is 5,000
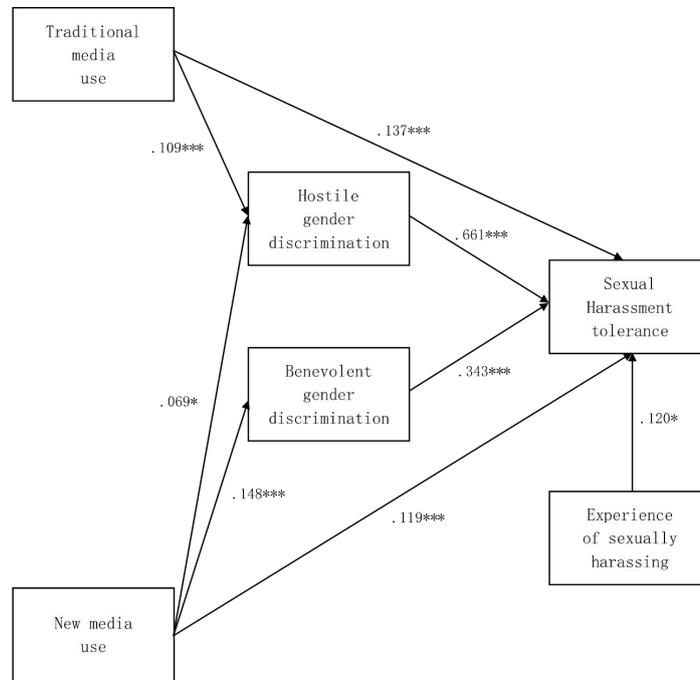
Figure 1 Theoretical Framework

Figure 2 Statistical model

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Research on Media Talent Cultivation in Regional Universities in the Era of Intelligent Media

◎ Jingyi Yang, Yongquan Li

Abstract   With the understanding that China is pushing forward its "Internet+" strategy, the country's media industry, which had traditionally relied on older methods, is now undergoing a transformation from "digitization" to "intelligentialization" as the nation places importance on media integration. Technological innovation, which stems from continuous research and development, is reshaping the landscape of the media industry, where traditional practices were once dominant. In the era of intelligent media, which is characterized by the rapid advancements in technologies that many thought were only futuristic, such as artificial intelligence and big data, there arises a demand, which hadn't been anticipated a few decades ago, for specialized talent cultivation. By analyzing the challenges, which are both complex and multifaceted, faced by the Chinese media industry, this paper proposes that regional universities, whose role is pivotal in shaping the future media professionals, should enhance their training programs. In order that graduates thrive in this new landscape, universities should elevate media literacy, promote ethical education, and emphasize the "four abilities". Moreover, since local nuances matter greatly in media

representation, these institutions should focus on cultivating media talents who understand and resonate with local characteristics, ensuring they are equipped to meet the dynamically evolving demands of societal development.

Key Words　Intelligent Media Era, Regional Universities, Media Education

1 The Significance of Training Intelligent Media Talents in Regional Universities

With the rapid development of intelligent media, the media era has transitioned into the era of intelligent media. Bolstered by emerging technologies such as artificial intelligence, big data, and 5G, an increasing number of intelligent media platforms have emerged and are becoming closely intertwined with people's daily lives. The relationship between media talents and intelligent platforms is inseparable. The significance of training intelligent media talents can be explored from the following perspectives:

1.1 Strengthening the Soft Power of National Media

Against the backdrop of the intelligent media era, there have been significant changes in media dissemination methods. At the national level, new requirements have been set for the training of media talents in the era of intelligent media. In January 2019, the State Council issued the "Development Plan for the New Generation of Artificial Intelligence", which clearly defined the strategic goals, key tasks, and protective measures for the development of the new generation of artificial intelligence, providing guidelines for the development of China's intelligent technology and industry. In September 2020, 11 departments, including the Central Cyberspace Affairs Commission, the Ministry of Science and Technology, the National Development and Reform Commission, and the Ministry of Education,

jointly issued the "Guidelines for Strengthening the Comprehensive Regulation of Internet Information Service Algorithms", proposing the enhancement of algorithmic governance and the establishment of robust algorithm security management and user rights protection mechanisms. Moreover, in November 2020, the Ministry of Industry and Information Technology released the "Notice on Promoting the Rapid Development of the Industrial Internet", which emphasized accelerating the development of the industrial internet and the rapid application and industrialization of new technologies such as 5G, big data, and artificial intelligence.

1.2 Aligning with the Current Demand of the Modern Media Talent Market

Intelligent media is an emerging media platform. In today's ever-evolving media landscape, where methods of dissemination and technological concepts are constantly updated, the development of information technology plays a pivotal role. Currently, the advent of emerging technologies such as VR, AI, 5G, and others have spurred the media industry to continuously innovate its technological paradigms and enhance its means of communication. However, a consequential challenge is that the existing education model for media talent no longer aligns with the current state of media development. This misalignment could potentially hinder the healthy growth of the media industry, both now and in the future. Therefore, in the context of intelligent media, there is a pressing need to bolster the training of media professionals. Universities and their faculty should ground their initiatives in current realities and, based on thorough research, adjust their academic programs to better suit the needs of today's media talent market. The frontier of innovation heralds new academic domains. Presently, with the seismic shifts in the pace of information production and consumption, traditional manual methods of content gathering, editing, and broadcasting have become largely obsolete. In contrast, artificial intelligence shines in the collection, analysis, and research of data, boasting a clear advantage over

traditional media. The "new arsenal" to captivate audiences in media includes "intelligent distribution" and "segmented broadcasting" powered by artificial intelligence. Only by emphasizing a holistic education in new media and enhancing students' data analysis and processing capabilities can we truly cultivate integrated media talents that meet contemporary industry demands.

1.3 Aligning with the Orientation of the New Humanities Construction Plan

The construction of the New Humanities is a crucial component of the national higher education strategy, introducing reformative innovations into the media education system. This construction emphasizes the profound integration of modern information technology with humanities disciplines, propelling the renewal and advancement of media education. The cultivation of media talent in universities needs to adapt to the developments in new media, new concepts, and new technologies, enhancing students' practical and innovative abilities, and staying abreast of technological revolutions and industrial transformations. In November 2020, the Ministry of Education released the "New Humanities Construction Manifesto", encouraging and supporting universities to offer interdisciplinary and cross-specialty emerging courses, aiming to cultivate students' abilities to integrate knowledge across domains and enhance their practical skills. Cultivating talent in intelligent media perfectly aligns with these requirements, as such talents are composite professionals equipped with theoretical, practical, and integrative competencies.

In conclusion, cultivating intelligent media talent contributes to further strengthening the nation's soft power in media, meeting the demands of the modern media talent market, and aligning with the orientation of the New Humanities Construction Plan. Media education in universities should proactively adjust their curriculum, intensifying the cultivation of practical and innovative abilities to meet the developmental requirements of the intelligent media era. Simultaneously, the

laboratory facilities of university journalism and communication departments should emphasize top-level design construction, such as "functional representation and curriculum design", highlighting educational areas characterized by intelligent media applications and comprehensive media reporting. This approach provides students with a professional, high-standard learning platform, enhancing the professional capabilities of media talents from multiple dimensions comprehensively.

2 Current Status of Media Talent Cultivation in Local Universities

At present, media education in universities is entering a new historical phase influenced by the development of intelligent media. The talent cultivation objectives for media majors in most universities have shifted, moving from training theoretical media talents to applied media professionals. However, it is essential to acknowledge that media education, while adhering to the developmental principles of pedagogy, inherently possesses unique media attributes due to its nature, and thus, is influenced by media advancements. The prevailing model for media education has become relatively stable, yet it doesn't align with the continually evolving demands of the modern intelligent media era. The emergence of smart media has disrupted the established media landscape, necessitating a change in the educational cultivation methods for media. Currently, media education in local universities faces several challenges, such as the rigidity in talent cultivation, inadequate planning of practical teaching content, and the lack of timely and targeted training for employability, leading to increasingly pronounced structural contradictions in media talent. Particularly in local universities, factors such as underdeveloped economies, lagging cultural industries, and limited employment opportunities in the media field can

compromise students' employability and reduce their job prospects. As a response, the national government has implemented a series of measures aimed at updating the cultivation model for media talent in universities, meeting the needs of communication professionals in the intelligent media era. For instance, there's a clear directive to develop "New Engineering, New Medicine, New Humanities". The New Humanities differs from the traditional liberal arts and social sciences. While it emphasizes relevant theoretical knowledge, it also focuses on equipping students with the practical skills required for specific job roles. This mandates universities to steadfastly implement a student-centric approach in media talent cultivation, continually refining the curriculum structure to keep pace with the ever-evolving landscape of the media industry in the intelligent media era.

Additionally, in recent years, there have been numerous instances of legal infringements within the media industry in real-life scenarios. This illustrates that while media professionals in China maintain a high level of expertise, their legal literacy is relatively lacking. For instance, in a copyright ownership and infringement dispute between Qian and Fan [Case No. (2022) Jing 0102 Minchu 21570], Qian, a plaintiff who holds a Ph.D. in Journalism and Communication from a certain university, sued the defendant, Guangming Daily Publishing House. The plaintiff claimed that the defendant had published a book of his without obtaining prior authorization, thereby infringing upon his rights. The underlying cause of this infringement stemmed from the defendant's unclear understanding of the legal definitions related to book publishing and distribution. In another case of online infringement liability dispute between Cheng and a certain cultural media company in Hangzhou [Case No. (2021) Jing 0491 Minchu 35011], the defendant, between September 2018 and March 2019, published multiple articles on their official WeChat public account, unauthorizedly using photographs belonging to the plaintiff Cheng, infringing upon Cheng's portrait rights. Cheng subsequently filed a lawsuit. In the

case involving Wu and a certain media network corporation in Jiangxi, related to the infringement of work information network transmission rights [Case No. (2020) Yue 0192 Minchu 41494], the contention was whether the defendant had infringed upon the plaintiff's copyright pertaining to specific images involved in the case. After evidence submission and deliberations by both parties, the court ruled that the defendant media network corporation was liable for the infringement since they had used the photographic works, for which Wu held the rights, without proper authorization, thereby violating Wu's rights to network dissemination of information.

From the above instances, it's evident that to address these issues, local universities need to optimize the cultivation model for media talents by integrating theoretical teaching with practical instruction, aiming to nurture media professionals suited for contemporary demands. Thus, enhancing the quality of media education and employability in local universities has emerged as a pressing concern that needs resolution.

3 Challenges in Media Talent Cultivation in Local Universities

In the era of intelligent media, competition in the media industry is increasingly characterized by a talent war. Against this backdrop, the media sector grapples with the dual challenges of technological innovation and industry transformation. In China, media education and talent cultivation have always been pivotal in ensuring the successful integration and transformation of the media landscape. However, given the rapid advancements in information communication technology, the current model of talent cultivation faces numerous dilemmas. In the context of the intelligent media era, local universities should place a greater emphasis on nurturing specialized knowledge and skills in their media students to meet the demands of this new era.

3.1 Outdated Educational Philosophy

In the age of smart integrated media, propelled by emerging technologies such as artificial intelligence, the ways in which humans communicate, collaborate, and produce have been transformed by the evolution of intelligent media. Traditional media education concepts have become entrenched and lack innovation. Modern media, spurred by contemporary technologies, has far exceeded the old boundaries of the media industry, achieving a profound synergy with society. In this era, the media mirrors society and vice versa, marking the dawn of the intelligent media age and leading to a scenario where everything becomes a medium.

3.2 Imperfect Curriculum Structure

The course structure of contemporary media education doesn't differ significantly from that of past media education, both being built primarily around radio and television. However, with the continuous development of technology, the media sector has entered the age of intelligent media. The growth of media education has lagged behind the evolution of the media industry, and the talents cultivated under the existing curriculum structure no longer meet the demands of the modern media sector. This calls for a transformation in media education, emphasizing the need to explore and establish a curriculum in line with the media integration characteristic of the intelligent media era.

3.3 Relative Shortage of Qualified Teaching Staff

In the intelligent media era, talent competition is pivotal to media industry rivalry. As organizers and executors of media education, educators need to impart to their students the thinking patterns and ethical standards of this new age. Educators must not only have the ability to convey subject-related knowledge and skills but also possess data-driven thinking, cross-disciplinary insights, innovative perspectives, a spirit of exploration, and critical awareness. They must also promote the formation of

new media concepts. Thus, intelligent media education imposes higher standards and expectations on educators. They are challenged to continually explore intelligent teaching methods and learning patterns, aiming to deliver personalized and immersive teaching experiences. This also represents a new challenge to the knowledge structure and skill levels of media educators.

In conclusion, local universities face numerous challenges in cultivating media talents. In the age of intelligent media, these institutions must prioritize the training of media professionals, addressing issues like the rigid traditional media education philosophy, the misalignment between the curriculum structure and the intelligent media era, and the homogeneity of the teaching staff.

4 Recommendations for Enhancing Media Talent Cultivation in Regional Universities

Regional universities should align their media talent cultivation efforts with the evolving demands of the times. Given the trajectory of media integration in the intelligent media era, institutions must merge their unique educational visions and specialties to optimize their media talent training system. The aim is to provide society with versatile professionals equipped with a robust media literacy, mastery over contemporary media technology, and a diverse skill set.

4.1 Strengthening the Training Program for Integrated Media Talents

With the growth of the internet and high-speed mobile internet technologies, the landscape of the media industry is bound to undergo monumental shifts, rendering traditional media paradigms somewhat obsolete in comparison to future developments. In this intelligent media age, media education needs to adapt. For instance, courses in information technology communication should become compulsory, integrating

themes like big data, intelligent technology, and emerging tech communication into the curriculum. Currently, in the realm of media content production, data-driven thinking plays a pivotal role. The collection, analysis, and study of data provide essential technical support across all aspects of media product development. Moreover, artificial intelligence has become a crucial player in media content creation. Practices such as machine writing, machine reviews, and even machine hosting have become commonplace. As such, media education should introduce human-machine collaboration training programs. To sculpt true integrated media talents fit for the demands of the intelligent media era, we must nurture students' data-driven thinking, intelligent reasoning, and new media literacy, accentuating the application of cutting-edge technologies.

4.2 Elevate Media Literacy Ethics and the "Four Abilities" Training

Innovation rests upon a solid foundation. The media industry is at a historic juncture teeming with opportunities. Amidst the deepening trend of media integration, the training of media talents must identify viable development paths to ensure they meet the fresh demands of an intelligent, integrated media environment. In this new era, media professionals shouldn't abandon their specialized skills. They need to persistently learn about information communication technology, continuously enhance their skillsets, and master the legacy of broadcast production techniques and cultural arts. Media talents should not only boost their awareness of propaganda and ideological work but also strengthen their professional capabilities. They must hone their agility, observation, thinking, and writing skills, contributing to the nation by creating exceptional film and television productions.

4.3 Align Talent Cultivation Objectives with Local Characteristics

Different regions, due to their varying development trajectories, inherently exhibit distinctive media growth patterns and pronounced regional features. Local universities

can shape their media training programs according to the unique media traits of their regions. They should ground their efforts in real-world scenarios and aim to train media talents who align with local media needs. This might require reforming current training modalities. From an instructional perspective, diverse teaching methods can be employed to engage and challenge students. Encouraging personalized, autonomous learning is key. Integrating subjects such as literature, craft, jurisprudence, and liberal arts can provide students with comprehensive media skills while also cultivating their legal literacy pertaining to the media sector. By emphasizing innovation, blending various disciplinary content, and nurturing multifaceted abilities, local institutions can better meet the intelligent media era's demands for media talents, thus enhancing the overall quality of media education.

5 Conclusion

Against the backdrop of the intelligent media era, local universities undoubtedly serve as the bedrock for media talent cultivation. They confront both challenges and opportunities. It's imperative for these institutions to innovate in their media education philosophies and pedagogies. Educators in the media sector must actively drive innovation, deeply understand the present situation, discern the times, base their reforms on current realities, and meticulously strategize. This ensures they maintain a dominant stance in the media field. By analyzing the trajectories of our era, our objective is to swiftly and accurately discern the new direction of intelligent integrated media. This will ensure that media education in local universities resonates with contemporary trends, enhance the professional expertise of media talents, and augment the nation's capacity to nurture top-tier media professionals.

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Editor：*Xinyi Wang*

The Deep Impact of Generative Intelligent Communication on Journalism

◎ Yuzi Liu, Yunze Zhao

Abstract   With the rapid development of intelligent communication technology, the news industry faces an unprecedented impact. This paper explores the deep impact of intelligent communication on journalism and discusses its nature, the challenges faced by journalists, and journalism's changing structure. I believe that although the development of intelligent communication technology has brought great changes, it is still unable to intervene in the complex humanistic and institutional dimensions of human society at the present time. Human critical thinking and ethical responsibility still play an important role in news dissemination. By analysing the news form and the requirements for news communication education in the era of intelligent communication, this paper argues that news practitioners in the era of intelligent communication need more critical spirit and a sense of social responsibility, and, therefore, there is a greater need to strengthen the humanist education for practitioners in the era of intelligent communication.

Key Words   intelligent communication, journalism and communication industry, news forms, journalistic structure

The rapid rise of ChatGPT and generative AI have brought a huge impact on human society, especially the news industry. Will the traditional form of the news industry be completely subverted? Are journalists at risk of being replaced by artificial intelligence (AI)? And where will the future of journalism and communication lead? These are pressing issues that require our consideration. This paper aims to systematically outline this logic and clarify the fundamental rationale behind the profound impact of generative AI on the news industry.

1 Impact of intelligent communication on journalism

To answer the question of how intelligent communication affects journalism, we must first recognise journalism, and the essence of its social function. We believe that the traditional perspective of recognizing journalism from an epistemological perspective is one-sided and that journalism must be perceived from a systemic viewpoint, which will also help us further elucidate this developing trend of journalism in the era of intelligent communication.

1.1 The nature of news

The nature of journalism has been a focus of academic attention. Traditionally, news has been defined as the reporting of recent facts (Lu, 1943). While this definition is widely circulated and accepted in academic circles, it may oversimplify the role journalism plays in society presently and over time. To explore intelligent communication's impact on journalism, we must reflect on this definition's limitations. Traditional epistemological perspectives provide a partial account of news production, emphasizing news as an information product that results from journalists' reporting and highlighting its factual nature. However, in this epistemological perspective, it is the area illuminated by the 'flashlight' that constitutes the news. Journalists who adopt

this perspective undoubtedly play a central role in the news production process and naturally become 'uncrowned kings'. However, this greatly enhances the subjectivity of the news, and the personal heroism of the reporter becomes evident. This perspective fails to adequately account for the interaction and mutual influence of news and social systems. Therefore, we need a more scientific understanding of journalism's nature from a systems theory perspective.

The fact is that in any era in human society, the absence of heroic journalists has not hindered the significant role played by journalism. From a systems theory perspective, journalism is the subsystem of the human social system responsible for information feedback. The information feedback subsystem is indispensable to the social system; hence, it is necessary for the birth and role of journalism since the dawn of human society. From the sentinels responsible for vigilance in the age of the apes to the journalists in the digital age or the journalists of artificial intelligence (AI), all are essentially playing the role of those who monitor the environment. Such information feedback must provide comprehensive, truthful, objective, accurate, and timely public information for the whole system so that there can be self-organisation and effective coordination among the various parts of the system. The information feedback subsystem consists of positive and negative system feedback, and journalism plays exactly this role. It is, therefore, more scientific to interpret and understand the nature of journalism from a systems theory perspective.

From this perspective, we understand that human society is a system in which journalism is the subsystem responsible for information feedback, and, therefore, this subsystem will not disappear if human society is not disintegrated or exists in some other form. With the advent of the AI era, human society will be more standardised, and there will be a digital way of fast-paced operation. Against this background, people need to have a fast, efficient, and accurate service of information feedback

subsystems. Thus, instead of disappearing, journalism will enter the smart age in a more efficient and indispensable state.

2 Impact of intelligent communication on journalists

Journalism will not fall with AI, but will reporters and editors be replaced by AI? It is obvious that simple information gathering, writing, and editing can already be completely replaced by AI, and even its efficiency, accuracy, and labour tolerance are far higher than that of human beings. Based on the special characteristics of human society, however, its existence involves more than just simple conflicts and surface-level changes. There are also vital elements embedded in human society that cannot be seen and touched, such as ideological issues that shape the development of a country or society, the influence of capital on the people's power, class exploitation, unfair distribution, as well as questions about the direction of humankind's fate, and so on. These are areas where AI is far from being capable enough to intervene presently.

2.1 The specificity of human society and journalism

Human society is a complex and diverse system of factors and interactions. People's ideologies are an important part of society. Despite significant advances in information processing and generation, AI is still unable to fully simulate and understand the mechanisms at work inherent in human society.

Journalism, as an important medium for disseminating human ideology, also has unique characteristics. It is not only a tool for information transfer but also transmits the influence of ideology and social values. Ideological changes and profound shifts in social thinking are often reflected in news coverage. For example, Deng Xiaoping's Southern Tour speech marked a major turning point in the reform and opening of

Chinese society. Such far-reaching ideological changes cannot be touched or predicted by AI. While AI can monitor natural phenomena such as earthquakes and typhoons, it cannot monitor changes in systems and profound changes in people's minds. These unseen and unheard factors profoundly affect society's functioning. Changes in ideology can shape the destiny of nations and societies, determining policy formulation and the direction of societies. However, ideological evolution is complex and diverse and not under the complete control of a single algorithm or machine. Additionally, journalism has an important responsibility for speech oversight, as it can monitor the operation of power and expose social problems. Human journalists reveal the truth and abuses of power to the public through investigations, interviews, and in-depth reporting. This ability to make subjective judgments and provide in-depth reporting is something that AI cannot replace.

While there has been some progress in the use of AI in news reporting, we still do not fully understand its capabilities and limitations. AI faces challenges in fully understanding and modelling society's complexity and the evolution of ideologies over short periods. The picture that can be imagined, therefore, is that AI can be used to filter, organise and analyse news information to improve reporting's efficiency and accuracy. However, when placed in the complex problems of human society, presently, AI is unable to intervene.

2.2 What are the challenges posed to journalists?

Every time a new technology is applied to mainstream news production, it creates a discourse crisis within the practitioner community (Chang, 2018). AI technology is more efficient in news content gathering as well as clearer and more accurate in processing word data. Generative AI writing technology is reaching writing speeds that ordinary journalists cannot match. In the face of such challenges, journalists can no longer be satisfied with being 'news movers'， and journalists' role has changed in

two ways: to free themselves from repetitive and complex work, so that they can turn to in-depth reporting, and to build an emerging news dissemination platform that can fully absorb multiple news sources (Yu, 2018). Journalists must focus their efforts on areas that AI cannot delve into, using comprehensive and thorough analysis to provide readers with more specialised and readable news content.

Although AI is technologically more advanced and sophisticated, if misused, it can become an imperceptible tool of exploitation, allowing one part of the population to exploit and oppress another. However, if utilised well, AI can also be a tool for achieving human self-emancipation if it were used as an aid rather than a competitor. In the news industry, AI technology is driving bots to become part of news production, accelerating the speed of news writing and content generation, eliminating technical errors, improving the quality of news, and reducing writing costs (Yu et al., 2017). However, the popularity of the Internet and social media has also created a host of problems. For example, the presence of social bots may sway public opinion in elections, and the spread of 'online emotions' across social media may influence our thinking and behaviour (Panksepp, 2004). Emotions online are expressed differently than traditional emotions because they are communicated through a screen, and everyone has the potential to be a super communicator (Lazarus, 1991). As a result, someone may use popular sentiment to manipulate events for commercial gain or to create a particular atmosphere. In the face of these challenges, future journalists, journalism, and communication education must develop a higher level of competence, pay more attention to the nature of human society and human thinking, and use philosophical thinking to interpret and disseminate news.

As advanced thinkers regarding journalism and guardians of human society, we must be constantly alerted to the possibility of a deeper crisis. Our responsibility is to lead the analysis of AI and its potential impacts through in-depth observation and dissemination and to push the journalism industry towards greater fairness,

transparency, and benefits for human society. It is only through constant reflection on the nature and development of society that we can better fulfil our role as journalists in the technological age, provide valuable information, and contribute to social progress.

2.3 Higher requirements for developing journalism and communication education

In the era of AI communication, journalism and communication education faces new challenges. AI, as a new species that is human and even surpassing humans in some ways, demands that we examine the threat it poses to human society. Reflecting upon the threats stemming from this new technology requires a humanistic spirit. What are the forces that drive the development of technologies beyond human control, and what are the forces involving humanity in wars while we exist on the brink of bidding farewell to hunger and poverty? Controlling evil forces in human society is an important factor for its healthy development, and behind all these major issues, journalists have an extremely important responsibility. They must gain deep insight into social laws and the complexity of human nature; therefore, in the era of AI, journalists are more in need of a critical spirit and a sense of responsibility for the community. We must strengthen the humanistic education of practitioners.

Specifically, the qualities that must be developed in journalists, journalism, and communication education, must focus more on analysing society, human nature, and so on. We must learn and grasp how to manage issues of fairness, justice, and benefits distribution within human society, so that we can fundamentally eliminate AI from becoming a tool for exploiting and oppressing a portion of the population. Only in this way can we ensure that this technology is put to good use. In the era of AI communication, it is crucial to establish a regulatory and ethical framework for technology. We must promptly grasp AI's technological boundaries, understand its usage and oversight, and control it to ensure regulated use within the ethical

framework of human society. This not only requires journalists and news practitioners to acquire relevant knowledge and skills, but also needs the legislature to keep pace and formulate appropriate laws and regulations to govern AI's application. Additionally, ethics education must be updated so that the audience can adapt to technological developments and properly manage their effects. Journalists play an even more important role in the age of AI. They must conduct in-depth research, observe the various social states, and reflect on them. As monitors of social systems, journalists' mission is to prevent society from deviating from its course and mitigate amplifying risks, thereby contributing to society's betterment. What journalists must think about and monitor in the age of AI communication is, therefore, of ultimate significance. Every journalist should strive to become a great journalist, showing their strengths, and embracing higher demands and challenges.

In the era of AI communication, journalism and communication education are facing new requirements and challenges. By understanding AI as a revolutionary new technology, we can define the qualities that journalists must develop and the areas of thought that news communication education should focus on, such as the overall society and human nature. It is also crucial to establish a technological regulatory and ethical framework to govern AI's application. Meanwhile, journalists play a more important role in the age of AI, and they must conduct in-depth investigative research to promote social progress. It is only through these efforts that we will be able to achieve effective journalism and communication education in the age of AI communication.

3 Trends in the structure of journalism in the era of intelligent communication

In the age of intelligent communication, the structure of journalism is undergoing a series of changing trends. This includes a further reduction in the number of news-producing organisations, greater news dissemination, and technology as a double-edged sword giving rise to new forms of smart journalism. By perceiving journalism through the lens of systems theory, we can articulate the impact that intelligent communication has on journalism more clearly.

3.1 There will be a further reduction in the number of news-producing organisations

As the efficiency of news production increases, news-producing organisations undergo significant changes that will have a profound impact on the structure of the entire industry. The Internet age has led to the demise of many traditional media, and those that have survived are facing convergence, which is known as media extinction. In the age of intelligent communication, there will be a wave of digital news media extinction, and these digital news media organisations may also change (Yin, 2005).

Without adopting AI technology, news production would be very inefficient, and the costs involved in introducing AI, such as algorithms and computational costs, will be very expensive. As a result, we will tend towards larger organisations, with a possible increase in large news organisations and a further decrease in small and medium-sized news dissemination firms. This will lead to an increase in the frequency of news exposure for people, and the reach of news will also be further enhanced. All these changes result from the development of AI. For example, when driving a car, the car's screen may show important news, and the car's broadcasting

system will correct erroneous information in a timely manner. We can have conversations with AI-equipped cars and talk on the phone with the AI while driving. Once we get home, we can talk to the virtual assistant to ask what recent news has occurred, ask for help turning on the air conditioner and TV, etc. When we turn on the TV, it asks us if we want to watch a movie or a TV show, and if we choose a TV show, it asks us which episode we want to watch. It will provide all the options for us to choose from. If there is breaking news, it will ask us if we want to know about it, and if we are not interested in it, it will move on to the TV show. If we express interest, it will automatically display relevant content.

These are just some of the changes and possible applications brought about by AI in the field of news communication. As technology continues to evolve, we can expect more innovations and changes in the way news is produced. Journalists and scholars should pay close attention to these changes and continuously adapt and master new tools and methodologies to accommodate the rapidly evolving news communication environment. This will further shape the journalistic landscape and create greater challenges and opportunities for journalists.

3.2 Higher news dissemination

In the age of intelligent communication, news media are further monopolised, and their reach is increased. People will be exposed to news more frequently, and it will permeate daily life more widely. However, this provokes reflection on journalistic expression's evolution. As a tool for monitoring society and reflecting public opinion, journalistic expression has been affected by digital and smart technologies, which raises an important question: is the strengthening of journalistic expression a form of empowerment or exploitation? How does it affect society's democratisation? Or put us in digital enslavement? The answer to this question depends largely on human ingenuity and mastery of technology. As a communication medium, the value and

impact of news is closely related to our proper application of technology. By actively guiding and controlling the use of digital and smart technologies, we can ensure that the press plays an active role in conveying information, reflecting public opinion, and monitoring society. To this end, we must remain vigilant, strengthen ethics education, and develop relevant regulations and policies adapted to the era of intelligent communication.

Ultimately, we must pursue the goal of technological ingenuity to ensure that news is expressed in a manner consistent with the core values and democratic principles of human society. It is only through the wise use of technology and guidance of human intelligence that we can realise a more democratic and free future in the field of information and communication, rather than becoming slaves to technology.

3.3 Technology is still a double-edged sword, and smart Journalism has given rise to new business models

Technology is a double-edged sword. While smart journalism has spawned many new business and growth opportunities, we still do not fully recognise the potential dangers and harm involved, its inherent challenges, or the lack of effective preventative measures. In confronting technology's challenges, we must focus not only on its innovativeness and commercial prospects, but also reflect on the far-reaching impact it may have on our social, personal, and ethical values. We are concerned that excessive precautions may hinder technological development and innovation, but we are also concerned that, if left unchecked, technology may enslave us and erode our freedom and dignity. Therefore, we must always be vigilant and have a spirit of struggle. This spirit involves an intellectual and moral struggle between persons. As journalism practitioners and related stakeholders, we have an important responsibility to guide technology's development, using our wisdom to ensure that it

is consistent with society's values and interests. This means that we need to examine journalism's code of ethics and industry norms to ensure that they are adaptable and responsive to the challenges posed by technological developments. Simultaneously, we must fight against technology's negative impacts to protect human freedom, dignity, and privacy.

Journalism forms an important part of society. The impact of this emerging technology on the news industry is complex and far-reaching, and its advantages and disadvantages coexist and require analysis and exploration. We must recognise that the development of journalism is inextricably linked to the struggle between human intelligence and morality. Only through constant efforts to pursue the wisdom of goodness can we steer journalism in a positive direction and fulfil its proper roles of supervision, guidance, and information dissemination. This requires us to strengthen journalists' ethical education and professional moral training, cultivating a high degree of sensitivity to truth, justice, and social responsibility. Simultaneously, we must be alert to technology's negative impacts on journalism, to remain vigilant and take appropriate measures to avoid abuse and distortion. This means we must strengthen regulatory mechanisms to ensure the accuracy and credibility of news reporting and prevent manipulation and misinformation by AI algorithms. Additionally, we must actively promote the public's media literacy and critical information skills so that they can recognise false information and manipulative reporting. Through education and training, we can help the public better understand the nature of news and the role of the news media, and thus, better participate in and shape the process of information dissemination.

During technological development, with the application of AI, big data, and automation technology, the way news is produced and consumed is also undergoing profound changes. We must look at the potential impact of these technologies on journalism and take timely steps to address issues that may arise. For example,

applying AI algorithms for news recommendations and personalised content may lead to bias in information filtering and the formation of information bubbles, thereby limiting the public's ability to access diverse perspectives and comprehensive information (Chen, 2021). We must push for transparency and fairness in algorithms to ensure that AI's use in journalism truly serves the public interest. With the rise of social media, individual users have also become important participants in news dissemination. We must guide and cultivate the public to responsibly disseminate and share news and information on social media to avoid spreading false information and rumours. We must also protect privacy and data security of our users to prevent the misuse and leakage of personal information.

Technology's impact on journalism is far-reaching, and we must remain alert to it and constantly strive to meet the challenges it poses. Through wisdom, struggle, and vigilance, we can steer the course of technology and ensure that journalism moves in a positive direction, contributing positively to the development of society and well-being of humanity. It is only with the joint efforts of the entire society that we can realise a press environment full of truthfulness, fairness, and pluralism, providing the public with trustworthy information and promoting the realisation of democracy and social progress.

While advances in technology have brought many opportunities and changes to news communication, we must remain vigilant, recognise AI's potential risks, and take appropriate measures to regulate and guide its development. We must also think deeply about human society and human nature and strengthen ethical education and legislation to regulate AI's use. We must recognise that AI, as a new media technology, is changing the form and content of news reporting in unprecedented ways, reshaping the production and business chains of the news media industry. We must, therefore, remain wise and vigilant in confronting AI and ensure that it has a positive impact on society's development and humanity's well-being.

Therefore, as journalists and scholars, we are faced with higher demands and challenges. We must keep learning and adapting our roles to better monitor social systems and contribute to human progress. Our responsibility is to intellectually and ethically lead, taking full advantage of technology to shape a more just, transparent, and progressive future. It is only through continuous learning, adaptation, and ethical leadership that we will be able to play a greater role in the field of journalism and communication, provide more valuable information, and guide society in a positive direction. There is also a need to realise that the news industry is facing a challenge of higher levels of monopolisation and enhanced dissemination. We should fulfil our role with a higher sense of mission and responsibility, alerting people to possible new crises and risks through constant observation and dissemination. Only in this way can we promote the progress of the news media and shape a more just, transparent, and prosperous society.

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SOR model of the impact of short video advertising on user consumption decisions
—— Based on a grounded theoretical analysis of semi-structured in-depth interviews

◎ Xiaolin Li, Xiangmei Ju

Abstract   In the era of new media, short video advertisements are increasingly favored by advertisers. However, due to the large differences in the perception and acceptance of advertisements among different users, there are also differences in whether users will make consumption decisions after watching advertisements. This paper conducts semi-structured in-depth interviews with 18 users who have certain experience in watching short video advertisements, and then constructs a model of the impact of short video advertisements on user consumption decisions based on SOR model and grounded theory. It is found that product attributes, marketing communication and service scenarios have an impact on consumption emotion, and consumption emotion further affects users' consumption decisions.

Key Words   Short Video Advertising, SOR Model, User Consumption Decision, Grounded Theory

1 Literature review

While online shopping provides convenience for people's daily life, it also brings consumers great pressure to select goods, and advertising and marketing relying on the short video platform gradually began to play a role in this link, with the advantages of short video rich in content and interactivity, it enriches the mode of communication, and to a certain extent, it also helps the users to make consumption decisions. The concept of short video comes from the global new media practice [1], which has a shorter playing time, generally in minutes and seconds (usually less than 5min), and can be combined with sound, text, pictures, video and other forms of dissemination on social platforms, with the characteristics of mobile, fragmentation and socialisation. The rapid development of short videos has led to the emergence of short video advertisements, and the current research on short video advertisements is, on the one hand, about the migration of traditional advertisements in new contexts, and the concepts of immersion, involvement and sense of presence have been used for the measurement of the effects of short videos (Wang, 2020), which extends the traditional theories into the field of short video advertisements. On the other hand, the special characteristics of short video advertisements have been analysed, which are more interactive, vivid and intuitive (Luo, Xueshan, Hu, Rong, 2021; Barwise, 2020), provide consumers with a smooth and realistic viewing experience (Barwise et al., 2020), which makes the overall duration of the advertisement viewed by the user become longer (Pashkevich et al. 2012), and is more capable of triggering positive user engagement behaviours such as ad sharing, commenting, and subsequent information search (Goodrich et al., 2015). However, short-video advertisements still do not provide enough insight into users in the development process, and there are

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problems such as insufficient regulatory power, lack of platform-related services, and infringement of consumer privacy.

Consumer's willingness to buy is the subjective tendency of consumers to purchase a particular product, and the subjective willingness of consumers can directly affect their consumption behaviour (Ajzen, 1991). There are numerous factors that influence consumer purchase intention, and both internal and external cues of a product can affect customers' purchase intention (Feng Jianying, 2006). From external cues, IWOM, online reviews, informative features, normative features and trust all affect purchase intention (Bi Jidong, 2009; Wang Yaru, 2017; Liu Li et al., 2018), and user recommendations under social e-commerce also have an impact on consumer purchase intention as well (Yan Xingyao et al., 2015). In terms of internal cues, pleasant interpersonal interactions, the psychology of identification with the product, and perceived value all affect purchase intention (Sicilia, 2005; Wu, Xiyu, Guo, Bin, and Zhou, Shasha, 2015; Wei, Xi, 2018). In addition, some unobservable factors such as gender factors and personal privacy and information security also affect users' purchase intention (Yang Xue, 2018; Dai Qianyu, 2019). In addition, there are factors that play a mediating role in most studies on purchase intention, psychological perception, perceived trustworthiness, etc. can be used as mediating variables to influence purchase intention (Tan et al., 2017; Ghose et al., 2011), and trust and value can also play a co-creative mediating role in influencing purchase intention (Li Xiaonan, 2012; Gao Quan, 2019).

Nowadays, the short video economy has gradually come into people's lives and is changing people's consumption behaviour in an unprecedented manner, and the unique advantages of short video advertisements have a different mechanism of influencing users' consumption decision-making, therefore, this paper will be based on the SOR model, using the literature analysis method and in-depth interviews, to study the mechanism of the influence of short video advertisements on users' consumption decision-making.

2 Research Design

2.1 Research Methodology

Grounded theory was first proposed by Glaser and Strauss (1967) and the proceduralisation of the theory was realised by Strauss and Corbin (1990). The rooting theory enables the full use of secondary qualitative data for effective research, exploring and discovering the theory behind the phenomenon based on systematic information gathering and analysis, which further serves as a tentative validation of the theory.

The SOR model, also known as the Stimulus-Organism-Response (SOR) theory, was proposed by Mehrabian & Russell in 1974 based on the S-R model with the addition of the organism variable O[1]. The SOR model suggests that a consumer's intrinsic behaviour induced by an external environmental stimulus is not as strong as that of the organism. The SOR model suggests that changes in consumers' internal cognitive and emotional factors caused by external environmental stimuli will further motivate consumers to make purchases and drive them to form purchasing behaviours [2]. The three variables of the SOR model, S is external stimuli, which are the various environmental elements that affect consumers' internal cognition; O is organism, which refers to consumers' cognition and emotions; and R is response, which includes changes that occur in consumers' internal minds as a result of stimulation of external environmental factors, resulting in the use and purchase of products. change and generate behaviours such as use and purchase.

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2.2 Case selection

The 51st Statistical Report on the Development of the Internet in China shows that as of December 2022, China has 1.012 billion short video users, accounting for 94.8% of the total number of Internet users. Meanwhile, the 2022 China Internet Advertising Data Report shows that the video-based platform market accounted for 23.03%, the second largest category of advertising platforms; the video advertising market accounted for 22.19%, the third largest category of advertising forms. This shows that video is gradually starting to become a powerful tool for marketing products, and video-type advertisements are starting to tilt towards short videos, and short video ad formats have outstanding advantages. Therefore, the study of short video advertising has certain value. As the short video platform with the largest number of users in China, Jitterbug APP occupies nearly half of the short video market. Therefore, it is feasible to study Jittery APP as a case of short video advertising.

3 Mechanism Construction of Influencing Factors of Purchase Intention

3.1 Sampling design

3.1.1 First round of sampling

According to Avery index data, the main user group of Jitterbug is concentrated in the age of 18-35 years (48.16% of the total), the user group shows the characteristics of youthfulness, so the sample age of the first round of sampling is concentrated in this range, and the sampling method of judgement sampling is adopted, and following the "principle of theoretical saturation", 12 interview subjects (three of them for the theoretical saturation test) are selected, including 7 female interview subjects and 5 male interview subjects. Twelve interviewees (three of them were used for theory

saturation test) were selected, including seven female interviewees and five male interviewees, who were between 18 and 35 years old, had more experience in online shopping, had used Jieyin for more than the average time, had a high degree of acceptance of new things, and were able to accurately express their own views and attitudes.

During the interview, a brief introduction of the short video adverts on Jittery was first made with the interviewee, and then a semi-structured interview was conducted with the following questions as the outline of the interview, and the frequency of the appearance of the answer concepts was recorded.

(1) Do you pay more attention to the adverts because the brands involved are famous?

(2) What types of products are generally associated with the adverts swiped? Is it the type of product that interests you? Do you think there is a relationship between watching or not watching short video adverts and whether you are "interested in" or "need" the advertised product?

(3) How often do you swipe to the adverts? Do these ads meet your actual needs?

(4) Do you watch the ads because of the KOLs in the ads? Will you be influenced by them to buy the products in the adverts?

(5) What factors in the adverts affect your viewing experience? Do the visual effect, language rhythm and information content of the advert affect your viewing experience? Would you buy or not buy the advertised products because of this?

(6) What is the most impressive advertisement you have swiped? Why does it attract you?

(7) Which one of the product presentation, video atmosphere, interaction, or price offer would give you more urge to buy?

(8) Under what circumstances would you buy the products in Shakeology ads?

(9) How do you usually feel after watching the advert?

(10) Would you be willing to buy the products in short video ads?

Table 1 Basic demographic attributes of first round in-depth interviewees

Number	Sex	Age	Record of Formal Schooling	Occupation/Profession
A	Female	24	Master's Degree	Students/Biochemistry
B	Female	24	Master's Degree	Student/Journalism & Communication
C	Female	30	Undergraduate	Employee/Service Industry
D	Female	24	Undergraduate	Staff/Banking
E	Female	25	Master's Degree	Student/News Communication
F	Male	22	Undergraduate	Students/Physical Education
G	Male	19	Undergraduate	Students/Hydraulic Engineering
H	Male	25	Master's Degree	Students/Teaching
I	Male	24	Master's Degree	Students/Journalism & Communication
J	Male	23	Undergraduate	Students/Biological Sciences
K	Female	24	Undergraduate	Students/Mathematics
L	Female	20	Undergraduate	Students/Communication

Each interviewee was interviewed for about 35 minutes, and some of the interviewees were interviewed twice. After explaining the purpose of the interview with the interviewees and obtaining the interviewees' consent, the whole process of the interview was recorded, and after the interview was over, the text generated from the interview process was organised and summarised, and after checking, the raw data were formed, and the raw data were coded in the first round.

3.1.2 Second round of sampling

After the first round of sampling, the obtained interview data and generated codes were sorted out to get the approximate framework of the model, and the possible influencing factors of the framework were analysed to find the research subjects with relevant characteristics in a directional manner. Since gender, age, religion and years of education also have an impact on the consumption decisions of the whole household (Baolai Wang, 2022), a sample of high age and low education is added to the sample, and a second round of interviews and data collection is conducted to iteratively code and refine the conceptualisation process.

The second round of sampling adopts the typical sampling method to find research subjects who are easily influenced by short video advertisements when making purchasing decisions, and analyse the influencing factors of their generating purchasing intentions, and finally six research subjects are selected to conduct one-on-one in-depth interviews again.

Table 2 Basic demographic attributes of second round in-depth interviewees

Number	Sex	Age	Record of Formal Schooling	Occupation/Profession
M	Male	22	Undergraduate	Student/Food
N	Female	23	Master's Degree	Student/Journalism & Communication
O	Female	23	Master's Degree	Student/Marx
P	Female	20	Undergraduate	Student/Chinese Language
Q	Female	40	Secondary School	Staff/Service Industry
R	Male	42	Secondary School	Staff/Electricity Industry

3.2 Data analysis

3.2.1 Open coding

This stage is to express the collected information with more precise concepts and categories, which is the separation, reorganisation and re-integration of the previous

information. In order to ensure the accuracy of the study, this study coded the original utterances of the interviewees sentence by sentence, tried to extract the corresponding initial concepts from the original words of the interviewees as much as possible, and categorised the concepts with a high frequency of occurrence to produce open coding. A total of 192 initial concepts were obtained from the open coding, and by further organising and classifying the heterogeneous initial concepts, they were aggregated into 14 subcategories such as brand awareness, as shown in Table 3.

Table 3 Open coding results

Initial Statements	Concepts	Initial Category	Sub-scope
Know this brand; I recognise the logo.	A1-1-1 Brand Memory	A1-1 Cognitive Depth	A1 Brand Awareness
Have used the brand before.	A1-2-1 Consumer Experience	A1-2 Cognitive Breadth	
Have a good feeling about a brand.	A2-1-1 Good opinion	A2-1 Brand favourability	A2 Brand Reputation
Friends say this brand is great; the brand that's been pushed lately.	A2-2-1 Word of mouth	A2-2 Brand Word of Mouth	
Always use their sunscreen, especially easy to use.	A3-1-1 Usage Experience	A3-1 Brand Experience	A3 Brand Loyalty
Big brands have discount prices, feel super value; brand is reassuring.	A3-2-1 Value	A3-2 Brand Value	
Concerned about this brand; like this brand; is a loyal fan.	A3-3-1 Like	A3-3 Brand Emotion	
Feel the quality is pretty good; look pretty good.	A4-1-1 Quality	A4-1 Quality Perception	A4 Trait Perception
Looked delicious; looked good.	A4-2-1 Delicacy	A4-2 Functionality	
Looked good fun; find the gods.	A4-2-2 New and		

	Interesting	A4-3 Effectiveness	
They look good on them; It looked good.	A4-3-1 Effects		
The blogger is interesting, humorous; especially funny; very funny.	A5-1-1 Humour	A5-1 Intrinsic Charm	A5 KOL Charisma
Anchor has charm; blogger is very temperament; have connotation not so commercial.	A5-1-2 Connotation Temperament		
Handsome; why are there such p retty girls?	A5-2-1 Beauty	A5-2 External Charm	
Have their favourite stars; Chai Biting is so gentle.	A5-3-1 Star Effect	A5-3 Celebrity Charm	
Bloggers use it directly and are especially trustworthy; don't recommend everything to everyone；Anchor recommended are self-use models, not everything with goods.	A6-1-1 Recommendations for Personal Use	A6-1 Behavioural Trust	A6 KOL Cred ibility
Anchor recommended things generally have discounts; often follow the blogger's discount price to buy things; often recommend the cheapest purchase link.	A6-2-1 Save Money	A6-2Ability Trust	
Now the anchor is very roll, recommend products know professional knowledge; measurement class with goods video, the anchor to provide comparative data, it is very awesome; Some bloggers also find a few people to try, record evaluation,	A6-2-2 Professional Reliability		

very professional.			
The blogger introduces the product objectively and feels that it is very reliable; Some anchors say all the advantages and disadvantages, more credible.	A6-3-1 Objective presentation	A6-3 Verbal Trust	
This blogger is particularly conscientious, and I usually feel reliable when I see him recommending things, so I'm tempted to buy; the anchor is very sincere and truthful.	A6-4-1 Blind Trust	A6-4 Subject Trust	
The visual effect of the advert is very appealing and shocking.	A7-1-1 Vision	A7-1 Visual form Differences	A7 Performance Creativity
It's rare to see ads with such a strong colour contrast, it's very cool.	A7-1-2 Colour		
The slogan is so novel that I can't help but finish it.	A8-1-1 Novelty	A8-1 Advertising Language Innovation	A8 Conception Creativity
The slogan immediately struck me; it feels very stylish.	A8-1-2 Resonance		
The blogger tells the origin, ingredients, advantages and disadvantages in great detail.	A9-1-1 Comprehensive Information	A9-1 Advertising Informativeness	A9 Content Creativity
The blogger shows a lot of details of the product, look and feel very relieved.	A9-1-2 Detailed Information		
The blogger is very objective to the product's good and bad are said, can let people see the product more clearly; blogger to the product on the spot show, but also try to everyone to see,	A9-1-3 Objective Information		

there is a kind of true.			
Sometimes see the anchor recommended things are not interested，then I won't see it; be more interested in eating；I basically focus on food and clothes more.	A10-1-1 Interested	A10-1 Match of Interest	A10 Perceived matching
Just what I need, I feel I can use it; I mentioned to a friend that I was missing a satchel, and my friend shared it with me.	A10-2-1 Happens to Need	A10-2 Match of Demand	
Not only show the outer packaging of the product, but also squeeze out the lotion inside for everyone to see; after showing the snail powder, it is directly cooked in the pot.	A11-1-1 Display way	A11-1 Scene Display	A11 Physical Context
The host is so energetic, I want to buy it when I hear the host speak so enthusiastically; the food is so delicious, gluttonous and tempting.	A11-2-1 Video Atmosphere	A11-2 Communication Rendering	
Ask a question in the comments section and get an answer in a few moments; if you don't understand something, ask in the comments section and someone will answer your question; replies are so fast and questions are answered almost in seconds.	A11-2-2 Interactive Quality		
Cheaper and discounted than the original; It doesn't look too expensive so I buy it; cheap	A12-1-1 Cheap	A12-1 Promotional Contexts	A12 Environmental Context

make me impulsive.			
Seeing a lot of people in the comments section saying it works well led me to want it; so many people have bought it, so it should be good stuff.	A12-2-1 Submissive	A12-2 Social Situations	
See my heart pounding; buy it buy it buy it!	A13-1-1 Excitement	A13-1 Positive Emotions	A13 Consumption Emotion
I am very satisfied; quite in line with my expectations; looking not too expensive.	A13-1-2 Satisfied		
At first glance it was a flimflam; Feeling unreliable and ignoring it; that it feels fake	A13-2-1 Suspicion	A13-2 Ngative Emotions	
Too exaggerated, do not want to see; Why are there adverts? It's so annoying; it's embarrassing.	A13-2-2 Dissatisfied		
I have to buy it; I want to buy it to try it out.	A14-1-1 Positive Will	A14-1 Consumption Intentions	A14 Consumption Decisions
Unlikely to buy; don't want to be marketed to; no urge to buy.	A14-1-2 Reverse Will		
..... ordered; ...... bought.	A14-2-1 With Actual Action	A14-2 Consumption Actions	
...... never buy; ...... didn't buy	A14-2-2 Without Actual Action		

3.2.2 Principal axis coding

Main axis coding is based on open coding, further discovering the relationship between categories by means of cluster analysis, so as to form main categories and divide the relationship between main categories and sub-categories. In this study, the 14 categories formed in the open coding process were analysed for their logical relationships, and nine main categories such as brand equity and product quality were

finally summarised. (See Table 4)

3.2.3 Selective coding

Selective coding is the process of mining core categories and analysing the relationship between core categories, sub-categories and other categories. In order to explore the influence mechanism of short video advertisements on users' consumption decisions, this study is based on the SOR model, and by analysing the hierarchical relationship between the main categories, five core categories, namely, product attributes, marketing communication, service scenarios, consumption emotions, and consumption decisions, are finally extracted. The relationship between the core categories and the main categories is shown in Table 4.

Table 4 Sub-categories, main categories and core categories

Sub-scope	Main Scope	Core Scope
A1 Brand Awareness	B1 Brand Equity	C1 Product Attributes
A2 Brand Reputation		
A3 Brand Loyalty		
A4 Trait Perception	B2 Product Quality	
A5 KOL Charisma	B3 KOL Attributes	C2 Marketing Communication
A6 KOL Credibility		
A7 Performance Creativity	B4 Ad Creativity	
A8 Conception Creativity		
A9 Content Creativity		
A10 Perceived matching	B5 Ad Match	
A11 Physical Context	B6 Physical Context	C3 Service Scenario
A12 Environmental Context	B7 Environmental Context	
A13 Consumption Emotion	B8 Consumption Emotion	C4 Consumption Emotion
A14 Consumption Decision	B9 Consumption Decision	C5 Consumption Decision

3.3 Theoretical model construction

According to the aforementioned, the relationship between the five core categories can be sorted out, and the SOR model of the influence of short video advertisements on users' consumption decisions can be constructed, as shown in Figure 1, whose logical relationship is as follows: users' consumption decisions are affected by three antecedent variables, namely product attributes, marketing communications and service scenes, and one intermediary variable, namely, consumption emotions. In this model, product attributes, marketing communications, service scenes will directly affect the consumer sentiment, and consumer sentiment as a mediating variable directly affects the user consumption decision.
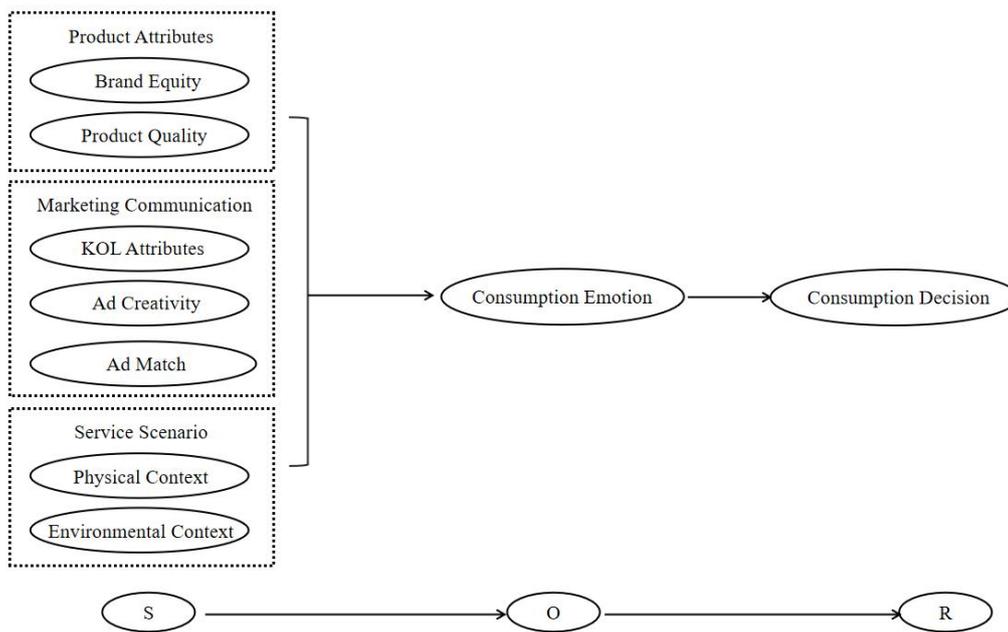

Fig. 1 SOR model of the impact of short video ads on users' consumption decisions

3.4 Theoretical saturation test

This study conducted a theoretical saturation test using the interview data of the remaining three respondents from the first round of sampling, and no new categories

were obtained and no new concepts emerged. Therefore, it can be assumed that the factors influencing users' consumption decisions by short video advertisements proposed in this study are theoretically saturated.

4 Conceptual Interpretation and Analysis of Impact Mechanisms

4.1 Product attributes

4.1.1 Brand equity

Brand is a kind of intangible assets, Aaker (1991) believes that brand equity is a series of assets or liabilities related to the brand, brand name and brand identity, etc., and divides it into five dimensions. This paper focuses on the study of consumers' perception after watching short video advertisements, so only three dimensions of brand awareness, brand reputation, and brand loyalty are used in this study, and the initial statements such as "knowing this brand" and "having a favourable impression of a certain brand" are brand The initial statement, "know this brand", "feel good about a certain brand", etc. are the embodiment of brand equity. Brand loyalty affects consumers' emotional response and willingness to make repeated purchases, and has a long-lasting and effective effect on enhancing brand value[1] . Brand image also has a positive impact on consumer sentiment (Geng Lihui, 2007), when consumers' perception and experience of a brand exceeds expectations, consumers will trust the brand more and generate positive consumer sentiment (Jackson, 1985).

4.1.2 Product quality

Consumers' quality perception in this study belongs to the category of product quality, which includes both the perception of product quality and the perception of

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[1] Sun, Hongping (2023). Research on the construction of brand value assessment model of Suzuo furniture. Beauty and Times, (1), 128-130.

product functions and effects. Initial statements such as "I feel that the quality is quite good" and "I found the magic weapon" are reflections of product quality.Jang and Namkung confirmed in their study that product quality alleviates customers' negative emotional responses. An Jingwen et al. (2017) also confirmed in their study the positive effect of the functional value of the product on the influence of consumers' purchase intention as well as the positive effect of characteristics such as uniqueness and trendiness of the goods on consumers' purchase intention. In addition, the more features and the better the quality of the goods recommended by the anchor, the more the webcast consumers will have a sense of trust in the live event, and the more it will enhance their willingness to buy the goods in the live event[1] .

4.2 Marketing communication

4.2.1 KOL attributes

In the process of short video advertisement dissemination, KOL uses its own charm and persuasive language and intuitive display to establish a relationship of trust with consumers, and plays an important role in the process of short video advertisement's influence on users' consumption decision-making.Macinnis et al. (2002) pointed out that celebrities can bring a new image for the brand, and increase the consumers' willingness to buy. 2004) also pointed out that in webcasting, based on the interaction between anchors and viewers to create a sense of immediacy and scene of the sale of goods can evoke the consumer's consumption emotions and arouse the consumer's desire to consume. The charisma of KOLs appearing in short-video advertisements can become part of the influence on consumer sentiment, as a mediating variable affecting users' consumption decisions. "Bloggers are interesting and humorous" and "Bloggers are direct and trustworthy" are all KOL attributes reflected in the initial statement.

[1] Ye Shunya (2021). Research on the influence of live banding on consumers' purchase intention based on TAM model. Journal of Jilin Engineering Technology Teachers College, (12), 91-94.

4.2.2 Advertising creativity

Based on the coding analysis, this paper classifies advertisement creativity into three dimensions: concept creativity, content creativity and performance creativity. "The visual effect of the advertisement", "The advertisement words are novel", etc. all belong to this category of advertisement creativity. Yang Xingjun et al. (2022) proved in their study the influence of social media advertisement content on consumer emotions, and that the fun of advertisement content can satisfy consumers' own curiosity psychology, drive consumers' emotions through the content, and inspire consumers' purchase decisions. In addition, the quality of the information content of the live broadcast platform will also affect the consumer's consumption mood, the higher the quality of the information content, the greater the degree of stimulation of consumers, the more obvious the impulse consumption behaviour of consumers[1]. At the same time, when introducing products in short video ads, focusing on detailed, comprehensive and objective content information can also achieve the effect of "both sides of the tip", and produce a better persuasive effect on those who originally resisted the attitude of consumers to produce the "immune function" of product shortcomings. "so as to enhance the sustainability and stability of the persuasive effect, which in turn affects the user's consumer decision-making.

4.2.3 Advertisement Match

Matching the theme of the advertisement with consumers' interests or needs belongs to the category of advertisement matching degree. After watching an advertisement, consumers will have corresponding consumption emotions according to their own interests and needs, which in turn will influence their consumption decisions. Initial statements such as "I basically pay more attention to food and clothes" and "I just need it, I feel I can use it" are all reflections of advertisement

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[1] Gong, Xiaoxiao, Ye, Zuoliang, and Wu, Yuping (2019). Research on the influence mechanism of live scene atmosphere cues on consumers' impulse consumption willingness. Journal of Management, (6), 875-88

matching degree, and Dave Walker and Mike Underhill's (2005) study on celebrity advertisements shows that celebrity advertisements are ineffective. The study shows that celebrity advertisements are ineffective not only because of credibility issues, but also because of relevance and uniqueness issues. In addition, advertisement involvement, relevance, and favourability also have a positive effect on the effectiveness of personalised advertisements (Yang Liming et al., 2016). In TV shopping, the products are also displayed through multiple angles and match the individual needs to increase the individual's desire to buy and finally produce consumption behaviour (Xi Yan et al., 2013). And in the era of network economy, after analysing consumer preferences to obtain user profiles, products or services can also be launched based on consumers' personal needs to stimulate the audience's desire to buy (Chen Qiang, 2022).

4.3 Service Scenarios

4.3.1 Physical Context

Physical context refers to the environmental factors that exist in the form of physical objects and can evoke human feelings, but this concept has some limitations when used to cover online shopping situations, so this paper refers to the research of Wu Xiaoyi[1] and Han Xoyi[2] to define physical context as the display of the product's physical scene and the product purchasing scene that is created in the advertisement by the anchor through the rendering of words and expressions. "Showing the outer packaging of the product" and "the anchor is talking too much" are the categories of physical context.Raghubir (2004) confirmed in his study that webcasting creates a sense of immediacy and scene of selling goods based on the interaction between anchors and viewers, and has an impact on the consumer's consumption emotion.

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[1] Wu, Xiaoyi (2005). A study of situational factors influencing consumers' purchase decisions. Mall Modernisation, (12), 8-9.

[2] Han xiaoyi, Xu zhengliang (2020). The influence of e-commerce anchor attributes on consumers' online purchase intention - a study based on rooted theory approach. Foreign Economy and Management, (10), 62-75.

consumers' consumption emotions. Xu Jinxing (2021) also pointed out that we should comprehensively improve the interactive experience, inject experiential consumption elements, increase the viscosity of the integration of various industries through the scene experience, and awaken the consumer sentiment through interactive sharing, thus enhancing the positive attitude of consumption and the impulse to buy.

4.3.2 Environmental context

Environmental context refers to the words and behaviours of other consumers as well as the urgent atmosphere created by the preferential and discounted purchase methods used in short video advertisements, which causes the herd mentality of consumers, and then generates the purchase intention. "It's cheaper than the original" and "I saw that many people in the comment section said that it works well" belong to the category of environmental context.Jang and Namkung (2009) pointed out in their study that the environmental context as a stimulus helps to increase customers' positive emotions and influences customers' purchase intention through the mediating effect of positive emotions. the mediating effect of positive emotions on customers' behavioural tendencies. In addition, the behaviour, opinions and evaluations of others can also be used as external stimuli to influence consumer sentiment, and Katz et al. (1964) stated that word-of-mouth communication is nine times more effective than advertising in inducing a change in consumer attitudes. According to Tversky and Kahneman's anchoring effect, when people need to make a quantitative estimation of an event, they will take some specific values as the starting values, and the starting values will constrain the estimation values like an anchor. As a result, consumers will unconsciously give too much importance to the initially obtained information when they are in a consumption mood. Therefore, promotional situations such as limited time and special offers will affect consumer sentiment once they constrain consumers.

4.4 Consumption emotion

According to Westbrook and Oliver (1987), consumer emotions are a series of specific emotional reactions triggered by product use or consumption experiences.Richins (1997) classified consumer emotions into five positive emotions (happiness, excitement, satisfaction, optimism, and calmness) and five negative emotions (suspicion, worry, dissatisfaction, fear, and jealousy). In this paper, consumer emotions are defined as a series of specific emotional responses triggered by various environmental elements that affect consumers during the process of watching short video advertisements. When shopping on mobile shopping platforms, consumers' emotions will be affected by a variety of complex factors and thus have ups and downs, which will further affect consumers' mobile shopping behaviour [1]. Consumers' internal response to the stimulation of short-video advertisement content is a cognitive process in which users process and react to the acquired information, which will become the basis for subsequent behaviour and behavioural intentions[2] .

4.5 Consumption decision

In this paper, the user's consumption decision-making is narrowly defined as consumption decision-making, which contains two dimensions of consumption willingness and actual consumption action. Consumption willingness is the premise and foundation of consumption behaviour, Dodds (1991) pointed out that consumption willingness is the consumer's own feeling that he will consume a product when consuming the probability of the size of this feeling will be subject to internal and external influence. Han Rui (2005), a scholar in China, believes that willingness to consume is the size of the probability that consumers will buy goods, which is a subjective feeling of the possibility of purchase. And consumption action

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[1] Jiang Yan, Jiang Lei (2021). The influence of mobile e-commerce environment on consumers' impulsive purchasing behaviour--Another discussion on the normalisation of "e-commerce festival". Research on Business Economics, (3), 82-85.
[2] Wei, H., Wan, H. (2020). The influence of e-tailing corporate social responsibility on users' consumption decisions: empirical evidence based on the SOR model. Journal of Harbin University of Commerce (Social Science Edition), (3), 64-73.

refers to whether or not the actual purchase action is really taken.

5. Conclusion and Inspiration

This paper constructs the SOR model of the influence of short video advertisements on users' consumption decisions based on the grounded theory and obtains the following conclusions: the influence of short video advertisements on users' consumption decisions is caused by many factors, the product attributes, marketing communication and service scenes indirectly affect the consumption decisions as the antecedent variables, and the consumption emotion directly affects the users' consumption decisions as the mediating variable. The construction of the model reveals the influencing factors of users' consumption decisions, provides reference suggestions for advertisers to formulate advertisement communication strategies, and also reminds consumers of reasonable consumption to a certain extent. Advertisements need to take the initiative to develop brand communication strategies to cultivate consumers' goodwill towards the brand, increase user stickiness and enhance user loyalty. In addition to focusing on the communication effect, short video ads should also improve the quality of the product and enhance product adhesion. In addition, when making advertisements, it is necessary to innovate the expression of advertisements, pay attention to the way of displaying products, and give full play to the maximum value of advertisements. Suitable KOL can also be selected to promote and introduce the products, and their own influence and trust endorsement can be used to increase users' willingness to buy. In addition, creating a real online shopping atmosphere by improving the quality of interaction and increasing concessions can also promote positive consumer sentiment and achieve twice the result with half the effort. In the era of big data, short video advertisements also need to place advertisements more accurately to the target user groups to improve the efficiency and

quality of communication.

The model of the influence of short video ads on users' consumption decisions constructed based on the SOR model in this study is based on a small sample of in-depth interviews, so it remains to be tested in terms of reliability and validity. Future research should strengthen the exploration of concepts such as product attributes and product types, and further expand the sample size and conduct more targeted in-depth interviews to deepen and improve the research results.

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Rhetorical Research on "Dual Circulation" Coverage in Mainstream American Paper Media Under the Paradigm of Critical Metonymy

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Abstract　　The new development paradigm featuring dual circulation, in which domestic and overseas markets reinforce each other, is an important guideline and strategic orientation for China now, drawing special attention from overseas media. This article, based on Li Ke's Critical Metonymy Analysis (CMA) mode as a research framework, and adopting the method of textual analysis, gives an in-depth analysis of "dual circulation" coverage in mainstream paper media of the United States. It has been discovered in the research that mainstream American paper media tend to use terms with instrumental color to stand in for "dual circulation", and through metonymy, construct terministic screens of "inward economic development" and "control of foreign science and technology", strengthen the "closed" and "security-oriented" characteristics of Chinese economy in a specific linguistic context, guide the audience to form negative perception of China, and convey ideology in persuasion identification.

Keywords　　Critical Metonymy Analysis (CMA), Dual Circulation, Metonymy Rhetoric, Economic News

1 Introduction

Constructing domestic and overseas "dual circulation" is a strategic adjustment of economic development concerning the overall situation made by China in face of the new complicated situation, drawing close attention from domestic and overseas mainstream media. Studying the rhetoric and ideological motives of mainstream American paper media in the coverage about China's "dual circulation" and reflecting on the strategy of telling well China's story of "dual circulation" to the world are of great significance to dissolving Western misunderstanding about the strategic adjustment of economic development in China.

CMA is an analytical path developed by combining Critical Discourse Analysis (CDA)[1] and cognition metonymy, with the aim of interpreting authors' views and attitude underlying the use of metonymy, thus disclosing the rhetoric motive implicated in metonymy choice. CMA is an effective means for in-depth study of the relationship among language, thinking and social background.[2] This paper, employing CMA as an analytical framework, attempts to shed a light on the power and ideology operation underlying news discourse hidden in mainstream American paper media, investigate their rhetorical trap, and on this basis propose some reflections on upgrading China's international communication capacity and international discursive power.

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[1] Critical Discourse Analysis (CDA) is also called critical textual analysis, critical linguistics, critical language research and linguistic criticism in some related literature. In this paper, it is referred to as "Critical Discourse Analysis" uniformly.

[2] Li Ke. A Tentative Exploration of the Mode of Critical Metonymy Analysis [J]. *Contemporary Rhetoric*, 2011,(04):78-84.

2 Literature Review

2.1 Current situation of theoretical research on CMA

Critical Metonymy Analysis (CMA) is an analytical path of metonymy theory integration and formation in Critical Discourse Analysis (CDA) and cognitive linguistics, following the approaches of rhetorical criticism and metonymy analysis in terms of analytical framework.

In 1989, British scholar Norman Fairclough initiated the theory of Critical Discourse Analysis for the purpose of disclosing the relationship among language, power and ideology by analyzing the linguistic forms of discourses and how the ruling class exercises ideology to control and maintain their own power and status.

With the development of cognitive linguistics, Chartcris-Black (2004) combines CDA with the metonymy theory in cognitive linguistics, and proposes the theory of critical metonymy analysis to interpret the motive and intention underlying metonymies, offering a more specific discursive analysis method from the perspective of rhetoric. Considering the similarity of metaphor and metonymy and the belief of many scholars (for example, Panther&Radden,1999; quoted from Li Ke, 2011) that metonymy is more primary and universal than metaphor, Scholar Li Ke attempted to combine CDA with metonymy to propose the Critical Metonymy Analysis (CMA) theory in 2011 for the purpose of employing some CDA methods to comment on the metonymies in discourses to disclose the ideology reflected in metonymy choice and the belief, thoughts and ideas of discourse constructors[1], thus offering a more novel and profound discourse interpretation approach on the basis of critical metaphor analysis.

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[1] Li Ke. A Tentative Exploration of the Mode of Critical Metonymy Analysis [J]. *Contemporary Rhetoric*, 2011,(04):78-84.

2.2 Current research of the domestic academic community on the related reports about "dual circulation"

"Dual circulation", since its being proposed in October 2020, has attracted extensive attention from domestic scholars in the political and economic fields, but there are relatively few research results in the field of media and communication, which mainly attempt to propose suggestions for China's international communication and coverage strategy through textual analysis of reports, which are mainly focused on international communication and economic reports. Cheng Yunjie (2021) makes macro observations about the reports on China's new development by such foreign media as Reuters and Associated Press, discovering the perceptual deviation between China described by foreign media and China's own orientation and development vision, and concluding that domestic media engaged in international communications should maintain their sensitivity about their own perceptual inertia and limitations, keep widening their international vision, and enhancing the influence of Chinese narrative[1]. Wang Yu and Zhou Lanxu (2021) conduct content analysis of over 400 reports about "dual circulation" published by overseas mainstream English media, interview some foreign enterprises operating under the strategy of "dual circulation", disclose misreading, and suggest that global communication reporters make reports on "dual circulation" by way of lively narrative on topics carefully designed in line with the principle of seeking truth from facts[2]. Guo Honghai (2020) conducts research on reporting strategy from the perspective of economic news, believing that Chinese media should give a comprehensive and accurate interpretation of the contents of "dual circulation", avoid reporting mistakes, properly grasp coverage perspective, and

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[1] Cheng Yunjie. Perceptual Deviation of Transcultural Communications from the Coverage of "New Development Pattern" [J]. *International Communications*, 2021(08):32-34.
[2] Wang Yu and Zhou Lanxu. Thoughts on "Dual Circulation" and Suggestions for International Coverage [J]. *International Communications*, 2021 (07): 43-47.

tell Chinese stories about "dual circulation" well[1].

Generally speaking, the relevant research in the fields of journalism and communication is mainly based on the reports of Chinese and Western media on the strategy of "dual circulation", with a main focus on the analysis of contents of Western media' reports on "dual circulation" and how China can tell the story of dual circulation well. Seldom do scholars start from the micro perspective of rhetoric to have an in-depth analysis of the differences of Chinese and Western media on the perception of the "dual circulation" strategy with news coverage discourses. Therefore, this paper attempts to take CDA and metonymy rhetoric as a research perspective to have an understanding of the rhetoric discourse characteristics of mainstream American paper media on the report of "dual circulation" and the ideology underlying such them.

3 Theoretical Framework and Research Methodology

3.1 Theoretical framework

This paper, with CMA as an analytical foundation, draws on Scholar Li Ke's analytical framework to conduct rhetoric research on the related reports on "dual circulation" by mainstream American media from three aspects, metonymy description, metonymy explanation and metonymy evaluation. In Li Ke's CMA framework, metonymy description refers to scientific description of metonymies, and explanation of the relevant characteristics of the targets of criticism through metonymy identification and analysis of terministic screens; metonymy explanation refers to the analysis of the rhetoric motives of the metonymy constructor on the basis of description in the light of the relationship between metonymy and rhetorical context; metonymy evaluation aims to evaluate the conclusion of description and

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[1] Guo Honghai. "A Tentative Analysis of Economic Coverage under the "New Development Pattern Featuring Dual Circulation" [J]. *Chinese Journalist*, 2020,(10):54-56.

explanation based on related standards, and then explain the ultimate goal of rhetorical criticism, that is, to realize the identification between constructors of symbolic actions and audience[1].
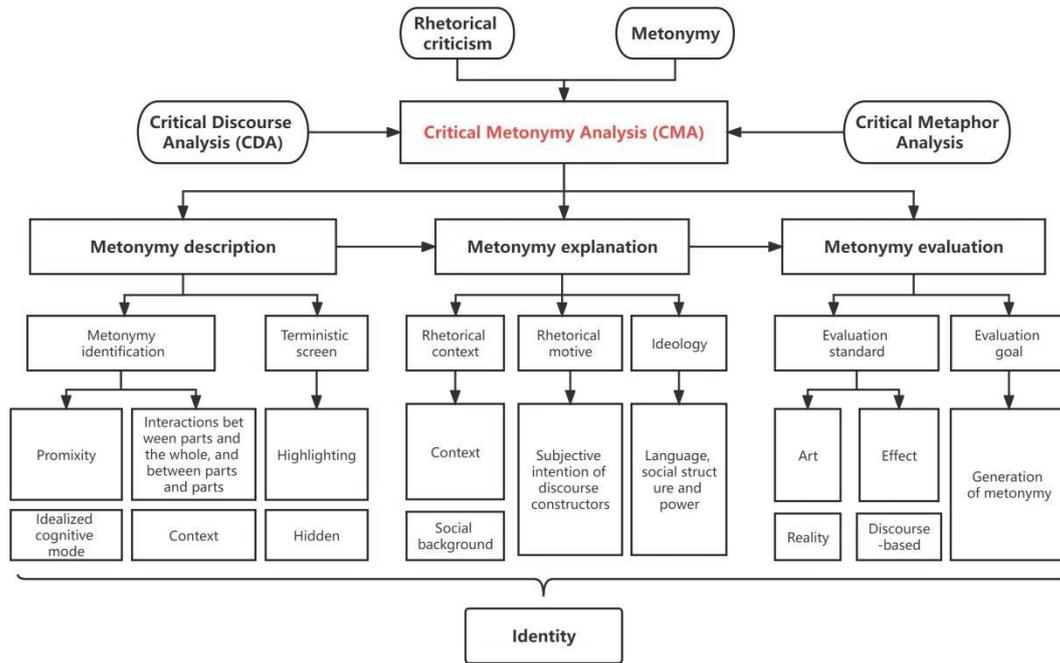

Fig. 1 Critical Metonymy Analysis Model[2]

3.2 Research methodology

This paper mainly employs the CMA method and textual analysis method to conduct deep reading of each research sample, gives progressive interpretation of the metonymy rhetoric in coverage contents at the three levels of description, explanation and evaluation, and discloses the tendency and motive of mainstream American paper media in their reports on China's "dual circulation" strategy.

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[1] Li Ke and Wang Xiangyun. On Wayne Booth's View of Metaphor and Western Rhetoric [J]. *Journal of Central South University* (Social Sciences), 2014, 20(05): 262-268.
[2] Li Ke and Wang Xiangyun. On Wayne Booth's View of Metaphor and Western Rhetoric [J]. *Journal of Central South University* (Social Sciences), 2014, 20(05): 262-268.

4 Sample Selection and Research Approach

In this study, *The Wall Street Journal* and *The New York Times*, two mainstream American paper media, are selected as the research objects, and the method of whole sampling is used to take the relevant reports on China's "dual circulation" strategy from September 2020 to August 2022 as samples. Keywords such as "dual circulation", "China dual-circulation" and "China new development" are entered into the official websites of the two media for combined search, with repetitive and unrelated reports eliminated from the search results. Finally, a total of 20 samples (13 in *The Wall Street Journal* and 7 in *The New York Times*) are included in the sample range to construct a text corpus.

Based on the CMA theory, this study first cleans and deeply reads the samples to identify metonymy rhetoric. Then, according to the CMA analysis framework, this paper analyzes the selected reports from three indexes, that is, metonymy description, metonymy explanation and metonymy evaluation, summarizes the metonymy rhetoric characteristics of mainstream American paper media, analyzes the ideological operation and power struggle behind it, and thereby draws conclusions and puts forward suggestions.

5 Rhetorical Analysis of the Coverage on China's "Dual Circulation" in Mainstream American Paper Media

5.1 Metonymy description

Metonymy description, as the first step in CMA, aims to identify metonymies in texts by metonymy identification and terministic screen analysis, and explain the related characteristics of targets under criticism, thus laying a foundation for follow-up CMA.

5.1.1 Metonymy identification: "dual-circulation" strategy as a strategic tool

In-depth metonymy description of report texts firstly requires the completion of accurate metonymy identification. In light of Li Ke's CMA framework, metonymy identification mainly includes three important parameters: proximity, idealized cognitive model and context. Proximity is an important condition for the realization of a metonymy. Idealized cognitive model, as a conceptual structure knowledge domain including human cognitive experience and habits, can guide human beings to actively process information, thus realizing a metonymy. Context provides necessary situational information to dynamically realize a metonymy in and out of a text. In addition, as a basic form of metonymy operation, the interaction between parts and the whole, and between parts can also reflect certain metonymy relations, which can be used as the fourth parameter of metonymy identification.

Based on detailed text reading, it is found in the classification and summary of metonymy rhetoric in texts with proximity, the interaction between parts and the whole, and the idealized cognitive model as major analysis parameters (the contextual factors will be analyzed in the part of metonymy explanation, thus excluded from the part of metonymy description) that metonymy rhetoric is used many times in the mainstream American paper media's coverage on "dual circulation", and that usually terms with instrumental color such as "rules", "legislation" and "orders" are used as vehicles of metonymies (Table 1), while the "dual circulation" strategy is deemed as a strategic tool.

Table 1 Identification of metonymies of some reports on "dual circulation" in mainstream
American paper media

Name of media	Title of report	Metonymy identification parameter		
		Proximity	Interaction of parts and the whole	Idealized cognitive mode

				Connecting polices with foreign visits of head of state, guiding an idealized cognitive model which looks like "intuitive" reasoning
The Wall Street Journal	Foreign Businesses Say They Feel Effects From China's Turn Inward	China and Mr. Xi	"Dual-circulation" and Mr. Xi	Connecting polices with foreign visits of head of state, guiding an idealized cognitive model which looks like "intuitive" reasoning
The Wall Street Journal	China Looks to Secure Supplies as Strains With U.S. and Its Allies Grow	"Dual-circulation" and "The inward pivot"	"The inward pivot" is a part of "dual-circulation"	Make "the inward pivot" an idealized cognition of "dual-circulation"
The New York Times	How Sanctions on Russia, War in Ukraine and Covid in China Are Transforming Global Supply Chains	China and the U.S.	"Dual-circulation" and safeguarding access	Use "**a passel of legislation, executive orders, and rule-making by the Commerce Department...**" to create an idealized cognitive model of "dual-circulation"
The New York Times	Taiwan, Trade, Tech and More: A Tense Era in U.S.-China Ties	"Dual-circulation" and "Beijing's rules"	"Dual circulation" is a part of Chinese policies	Metonymize "dual circulation" into an informal "**rules**" to create an idealized cognitive model of negative imagination about China

For example, a report titled "China Looks to Secure Supplies as Strains With U.S. and Its Allies Grow" in *The Wall Street Journal* mentions "as Beijing terms the government shift in emphasis, dual circulation with internal circulation as the main body", and "the inward pivot appears to have accelerated as China's relations with much of the developed world have become more strained."

In the above news text, *The Wall Street Journal* uses the connection between "dual-circulation" and "inward pivot" to partially metonymize "dual circulation" into "internal circulation".

Meanwhile, text constructors have also created an idealized cognitive model in a continuous context through the course of coding and decoding between news discourse and audience. As soon as "dual circulation with internal circulation as the main body" is mentioned, "inward pivot" immediately follows in response to it, thus constructing an idealized cognitive model in the succession and transformation of concepts, and guiding readers to develop an enhanced perception about "dual circulation with internal circulation as essence, and internal shift as purpose" in their psychological inertia.

Besides, as a piece of economic news, this report, while analyzing China's latest economic policy and economic situation under the impact of COVID-19, mentions strategic terms with "the inward pivot" intention of development such as "security-oriented" and "restricting imports of", constructing a hidden perceptual context for readers, that is, "dual-circulation" is "China's means of inwards development", and leading the audience to metonymic understanding.

5.1.2 Construction of terministic screen: "dual-circulation" strategy seeking "inward economic development" and "control of foreign science and technology"

The concept of "terministic screen" originates from photography. American rhetoric thinker Kenneth Burke, drawing inspiration from the "color filter" used by photographers when shooting pictures, believes that discourse constructors can also select different texts like photographers selecting color filters to create different meaning expressions, selectively highlighting some meanings while concealing some other meanings. In the research samples we have obtained, the terministic screens constructed by mainstream American paper media generally fall into two categories: "inward economic development" and "control of foreign science and technology".

The "inward economic development" terministic screen refers to selective presentation of the contents of "dual circulation" by discourse constructors, concealing the meaning of "international circulation" while highlighting "domestic big circulation". For example, a report titled "For China's Half-Million Foreign Students, a Painful Wait Extends Into Third Year" of *The Wall Street Journal* mentions, "Recently, Mr. Xi has de-emphasized Belt and Road spending. Instead, a 'dual circulation' growth plan gives priority to go-it-alone economics. Mr. Xi himself hasn't left the country for more than two years."

At the textual level, "dual circulation" is one of the policies proposed by President Xi Jinping on behalf of the Party and the government, the two have proximity and a certain relationship of parts and the whole. Therefore, in the text of the above report, "dual circulation" is turned into the metonymy tenor, while "Xi Jinping" is a vehicle, referring to the "dual circulation" strategy of "go-it-alone" economics. The discourse constructor attempts to "metonymize" the fact that "Mr. Xi himself hasn't left the country for more than two years" into "inward development of Chinese economy", thus highlighting "domestic big circulation" while neglecting international circulation, and guiding the audience to develop a perception of Chinese economy as "self-contained and closed".

The "control of foreign science and technology" terministic screen means that when coverage related contents about Chinese science and technology and Chinese technology enterprises, the mainstream American paper media generally use the "dual-circulation" strategy to express an idea that "China is gradually breaking from foreign advanced technology and intervening with foreign-funded enterprises."

For example, in a report titled "Taiwan, Trade, Tech and More: A Tense Era in U.S.-China Ties" in *The New York Times*, set against the backdrop of China's "dual circulation", first introduces China's close attention to "domestic big circulation" and instigation of economic nationalism, and then presents the current development

situation and potential crisis of foreign technology companies in China, Plenty of other American tech companies still do big business in China, including Apple, Tesla, Qualcomm and Intel. This feeds all kinds of concerns in Washington: that Chinese agents are siphoning the companies' technology and secrets; that the products they make in China are vulnerable to cybermeddling; that they are compromising on professed values in playing by Beijing's rules.

According to the context, the argument logic that *The New York Times* attempts to establish is: China has turned to "dual circulation" in its policy in response to the tariff struggle. Although the government has been officially emphasizing the "international and domestic dual circulation", the domestic "nationalist sentiment" has handicapped the development of many foreign tech companies. In this chain of logic, *The New York Times* seems to be explaining the connotation of "dual circulation" objectively and fairly, but the problems faced by tech companies actually show the connotation of "dual circulation" implicitly through the "discourse filter", thus constructing an image of China "inciting nationalist sentiment","trying to control foreign technology companies" and "violating market freedom and fairness."

5.2 Metonymy explanation

Metonymy explanation refers to the analysis of the rhetoric motives of metonymy constructor and the ideological meaning of discourse on the basis of description in the light of the relationship between metonymy and the socio-cultural background, mainly conducted centering on three keywords, rhetoric situation, rhetoric motive and ideology.

5.2.1 Rhetoric situation: "dual circulation" narrative in a specific context

According to the CMA framework, rhetorical situations can fall into two categories, broad sense and narrow sense. Rhetoric situations in a broad sense are social situations constructed by the current situation or environment, while rhetoric

situations in a narrow sense are summarized as a dynamic and fluid analysis, with progressive research and investigation being carried out around the linguistic situation, situational situation and cognitive situation.

Through careful text reading, it is found that the reports on "dual circulation" in mainstream American paper media tend to be carried out in a specific context. At the beginning of a report, a specific social event related to China is introduced to activate the audience's perception of the current "China Action" by constructing a social context. Then, with the help of metonymy rhetoric, an intralingual context and a cognitive context are constructed to guide the audience to develop a specific cognition of the "dual circulation" strategy in contextual connection. Generally speaking, this specific context is characterized by a "China-specific" social context constructed by the specific event in a broad rhetorical context, and by the intralinguistic context and cognitive context of "meager support for an unjust cause" in a narrow rhetorical context.

For example, in a report titled "China Looks to Secure Supplies as Strains With U.S. and Its Allies Grow" in *The Wall Street Journal*, the specific event that "China decides to allocate farmland to grow soybean" is used as a lead, pointing out soybean as "a crop it had all but abandoned after its 2001 secession into the World Trade Organization". By introducing China's "special project" to grow soybean, *The Wall Street Journal* constructs a social context in which China starts to attach importance to developing "security-oriented economy"-"China's economic agencies, including the top planning authority, the National Development......recently have singled out 'security' as a priority for 2022, according to official releases."

The interpretation of a metonymy depends on the interaction and integration of the audience and the context. When the audience's perception of social background and China is mobilized, the reporter mentions China's "dual circulation" strategy in time, metonymizing it into the strategy of "inward economic development" and then

stressing China's tension with other countries— "A host of issues ranging from the Covid-19 pandemic to human rights and Beijing's claim of sovereignty over Taiwan have pitted the U.S. and many of its allies including Australia, Canada and Japan against China, which has retaliated by restricting imports of some of their products. A ban on Australian coal, in particular, worsened a power crunch in many parts of China last year." The attempt is to use the fact that "several countries oppose and resist China" to construct an intralinguistic context and cognitive context of "meager support for an unjust cause".

The triple "language color filters" of social context, intralinguistic context and perceptive context are developed, which appear vaguely in the text, then strengthened layer by layer before they finally steer the audience's perception, forming a closed image of China being engaged in "inward secure economic development."

5.2.2 Rhetoric motives and ideology: ideology conveyance under the motives of expression and assimilation

To further dissect the rhetorical situation of a text is for a better understanding of the writer's rhetorical motive and ideology. The analysis of rhetorical motive mainly starts from two elements and four levels, the two elements are the feature of terministic screen and the feature of the context mentioned above. The four levels are based on the division of rhetorical motives by Chinese rhetorician Chen Rudong, divided into expressive motives (aiming to convey information), assimilation motives (aiming to make the communicative targets conform to the rhetorician in terms of views, emotions, etc.), imperative motives (aiming to make the communicative targets produce corresponding behaviors) and aesthetic motives (aiming to generate and convey aesthetic information).

From the above analysis of terministic screens and rhetorical situations we can see

that the "dual circulation" coverage of the mainstream American paper media created the terministic screens of "inward economic development" and "control of foreign technology". Echoing the social context of "security as the orientation of economic development", the intralingual context and cognitive context of "meager support for an unjust cause", respectively, structured texts reflect relatively obvious expression motives and assimilation motives, and strengthen the unilateral and US-dominant ideology through the transmission of information and the expression of attitudes.

In the above-mentioned report titled "China Looks to Secure Supplies as Strains With U.S. and Its Allies Grow" in *The Wall Street Journal*, for example, firstly, the reporter metonymizes "dual circulation" as "the inward pivot". After activating the audience's idealized cognitive mode, the reporter transmits some information and tries to have cognitive "identification" with the audience in a metaphorical code form, which reflects a relatively obvious motive of expression. Secondly, under the sole cognitive stimulation of human rights issues, the "dynamic zero COVID" policy and the Taiwan question below, "the inward pivot" corresponds to the negative national image of China created by the American media over the years, inducing the audience to make a hegemonic interpretation of "the inward pivot" based on inherent stereotypes, reflected as the motive of assimilation.

Obviously, whether the metonymy of "dual circulation" into "the inward pivot" or the use of "dual circulation" to metonymize the "conservative close-door policy adopted by the Chinese government represented by Xi Jinping under the COVID pandemic and economic downturn", the fundamental purpose of *The Wall Street Journal* is to convey the US-dominant ideology to the audience, pointing fingers at Chinese politics in the name of "safeguarding world democracy" and interpreting Chinese affairs with political tendencies in a confrontational way, distorting China's national image, inducing the audience to develop a wrong perception that "China under the leadership of the Communist Party of China is not democratic, not free, and

violates human rights".

5.3 Metonymy Evaluation

As the last step pf CMA, metonymy evaluation, with a focus on evaluation standard and evaluation goals, can not only evaluate whether the metonymy operation of a discourse constructor corresponds to his/her rhetoric motive, and whether it can create a new rhetoric effect, but also measure whether its metaphony operation can reach a certain purpose of persuasion through certain indexes.

5.3.1 Evaluation standard: interpretation of "dual circulation" deviating from reality under US values

Campbell & Burkholder has established a fairly comprehensive evaluation standard system for rhetoric criticism, including effect, truthfulness, moral and art standards. The samples based on this study are mostly texts of political and economic news, and therefore the prominently subjective effect standard and artistic standard with a focus on rhetoric and aesthetic analysis is removed and evaluation of news texts is conducted in line with truthfulness standard and moral standard.

The truthfulness standard of metonymy evaluation refers to investigating the degree of metonymy choice's response to reality by comparing the characteristics of terministic screen revealed by metonymy description with the real world. The moral standard is to evaluate whether the ideology in a text conforms to the mainstream concept of human society. The specific metonymy evaluation of this study is to see whether the ideology reflected in the report conforms to the mainstream ideology of the United States.

A close reading of the texts can lead to the discovery that metonymy rhetoric in the coverage of "dual circulation" in the mainstream American paper media is generally against the truthfulness standard, but it is absolutely consistent with the mainstream American values. Judging from the choice of vehicles in the process of

metonymy, the vehicles selected by mainstream American paper media are usually consistent, that is, they stress the inward and security-oriented development of the economy without any mention of China's opening to the international market. This selective metonymy reverses the facts by omitting or deleting some contents, which violates the principle of truthfulness, but caters to the hostility of the United States towards China, subtly remolds the audience's perception of "dual circulation" and stigmatizes China's national image by spreading false information. The reporter puts ideology above truthfulness, perfectly blends American values into news discourse through metonymy rhetoric, and misleads the audience to modify *a priori* knowledge by means of symbolism (for example, the use of "security" and "closed" to symbolize "dual circulation"), so as to establish a brand-new interactive relationship with the world in self-transformation, change and strengthen cognition.

5.3.2 Evaluation goal: perceptive identification of intuitive understanding and unconscious hiding

The goal of metonymy evaluation is the intention of the explanation metonymy constructor tries to persuade the audience and finally achieve the intention of identification. Identification is the core idea of Burke's theory of the new rhetoric and the ultimate goal of persuasion in classical rhetoric. Burke believes that there are three ways to achieve identification between the rhetorician and the audience: identification by sympathy, identification by antithesis, and identification by the unconscious. Identification by sympathy means that two parties realize identification based on common emotional experience; the identification by antithesis means that two parties realize identification based on common opponents; identification by the unconscious means that the rhetorician makes the audience unconsciously agree with his/her point of view through a special form of text exposition. In the metonymy operation of

mainstream American paper media, identification of the unconscious is the most important way of persuasion.

The identification of the unconscious of mainstream American paper media is embodied in the specific expression and rewriting of words or concepts. For example, the employment of instrumental words such as "inward pivot", "safeguard access" and "Beijing's rules" to stand in for "dual circulation", remold concepts by way of transfer, and then imply a certain meaning through an interaction between the signifier and the signified, that is, China is attempting to decouple itself from the world, pursuing unilateralism by relying on its own dynamics of economic development. This signification is not explicit, but identification realized by the reporter in the unconscious of the audience by way of metonymy. According to Hall's coding-decoding theory, this is a hegemonic interpretation, which strengthens the negative image of China.

As French thinker Foucault has observed, knowledge consists of discourses, and the authenticity of statements is based on the complex relationships in communication, which exist in the social customs of using and controlling knowledge. Truth comes from the manipulation of discursive power. In Foucault's view, discourse itself contains a rhetorical dimension, which embodies the cultural power of the subject of discourse. It can be said that there is power gaming between the media and readers under the paraphrase of "dual circulation" by American paper media. Mainstream American paper media intervene with readers' understanding of "dual circulation" with the power of using and controlling knowledge, and employ metonymy rhetoric as a means, seemingly providing readers with more concrete metonymy in the process of conceptual cognition, but in effect remolding readers' idealized cognitive model in the process of cognition. The ultimate goal of this rhetoric is to make readers' idealized cognitive model reach the same goal as the ideology they want to convey, achieving the final effect of rhetoric to see China unilaterally pursuing "inward

development" with an intuitive understanding and an unconscious cover.

6 Conclusion and Suggestions

6.1 Conclusion

It has been discovered through the CMA of reports in mainstream American paper media that the reports in *The New York Times* and *The Wall Street Journal* on China's "dual circulation" strategy, on the whole, serve the state position of the United States and its leading ideology, presenting an obvious negative tendency in terms of metonymy identification, metonymy explanation and metonymy evaluation.

In terms of metonymy description, mainstream American paper media tend to use "instrumental" terms such as "inward pivot" and "safeguard access" to stand in for "dual circulation" and through metonymy construct terministic screens of "inward economic development" and "control of foreign science and technology", to selectively highlight the contents of "dual circulation", and construct an idealized cognitive model for the audience through implicit guidance, thus completing concept metonymy.

In terms of metonymy explanation, mainstream American paper media, based on their motives of expression and assimilation, attempt to construct a social context of "security-oriented economic development", and intralinguistic context and cognitive context of "meager support for an unjust cause", and make the audience metonymize and perceive "dual circulation" with an intuitive idealized cognitive mode, finally developing a biased cognitive context for China, and conveying the leading ideology of the United States.

In terms of metonymy evaluation, the reports on "dual circulation" in mainstream American paper media have deviated from the truthfulness standard to cater to mainstream American values in an attempt to reach the persuasive purpose of

"identification" by means of intuitive understanding and unconscious cover, thus stigmatizing Chinese economy and forming an international public opinion environment against the development of China.

6.2 Suggestions

Rhetoric communication is an important way to enhance communication efficiency by adeptly using rhetoric skills, but it is taken by some Western countries as an "edge tool" to stigmatize China in the gaming of international discourse field. In this regard, China's international communication media should attach great importance to the identification and construction of rhetorical discourse in an effort to enhance their international communication ability.

6.2.1 Make keen observation of rhetoric to accurately identify discourse traps

German philosopher Nietzsche believes that language itself is a product of rhetorical art. As an expressive skill, rhetoric not only is a modification of the original meaning of language, but also can create a new way of thinking. Traditional rhetoric studies confine rhetoric to aesthetics or practicality, but ignore and cover up the dimension of rhetoric as a reshaping force of Western thought.[1] Western media, led by the United States, often use rhetoric and other means to intentionally or unintentionally add subjective assumptions in their reports, overthrow the audience's existing objective cognition and distort facts; or selectively cover/highlight specific contents, set up discourse traps, make malicious and stigmatizing reports on China, and bring the audience to gradually agree with the media's opinions in a continuous context, achieving the purpose of shaping public opinion and spreading their ideology. In this respect, Chinese media should be good at observing rhetoric, accurately identify potential rhetorical discourse traps, expose false and defamatory reports, and at the same time seriously state China's position and clarify facts to international

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[1] Huang Hairong. Rhetoric as a Reshaping Force of Western Thoughts [J]. *Journal of Sun Yat-sen University* (Social Sciences), 2014, 54 (01): 60-68.

audiences with the help of a sound press release system. By far, although China has initially acquired the ability to identify rhetorical discourse traps, such identification is slightly lagging behind and the response is not timely enough. Therefore, in addition to identification, it is imperative for Chinese media to speed up identification of and response to rhetorical devices.

6.2.2 Make good use of rhetoric to broaden the audience's cognitive paths

Different from the general communication methods, rhetoric communication is an information communication activity using symbols, which can adjust the information transmission and discourse expression based on different social contexts, cultural backgrounds, receptive habits, psychological characteristics and other factors,[1] and therefore has strong adaptability to the times and reasoning power. Under the current wave of anti-globalization, China is still facing predicaments in international communication, as manifested in the fact that "we cannot make us heard though we are in the right, our words cannot spread far, and our words lack impact even they are spread". Mastering the rhetorical logic in news communication can not only better mobilize the audience's idealized cognitive model, but also effectively offset cultural discounts in cross-cultural communication, broaden the audience's cognitive path and enhance the readability and interestingness of our discourse. Therefore, Chinese media should continue to promote the transformation of national communication paradigm from publicity to rhetoric, excel in using rhetorical communication strategies such as metaphor, metonymy, intertextuality, and pun, change the straightforward coverage style, turn the abstract into the concrete, broaden the audience's associative space and cognitive path with accurate, vivid and powerful language expression, resolve and eliminate cultural discounts in international communication, improve our ability of persuasion and implication, further enhance

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[1] Chen Shihua and Wang Xu. Logic and Access of Rhetoric Communication of "Belt & Road" Initiative [J]. *Social Sciences Abroad,* 2021,No.343(01):117-126+160.

the efficiency of international communication, and develop our right to speak internationally.

6.2.3 Apply rhetoric adeptly to tell the economic stories of China

Rhetoric is an art of achieving consent, which can arrive at the best expressive effect in the most appropriate language form for specific contents of expression. In the field of economic communication, the use of rhetoric can not only effectively convey economic information, but also create a favorable external public opinion environment for economic development. To build a reasonable and efficient rhetorical discursive system is not to rigidly apply various rhetorical methods, but to design rhetorical forms according to different communication contexts, topic nature and targets of communication. At the same time, with appropriate communication channels and platforms, we can fully leverage the combined advantages of traditional mainstream media and online new media, mobilize the official government, media, think tanks and citizens to join rhetorical communication together, and improve China's ability to set and respond to issues in the international public opinion field. Meanwhile, in the use of rhetoric we should also follow the corresponding grammatical principles and norms, process texts according to the specific context, flexibly use rhetoric devices, and refrain from using rhetorical devices that are ambiguous and susceptible to misunderstanding in the light of the complicated and changeable situation of language elements. Instead, we should state news facts in an authentic, objective and orderly manner, vividly, concisely and powerfully convey China's voice and position, and help the farther and better spread of China's economic stories.

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Page 1 must exclusively feature the title at the center, accompanied by an abstract (limited to 150 words) and a selection of keywords (minimum of 5 chosen by the author).

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Maintain a consistent standard type throughout, employing a 12-point font size, double-spacing, Times New Roman, and 1.0-inch margins.

Include a running head and page numbers in the top right corner (header) of each page.

Ensure that references are double-spaced, with a hanging indent of 0.5 inches for the second and subsequent lines. References should start on a new page, and the citation style should adhere to the 7th edition of the Publication Manual of the American Psychological Association (APA).

Arrange all tables, figures, and endnotes after the references.

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When applicable, provide effect sizes (e.g., Cohen's d, Pearson's r, eta-squared). These details contribute to a deeper comprehension of the study's findings, facilitate null hypothesis significance testing (NHST), and support future attempts to synthesize the area of study using meta-analytic procedures.

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