Contents

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Civilization Stagnation: A Discourse Event Spreading in China——Centered on China Related Comments in the North China Daily News (1864-1911)

◎ Yan Yin, Pangang Zhang

Abstract "Civilization stagnation" is a premeditated discourse construction of the West towards China from the perspective of Orientalism, with the aim of destroying China's cultural arrogance. Starting from the newspaper tentacles of Western discourse construction, this paper studies how foreign newspapers in China in the late Qing Dynasty promoted the emergence of the discourse event of civilization stagnation. It is found that the North China Daily News promotes the world's cognition of China's "civilization stagnation" with its dominating and unbalanced discourse communication form. This kind of cognition involves China's ability to accept foreign new knowledge, China's own reasons for space obstruction, the description of Chinese people's group images, and the stagnation of Chinese people's minds.This kind of cognition involves China's ability to accept foreign new knowledge, China's own reasons for space obstruction, the description of Chinese

people's group images, and the stagnation of Chinese people's minds. The North China Daily News is precisely taking advantage of the blank disadvantage of China's foreign communication, using the "controlled generalization" of elite editors, the asymmetric translation and naturalization, and the comparative strategy of duality to construct the discourse event of "civilization stagnation". Therefore, to explore the discourse communication of hegemonism and non-equality has certain significance for exposing cultural hegemony.

Key Words Orientalism, Civilization stagnates, Critical discourse analysis, North China Daily News

1 Introduction

The ancient so-called "Wen Ming", Wen refers to literary grace, for wild; Ming refers to light, as for darkness. The modern sense of civilization belongs to the imported "harmony Chinese", which was introduced into China from Japan in the late Qing Dynasty and popularized in China by reformists such as Liang Chi-Chao after the 1890s. The modern sense of civilization versus barbarism refers to material and spiritual progress, underpinned by a historical view of linear evolution based on social Darwinism. Since its birth, it has the meaning of distinguishing barbarism and highlighting the superiority of Western centralism. Measured by the conceptual standard of "civilization", China at that time was often judged to be "stagnant". "Is there any hope for China as a nation, or not? Many have answered it in the negative and given up all hope for China as a whole."This is the basic judgment made by the North China Daily News on China. "Stagnation" and "no hope" have become the basic tone of the North China Daily News about China, which was founded in 1864 by the Pickwoad and Co. In fact, after the Enlightenment, China's "stagnation theory" prevailed in Europe, and an article described China about "customs, intellectual and

emotional qualities, forms of rule, and conditions of life unchanged for thousands of years, creating a terrible scene in which the material life and thinking capacity of its nation or entire cultural circles seemed to have stagnated." It can be seen that "civilization stagnation" has become the main discourse form for the West to judge China.

The North China Daily News, as an authoritative foreign language newspaper published steadily in China during the late Qing Dynasty, was the main battlefield for British culture to occupy China. It spreads Western modern civilization and portrays Chinese civilization at the same time. And this is not only supported by the military or economic power behind the United Kingdom, but also by the connection of Sinologists to Chinese knowledge. And that knowledge meant ruling Chinese civilization and imposing authority on it. Authority here refers to the UK's denial of China's autonomy, as the UK understands China and in a sense, China exists according to the UK's description of it. So the discourse of "civilization stagnation" constructed by the North China Daily News is not just a simple static discourse description, but a discourse event that the Western world has spread to China, composed of human efforts from all parties. This discourse precisely demonstrates the discourse logic of "Orientalism" discussed by Said. Edward Said's Orientalism was seen as a form of power discourse, a mechanism used by the West to control, rebuild, and dominate the East.

Therefore, as a specific discourse event of Eastern discourse, "civilization stagnation" is "produced" and "domesticated" through the North China Daily News, due to both "cultural hegemony" and "discourse hegemony". Therefore, this paper introduces Orientalism into research and reinterprets the concept of "civilization" through Fairclough's gradually normalized critical discourse analysis. Starting from the theme of the commentary article in the North China Daily News, this paper sorts out the concept cluster of the discourse of "civilization stagnation", analyzes the

representation of Chinese civilization as otherization from a macro perspective, and explores how the late Qing Dynasty was characterized as otherization by foreign newspapers.

There are few researches on the North China Daily News in academic circles. For example, Wang Youhai studied the influence of "North China Daily News" on the news cause in Shanghai. Xie Qingli studied the issue of "Chinese national character" and Wang Xuan explored the image of the Qing Dynasty and the power consciousness behind it. But these are mostly the content sorting of the North China Daily News, mainly speculative, lacking empirical research. Therefore, this paper conducts a critical textual dimension analysis of the commentary text of "North China Daily News", drawing on the representational discourse and strategies of Orientalism. The reason for choosing to comment on an article is because it is based on facts and triggers discussions about the facts, and provides the author's evaluation and attitude towards the facts. At that time, the commentary articles of the North China Daily News often became the "barometer" of Chinese political events and the "barometer" of social public opinion, using British official language to convey official voices and lead mainstream public opinion, constructing various stories of the Qing Dynasty on a global scale. Based on this, this paper proposes that "North China Daily News" constructs a discourse event of "civilization stagnation" consisting of four forms of discourse: ancient worship discourse, superstitious discourse, barbaric discourse, and spiritual stagnation discourse, through the use of elite editors' "controlled summarization", asymmetric translation and domestication, and a binary comparison strategy. The interpretive study of this discourse event reveals that "civilization stagnation" is an artificial product from a national political perspective, characterized by hypocrisy, aggression, and deception. Therefore, timely reflection on the discourse system constructed by foreign countries can help to clarify the source and avoid foreign ideological erosion.

2 Negative Image: Presentation of Discourse Representation of "Civilization Stagnation"

Said pointed out that the European intellectual community tends to define the East as its opposite in the fields of knowledge, concepts, personality, and beliefs, and also strives to disguise themselves as "agents of the East" with the intention of helping the East move towards civilization. When Britain was helpless in the face of China's isolated civilization, how to construct its own identity and break the exclusivity of Chinese civilization became the top priority. The relationship between the North China Daily News and China is essentially an interpretive one: standing in front of a foreign country, an almost incomprehensible civilization or cultural monument, the North China Daily News weakens this ambiguity by using the "tentacles" of various travelers to translate, sympathize with, and grasp this unfamiliar East. In the knowledge system related to the stagnation of Chinese civilization, China at this time is not so much a geographical space as a discussed "theme", a set of reference objects, and a feature group. These features, whether directly observed by correspondents or described in detail by elite editors, are merely fictional narratives presented by writing related to so-called "civilization". They can be summarized into four "civilization stagnation" discourses for analysis, in order to discover the underlying motivations behind these discourses. That is, how this hegemonic and derogatory tension discourse not only subverts China's world cognition but also satisfies the image of Western modernism constructing a savior, and how Western culture achieves self-identity from exclusive Chinese civilization.

2.1 The Ancient Worship Discourse of the New Newspaper's Professional

Knowledge Stalled

Western newspapers, as a means of spreading civilization, are different from ancient "Di Pao" that cannot leave the circle of Chinese ontology. The Western understanding of "Di Pao" is "only record the government affairs of the court, not the trivial things in the district". There is no world information, only ancient works.

Peking Gazette now extant is not only the oldest news journal in existence , but can lay claim to be the most ancient medium of current intelligence on record. It is occasionally quoted by the British Press an authority on official news from China. But if we compare the varied character of its contents with the London Gazette, it comprises not only similar official announcements, but legal decisions and general information besides, presenting much the same elements of intelligence as in an ordinary English newspaper, from petty reports of criminal cases to decrees. At the same time, the official newspaper does not contain any news concerning foreign countries, or even neighbouring nations, unless they have had direct relations with the Government during either times of war or peace. China and the Chinese form the basis of its contents; and though nothing in the shape of a leading article appears in its pages, yet there are many compositions of considerable literary merit, from the "pencils" of learned Censors and literary officials.

The general mentality of people living in the pre-modern communication system is to "know its details", "whether it is true or not", and "where it ends". These three words effectively summarize the discourse of the the North China Daily News on ancient Chinese newspapers, explaining that Chinese newspapers are not as "visionary" as modern newspapers, only recording ancient literary works without sending out new events from around the world. As a result, Chinese people did not know the detailed process, correctness, or outcome of events that occur in the world, and their learning was only in the knowledge community of "Confucianism", enjoying the "heritage of their predecessors", repeating and stagnant.

The the North China Daily News discussed the role of modern newspaper professional knowledge in opening up people's minds and connecting ancient and modern times. After the Mid-Qing Dynasty, the suppression and suppression of ideology led to scholars being indifferent to reality and paying attention to classicism. The the North China Daily News believed that excessive attention to "Confucianism" made Chinese intelligence too narrow, and therefore, it was necessary to combine Western thought to improve Chinese civilization. Modern newspapers are full of knowledge that connects with the present, filling the gap of Chinese people's adherence to classical traditions. It was at this level that modern Chinese newspapers, as a new form of knowledge, had emerged in the world of knowledge ruled by Confucian classics.

Newspapers and magazines have continuously spread Western knowledge, and have had a significant effect on the Chinese gentry. The fact is there is a steadily growing recognition among thoughtful Chinese of China' s backwardness in all that pertains to intellectual development and material welfare, and a growing demand for instruction in Western learning and the introduction of Western improvements in education, in agriculture, and the mechanic arts, and in all departments of State administration. This demand, it is true, is largely confined to the Chinese living in the open ports, but the same feeling is spreading to other quarters, even to those strongholds of conservatism where we would least expect to find it.

The Confucian philosophy could not save the country, and the new knowledge of "connecting the present" enters the local through the modern press and opens the precedent of thought and atmosphere. The place where newspapers gathered and new knowledge civilization prevailed, so Shanghai was now a paradise, with wise men like stars. After the First Sino-Japanese War, the Reformists reconsidered whether traditional Confucianism could really save the country? The progressive gentry gradually understood that the Confucian ideology was a cage that imprisoned human

progress. They gradually shifted from Confucianism to the study of modern newspapers, from the concept of "honoring the ancients" to thinking about practical problems. They realized that newspapers could effectively promote "social actions" in the late Qing Dynasty and become "real political forces".

2.2 Superstitious discourse that hinders regional connectivity in China

Railways are endowed with the title of "civilized" tools to reduce spatial distance, transmit world civilization, and break through cultural barriers. As a "weak medium" for transportation and communication, there are frequent obstacles in China's construction. On the one hand, there is "superstition" at work, and on the other hand, "North China Daily News" claims that it touches the interests of local officials. However, the North China Daily News believed that world civilization would not stagnate, and railway construction would eventually be implemented.

The history of the progress of railway enterprise in China divides itself into four periods. In the beginning there was the attempt of foreigners to win Chinese consent to their constructing railways in China, foiled by the fanatical and strenuous opposition of the governing classes. Next we find "an influential though comparatively small number of Chinese" catching at the foreigners' idea and succeeding in spite of opposition in laying the first railway. In the third period the Chinese have become more or less used to the idea of railways, and are ready to admit foreign skill and capital for their construction "on mutually advantageous terms." Finally we reach the stage that is now so familiar, a stage of "growing intolerance of foreign guidance and assistance other than financial".

This is the summary of the four periods of railway construction in China by the North China Daily News, and the most difficult one is undoubtedly the first period. Among them, "Feng Shui superstition" and "official interests" have become the main reasons for obstructing railway construction. Chinese officials condemned it into,

bringing forward all the stale, silly, exploded objections about thousands of people being thrown out of work, the feng-shui of the country being interfered with, and so on.

In addition to feng-shui obstacles, the main reason is that the construction of railways harms the interests of local officials. "the power of the mandarins will be undermined to an alarming degree by the extension of the railway system in the provinces, and Viceroys and Governors brought so much the nearer to Peking. It is only natural, therefore, that the mandarins, as a class, should fight against it tooth and nail, and even incite the slumbering antagonism of the people." The railway will be controlled by the court, and local officials will be forced to be further controlled by the court. In a word they wanted the railways to protect their own palaces , and guarantee their persons upon the throne of their ancestors.

The convenient transportation of ports contrasts sharply with the inland areas. Confucian scholars in the inland areas stick to tradition by "destroying feng-shui" and "damaging national luck", and still hold a skeptical attitude towards the entry of new civilizations. This also indicates that information is not circulating in the inland areas, knowledge transmission is slow, hindering the intellectual development of inland knowledge, and causing a stagnation of "civilization" exchange.

2.3 The barbaric discourse of corruption from top to bottom

The knowledge discourse of Western cognition of Chinese national character has achieved a well-known effect through the dissemination of foreign newspapers. The shaping of Chinese national discourse, especially the output of negative discourse, makes China a representative of "barbarism" and more likely to lead to the landing and dissemination of Western civilization. By analyzing the discourse on Chinese national character in the North China Daily News, it can be manifested as a barbaric group image from top to bottom.

2.3.1 Emperor: a puppet of the Qing court

Dr. J. Legge, a renowned sinologist, distinctly and emphatically asserts "The Government of China seems to be irremediable, incurable. The minds of the rulers, the spirit of the Government, lag as far behind as they did thirty years ago." This statement laid the foundation for the corrupt state of the Chinese court and greatly belittled the description of the emperor.

British diplomat THOMAS believed that "female regency was considered an ominous omen by the people. In the past 33 years, according to statistics, Empress Dowager Cixi ruled for 26 years. The Chinese Emperor (Guangxu) was young and weak, and obedient to the Empress Dowager". The North China Daily News described the Chinese emperor as "a 20-year-old emperor (Guangxu) who was young, energetic, ignorant, and incompetent, thinking he could control everything in his own hands. Although the emperor had the determination to govern the country, he was unable to break free from the control of the political figures behind the scenes, and did not know how to operate China, a huge machine, to lead China towards a relatively safe path. All the evidence proved that political power was in the hands of Empress Dowager Cixi, who listened to politics from behind the scenes, and the emperor was just a puppet". The Japanese Baron believed that "only when China has a sharp and powerful emperor can it strengthen the integrity of Chinese officials, recognize China's value, and make China full of hope."

So the high-level image of the Qing court constructed by the North China Daily News is that of a female regent and a weak emperor. This distorted political rule will cause the country to stagnate, leading to various problems such as declining national strength, corrupt officials, scattered morale, and a surge in social problems. The continuous exaggeration and propaganda of the internal deterioration of the Qing royal family have made the emperor, the highest ruler of the country, the "puppet" of the Empress Dowager in the view of newspapers, and the weak image of the imminent

collapse of the Chinese government.

2.3.2 Officials: allegations of corruption

From a Western perspective, the main obstacle to Western civilization entering China and facilitating China's entry into the ranks of world civilized countries was the selfishness and corruption of the current bureaucratic government in China. As long as the current bureaucracy and copyism continue to exist, the Qing Dynasty cannot achieve significant and lasting social progress. So much so that the Chinese people exclaimed, "Chinese officials have lost their hearts to this point, Chinese officials are so shameless and unbearable that they are not subject to foreign control".

The North China Daily News reported that "the leaders of the Qing government lacked true patriotism, justice, and kindness. All Chinese officials were corrupted by greedy desires and political corruption." It also compared Chinese officials to timid "ostriches" and corrupt "locusts". The article wrote, "As to the bureaucracy of mandarins, it is only necessary to remark that it will always be found very much in the position of the ostrich, whose safety is secured by burying its head in the sand. The locust would devour without remorse not only the crop of this year, but the seed of the next. The authorities, high and low, are inspired with one idea, that their mission on the earth is to amass money while in office. The official cares nothing or canals, roads, military defences, or local institutions of any kind; which are calculated to benefit the people after his time." Refusing the help of Western civilization, some Chinese officials who only know China and do not know the world spread rumors that Westerners are evil monsters that will destroy China. Government officials often believe these erroneous statements due to their own ignorance.

So in the eyes of Westerners, official corruption is seen as a source of hindrance to China's progress, just as American scholar believes, only when the Qing Dynasty accepts the wise people of other countries, the corrupt bureaucratic system will eventually collapse like the dark night cannot stop the dawn.

2.3.3 Women: Chinese slaves

The North China Daily News once used quotes from Confucius to criticize the Confucian ideology's imprisonment of Chinese women. In a report, the author takes "Girls and servants are the most difficult people to handle. If you treat them familiarly, they become disrespectful ;if you keep them at a distance they resent it" as an example to explain that China has always treated women in the same position as "villains", believing that women follow their husbands and filial piety to their parents is their duty. They do not have independent personalities and are completely equivalent to slaves. The North China Daily News describes that women's filial piety is mainly manifested in the aspect of "filial piety and obedience to women". For example, on February 4, 1891, the North China Daily News reprinted an article in the Peking Gazette, in which Li Hung-chang suggested to the emperor to reward a woman for her filial piety. The article states that "This mother became dangerously ill and was most tenderly nursed by her daughter who went the length of cutting off a piece of her flesh to make soup for the invalid and who offered to give up her own life should that of her mother be spared. " In addition, there are numerous stories in the newspaper that promote the filial piety of women, such as joining the military for their father, selling their children to save their mother, and punishing their father. These stories form a shackle on Chinese women. In order to make women more in line with social development, the feudal dynasty advocated that women who adhered to moral conventions should be rewarded, so that ancient women could obtain the honorary title of "chaste martyrs", such as biographies, monuments, and memorial-archway. The official creation of this symbol is used to structure and control women's thoughts, using coronation techniques to confer titles and constrain women's status. In the eyes of Westerners, the examples of martyrs promoted in the Qing Dynasty and the compilation of women's training books and other means were nothing more than official preaching and building momentum for women's ethics. This hypocritical and

tangible shackle was only intended to imprison women's status and harm their rights.

In summary, the top-down national discourse constructed by the North China Daily News is filled with images of incompetence, corruption, and slavery, inevitably with a clear motivation: that is, the stagnant, backward, and semi barbaric image of China has given the West some "rationality" to redeem China.

2.4 Spiritual stagnation discourse of spiritual civilization excluding

The North China Daily News believes that the unchanging Chinese faith has left the Chinese people in a state of "spiritual stagnation". Christianity, as the source of modern civilization, is a trend in the development of world civilization. Chinese people should learn to accept it instead of blindly rejecting it. In a reader's letter from the North China Herald on April 17, 1852, the author clearly wrote, "China ia rapidly deteriorating. Would not Christianity be a vast benefit to them? Will the western world allow another generation of three hundred and fifty millions of people to go down to the grave without extending a helping hand to them?" The author believed that only by accepting Christianity could China was saved, rather than through war. Only missionaries could help the dull Chinese people civilized and end the days plagued by war. On December 15, 1898, the North China Daily News published a short essay titled "Rotten wood cannot be carved". In this famous quote analysis, the author believed that although China had reached a state of decayed wood, it could still be changed through Western learning. The article mentions that "Confucius' quote states that it is intended to convey by the symbolism which underlies so much of the Chinese language , the truth that there is a point of degeneration in the physical, the intellectual,and the moral nature of man beyond which reformation is impossible. There is an important difference between the materially rotten, and that which is intellectually or morally so. History is full of contradictions to the unqualified proposition that rotten wood cannot be carved. Under proper influences it is often

restored and much more than restored." It is necessary to rely on Western civilization to infiltrate the thoughts of the Chinese people. Overall, the North China Daily News believes that Western civilization represents the unity of religion and science, and this civilization is the only way for China to undergo thorough reform. The Chinese soul yearns for ancient Confucianism, which focuses on history, morality, rhetoric, and etiquette, while neglecting to explore the enlightenment of knowledge and ideas on reality. Although the West has opened the door to China, the exclusivity of Confucianism has always hindered Christian thought outside the country. The promotion of Christianity in the North China Daily News is an attempt to open up the hearts of Chinese people.

The commentary articles on China in the North China Daily News absorb and transform each other, constructing a unique and unified discourse space, referring to similar themes of civilization stagnation. On the one hand, it expresses the stagnation of China's material civilization through the use of ancient and superstitious discourse, and on the other hand, it portrays the stagnation of China's spiritual civilization through barbaric and spiritual discourse. Civilization, or form, or spirit, neither of which is barbarism. The discourse of "civilization stagnation" constructed by the North China Daily News reflects and engages in a three-dimensional dialogue between material and spiritual aspects, jointly portraying China as the "weak" who need to be saved by Western civilization. Ultimately, China sheds its long history of civilization and is crowned with the discourse of "civilization stagnation" in the process of world history and civilization, demonstrating the leading position of Western civilization and achieving the effect of self confirmation and recognition by others.

3 The Expressed Destiny: The Representation Strategy of

"Civilization Stagnation"

Language itself is a highly systematic coding system with many means for expressing, presenting, communicating information, and expressing itself. At least in terms of written language, there is no direct presence, only indirect presence or expression. When Eastern scholars express the East, the East is completely absent and replaced by Eastern scholars. This substitution and dislocation make the value, effect, power, and so-called authenticity of Orientalist discourse on the East less dependent and ineffective in relying on the East itself. Therefore, the North China Daily News uses a series of expression techniques to make "China's stagnant civilization" visible and perceptible, making this phenomenon "exist" in discourse about the East and making others believe it is "true". Said's emphasis on externalism led to his attention to the discourse strategies of Orientalism. Therefore, Said focused his analysis of Oriental texts on expressions rather than descriptions of nature in the East. When discussing the discourse of 20th century Orientalism, Said pointed out several typical elements of discourse: generalized "narrative description", cultural habits of naturalization of things, and the application of binary opposition between "us" and "them". These three elements will also become three speech strategies for representing others.

3.1 The Control Summary of Elite Editors

Omnibus statements, also known as generalizable statements, refer to the fact that each specific study of a single thing will endow or confirm the overall Orientality of that thing in a comprehensive or generalizable manner. For example, the perception of a woman can rise to the entire Chinese women. On the contrary, negative statements about China as a whole will be understood as suitable for any thing or individual in China. For example, China is backward, and its culture, society, and

individuals are all backward. Said pointed out that "the generalization and induction role played by Orientalism is obvious. It transforms a civilization's concrete and vivid reality into ideal types that embody abstract values, concepts, and positions, and then turns back to search for these types in the 'East' and transform them into common cultural currency."

The summary of China by North China Daily News is a "controlling summary". This kind of control is achieved through the process of elite editors, mainly consisting of businessmen, missionaries, consuls in China, and directors of the Ministry of Works, who regard Chinese civilization as the object of audience "controlled gaze", in order to weaken the exclusivity of Chinese civilization. Dr.Legge, a renowned sinologist from the London Society, The North China Daily News published an article on the evaluation of China by the renowned sinologist and missionary Dr.Legge. The article first evaluated Dr.Legge, stating that "He was saturated with Chinese learning, and he is a keen and acute observer of Chinese character. He has been not only a philological but an historical student. He has observed the past in order that he may understand the present. Confucius and Mencius have yielded up to him what treasures of knowledge they contain, and he has not treated the stores thus gained as a pedant would have treated them; he has noted how the maxims of these ancient men have moulded national thought, and how the effects of their venerable and weighty apothegms are visible at this very moment, on the educational and political systems of the country." Next, using Dr.Legge's words directly, he made a judgment on China. Dr. Legge distinctly and empirically asserts, "The Government of China seems to be irremediable -- incurable." The article first characterizes the Chinese government as "losing," and then continues to explain that "A country that allows the highway to its Capital to be in such a grievous state of disrepair, cannot be a flourishing realm. The Government that fails to fulfill a primary duty of an executive body, must be a weak and negligent one. the Emperor remains unseen---veiled prophet. The minds of the

rulers, the spirit of the Government, lag as far behind as they did thirty years ago."

Chinese civilization will transform from a group of brave travelers and residents with personal and sometimes even tampered with experiences to a non personal authoritative definition. And this continuous authority has formed the theme cluster of "Chinese civilization stagnation", enabling the world to understand the significance of Chinese civilization stagnation in different categories.

3.2 Translation and domestication of asymmetry

Naturalization refers to "adhering to the current mainstream values of the target language and culture, openly adopting conservative assimilation methods towards the original text, making it conform to local norms, publishing trends, and political needs. In the process of cultural transformation and translation, domestication is to incorporate the original language into the target language, even if the original language is naturalized into the target language." In other words, domestication is to transform the cultural identity of the "other" into "me" or to make them join my collective, so that their ideas, values, and behavior conform to the standards of "me". Under the domestication strategy, other cultures are required to change their traditional or innate referential, normative, value system, and transformation rules, leaving their own tracks and being forcibly pulled closer to others. It is obvious that the result is the standardization and elimination of cultural differences, leading to the emergence of cultural hegemony or supreme sovereignty.

On December 12, 1867, the North China Daily News described that the chaotic environment, arrogant and corrupt behavior of officials in China were the main culprits preventing progress. The article states that "China is plagued by frequent internal riots, rampant banditry, droughts and floods, and rampant banditry. On the contrary, the Western world has a stable environment that is conducive to the development of civilization. For a government that is unable to maintain domestic

order, a change of dynasty and the accession of a vigorous ruler , is the sole remedy for the existing state of anarchy throughout the country and corruption amongst the officials." This image is derived from the crude and distorted cultural domestication behavior of Western missionaries and sinologists towards Chinese civilization. On the one hand, military strength gave Westerners a sense of arrogance, and on the other hand, missionaries and sinologists spread the statement of "civilization stagnation", creating a pretext for colonial expansion and civilization export. After the First Sino-Japanese War, wise people began to reflect on themselves, and coupled with the continuous dissemination of modern civilization in the West, it was reflected in various newspapers, works, personal letters, and even emperor's memorials. With a long-term cultural influence, the stagnant Chinese civilization was about to dawn in the eyes of Westerners. Representative figures of the reformist movement, such as Kang Youwei, Liang Chih-chao, and Yan Fu, have all adopted a modern civilization to think about social issues and wrote essays to inspire people's wisdom. On December 3, 1895, the North China Daily News published an article titled "1,300 REFORMERS IN CHINA", which expressed a fear of "national downfall". "Turkey, because of its refusal to change, has been divided by six Powers. Japan, though only a barbarous island, by changing has taken Loochoo away from us and invaded our empire. China is now in very great danger and we therefore most anxiously urge the adoption of right measures for her safety."

This domestication coding will inevitably lead to a deviation, distortion, and low reputation and status of Chinese civilization, thereby helping Westerners construct an image of the "East" and "Easterners" who are controlled by themselves, obedient to their orders, and timid. The domestication behavior of Orientalism, as scholar said, "As a discourse practice, domestication constructs asymmetric power relations in a colonial state, and all weak cultures are manipulated by the dominant cultures of Britain and America. It becomes a conspiracy of colonizers to carry out cultural

colonization and strengthen the form of colonial consciousness. In other words, it not only helps colonizers spread discourse power and implement cultural appropriation, but also continuously strengthens their self-identity in the consciousness of the colonized party."

3.3 Comparative Strategies of Binary Struggle

Due to the cultural tradition of Western Logos centrism, Eastern scholars always firmly confine their research objects in their own hands when speaking about the East, following a principle of binary opposition methodology, and always placing China within a comparative framework. This comparison constitutes a fundamental pattern of colonialism discourse and Orientalism discourse. The North China Daily News also follows the research strategy of Eastern scholars, firmly restraining the discourse of "civilization stagnation" in its own hands, thus generating a set of cognitive vocabulary, whose function is like its style, placing "civilization" within a comparative framework. This comparison is rarely descriptive; Usually critical and explanatory.

3.3.1 Comparison between ancient and modern times

Missionary Legge said, "Compared to the" progress"of Christianity, Confucianism always brings people back to the past." It calls on people to "return to the era of ancient sages.". Critics of tradition bluntly refer to this phenomenon as "the domination of the dead" - "the deceased becoming the object of attachment for the living.". Therefore, the Western world does not agree with the historical attitude of "integrating ancient and modern". As early as June 2, 1868, the North China Daily News published an article comparing the civilizations of China and Europe. The article states that "China is a perfectly inexhaustible field for contrasts to European habits and ideas. The golden age of China was two thousand years ago, and the idea of outstripping its ancient glories would seem almost irreverent. Perpetually performing the rites and worship due to an endless line of ancestors, and finding

themselves the latest links of a chain of unbroken connection with antiquity, the past seems to them greater than the present, because they feel themselves, as it were, subordinate to these departed ancestors, and to them they look up as old sages, to whom it is their duty to entertain feelings of filial obedience. This'white haired' glory is in stark contrast to the 'new' European civilization, where Europe is constantly seeking progress, while China has been 'stagnant' In the ancient long river, and it seems that no one can shake it." This article emphasizes China's respect and admiration for ancient civilization, and cannot surpass it, implying that Chinese civilization has always remained stagnant two thousand years ago. The following article suggests through the transformation of Europe from ancient times to the present that China should not stagnate and should accept Western civilization. "But might not the same accusation have been brought, a few centuries ago, against Christianity---had there been any people capable of judging Europe from the same high stand-point of intelligence from which we now regard China? Were France, England, and Italy free from vice; pure, holy, virtuous and happy, during the Middle Ages? Were they not rather inferior than superior to the Chinese of tie present day? Yet they had been in full possession, for several hundred years, of the doctrines of Christianity. They have risen, now, because, instead of straining perpetually backwards, towards the dogmas inculcated by the ancient teachers, they have striven to sled light on their religion, and to interpret it with daily increasing liberality and intelligence. Instead of using it as a chain, instead of tracing a narrow path from which no one might diverge, they have struggled free from the shackles with which the teachers of the Middle Ages sought to confine free thought and expression. The Chinese have adopted precisely the opposite practice. Instead of striving to reach the mouth, they have perpetually struggled towards the narrow end of the funnel. But the vice lies in their traditional mode of education; rather than in the system inculcated. Our mission, in China, is to let in the light which has been carefully excluded; to teach

people to think for themselves, instead of struggling always to bring down their thought to the level of their ancient sages ; to teach them in a word, to strive forward instead of backward." The North China Daily News summarized the development trajectory of Western civilization as "inclusive", that is, the development of Western civilization, like language, absorbs from the rich resources of the past. Western civilization is not exclusive to China, but rather absorbs the past and embraces the modern.

3.3.2 Comparison between China and Japan

The North China Daily News believes that "There are thoughtful men amongst the ruling classes of Japan, who will not go into strange lands with closed eyes, but will observe, and compare, and criticize, and enquire. There will be no peculiarity of our legal, commercial or fiscal administration that will not be studied by them with more or less discrimination and intelligence. Chinese Envoys walk through scenes of historic and practical interest with stolid and impassive faces, assuming transcendental superiority and looking down upon the poor efforts of barbarians with contempt. "Therefore, China and Japan adopt opposite attitudes towards foreign civilizations, laying the foundation for the failure of later wars. On December 29, 1894, an article titled "CHINA UNMASKED" was published, in which it was stated that "If the Western world has been blind to the fact that Japan was steadily and surely working herself up to a position which should command for her recognition and respect, it has been equally blind to the extent to which official corruption was undermining China. The same period which has loaded Japan with laurels of admiration and applause, has sufficed to cover China with confusion and contempt. Such a system of internal rottenness has been laid bare that even her best friends are forced to shake off the dust of their feet against her, and to admit that the present process of being ground in the mill is perhaps the best thing which could happen to her." It shows that the article agrees with "Japan" and at the same time expresses its disappointment at the

stagnation of Chinese "civilization".

The standard used to measure Chinese civilization here is Western modernity. The reason for adopting this comparative attitude is actually a transformation of race centrism and racial discrimination, where the objects of comparison are mutually beneficial and supportive. The utopian narrative of civilized societies such as Europe and Japan embodies the ideal of Western transformation of China. Through extensive comparison, it is hoped that Chinese people can clearly see the future direction of world civilization.

4 Conclusion

The North China Daily News portrays China as a country that can be taken over and disposed of by European powers at any time, and the fact is that in terms of military power, China is indeed like a trapped beast, powerless to resist. However, the North China Daily News mistakenly believed that the Chinese people were a bloodless nation, and that China was in an inevitable process of disintegration, with being seized by European powers and sanctified as its ultimate result. Therefore, in the context of major changes, the description of the stagnation of Chinese civilization in the North China Daily News, no matter how realistic and vivid it may seem, is still isolated from the millennium old civilization and cannot reach a true understanding of the core, naturally avoiding stereotypes and biases. The the North China Daily News constructs the discourse of Chinese civilization stagnation into four negative discourses: ancient worship discourse, superstitious discourse, barbaric discourse, and spiritual stagnation discourse, based on its dominant and unequal discourse construction forms. The North China Daily News also takes advantage of the gap and disadvantage in China's foreign exchanges, using the "controlled summarization" of elite editors, asymmetric translation and domestication, and a binary comparison

strategy to construct a discourse event of "civilization stagnation". Therefore, exploring the discourse communication of hegemony and inequality has certain significance in exposing cultural hegemony.

Authors' Introduction:

Yin Yan, School of Media Science/ School of Journalism, Northeast Normal University,Changchun, China

Zhang Pangang, School of Education, NanChang Institute of Science & Technology, Nanchang, China

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【Editor】 Wenxu Wang

"The Practice of the Concept of Great Unification in the Qing Dynasty and Its Implications for Contemporary Society"

◎ Yuzi Liu[1]

Abstract This paper aims to delve into the practice of the concept of dayitong, "Great Unification" during the Qing Dynasty and examines how a multi-ethnic state effectively built and consolidated a sense of national community.

This study examines the Qing Dynasty's ethnic policies, cultural dissemination, and political management, and examines specific measures such as ethnic equality, the preservation and dissemination of traditional culture, and central policy intervention in minority areas in the process of implementing the concept of grand unification.

 The objective is to understand the profound significance of China's historical ethnic policies, the historical experiences of fortifying the Chinese national community, and their practical values for contemporary China in enhancing ethnic unity, promoting cultural diversity, and fostering social stability.

In a global context, ethnic issues and cultural diversity are important in national

1 Yuzi Liu, female, a Anhui University PhD student,Associate Researcher, Intercultural Communication Research Centre, Hebei University (Key Research Base of Humanities and Social Sciences in Hebei Province).

governance, especially for China with its rich ethnic diversity. Thus, a deep understanding of historical ethnic policies, particularly during the critical period of the Qing Dynasty, provides guiding significance for the formulation and implementation of contemporary Chinese ethnic policies.

Keywords Qing Dynasty, Great Unification, multi-ethnic policy, ethnic equality

The study articulates the the Qing Dynasty's practices in ethnic policy and cultural management and distills insights that are instructive for contemporary China's ethnic issues and promoting the sense of community for the Chinese nation. As the last feudal dynasty in Chinese history, the Qing Dynasty's unique approach to ethnic policy provides a crucial window for understanding and analyzing the historical relationships and cultural integration among different ethnic groups in China.

By meticulously examining historical documents and records, this research not only focuses on the formulation and implementation of these policies but also delves into the political motives, social structures, and cultural contexts behind them. Specifically, the study focuses on how the Qing Dynasty addressed issues of ethnic equality and cultural integration, discussing the challenges and achievements encountered in the practical application of these policies.

1 Formation and Evolution of the Qing Dynasty's Concept of Great Unification

The study of the Qing Dynasty's Great Unification policy has always been a significant topic in the field of Chinese history. As the last imperial era of China, the Qing Dynasty faced challenges in unifying multi-ethnic regions, also bringing forth their own perceptions of gains and losses.

This paper explores previous research on the Qing Dynasty's Great Unification

policy, compares it with multi-ethnic policies from other eras, and analyzes their similarities and differences in territorial management, ethnic policies, and the construction of a unified regime. This comparison aims to provide a deeper understanding of the different paths and historical experiences of maintaining China's unity during this dynasty.

By synthesizing these research findings, a more comprehensive understanding of the historical approaches to unifying multi-ethnic regions under different regimes can be formed, providing a broader perspective for future research.

1.1 The Rise of the Great Unification Thought Dimension

In ancient traditional societies, the concept of "Great Unification" actually shares a genealogical relationship with the modern phenomenon of globalization, albeit the latter primarily relies on the powerful forces of market economy to maintain spatial and temporal extensions, while the former depends more on political, military, cultural, and even matrimonial means (Zhang , 2007). Since the implementation of the bian hu qi min, "inhabitants of the land who were treated without distinction, being members of the registered households" by the Qin Dynasty, successive dynasties have strived to expand their territories and unify tax systems as much as possible, extending them into non-Han regions, which truly represents the original meaning of the "Great Unification" pattern. However, it is difficult to implement it in practice. The "Gongyang Commentary on the Spring and Autumn Annals" was the first to propose the political concept of "Great Unification", stating: "Why should we respect zhengyue, the first month established by King Wen of Zhou Dynasty? Because he had the credit of da yi tong, unifying the nation.." In the Biography of Wang Ji, Book of Han, "the da yi tong (Great Unification) advocated by 'Spring and Autumn' means that the customs and education of all parts of the country are the same, and the laws and regulations are consistent". Although the article talks about the dayitong, the royal

political ideal advocated by Confucianism, it is fundamentally different from the concept of datongyi, the hegemonic political model practiced by Legalism. The dayitong emphasizes the political unification of the state and the high concentration of economic and cultural thoughts. This idea has been faithfully implemented and practiced by Chinese dynasties throughout ancient history, playing a crucial role in the stability of the dynastic societies. Looking back at the ruling ideas of the Central Plains dynasties, they consistently adhered to the concept of "distinction between Han and barbarians", always wary of minority ethnicities. The Great Wall built by Qin Shi Huang and the multiple military campaigns against northern nomadic ethnicities by the Ming Dynasty emperors like Zhu Yuanzhang and Zhu Di were recurrent themes in dynastic history. It was not until the Manchus entered the Central Plains that Qing rulers began to discard the "distinction between Han and barbarians", advocating the political slogan "Manchu and Han are one family". The Qing Shengzu Emperor Shunzhi once stated: "In this unified nation, there is no distinction between Manchu and Han, all officials and people of Manchu and Han are one family." This situation, possibly related to the ethnic characteristics of the Qing Dynasty. The concept was further developed and refined during the reign of Emperor Kangxi. To consolidate the Great Unification in the Qing Dynasty, he first annihilated the Three Feudatories, quelled the rebellion in the southwest to strengthen the defense of the southwestern border, and enhanced the connection between the southwestern region and the Central Plains. Following this, he subdued the Mongolian Dzungar military rebellion to ensure the safety and stability of the northwestern border, and also eradicated the military rebellion of the Chahar faction, reclaiming Taiwan to secure the southeastern coastal defenses. Emperor Kangxi said, "It is evident that the way to guard a country lies in cultivating virtue and comforting the people. If the people are pleased, the nation's foundation is secured, and the borders are naturally strong — this is what is

meant by 'unity of wills makes undefeatable walls.'" After quelling the Dzungar rebellion, he planned to abolish the Great Wall border defense, aiming to establish a conceptual and psychological Great Wall spanning thousands of miles. He was the first emperor in the history of Chinese feudal dynasties to break the distinction between "Chinese" and "barbarians". His thoughts at that time laid a solid theoretical foundation for the formation of the multi-ethnic state's Great Unification situation during his era (Liu & Wu,2022). Emperor Yongzheng, during his reign, proposed the theoretical system of "One Family under Heaven", pacified the Hui Muslim rebellion in the northwest, and established the position of General of Ili. Additionally, he introduced the Beg system to implement a local ethnic autonomous governance system in the northwest region, stabilizing both the northwest and the overall governance of the Qing Dynasty. This demonstrated his deep understanding of the political concept of "Great Unification". Subsequently, during the reign of Emperor Qianlong, he vehemently opposed the ethnic views of Han landlords, pointing out, "It is improper to regard those who joined Mongolia within a century as barbarians; Mongolia would also be discontent." He continued to implement the political concept of multi-ethnic Great Unification, subduing rebellions among various minority ethnic groups, thereby perfecting and developing the multi-ethnic state's political concept. Under his rule, the Qing Dynasty's territory reached its zenith, thus also laying the foundation for the modern map of China. The political concept of a multi-ethnic unified state was also consolidated during the Qianlong period (Zhang & Li, 2011).

1.2 Administrative Integration of the Qing Dynasty's Frontiers

The governance policies of the Qing government exhibited diversity across different regions, a characteristic determined by the vast expanse of Qing territory. Qing frontier policies can be divided into maritime and continental policies, each involving different governance approaches. Initially, the early Qing maritime policy

differed in coastal areas and Taiwan and Hainan. Considering different geographical and economic conditions, the Qing Dynasty adopted various measures. To counteract the anti-Qing activities of the Zheng family, the government implemented a large-scale migration policy before the twenty-second year of Kangxi's reign. After unifying Taiwan in the twenty-fourth year of Kangxi's reign, the government established the Taiwan Prefecture and counties, affiliated with Fujian Province, and set up Xunjian (inferior district officer), later upgraded the position to Tongpan (inferior district officer) at Penghu, which was elevated to Penghu County. In Hainan Island, the Qingzhou Prefecture was established, governing three states and ten counties, affiliated with Guangdong Province, strengthening control over the southeastern maritime frontiers (He,1998).

Subsequently, the continental policy covered a broad geographic area, from the northeast to the southwest. In the northeastern region, the Qing Dynasty implemented the military colony system, the specific content of which might differ from that in the Xinjiang region. In the northeast, the main approach was the military colony system, with generals stationed in Shengjing (present-day Shenyang), Jilin, and Heilongjiang provinces to manage military and civilian affairs, implementing a dual governance system of banners and civilians under the military colony system. For ethnic groups such as the Solon, Daur, Oroqen, and Evenki, they were organized into records, subordinate to the Eight Banners. In the Xinjiang region, the military colony system was primarily adopted, with a general's office established in Ili, governed by a general appointed by the central government to oversee the Tianshan North and South regions. In the Kaxgar region of southern Xinjiang, a counselor general managed military affairs, although the counselor general was also subject to the control of the Ili general. In terms of local administration, due to the complex ethnic composition and diverse social customs, the Qing government adopted different administrative systems, including the prefecture-county system, alliance-banner system, and Beg system. The

prefecture-county system was mainly implemented in areas with a significant Han population migration, such as Urumqi and Barkol, where the Qing government renamed Urumqi to Dihua Prefecture and Barkol to Zhenxi Prefecture. The alliance-banner system was primarily implemented among the Mongolian ethnic groups in Tuerhute and Heshuote. The Beg system was an old social system among the Uyghurs of the southern Tianshan route, where large and small feudal lords were differentiated into various begs, all hereditary. The "highest-ranking with heavy responsibilities" was known as hakim beg, and according to different duties, there were various ranks of begs. This was an inherent system of the Uyghur serf society. The Qing government, "to understand the nature of the Hui people and Uyghurs and to carefully consider local conditions", decided in the twenty-sixth year of Qianlong's reign to continue the old Beg system in the Uyghur regions of southern Xinjiang. Although the Qing government made some reforms to the Beg system, abolishing heredity, the old social contradictions and class contradictions were not fundamentally resolved (Weng,1994).

In Tibet and the southwestern regions, the Qing Dynasty adopted different governance methods according to local political, historical, and ethnic characteristics. In Tibet, the Qing Dynasty established the Resident Commissioner system to strengthen central government control over the region. In the southwestern provinces, the Qing Dynasty consolidated its rule over these regions through measures such as the policy of Gaituguiliu(changing the native chieftain system to direct imperial rule) (Ma, 1991). In the Tibetan area, the Qing government established a system of governance that combined both religious and administrative authority, thus bolstering the authority of the Dalai Lama, abolishing the position of Tibetan kings, and suppressing the power of the Tibetan aristocratic serf-owners. Starting from the Yongzheng period, the Qing government stationed imperial representatives in Tibet and gradually developed a co-governing structure between the Dalai Lama and the

resident commissioner for the local government of Tibet's Kashag. In the southwest region, the Qing initially continued the Ming dynasty's tusi system of appointing local hereditary tribal leaders.

For other minority ethnic groups in remote areas not organized into banners, the government utilized their existing territorial organizations and clan organizations, appointing village heads, surname heads, and clan heads to govern. In the Mongolian-dominated northern frontier areas, the alliance-banner system was implemented. The alliance-banner system was established based on the original political system of the Mongolian region, where "banners" were set up on the original territory of the Otog, with "banners" serving both as grassroots political organizations and as military and social organizations. Each banner was led by a local Mongolian prince appointed by the Qing government as the "Zhasak" banner leader, with "alliances" established above the "banners", generally composed of several banners, with the alliance leader appointed by the Lifanyuan from among the local Mongolian princes. However, the "alliance" was not an administrative institution, and the alliance leader could not issue orders to the banners under his jurisdiction but could only supervise their governmental affairs. The alliance also determined the meeting date and location. Additionally, the Qing government established military colonies in the Mongolian region, dispatching generals, commanders, and counselors to various locations to station troops and represent the central government in supervising and controlling the affiliated banners.

From the above, it is evident that for over a century after Kangxi unified Taiwan, the Qing Dynasty's focus on frontier governance was primarily in the northwest region, especially among the Mongolian tribes. This perspective allows us to conclude that the early Qing rulers prioritized the northwest continental frontiers over the southeastern maritime frontiers. The Qing Dynasty's efforts and achievements in frontier administrative integration played a significant role in strengthening national

unity and promoting ethnic integration. The Qing Dynasty's governance in the frontier regions made significant contributions to ethnic relations and national unity in Chinese history.

1.3 Qing Dynasty's Attitude towards the Central Plains and Ethnic Policies

The Qing Dynasty exhibited its unique governance wisdom in its attitude towards the Central Plains and ethnic policies. The Qing Dynasty's attitude and ethnic policies evolved over different periods, each demonstrating distinct ethnic concepts and governance methods. Initially, Qing Taizong Huang Taiji proposed a new ethnic concept, which differed from the "distinction between Chinese and barbarians" emphasized by previous dynasties. He extensively involved Han officials, Han generals, and Mongolian princes in the governance of the Later Jin, no longer executing Han people but appropriately restoring the status of Han people who had been taken as slaves, implementing the policy of "registering households as civilians". Additionally, he established the Mongolian Eight Banners and the Han Military Eight Banners, standing alongside the Manchu Eight Banners, forming the three main pillars of the Qing Dynasty. This diverse Eight Banners system reflected a new ethnic concept of "seeing Manchu, Mongolian, and Han as one body". After Huang Taiji, Emperor Kangxi explicitly proposed the idea of "One Family under Heaven", advancing this new ethnic concept to a new stage. His ethnic concept was not limited to the Han people but also included the Mongolians beyond the Great Wall, adopting a strategy of both kindness and authority, continuously marrying into Mongolian families, and ultimately integrating them into the Qing government, making them a significant supportive force for Qing rule. He abolished the Great Wall, considering the Mongolians as "one family", a groundbreaking move that marked a significant shift in Qing ethnic policy. The Qing Dynasty's ethnic policy no longer relied on the ethnic division model based on the distinction between Chinese and barbarians but

aimed to accommodate multiple ethnic groups within the same space, achieving territorial "unity" under a "multi-ethnic state" (Li,2006). Emperor Qianlong himself made clear statements, criticizing Xu Heng, a Confucian scholar during the Yuan Dynasty, for suggesting to the Yuan emperor that "the state should follow Han laws to unify our people" as "a pedestrian who does not know of boats, a sailor who does not know of carts". He stated that Xu Heng's view was an outdated perspective (Meng,volume 9730). Additionally, the scope of "Sinicization" or "Confucianization" in the Qing Dynasty had clear limits and could not be infinitely expanded. Especially in the northwest and southwest regions, different cultural and ethnic backgrounds determined different governance methods and scopes (Wei,2004). The Qing emperors discarded the ethnic division model based on the distinction between Chinese and barbarians that had been in place since the Song and Ming dynasties, not considering ethnic segregation as a guiding principle and striving to include multiple ethnic groups within the same space. The intention was to achieve territorial "unity" under the cultural framework of a "multi-ethnic state".

After completing "Great Unification", the Qing Dynasty, due to the need to maintain and consolidate "Great Unification" and the reality of being within the cultural sphere of Chinese characters and the Chinese language, inevitably chose Confucian culture as the main body to integrate different cultures within the territory (Li,2023). Gradually, Confucian cultural education was widely promoted in both inland and frontier regions. This cultural tradition was reflected in the imperial examination system, where candidates were required to write eight-legged essays, a writing style that makes logical inferences based on moral issues in Confucian classics, with specific writing rules. There were also exams on strategies for governing the state or political and economic issues, although the results of these exams were not crucial. Those who passed the imperial examinations and continued to serve as officials had to learn how to govern practically, but this practical knowledge

was not included in the imperial examination education. The Qing government was committed to ensuring the fairness and diversity of the imperial examination policy for everyone and all ethnic groups. The government took a series of measures to ensure the fairness and diversity of the exams, so that all social and ethnic groups had equal opportunities to participate. Strict supervision of the examination process was implemented, with measures to prevent fraud and cheating, such as rewriting exam papers to prevent examiners from identifying candidates. Specific words or phrases were also subject to scrutiny to avoid improper arrangements. Simultaneously, the Qing government endeavored to ensure the fairness and diversity of the examination results. They adjusted the proportion of admission quotas to ensure that candidates from different regions and ethnic groups had opportunities for admission. This policy helped balance social and cultural inequalities and ensured that all groups could perform well in the imperial examinations. In summary, the imperial examination policy during the Qing Dynasty was committed to providing a fair competitive environment, allowing everyone, including multiple ethnic groups, to participate. The government took a series of measures to maintain the fairness and diversity of the exams, ensuring their impartiality. This policy helped people from all social strata have equal opportunities in the imperial examinations, promoting social diversity and inclusiveness.

The Qing Dynasty took a series of unique measures in dealing with the Central Plains region and other minority ethnic policies. Emperor Kangxi, during the wars to unify the country, further recognized the strategy of "adapting to local customs and conditions", which was not only essential for pacifying the country but also crucial for stabilizing it. Therefore, he advocated that governing the country should vary according to people and location, and uniformity should not be enforced. He stated, "Governing the country should be generous and kind, adding benevolence according to human nature, which should not be contravened. Just as with people from

Manchuria and Mongolia, their daily food and drink and their natures are distinct; if one insists on uniformity, chaos will undoubtedly ensue (Qing,volume 9)." The Manchu and Mongolian ethnic groups were the core ruling ethnicities of the Qing Dynasty, and the Qing encouraged marriages between the Manchu and Mongolian groups to promote integration among different ethnic groups. Emperor Kangxi married princesses from Mongolian tribes multiple times, and Mongolian nobles also married their daughters to Qing emperors (Ding,2011). These cross-ethnic marriages not only promoted political cooperation and alliances but also facilitated cultural exchanges and integration. Under Qing rule, the traditional customs of various ethnic groups were protected and respected. Emperor Kangxi stated, "The Mongolians revere Buddhism, following whatever it tells, thus if we want to restrain the Mongolians, Buddhism should not be lightly discarded, and those who do not understand this are merely expressing shallow, narrow views. In summary, people are different, and customs differ; one cannot forcibly make them alike nor can one forcibly make them different. Each has its strengths and weaknesses; by preserving their strengths and discarding their weaknesses, understanding their shortcomings without obscuring their strengths, then mutual peace can be achieved, and the way of a sage emperor, a wise king, can be realized, thus forming a harmoniously unified universe (Qing,volume 1)." When someone secretly reported to Emperor Yongzheng that the Hui people had their own religion, spoke a different language, dressed differently, and were unruly and stubborn, often acting unlawfully, requesting strict punishment, Emperor Yongzheng replied, "The Hui people having their religion is a legacy of their ancestors' customs, just as Chinese people from different regions have different preferences and dialects, which also vary. Therefore, the Hui having mosques and different clothing and writing is merely following custom and suitability, each maintaining their habits. Initially, these were not acts of deception or public disturbance (Qing,volume107)." Emperor Qianlong also emphasized "adapting to

local customs and conditions", "not changing their customs". For instance, after pacifying the Dzungars, he openly decreed to the Brute tribes in the northwest, "If you, like the Kazakhs, wish to submit and return, the decree will allow you to live as before, not changing your clothing or colors, not granting official ranks, not requiring tribute, only sending envoys to request peace, then rewards and expenses will be granted. If you, due to foreign customs different from China, do not wish to submit and surrender, then it is up to you." Subsequently, this traditional "adapting to local customs and conditions" thinking for governing frontiers and vassal states continued to guide Qing rulers throughout the dynasty.

Under Qing rule, the traditional customs of various ethnic groups were protected and respected, including wedding, funeral, and other life ceremonies. For Muslim minority ethnic groups such as the Hui (Hui people), the Qing allowed them to retain Islamic marital customs, including religious weddings and women wearing veils. This permission for religious weddings reflected the Qing's respect for the religious and cultural practices of various ethnic groups. The Qing also allowed Tibetan and other minority ethnic groups to maintain their unique funeral ceremonies, such as "sky burials", without forcing changes to these traditions (Ma & Ma,2012). The Qing did not force ethnic groups to change their customs but encouraged mutual respect and cultural coexistence among different ethnic groups. This policy helped maintain harmony among ethnic groups, reducing cultural conflicts and enhancing the sense of unity among different ethnic groups.

2 Analysis of the Benefits and Losses of the "Great Unification" Concept in Multi-Ethnic Governance Models

Throughout the long history of China, the Qing Dynasty, as a key historical

period, adopted different strategies and methods in governing a multi-ethnic state, also showcasing its own gain and loss and uniqueness. The Qing Dynasty's concept of "Great Unification" was not only about territorial unification but also about the integration and unification of multi-ethnic cultures, with its policy practice respecting and protecting traditional cultures while promoting communication and understanding among different ethnic groups. Additionally, compared to the Yuan Dynasty, another multi-ethnic regime, which also achieved a political situation of "Great Unification" but adopted different strategies in multi-ethnic governance, the "Great Unification" concept of the Yuan Dynasty was evidently a failure. Comparing the practices of the Yuan and Qing dynasties in multi-ethnic governance reveals the successes and shortcomings of both dynasties. Historical experiences provide referential significance for contemporary China's ethnic policies, especially in balancing unification and diversity, respecting and protecting traditional cultures, and promoting communication and understanding among different ethnic groups. In this context, the historical experience of the Qing Dynasty's "Great Unification" practice holds significant referential value for contemporary China, particularly in balancing unification and diversity, respecting and protecting traditional cultures, and promoting communication and understanding among different ethnic groups. Not only does it provide historical experiences for governing a multi-ethnic state in contemporary China, but it also offers thoughts and insights for building a diverse and unified Chinese national community and achieving national harmony and unification. Ultimately, these historical experiences and lessons are profoundly meaningful for contemporary China in addressing ethnic issues, advancing a sense of national community, and achieving long-term stability and development for the state.

2.1 Analysis of Benefits and Losses in Multi-Ethnic Governance Models

In comparing the Yuan and Qing dynasties in achieving "Great Unification",

there are some similarities. Both Genghis Khan's early unification of various tribes on the steppes and Nurhaci's unification of the Jurchen tribes started from a small tribe as the core and developed from there, eventually forming the powerful "Mongolian" and "Manchu" ethnic groups. However, there are also significant differences in multi-ethnic governance between the two dynasties. These differences are not only reflected in the implementation of specific policies but also in the differing ethnic policy concepts of the two dynasties.

In terms of "Great Unification" administrative policies, both the Yuan and Qing dynasties implemented a series of measures to ensure the consistency of the national administrative management system. One similarity is that both dynasties implemented the policy of Gaituguiliu, especially in frontier regions. The core idea of this policy was to bring areas previously managed hereditarily by local leaders or chieftains under the direct management of the central government, strengthening control over these regions. The Yuan Dynasty adopted the Gaituguiliu, while the Qing Dynasty implemented the Manchu and Mongolian Eight Banners system. Regardless of the method, these measures helped unify the national administrative management and strengthen the central government's authority in frontier regions. The implementation of the Gaituguiliu in the Yuan and Qing dynasties differed, but both pursued bringing frontier regions under central control (Wang & Ma,2021). During the Yuan Dynasty, the Gaituguiliu mainly involved redividing land previously managed hereditarily by chieftains or local leaders, incorporating it into the central government's management system. This system not only helped strengthen unified management of frontier regions but also aided the state's land revenue. On the other hand, in the Qing Dynasty, the implementation of the Manchu and Mongolian Eight Banners system emphasized military and administrative organizational forms. The Qing Dynasty divided the population according to the Manchu Eight Banners and Mongolian Eight Banners, each banner having its own leaders, aimed at maintaining the security and

management of frontier regions. This system, besides strengthening land control, also reinforced military power, protecting the national frontier's security (LI,2021). While the Gaituguiliu had significant advantages in unifying national administrative management, it also had many problems. This policy could provoke dissatisfaction and resistance from local leaders or chieftains, leading to social instability in frontier regions, and could even spark rebellions and unrest, severely affecting national unity and stability. Bringing different ethnic and tribal areas under central rule could also trigger cultural conflicts and ethnic contradictions, adversely affecting the social and cultural development of frontier regions, and could even lead to ethnic opposition. Additionally, the central government's direct management of frontier regions could lead to reduced administrative efficiency, as the central government might struggle to effectively understand and handle local affairs. Some frontier regions might be rich in resources but sparsely populated, and bringing them under central management could lead to resource wastage and increased management costs.

Besides the Gaituguiliu, both the Yuan and Qing dynasties took measures to strengthen administrative integration. The Yuan Dynasty implemented the provincial system, dividing the country into twelve provinces, each managed by a provincial governor. This system helped the central government more effectively grasp local situations, take timely action, and ensure national integration. Similarly, the Qing Dynasty adopted the Eight Banners system, dividing the population and army according to the banner system, forming a highly organized system. This system not only helped manage the army but also strengthened administrative control to some extent. The soil return policy and administrative integration measures not only helped unify national administrative management but also strengthened the central government's authority. During the Yuan and Qing dynasties, the central government's power was centralized, helping ensure political stability and unified management of the country. However, these policies were not without flaws.

Although the multi-ethnic governance models of the Yuan and Qing dynasties each had their characteristics and shortcomings, their practices in handling ethnic relations and cultural policies provided valuable experiences and lessons for future generations. By analyzing the policies and practices of these dynasties, we can better understand the history of ethnic policies in China and provide historical references and theoretical support for the formulation of contemporary Chinese ethnic policies.

2.2 The Referential Significance of Historical Experiences in Contemporary Ethnic Policies

China's multi-ethnic state governance experience, especially during the Yuan and Qing dynasties, provides valuable references for contemporary China in handling ethnic issues and promoting the consciousness of the Chinese national community. The ethnic policies of the Yuan and Qing dynasties, particularly their promotion of ethnic equality and cultural diversity, provide important references for contemporary policy formulation. This section will reintegrate and analyze the ethnic policy experiences of the Yuan and Qing dynasties and their significance for contemporary China.

The cultural exchanges of China's conquering dynasties were complex processes of mutual permeation. The Yuan and Qing dynasties' acceptance of Han cultural elements was selective. Whether these dynasties were successful—partially rebuilding the cultures they had established before founding their dynasties—largely depended on the extent to which the conquering ethnic groups resisted the Han way of life. The less a "conquering dynasty" succumbed to the allure of Chinese civilization, the more it preserved its past tribal traditions. Simultaneously, Wittfogel believed that the opposition between nomadic and agricultural civilizations was a significant condition for non-Han ethnic groups to reject "Sinicization". He acknowledged that the Manchus, who had the least nomadic characteristics among the conquering ethnic

groups, were the most successful in integrating (Wang,1990). Their differences mainly lay in their policies towards the Central Plains and other minority ethnic groups. The Yuan Dynasty's ethnic policy was characterized by a system of ethnic stratification, clearly dividing Mongolians, Semu people (Central Asians), Han, and Southern people into four levels, causing significant social stratification and ethnic inequality. Although this system helped the Yuan Dynasty maintain control in the short term, it exacerbated ethnic estrangement and opposition in the long run. In contrast, the Qing Dynasty's ethnic policy focused more on ethnic integration and cultural unity. The Qing Dynasty's policies in legal systems and cultural education aimed to be equal across all ethnic groups, such as the widespread implementation of the imperial examination system and the promotion of Confucian culture, which promoted mutual understanding and integration among different ethnic groups (Chen,2019). The Qing Dynasty's governance model can be categorized into the governance lineage of the Liao, Jin, and Yuan dynasties, fully imitating their characteristics. However, the situation is not so simple; the Qing Dynasty not only inherited the governance strategies of the Yuan Dynasty, which had characteristics of both Inner Asia and the Han-Tang eras, but for the first time in history, it successfully established a "legitimate view" of a diverse framework in both the "inland" and "fanbu" (vassal territories), which are radically different territorial maps, a significant achievement that distinguished the Qing Dynasty from the Liao, Jin, and Yuan dynasties. However, this does not mean that the political and religious relationships of the "inland" and "fanbu" are naturally on equal footing. In fact, the "orthodoxy" of Confucianism still has a prioritized governing role over the fanbu political and religious governance model, centered around the Tibetan Buddhism system. Whether the Qing Dynasty's military actions in remote areas were justified, whether the occupation of frontier regions met traditional moral requirements, also had to be certified under the orthodoxy of Confucian norms.

The Yuan Dynasty's approach to managing a multi-ethnic state involved a strategy of divide and rule, enacting laws and policies tailored to different ethnic groups to maintain its rule. For example, the tax and legal systems for the Han and Southern people during the Yuan Dynasty were clearly different from those for the Mongolians and Semu people, which to some extent ensured the Yuan Dynasty's control over a multi-ethnic state (Guo,2002). However, this strategy led to deep ethnic divisions and contradictions over the long term, especially fostering dissatisfaction and resistance among the Han and Southern people against Yuan rule, leaving a complex legacy for future ethnic relations (Zhu,1995). The Yuan Dynasty's system of ethnic stratification, although effective in the short term, ultimately exacerbated mistrust and opposition among different ethnic groups. This lesson indicates that overly divisive and differential treatment in ethnic policies for a multi-ethnic state may lead to long-term instability and ethnic conflicts (Xiong,2016).

The Qing Dynasty's strategy of ethnic integration provides valuable references for handling complex ethnic relations. The Qing Dynasty adopted different strategies and methods in governing a multi-ethnic state. This dynasty not only revealed the importance of comprehensively using legal, administrative, and cultural strategies in a multi-ethnic state but also showcased its own gains and uniqueness. The Qing Dynasty demonstrated a more mature and systematic model in ethnic governance. The Qing Dynasty's policy of ethnic integration, while maintaining ethnic diversity, also emphasized the integration among different ethnic groups (Yuan,2012). The Qing rulers, especially in the early stages, adopted a relatively lenient approach towards the Han and other minority ethnic groups. They not only preserved the traditional culture and customs of the Han but also set up multi-ethnic officials in government institutions to maintain balance among different ethnic groups (Ou & Hua,2002). Some practices of the Qing Dynasty's ethnic policy, particularly in implementing equality in marriage, funeral customs, and preserving other minority ethnic customs,

played a positive role in promoting harmony and coexistence among different ethnic groups, providing important lessons for the formulation of future ethnic policies. However, the Qing Dynasty's ethnic policy was not without issues, especially in its later stages, where strict control and isolation policies towards certain ethnic groups also led to tensions in ethnic relations. In terms of cultural policy, the Qing Dynasty emphasized cultural integration and unity. Cultural policies played an active role in maintaining national unity and promoting ethnic unity, but they could also have negative effects during implementation. Excessive assimilation policies might lead to the loss of certain ethnic cultures, while overly emphasizing ethnic differences might exacerbate ethnic divisions (Yu,2010).

Overall, these two dynasties demonstrated different policy orientations and practical paths in governing a multi-ethnic state, providing valuable historical experiences for contemporary China in formulating and implementing ethnic policies. The governance model of the Yuan Dynasty to some extent exacerbated ethnic divisions, and later strict control and cultural suppression policies also negatively affected ethnic relations. Early Qing ethnic policies were relatively flexible and inclusive, but over time, in response to ethnic rebellions and opposition, they gradually adopted stricter control and isolation policies. Implementing restrictions on cultural activities and strengthening military control in frontier regions maintained a certain level of stability in the short term but exacerbated ethnic estrangement and mistrust, increasing resentment and resistance towards the central government (Xiong,2016). For contemporary China, the ethnic policy experiences of the Yuan and Qing dynasties provide important historical references. In formulating and implementing ethnic policies, China needs to comprehensively consider ethnic equality, cultural protection and integration, and national unity needs. This requires the government not only to respect and protect the traditional cultures and customs of minority ethnic groups but also to promote communication and understanding among

different ethnic groups to build a harmonious and coexisting multi-ethnic society (Zhu,2017).

3 Contemporary Chinese Frontier Issue Strategies from a Historical Perspective

The historical governance experiences of the Qing Dynasty provide important references and insights for contemporary China in resolving frontier issues. Stability and development in frontier regions have always been essential components of national governance, and the policies and practices of the Qing Dynasty in this area, especially in terms of cultural identity and ethnic integration, have profound referential significance for current frontier governance. The strategies adopted by the Qing Dynasty in governing frontier regions reflect its approach to handling ethnic diversity and its understanding of the concept of a unified state. The Qing Dynasty tended to maintain stability in frontier regions through ethnic integration policies, emphasizing the protection of minority ethnic cultures while also emphasizing the authority of the central government and a sense of belonging in frontier regions (Liu,2011).

For contemporary China, the governance experience of the Qing Dynasty indicates that effective frontier governance strategies need to balance the needs of ethnic diversity and national unity. On one hand, respecting and protecting the ethnic cultures and traditional customs of frontier regions help enhance understanding and respect among different ethnic groups, thereby building a harmonious social environment. On the other hand, enhancing the recognition of the central government in frontier regions through reasonable cultural policies and communication strategies is crucial for maintaining national unity and stability. Additionally, the Qing Dynasty's

experience also shows that building cultural identity plays a key role in frontier governance. Cultural identity not only relates to ethnic unity and social harmony but is also the foundation of political stability. Therefore, in contemporary China, enhancing the identification of people in frontier regions with the Chinese national community through education, media, and cultural exchanges is an important aspect of resolving frontier issues. The governance experience of the Qing Dynasty in frontier regions provides valuable references for contemporary China in formulating and implementing governance strategies for frontier regions, thereby achieving long-term stability and development in these areas.

A deeper study of the policies and practices of the Qing Dynasty reveals three key aspects that are crucial for building a diverse and unified sense of community for the Chinese nation.

Firstly, ethnic equality, as a cornerstone of social harmony, needs to be considered more forward-lookingly and comprehensively in national policies.. The Qing Dynasty adopted a more systematic policy of ethnic integration, striving to achieve national unity and cultural integration while maintaining ethnic diversity. The effectiveness of this ethnic equality policy is worth assessing, providing historical experiences for contemporary concepts of ethnic equality.

Secondly, traditional culture and a shared collective memory should serve as tools for promoting ethnic identity and unity, but the needs for protection and exchange must also be balanced. The Qing Dynasty emphasized the protection and dissemination of culture, especially in promoting exchanges and integration between Han culture and other minority cultures (Huang,2008). By deeply analyzing the cultural policies of this dynasty, we can explore how to enhance cultural identity and shared memory among different ethnic groups through cultural policies and practices, as well as the role of these policies in enhancing ethnic unity and building the sense of community for the Chinese nation. Additionally, the role of historical cultural policies

in promoting or hindering ethnic harmony also has referential significance, providing lessons for contemporary China in handling cultural diversity and ethnic identity issues.

Lastly, proactive intervention policies are crucial for maintaining national unity and promoting the development of ethnic regions. The Qing Dynasty's experience shows the important role of the central government in promoting social stability and economic development in frontier regions. Throughout its long rule, a series of measures were taken to strengthen the management and support of frontier regions, including interventions in education, culture, and economic development. By deeply analyzing intervention policies and their effects, we can explore how to strengthen support for minority ethnic regions through reasonable policies and measures, promote the socioeconomic development of these regions, and reduce the sense of alienation between these regions and the central government (Ma, 1999).The analysis of these historical policies provides useful policy suggestions for contemporary China in resolving frontier issues and promoting the development of ethnic regions, contributing to building a more unified, prosperous, and diverse Chinese national community.

4 Conclusion

This research, by deeply analyzing the practice of multi-ethnic state governance by the Qing Dynasty, reveals the referential significance of this dynasty's policies and strategies for contemporary China's ethnic policy and resolution of frontier issues.

Firstly, the analysis of the benefits and losses of multi-ethnic governance models demonstrates that the Qing Dynasty's ethnic integration policy showcased a more mature governance model, emphasizing the flexibility and humanitarian concerns of cultural policies. These experiences are important references for contemporary China

in handling ethnic relations and cultural diversity.

Secondly, historical experience provides reference for contemporary ethnic policies and the Qing Dynasty's practices provide historical examples for balancing national unity and ethnic diversity (Duan & Gao, 2020). Contemporary China can draw on these historical experiences to more effectively promote ethnic equality and cultural diversity.

Lastly, the analysis of governance experiences during the Qing period highlights its implications for resolving contemporary frontier issues. The historical strategies for building cultural identity and ethnic integration provide important references for how to enhance the recognition of the central government in frontier regions through cultural policies and communication strategies.

This not only helps maintain stability in frontier regions but is also key to building a harmonious multi-ethnic society. The experiences of the Qing Dynasty in governing a multi-ethnic state provide historical lessons and insights for contemporary China in addressing ethnic issues, advancing the sense of community for the Chinese nation, and resolving frontier issues. These historical experiences are not only valuable for understanding China's historical ethnic policies but also have practical significance for contemporary China in strengthening ethnic unity, promoting cultural diversity, and ensuring social stability.

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【Editor】Yu Liu

Value Representation and Visual Persuasion of Short Video News: Evidence from "China Journalism Award"prize-winning works

◎ Yiqin Hou, Lijie Lai

Abstract In the context of visual culture, the production of mainstream Internet values is increasingly driven by images. Through combing the short video news winning works of China Journalism Awards from 2018 to 2021, this research finds that such works have formed a visual persuasion path of "image transmission - emotional arousal - value identification". With the help of visual symbols such as civilians, ordinary objects and living places, prize-winning works construct individual images, physical images and spatial images rich in mainstream values and positive energy. Combined with symbolize, metaphor, metonymy and other rhetorical methods, they realize the guidance of socialist core values from empathy to identity, and bring inspiration and reflection for short videos to play a value-oriented role.

Keywords short video news; Mainstream values; Visual rhetoric; China journalism Awards

Visual technology accelerates iteration, and image forms continue to change.

"Visual factors have become a core element of contemporary culture, becoming an important means of creating, representing, and conveying meaning"(Zhou,2008,p.3. As of December 2022, the number of short video users in China reached 10.12 billion, accounting for 94.8% of the total number of internet users. Short video platforms have become one of the important channels for Chinese netizens to obtain news information outside of Weibo, WeChat, and news apps(CNNIC, 2023).

Images shake the abstract cognitive logic of language through simple and intuitive visual word, while short videos provide new practical space for persuasive production(Li & Zhao, 2023) In this context, how should Chinese-medium utilize the influence of short videos to cultivate people's spiritual concepts?

As one of the most authoritative news awards in China, China Journalism Award has established a short video news award for the first time since 2018. The award is based on the selection principles of "promote the political views of the Communist Party" and "spreading positive energy", with "have favorable effect". As of 2021, a total of 73 works have won awards in four editions, representing a high-quality work of mainstream media short video news content that meets national construction standards and has received good social feedback during this period.The visual transmission of short video news is not only the reproduction of social events, but also the sharing of implicit meanings such as ideology and value norms.

How do award-winning works of China Journalism Award represent and output mainstream values such as positive energy in short videos? How does it obtain audience approval and positive feedback through visual means? Starting from the knowledge domain of visual rhetoric, this article explores the above two issues.

1 Literature review

1.1 Visual Rhetoric and Short Video News

The fundamental issue in visual rhetoric research is how images act on viewers in a rhetorical manner. As a pioneer in this field, Roland Barthes(Liu,2018) created the analytical structure of visual rhetoric: the denotation of the image primary symbol system and the connotation of the image secondary symbol system. If a rhetorician wants to achieve a predetermined rhetorical purpose, they need to go beyond the surface meaning of image symbols and directly point to the deep implied meaning of images. Charles A. Hill(2004, p.3) pointed out that the fundamental strategy behind the ability of images to convey persuasive language is to construct "Rhetorical image" in a hidden way. Based on the previous explorations of scholars, Chinese scholar Liu(2011) proposed the psychological mechanism of visual rhetoric: the first level drives people's heuristic processing through intuitive visual symbols, and then constructs a certain cultural image. The value that text producers want to convey depends on the imagery; The second level relies on specific rhetorical strategies to trigger people's systematic processing, thereby achieving sustained and stable persuasion.

Short video news is an emerging form of news expression that uses short videos as a carrier of news information. In China, from exploring media convergence to attempting to visualize the dissemination of mainstream values,the rise of short videos has provided path support for the transformation of news production in traditional media, as well as theoretical and practical expansion space for the value construction of new mainstream media. News is not only aimed at eliminating public uncertainty, but its fundamental significance lies in conveying mainstream values and creating a favorable public opinion atmosphere for China development(Qiang&Kong,2021). Therefore,all artificially constructed visual texts conceal a certain "guiding intention",which can be manifested through symbolic actions, revealing traces of rhetoric(Kenneth, 1996, pp.44-45).

This article attempts to analyze the value construction and rhetorical practice of

the short video news award-winning works of the China Journalism Award from the perspectives of image construction and rhetorical structure, and further explore the effective path of visual communication of mainstream values.

2 Analysis

2.1 Symbols and image in short video news: ordinary people - objects - space

Short videos regulate the news production of media at two levels: symbolic medium and carrier medium." Lifestyle" and "people-oriented" are its cultural genes(Peng, 2019). Taking a comprehensive look at the visual elements of short video news works that won the China Journalism Award from 2018 to 2021, symbol resources such as civilians, daily use, living places, and geographical features connect individual image, physical image, and spatial image related to positive energy and other values. At the level of carrier, the Short and direct characteristics of short videos require creators to shift national level value norms from abstraction to concreteness, and activate viewers' value cognition in a short period of time.

2.1.1 To build ordinary people into social role models

A review of 73 award-winning short video news works from China Journalism Award of which 35 works (47.3%) focus on ordinary people in society, covering 18 occupational categories such as poverty alleviation cadres, doctors, and couriers. Ordinary people in society are visual symbols repeatedly presented in award-winning short video news works, from young teachers who help the poor in rural areas, doctors who transfer babies regardless of personal safety in sudden earthquakes, to couriers who pick up and send medical staff during the epidemic... These Infamous Men, as Michel Foucault calls them, doomed to be in a hurry for life, but without leaving a trace, under the guidance of such reporting themes as poverty alleviation and COVID-19, Becoming a symbol of carrying meaning.

Image is the summoning and attachment of emotions, meanings, thoughts, and other fields of consciousness to real existence. Image focuses on the spiritual connotations derived from objective things. Compared to individual heroism, creators advocate more collectivist values where the interests of the state and the collective are higher than those of the individual, with a focus on shaping the exemplary image of the ordinary people who are brave and dedicated.

The award-winning works embody the meaning of values through individual image, which promotes individuals with similar social status to the viewer to become visual symbols of mainstream values. The similarity between role models and learners, their ability level, and the reputation and status of role models are important factors that affect attention(Wu, Hu, 2005, p.278). In order to eliminate the sense of nobility and distance of role models, creators focus on documenting the emotional expression of ordinary people rooted in reality and derived from human nature. For example, in the special award of the 31st China Journalism Award, "Sheng Si Jinyintan," nurse Zhang faces the camera and says, "We didn't think about becoming heroes, we just hope that every patient can recover" Tears flow from the corners of our eyes, soaking the mask. The image showcases a brave and resilient, kind and fragile image of an anti epidemic hero, full of emotional contagion.

2.1.2 Reshaping the Meaning of Daily Necessities

In award-winning short video news works, physical image sets up a symbolic path for viewers towards implied meaning. It emphasizes the reconstruction of the meaning of daily use (such as letters, Shawan meat sauce, National Flag of the People's Republic of China, etc.), while also using objects as a link between news figure and denotation. This process frees daily necessities from their existing meanings, giving them new meanings to characters or events in the news.

The advantage of transitioning from human to object and then to concept sharing is to achieve the communication of discourse or ideas in a micro and gradual manner.

Specific objects also help viewers accurately grasp the conceptual connotations implied in images. The award-winning work of the 30th China Journalism Award, "Five Driving Licenses: Chinese Railway Dream - A Train Driver's Chinese Speed "," Driving License ", runs through the entire film. The five types of driving licenses, from steam locomotives to high-speed railways, are not only a microcosm of Lin nearly 30 years of work experience, but also reflect the decades long development process of Chinese railways. At work, the serious expressions, body symbols, and overlapping driver's licenses of news figures, as well as individual image and physical image, collectively point to concepts such as "dedication to work", "dedication to duty", and "diligence".

As a displayed item, a driver's license serves a predetermined news theme and narrative purpose. Once an object becomes visible and enters the viewing interface as a visual representation, it means that the object begins to separate from its natural properties(Chai&Zheng, 2022). The original social significance of things will also be reshaped. Objects are material things that meet, are used by, and interact with people. They bear additional effects on people and give their actions a symbolic meaning(Ian, 2018, p.3). When a person appears and interacts with an object, the individual's physical practice gives the object meaning beyond the visual image.At the same time, objects carry the function of connecting people and concepts, weaving a meaning representation structure of "person-object-concept" at the visual level.

2.1.3 Visual Context and Meaning Interconstruction of Spatial image

If space mainly exists as the background or location of events in traditional news, then short video news pushes spatial text to a deeper level of consciousness, that is, the reproduction of spatial scenes goes beyond the connotation and function of story containers and narrative content in the general sense, and rises to a rhetorical system with cognitive guidance ability(Liu&Yang, 2019).

When the spatial structure carrying figure symbols and physical symbols is

reproduced and established in connection with emotions, thoughts, and value orientations, the definition rules of material objects that exist in a specific space are framed within the specific language. For example, the award-winning work of the 29th China Journalism Award, "Shocking 180 Seconds! Confession of the Lonely Island Couple: I'm Watching You, You're Watching the China," uses aerial photography at the beginning to comprehensively present the terrain and topography of Kaishan Island surrounded by the sea on all sides, steep and steep, with few green plants, and a harsh living environment. This creates a strong contrast with the fact that Wang couple have been guarding the island for 32 years, in order to establish a model image of hardworking and selfless member of the Communist Party of China,and create rationality and legitimacy.

On the other hand, the elucidation and reconstruction of the meaning of things occur within space. Just as drama needs to take place in the material relationship between the stage and seats, performers and viewers, which is created by the theater as the environment. The people and objects in the video rely on space to express their respective meanings, while space adds annotations to itself through the body and objects, forming intertextual relationships that complement each other. When the camera is fixed on the scene of Lady Wang bowing to the Chinese flag, the individual as a role model, the Chinese flag symbolizing the country, and the geographical coordinates carrying the story plot construct a visual scene of "unity of family and country" in a covisible and interactive manner between people and space, people and objects, and objects and space. It can be said that in the value representation system of short video news works that have won the China Journalism Award, the sharing of ideas is not only based on spatial development, but also achieved through spatial organizational relationships.

2.2 Rhetoric Structure and Value Output of Short Video News: symbolize,

metaphor, metonymy

When faced with external stimuli, the human brain instinctively calls upon simple heuristic processing to make decisions. The image composed of a large number of symbols fully conforms to the cognitive inertia of the brain and can generate instant identification. However, identification based on heuristic processing is emotional and fragile, and the long-term persuasion that creators want to achieve requires the use of rhetorical devices such as symbolize, metaphor, and metonymy to bridge the gap between images and values.

2.2.1 Collective Memory of Specific Symbols and Symbolic Rhetoric

Collective memory is the result of long-term material production and social interaction among members of society, but memory gradually fades over time. Through the rhetorical device of symbolism, people can condense numerous grand historical moments into symbolic image events, which can continue the common memory of the entire social group.Collective memory is an important resource for promoting identity awareness, while images are an important organizational form for preserving and consolidating collective memory in the era of visual culture(Li, 2023).

In China, people worship the commemoration of specific festivals, which has become a cultural practice internalized in the hearts of the Chinese. To celebrate the 70th anniversary of the founding of the People's Republic of China, the People's Daily has launched the "China 24 Hours" series of short videos with a 24-hour time unit as the main logical thread. Among them, the Splendid Mountains and Rivers section focuses on iconic attractions and buildings such as the Great Wall, Three Gorges Dam, FAST, Hong Kong–Zhuhai–Macao Bridge, etc; The Heavenly Way Rewards Diligence and Military Affairs sections report on workers from various industries such as sanitation workers, rural poverty alleviation cadres, construction workers, and island stationed soldiers. Regional symbols and character symbols jointly explain the achievements that China has made in various fields over the past 70 years, recording

the struggle process of the great rejuvenation of the Chinese nation. The flashes of landmark buildings and landscapes across the country briefly overlap with the living spaces of viewers. Through the group portraits, viewers can find their own figures, resonating with the values advocated in the video of "24 hours seize the day, achieve Chinese miracles".

Similarly, as the most important cultural symbol of the Chinese nation, the Yellow River not only symbolizes the national character of the Chinese people's self-improvement, but also represents the long-standing cultural foundation of our country. The award-winning work of the 31st China News Award, "The Twelve Hours of the Yellow River," is based on the concept of the ancient twelve hours of a day. It combines visual imagery such as beef noodles in the morning, the hero of sand control Wang Youde, and the constantly flowing Yellow River with spiritual values such as "diligence," "resilience," and "unity."

2.2.2 Cross-domain mapping from source domain to target domain

Metaphor emphasizes replacing obscure cognitive or conceptual systems with shallow ones. The similarity between the source and the target is the cognitive basis for the occurrence of metaphors, and similarity endows the generation of meanings between different cognitive domains or conceptual domain with possibilities. Image provides a symbolic carrier for visual metaphors, and in order for images to complete conceptual metaphorical practice, the source needs to be present, while the target needs to be absent. The two rely on concepts to form associations.Due to the absence of target resources, people often extract concepts based on the intertextual logic between language images and the principle of psychological cognitive similarity, thereby completing cross domain mapping from source to target on the conceptual schema(Liu, 2017).

The most common metaphorical practice in award-winning short video news works is the physical image mentioned above: Shawan meat sauce in the 29th China

Journalism Award winning work "Secretary Saozi", and a letter from the 30th award-winning work "Exclusive Video! 10 letters from the founding general's family were unexpectedly discovered, with the inside written..." These series of micro objects with a strong sense of life form the metaphor. With the blessing of individual image, its deep metaphorical meaning is revealed: the former is the dedication spirit of young teachers who sacrifice personal and consider the overall situation, while the latter is the patriotic spirit of revolutionary predecessors. Although the target as a concept is detached, viewers can form conceptual schemata involving metaphorical meanings based on the visual image formed by the characters and their associated objects in the picture, namely "selflessness in public" and "loyalty to the party and patriotism." By using visual image that carries metaphorical rhetoric, creators have achieved cross domain projection of value concepts. Viewers can also explore the deep meaning of images through the physical images generated by ordinary objects, and unconsciously accept value output.

2.2.3 Indexical metonymy that partially expresses the whole

Unlike the cross-domain mapping of metaphors, whether the source and the target are in the same cognitive domain is the basis of metonymy. The role of visual metonymy is that when something is difficult to present directly through visualization, it needs to be replaced by another thing. How to interpret the abstract concept of "China"? Creators can refer to concrete objects such as the Great Wall, Tiananmen Square, pandas, or the Five Star Red Flag, which are rooted in the real world and have a certain foundation of identity. The tangible and perceptible visual object lays a pipeline of imagination leading to implicit meaning, which helps deepen the viewer's understanding of abstract things.

The commonly used rhetorical device in award-winning short video news is the indicative metaphor of "using parts to experess to the whole", which means "reproducing infinite, complete, and systematic visual objects by borrowing limited

visual objects."(Liu,2018).The award-winning work of the 31st China Journalism Award, the "First Secretary", selected nearly a hundred typical examples from hundreds of thousands of village first secretaries nationwide. The poverty alleviation secretary in the film represents all village cadres who actively devote themselves to poverty alleviation, and even sacrifice their lives for it.Similarly, the 31st award-winning work "Wuhan Volunteers: On the 30th of the Lunar New Year, My Legs Shake on the First Day of Service Without My Family" tells the story of courier Wang, who, without telling his family, picks up and transports medical staff from Jinyintan Hospital every day, and guarantees their meals. In "One Person's Production Line", Yuan, the person in charge of Precision Machinery Company, received an order for disinfectants to be sent to Hubei as soon as possible on the second day of the Lunar New Year. Despite being the only person left in the factory, he still delivered the products as scheduled. They are the epitome of countless ordinary people who silently contribute and release their own energy under the COVID-19.The combination of individual image, physical image, and spatial image, supplemented by metonymical rhetoric, completed the transition from individual to whole in the award-winning work, and the visual discourse of "daring to contribute" and "patriotism" was "formed" in the image.

3 Conclusion

3.1The transmission path of mainstream values from empathy to identification

In terms of identifying symbolic resources, the rhetorical practice of the short video news award-winning works of China Journalism Award has constructed a "cognitive-associative processes" about mainstream values in the visual discourse dimension, which is specifically reflected in the shaping of ordinary people's role

models in the narrative subject.Through the discovery and invocation of ordinary objects on symbolic medium, it links people and values, inspiring their spiritual core. To achieve the rhetorical effect of "character-context-meaning" through the restoration and reconstruction of spatial scenes in the visual landscape.

At the same time, the award-winning short video news works of China Journalism Award also use rhetorical devices such as symbolism, metaphor, and metonymy to awaken collective memories of festivals, cultural symbols, and other specific conceptual schemas across domains, as well as individual representation of the whole through intra domain borrowing.The familiar symbol resources such as people, objects, and space quietly weave visual images, with the deep purpose of stimulating people's emotional cognition through popular image forms. That is, they do not forcefully implement value indoctrination or even discipline, but rather reflect objective facts and their deep meanings relatively gently through the natural display of human resources and scenery, thereby building cognitive equivalence at the psychological structure level. As a result, the creators have achieved a seamless connection from visual symbols to visual image, and from visual image to value identification, constructing a communication path from image touch to emotional arousal, and then to the visualization of mainstream values in value identification.

Chinese scholar Hu, based on the concepts of "function" and "behavior" proposed by Bartel, emphasizes that the behavior that the persuader intends to advocate and stimulate should be approached from both the macro pattern and micro content. The grand pattern is the pursuit and practice of enduring behavioral values and "meta rules", such as kindness, happiness, friendship, justice, fairness, and harmony; Micro content, like the randomness, disorder, and uncertainty emphasized by post structuralists, is like chaotic raindrops, scattered clouds returning, and hidden whispers(Hu, 2014, pp.104-105). The practice of China Journalism Award short video news has brought profound inspiration to similar short video creations.

Authors' Introduction:

Lai Lijie is a professor at the School of Journalism and Media of Chongqing Normal University.

Hou Yiqi 1is a graduate student at the School of Journalism and Media of Chongqing Normal University.

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【Editor】 Xinran Wang

Research on the Strategy of E-commerce Anchors from the Perspective of Emotion Regulation: according to the process model of emotion regulation

◎ Mengqi Liu, Zhen Liu

Beijing Institute of Graphic Communication

Abstract The marketing strategy of e-commerce anchors have always attracted the attention of various disciplines because of its great economic value. This paper studies the strategy of e-commerce anchors from four aspects: situation selection, situation modification, attentional deployment, cognitive change and response modulation in the process of emotion regulation, analyzes the mechanism of e-commerce anchors marketing strategy from the perspective of emotion regulation, and then examines the emotional motivation and attitude reflected behind the two-way interaction between anchors and users. Anchors' public persona is the core of the situation construction of e-commerce live broadcast. The anchors constructs live broadcast situation that can mobilize the audiences by jointly operating rich public persona symbols with them. At the same time, the anchors' behavior can greatly affect

the attention distribution of audiences, and the anchors make adaptive adjustments by implementing user-oriented, brand-oriented, product-oriented and many segmentation strategies. Through the analysis of the cognitive shaping strategy of e-commerce anchors, we find that the anchors' speech promote the cognitive change of audiences and the process of emotional accumulation. When the anchors release emotional information, they encode the information as simply as possible to avoid ambiguity and misunderstanding in the cognitive process of audiences. From the perspective of response modulation, we find that anchors' expression inhibition, expression encouragement and empathy can effectively promote users' decision-making and action. The combination of expression inhibition, expression encouragement and empathy will promote the user's reaction to extend from online to offline, from "minority" to "mass" and realize the "fission spread" of brand influence.

Introduction:

Emotional regulation is a process in which individuals adjust their own emotions and the environment in order to form an ideal emotional experience.(Gross,2002) Specifically, emotion regulation includes the process that individuals decide which emotions they have, when they have them and how to experience and express them. To explain the process of emotional regulation, Gorss proposed a process model of emotion regulation. He divided the process of emotion regulation into five links: situation selection,Situation modification, attentional deployment, cognitive change and response modulation. Adopting different strategies in different stages of emotional generation will produce different emotion, cognition and social effects.(Gross,2002)

"According to the 52nd Statistical Report on China's Internet Development released by China Internet Network Information Center, as of June 2023, the number

of e-commerce live audiences in China was 526 million, an increase of 11.94 million over December 2022, accounting for 48.8% of the total nitizens". E-commerce live broadcast has become an important form of online socialization and trade in China. However, at present, the research on e-commerce live broadcast in academic circles is based on the discipline of marketing to study the phenomenon and law of e-commerce live broadcast, less attention has been paid to the emotional regulation in the process. This study pays attention to e-commerce live broadcast from the perspective of emotional adjustment, and analyzes the marketing strategy of e-commerce anchors on the basis of existing theories. Specifically, the anchors's emotional regulation strategy in live e-commerce is mainly reflected in the following aspects.

The regulation strategy of anchors in situation construction

"Situation" refers to the environment in which things are conceived or produced. Situation is the breeding ground for emotions and plays an important supporting role in the process of emotional regulation. Situation construction strategy mainly plays a role in situation selection and situation correction proposed by Gross. It is used to meet the audience's macro and micro psychological needs for situational space. In the specific situation of the live broadcast room, the situation construction is mainly reflected in the emotional regulation of the audience by constructing various situations. The shaping of anchors' public persona is the most important part in the process of situation construction.

"Social situation" refers to a specific behavior display occasion with specific social expectations, which is usually "an elusive occasion decided by social role players and viewers".(Zhou Yong & He Tianping,2018, p.10)In the process model of emotion regulation by James J. Gross(Professor of Psychology Department, Stanford University), situation selection refers to individuals selectively entering or avoiding a certain situation when facing different situations, so as to achieve the purpose of

controlling emotions. People often use situation selection to avoid or reduce the occurrence of negative emotions and increase positive emotional experience. (Gross,2002)Situation modification means that when individuals enter a given situation, they adjust some aspects of the situation to make the situation better match their needs, so as to achieve the purpose of emotional adjustment. People often use situation modification to further block the occurrence of negative emotions.

For the e-commerce live broadcast room, the anchors' public persona first becomes a basis for audiences to judge the situation. When people make choices, they will give priority to situations that are consistent with their emotions. "'public persona' means the setting of characters images, which originally refers to the author's setting of characters' family, appearance, personality, dress and modeling in novels, movies and animation works."(Wang Qiannan,2018,p.94)Then the concept of "public persona" was extended to the field of interpersonal communication. On the one hand, in the e-commerce live broadcast, the anchors' personnel design is an accurate concise and symbolic summary of the anchors' appearance, temperament and speech characteristics. For example, Li Jiaqi's "Lipstick Brother No.1"public persona, Dong Yuhui's "literary talent"public persona and Luo Yonghao's "outspoken"public persona. Anchors 'public persona is the greatest common denominator between anchor characteristics and audiences' expectations, which contains a lot of information, such as social class, consumption ideas, values, political views and so on. The symbol of public persona is the ultimate display and performance of the social and cultural connotation it represents. The symbol of public persona externally reveal the characteristics that are most easily recognized by audiences in public persona, and spread emotional fragments to audiences. Therefore, the anchors' public persona is the core of the live broadcast situation, and the situation construction is carried out with the purpose of matching the anchor setting.

In virtual situation space with the live broadcast room as the unit, the individual's

emotion regulatory mechanism also plays a role. Anchors are not only the main factor to urge people to make situation selection, but also an important role to help people complete situation modification. On the one hand, audiences have absolute initiative in the choice of live broadcast rooms. They choose to top or block a live broadcast room, stop or quit a live broadcast room based on their love or dislike of an anchor. They initially completed the selection of situations in the screening of anchors. On the other hand, audiences put forward their own opinions with the anchor on the scene layout, parameter setting and recommended language in the live broadcast room. Through real-time communication, such as barrage, continuous shooting and comment message,audiences guide the live broadcast situation to make corrections that meet their own needs.In the era of digital economy, e-commerce live broadcast has risen rapidly. Internet companies represented by "MeiOne", "QianXun" and "XinXuan" have accumulated a large number of loyal fans by virtue of their mature layout of live broadcast business. Companies such as "East Buy" and "Be Friends" entered the market late, but they soon came into the forefront. Behind the success of these enterprises is the huge influence of the anchor. Therefore, to build a situation that is attractive enough for audiences, first of all, enterprises must cultivate an attractive anchor.

The charm of anchor comes from public persona, it is also an important situational information in the process of mimicry "interpersonal communication" constructed by the live broadcast room. The successful public persona is inseparable from the previous accumulation of the anchor and the subsequent shaping of the audience. Distinctive public persona can accurately attract audiences and leave a deep impression on the target audiences. On the other hand, the anchor's public persona is managed by users, and the common values and emotional tendency of users re-shape the anchor's public persona. The anchor's public persona is enriched by the constant revision of users. For example, Li Jiaqi, an influential anchor in the field of e-

commerce in China, maintains and manages his own multiple personnel in the process of interacting with users. Li Jiaqi, currently a partner of Meione (Shanghai) Network Technology Co., Ltd., deeply binds his own IP with the company's operation, and has over 170 million fans in the whole network.His live broadcast business categories involve beauty, fashion, life, food and other fields, and cooperate with more than 4,000 brands.During the Double Eleven Shopping Festival in 2023, Li Jiaqi continued to operate the popular "Beauty Talent" public persona, and started the live broadcast of the "Beauty Festival" featuring local brands in China on the first day of the Double Eleven. His performance topped the live broadcast list of the day, and achieved a single-day sales of about 9.5 billion yuan.In the live broadcast of "Beauty Festival", Li Jiaqi, the anchor, further consolidated his public persona as a "domestic beauty spokesperson", created products with the brand to enhance the brand's credibility, and escorted the brand with Li Jiaqi's personal IP. By giving more exposure opportunities to local beauty brands in China, Li Jiaqi can awaken the collective consciousness of users' national consumption, further stimulate their national confidence and cultural confidence, and make users identify with local beauty brands in China.Under the promotion of the live broadcast room, the new domestic brand "Proya" surpassed a number of international brands and ranked first in the pre-sale of Tmall Double Eleven beauty products. Domestic make-up brands such as"Florasis", "MGPIN", "Carslan", "Flower Knows", and"into you"are all on the list of "top20 Full-cycle Brands of Tmall Cosmetics in Double Eleven", accounting for over a quarter of the list.At the same time, by building a "Beauty Classroom" in the live broadcast, anchor Li Jiaqi further expanded his professional design.In the situation of live broadcast similar to "classroom", the relationship between anchor and user has changed subtly.The anchor becomes the "teacher" in the situation, and the anchor's words are more authoritative under the influence of public persona. On the basis of users' trust and even conviction, anchor Li Jiaqi's recommendation on the function, composition

and price of products is more likely to attract users' attention. Therefore, the anchors' characteristics build a "skeleton" for public persona, and users expect to fill it with "flesh and blood". The two-way construction of anchor and users makes public persona vivid and attractive. In the e-commerce live broadcast situation, the anchors' public persona is not only an organic part of the situation, but also the most popular "commodity" in the situation.Anchors' public persona firmly attracts users with its unique emotional value and invites users to participate in the co-construction of live broadcast situational space.

In the higher-dimensional situation construction, the anchor's public persona are highly bound to the brand image, thus further adjusting and mobilizing the audience's emotions and attitudes towards the brand in the live broadcast room and even offline. For example, Li Jiaqi, an e-commerce anchor, was once highly bound to the local beauty brand "Florasis" in China.The "traffic bonus" which means the benefits brought by the rapid growth of users to enterprises, brought by the public persona helps the brand to quickly open its popularity, and the subversive consequences caused by the collapse of the anchors' public persona also need to be shared by the brand. The brand "Florasis" was founded in Hangzhou, China. The brand name comes from the poem "Comparing West Lake to'West Beauty', both are charming in light dress as well in bright." by Su Shi, a poet in the Song Dynasty of China, which contains the brand's unique thinking on the beauty of women in China. As a frequent guest to the live broadcast room in Li Jiaqi, the brand "Florasis" can always achieve good sales in the live broadcast in Li Jiaqi. However, in a daily live broadcast, Li Jiaqi took a negative response to users' questions about the price of "Florasis".In an article titled Behind the Rollover of Li Jiaqi: Not Only the Arrogance of the New Elite in Sanlian Life Weekly, the brand public relations crisis brought about by the collapse of anchors' public persona is summarized:

"'where is it expensive? It's been this price for so many years. Don't talk

nonsense with your eyes open. It's hard to make a domestic brand ... Sometimes you need to find your own reasons. Have you worked hard after all these years?

On September 10th, 2023, Li Jiaqi said these words when he sold a'Florasis'eyebrow pencil in 79 yuan, which made him lose more than 1 million people overnight. Therefore, a new word'where is it expensive'appeared in socialnetworks, which satirized his arrogance of not knowing the sufferings of people.There was a comment on Weibo that was praised by more than 500,000 people:'You earn ordinary people's money, and in the end you ridicule ordinary people's poverty.'At this point, the storm in the live broadcast room has evolved into a modest crisis of public opinion. The day after the incident, he publicly apologized twice, but is it useful to apologize? Judging from the present situation, it is curious that when did he apologize for the third time? After all, looking at his review, it seems that he has not passed the test.

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The first thing people are dissatisfied with is the arrogance revealed in his words: a selling anchor, a selling anchor mainly provides an emotional value in the eyes of many people. He even teaches consumers' not to talk nonsense with their eyes open'. If you are poor, you'd better 'find your own reasons'. Since he is so "Mansplain", the rebound of public opinion will educate him in turn about who is your God.

Li Jiaqi's success depends not only on his superb sales speech and brainwashing'Oh my god' and'Buy it, Buy it', but more importantly, his ability to grasp the consumer's psychology beyond ordinary people-----his initial supporters are those "piggy girls" who yearn for exquisite life and pay attention to benefits. If everything he says can't directly hit their real needs, it will be difficult to succeed.From this point of view, Li Jiaqi's right to speak is quite fragile, because his persuasiveness actually comes entirely from speaking for consumers and relying on their approval, without any compulsion. Although his keen insight and ability to

respond to this demand in place is undoubtedly quite powerful, manipulating people's hearts is just another way to use this ability, but in essence, he is still a counter salesman. "

In the case of Li Jiaqi and"Florasis",anchor Li Jiaqi attributed the lack of users' ability to pay to the slackness of users' working attitude, accused users of "not working hard", but ignored the reality of the overall salary reduction in the current economic downturn. This remark shattered Li Jiaqi's long-term image of humility and affinity, and also ran counter to his long-term maintenance of high empathy. The collapse of anchor's public persona aroused the group "rebellious mentality" of users. With the rapid escalation of public opinion, the user's aversion with Li Jiaqi's remarks eventually evolved into a boycott of "Florasis" brand,and the brand image of "Florasis" was damaged seriously. In the nine days after the public opinion incident, the daily sales of Florasis's official flagship store dropped by more than 90%, from more than 1 million yuan to less than 100 thousand yuan. Under the symbolic strategy of anchors'public persona, e-commerce brands should face up to the "traffic bonus" brought by public persona, and should also be alert to the public relations crisis that may be brought about by the collapse of anchors' public persona, and correctly play the role of anchors'public persona.

The regulation strategy of anchors in attentional deployment

In Gross's emotion regulation model, attention deployment means that individuals consciously focus on one aspect or some aspects of the situation, or consciously ignore a particular aspect, in order to create an ideal emotional experience. The user's attention distribution is unconscious and instinctive, they allocate their limited attention to areas that can create more happy emotions.Therefore, many important information in the situation is inevitably ignored by users, and those information are what the brand wants to convey to users. In the specific situation of

the live broadcast room, anchors' behaviors adjust user's instinct and shift user's attention to the favorable aspects of the brand by creating a happy emotional experience.

Users' demand is the primary consideration for anchors' attention guidance. Through the incentive mechanism, agenda setting and the dual guidance of hearing and vision, the anchors can effectively mobilize users' attention. The incentive mechanism led by anchors includes behavioral incentive and emotional incentive. Behavioral motivation means that anchors urge users to act in line with brand interests through various incentives. For example, in "BE FRIENDS", an influential live broadcast room in the field of e-commerce live broadcast in China, For example, in "making friends", an influential live broadcast room in the field of e-commerce live broadcast in China, the anchors encourage users to actively shop and participate in barrage interaction by giving out shopping subsidies and organizing hourly lottery. Emotional motivation means that the anchors meets the emotional needs of users to enhance the image of the brand in the hearts of users.For example, in the self-broadcast live broadcast room of China local cleaning brand "Vigor 28", the anchors regularly hold "online shareholders" meetings to empower the relationship with users through regular reports. (Yu Guoming & Ma Hui,2016)In the live broadcast room, the anchors help users obtain the Internet identity to participate in business decision-making, and get satisfaction and emotional comfort in continuous participation. In order to deeply bind with users outside the live broadcast situation, the anchors use agenda setting to occupy users' eyesight for a long time. For example, in the live broadcast room of the anchor Li Jiaqi mentioned above, the anchor announces the products introduced in the next few hours in advance to extend the time for users to stay in the live broadcast room. In addition, the anchor also guides users to obtain the live broadcast previews and time arrangements of the coming week on the WeChat applet, deeply binds the live broadcast agenda with users' plan, and continues to gain

users' attention outside the live broadcast situation. Only by transforming users' temporary attention into continuous attention can users transform into fans.In addition, the anchors' auditory and visual merchandising can also have a certain impact on the user's senses, thus achieving the purpose of adjusting their attention.In visual marketing, bright colors and iconic elements can help users identify brands quickly. For example, in many live broadcast rooms of clothing, the anchors create the "dopamine" style of themselves and the live broadcast scene by arranging large color blocks and bright elements, which leaves a deep impression on users.In auditory marketing, in addition to the voice of the anchors, the sound generated by the product can also stimulate the user's senses. For example, "live broadcast of immersive eating" stimulate users' appetite by making the sound of food cooking and chewing, which make users curious about the taste and seasoning of food naturally. Combining visual merchandising with auditory marketing can attract users' attention to the greatest extent.

The selling point of the product is the key fulcrum for the anchors to carry out attention guidance. Guiding users to pay attention to the selling points of products is the core demands of brands when they adjusting the distribution of users' attention. Specifically, the anchors need to explore the "brand story" of the product and use the story as an index to arouse the attention of users; Describe the core function of the product, and take the function as a magnet to further attract users' attention; show users' previous comments, look for authoritative endorsements, and guide users to pay attention to distribution again with the neutral voice of a third party; Compare prices, limit time, and realize attention weighting by mobilizing users' nervousness. In addition, the anchors can reduce the distortion caused by filters and fast transitions in traditional video display through the on-site trial of products, restore the product situation more truly, and reduce the worry of "goods are not right" in online shopping. Adhere to the product-oriented strategy, anchors should adhere to the principle of

bottom line and moderation, and shoulder the responsibility of checking.In the pan-entertainment environment, users' attention is sometimes misled by pan-entertainmentism, and they prefer to distribute their attention to humorous and interesting informal topics, obtaining short-term pleasure and illusory satisfaction habitually. Some brands blindly cater to the pan-entertainment environment, and anchors plunder traffic by "playing ugly" and "playing dumb", which has long occupied the attention of users. Their users' aesthetic orientation is distorted into the orientation of appreciating ugliness."Bad money drives out good", many excellent but low-key brands cannot get the opportunity to enter the public vision.The industry calls for a healthier competitive environment, brands need more equal opportunities to be seen by users, and the loss of entertainment bottom line brings negative emotions such as emptiness and anxiety to society, which hides huge dangers. In the process of e-commerce live marketing, anchor is a tool rather than an end. Only by guiding users' attention back to the product can correctly play the role of anchors and show the products' advantages of the brand.

The logic of brand is the behavioral framework of anchor's attention guidance, and the ultimate goal of attention guidance is to turn users' attention to anchors into brand attention. Take the "EAST BUY" live broadcast room as an example. In an article in The Paper, My life has not been so outrageous for 30 years. I bought 4 bags of rice in the live broadcast room!" Why is Dong Yuhui so Popular? In the article, the author summarizes the reasons for the "popularity" of the anchor Dong Yuhui and "EAST BUY" :

"While introducing steak in authentic English, he wrote down English words about steak and seasoning packets on the whiteboard, and casually interspersed with a few self-deprecating jokes.' When I took out this square frying pan, some netizens will definitely say that the pan is the same as my face. 'With this talk show-style live broadcast, the former New Oriental English teacher made people remember his face,

which resembled the Terracotta Warriors, and pushed the transforming New Oriental to everyone again. Some netizens commented on Dong Yuhui's live broadcast: I have never been so outrageous in my life for 30 years. I bought 4 bags of rice in the live broadcast room!

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Subsequently, the Oriental selection live broadcast room ushered in explosive growth. In just one week, the number of fans has soared to over 6 million; The share price of New Oriental Online has also soared, once rising by nearly 40%. Some fans in the live broadcast room ridiculed that please place orders by yourself and don't disturb the teacher's lectures.

When introducing commodities, Dong Yuhui switched between Chinese and English freely, telling a series of subtle metaphors, as well as poems and songs that he picked up casually, and from time to time generate's sentences condensed with wisdom. He casually used' beauty is like a mountain spring, like a bright moon, like the wind through a canyon, like a midsummer night's dream' to describe commodities; He introduced the iron pot,' It's the mother's hand, the sad face of the father, and the heart of the old man looking forward to his children coming home'. He said that food is connected with life, and that ham is the smell of wind, the smell of salt, and it is made by the magic of nature and time. More time, he talked about history and life endlessly, and also sincerely shared his personal life and feelings with commodities. Facing the ice cream, he thought of his childhood summer, when his mother sent him a melting popsicle. Recommend rice, he tells his rural origin, saying that he witnessed the story behind each bag of rice, and there are hard-working middle-aged people in the long industrial chain.Holding The Ordinary World, he shared his different experiences of reading it six times and expounded the truth that 'people have joys and sorrows'. He unpacked a set of Harry Potter, took one book out of the book shell and displayed it on the desktop, shouting,' Let's go! Go! Set out again!' Turning to the

camera, he said that this is an incentive for middle-aged people who are struggling in front of the screen. 'Once, I was a teacher standing on the podium; Now, I am an internet salesman who recommends good things.' In the expression, a teacher's mental journey of transforming to sell goods is truly revealed, and the sincere expression hits the heart directly. During the period, Dong Yuhui did not forget to remind everyone to click on the attention in the upper left corner, mixed with a few humorous self-teasing, talking and switching to English. He took out a small whiteboard, handwritten various expressions he liked, and conducted English teaching live. In the comment area, netizens spoke their hearts with praise:' This is a warm and advanced philosophy class.' A live studio where you need to take notes.' It seems that I paid the tuition and was given something extra.' "

China e-commerce brand "EAST BUY" has always been famous for its romantic temperament and humanistic feelings.In the case of the popularity of "East Buy" live broadcast room, the anchor Dong Yuhui introduced products and shared books with rich knowledge and confident address, which enabled users to gain a flow experience in the pleasure of continuously acquiring knowledge. The behavior logic of the anchor is consistent with the brand logic of "East Buy". While users pay attention to the anchor, they consciously project more and longer-term attention to the brand of "East Buy". On the contrary, in the influential live broadcast room "Three Sheep Network" of Tik Tok platform, the anchor "Yellow at the traffic lights" introduced the products of a high-end beauty brand with ferocious expressions and exaggerated words, and made frequent gaffes. During the live broadcast, she even crossed her legs and squatted on the table. Although the live broadcast attracted a lot of attention, it also caused the real target users to resent the brand. The user's attention reached its peak in a short time, but it quickly passed away. Therefore, brands should not blindly chase traffic when choosing anchor recommended products, but should investigate the characteristics of anchor information sources and choose the anchor candidate

comprehensively that is most suitable for the brand.(Meng Lu,Liu Fengjun,Chen Siyun, Duan Shen,2020)At the same time, e-commerce anchors should also strengthen their self-discipline when recommending products , and adjust their behavior at any time to adapt to brand requirements.

The regulation strategy of anchors in cognitive change

"Cognition" refers to people's general views and opinions on things, including people's perceptions of both positive and negative aspects of things. People's cognition has the dual characteristics of stability and flexibility, which is reflected in the fact that once cognition is formed, it will not change easily. However, with the change of subjective and objective conditions, people can make necessary adjustments and minor changes to adapt to the new situation. In Gross's emotional regulation model, "cognitive change" refers to the individuals' adjustment of the meaning judgment of emotional events to make it conform their own interests. In the live broadcast of e-commerce, anchors often adjust the intensity of the audience's emotional response through guidance, or change the nature of emotions in order to make adaptive responses to perceived opportunities and challenges(Gross,2002).

In the e-commerce live broadcast situation, the anchors evoke users' positive emotions through cognitive establishment strategies. The anchors throw out ideas and extend users' cognition based on ideas. Take the live broadcast room of star anchor Yi Nengjing as an example. In an article entitled "Yi Nengjing's late-night live broadcast made me cry again" by WeChat official account, a "xiaohongshu e-commerce", it was mentioned that:

"On October 28th, 2023, the second live broadcast of Yi Nengjing, the beauty and skin care buyer of Xiaohongshu, was watched by 1.66 million people, and the average watching time of fans was 12 minutes and 52 seconds. Eleven international brand items with low volume in China were sold out in the live broadcast room.

Without the experience of success and the long-lasting echo of eulogy, Yi Nengjing sat at her desk, chatting and telling stories, and with her distinctive discourse system, she took the excellent products selected by her, became 'new species' in the healing economic track together, gentle but fierce.

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In the scene construction, from the first scene of "a room for one person" to the second scene of 'a desk with Beauvoir', the scene of Yi Nengjing's live studio always revolves around the individual's inner space, and even constantly explores the needs of emotional subdivision. In the emotional resonance connection of the scene, the need for healing is not from suffering, but to treat one's heart correctly and find an outlet for deep value exploration. Whether it's the first'girls should have a sense of being worthy'or Beauvoir's feminism in the second, Yi Nengjing used the identity of bearer to explain her life experience and tell the female audience the power of freedom and autonomy.Longevity, Spiritual Symbol, Speak for Me, Individual Independence, etc. The labels given by these fans are the projection of brand-new Yi Nengjing, and these labels also add unique emotional value to the goods in the live broadcast room, making the live broadcast room a unique "healing space" for the Double Eleven Shopping Festival.

If' madness' is the emotional outlet of young people, then Yi Nengjing's live broadcast is a new way to relieve emotions. When introducing healing products, such as the high-end spa brand' Temple Spa' from Britain, she sublimated from the superficial and cinematic picture description to the life philosophy of'the sensitivity of ones' inner feelings and the dullness of external evaluation'. Yi Nengjing smoothly associated the emotional value of the brand with the emotional problems that consumers were concerned about, and consumers found a sense of resonance and paid for their healing needs.

Yi Nengjing's second live broadcast achieved double sales. Thanks to her

selection of products and scene-based live explanation, she has insight into some potential needs of current consumers-releasing and controlling negative emotions, releasing work and study pressure, improving sleep quality, preventing mental illness and improving social skills. In Yi Nengjing's live broadcast 'Healing Space', the emotional value she gave to the goods just met the audience's demand for an "outlet" for psychological healing. "

In the case of anchor Yi Nengjing,Yi Nengjing connected the products in series with stories she experienced personally, deeply rooted the self-esteem concept of "women should love themselves first" in users' hearts, helped users to establish a positive understanding of the brand through vivid narration, and aroused the healing feelings of users' hearts. Brands are endowed with more romantic and emotional temperament by the story context, which directly hits the softness of users' hearts.

In the live broadcast situation of e-commerce, the anchors accelerate the accumulation process of one or more emotions of users through cognitive deepening strategy. The anchors push users to maximize their positive emotion by creating positive emotional events, so that users can enhance their goodwill towards goods and reputation for brands in great pleasure. Take China's local sports brand "Erke" as an example. In July, 2021,"Erke"donated 50 million yuan to Zhengzhou, Henan Province, which was affected by the torrential rain, despite years of losses. "Erke "touched thousands of users with the social responsibility of national enterprises, and the positive image of "the light of domestic products" was deeply rooted in people's hearts. In September, 2023, "Erke" live broadcast room continued to exert its strength. The anchor promoted other domestic brands in the live broadcast room through the linkage live broadcast mode of "domestic products". An article in Jiupai News entitled Holding shoes and washing hair with 'Bee&Flowers' in the live broadcast room, 'Erke 'responds to"cross-industry sales summarizes Erke's cross-industry marketing:

"Since the incident of Li Jiaqi and Florasis'continued to be serious, after

'Bee&Flower 'launched the 79 yuan care suit, many domestic brands such as 'MIXI ice cream&tea' and 'Bai Xiang' came to the live broadcast room of Erke's official flagship store to earn enough attention. Some netizens ridiculed: ' A brand has fallen, and thousands of domestic brands have risen. ' On the evening of September 13th, Erke started the live broadcast of domestic brand "Alliance" with goods, and several anchors collectively "Cook", shampooing their hair with' Bee&Flower', drinking 'MIXI ice cream&tea' and' Huiyuan Juice'.

According to incomplete statistics, there are more than ten domestic brands appearing in the live broadcast room of' Erke 'that night, such as' Bee&Flower', 'MIXI ice cream&tea', 'Huiyuan Juice', 'White Rabbit', 'BaiXiang', 'The Godmother', 'Nanfang Black Sesame Paste', 'Wei Long','WaHaHa'and' Longrich'. In addition, the live broadcast room of the official flagship store of 'Bee &Flower 'also interacted with' Erke 'online, and the related contents published by the accounts of both parties even included such terms as'Lovers', 'Light of Domestic Products' and'Trade War'. That night, 'the dream linkage between Bee& Flower and Hongxing Erke' rushed to the fourth place in the Tik Tok hot search list. At the same time, Hongxing Erke also put on the "79 yuan Package" in the live broadcast room, and many sports shoes only need 79 yuan. Previously, when Li Jiaqi, the head anchor, sold Florasis's eyebrow pencil with a price of 79 yuan, he made a slip of the tongue, saying that the eyebrow pencil was not expensive. After the calculation by netizens, according to the sales method of the live broadcast room, the average price of this eyebrow pencil is about 329 yuan per gram. The live broadcast of the "Alliance" linkage also won the audience's favor for' Erke'. On the afternoon of September 14th, the live broadcast room of its official flagship store ranked first in Tik Tok's 'Sports Outdoor List', and the live broadcast of Tmall flagship store was watched by nearly 160 thousand people. "

In the case of "Erke","Erke"unites other brands with its own appeal, continues to

show the social responsibility of national enterprises, and further deepens users' positive cognition of brands.In the first live broadcast of "Domestic Brand Alliance" in 2023, the total number of viewers in the live broadcast room of the official flagship store of Tik Tok platform , "Erke" reached 5.976 million, and the sales increased from 500 thousand yuan to nearly 5 million yuan.

In the e-commerce live broadcast situation, the anchors maintain the user's emotional valence through cognitive maintenance strategy. Cognitive maintenance strategy refers to the anchors 'cautious release of emotional information, coding the information as simply as possible to avoid ambiguity and misunderstanding in the user's cognitive process, so as to avoid users' emotions that are not conducive to product sales and even negative emotions to the brand. Different interpretations of users' personal meanings bring different cognition and trigger different emotions. A negative case is the live studio in Li Jiaqi mentioned above. During the live broadcast, Li Jiaqi, the anchor, once referred to the girls whose economic strength was not enough to support the exquisite life as "piggy girl". When he explained the expensive beauty products, he made a hint that "the next products are only for wealthy women to listen to, and 'piggy girl' don't buy it. "In view of the title of "piggy girl", some users think that the anchor also considers the mood of girls with average economic strength when introducing products, and the title of "piggy girl" reveals a little cuteness, which in turn triggers their feelings of "happiness" and "interest". Others think that it is an untimely offence to compare a girl with a pig, which just reflects the arrogance of the anchor, and then triggers the emotions of "anger" and "disgust".

The regulation strategy of anchors in response modulation

When the audience's emotions have been formed in the live broadcast room, the anchor can still adjust their emotions through a series of strategies. Gross divides emotional regulation into two aspects: antecedent-focuse emotion regulation and

response-focused emotion regulation according to the fact that emotional regulation occurs before or after emotional response. Among them, the links such as situation selection, situation modification, attentional deployment, cognitive change, which occurrs before the emotion generated, are called antecedent-focused emotion regulation. While, response modulation, which occurs after emotional generation, is called response-focused emotion Regulation.(Gross,2002) Specifically, attentional deployment refers to intervening the possible reaction tendency in the middle zone between emotion and reaction to adjust the emotional experience.Gross divides the individual's reaction tendency into three types, namely, psychological experience, behavioral response and physiological response. In the situation of e-commerce live broadcast, the anchors intervene the three reaction tendencies of users through a series of regulation strategies, which are to make users have trust in the brand, stimulate users to buy, subscribe and share, and make users feel excited and stimulated.

In the e-commerce live broadcast situation, the anchors suppress the user's unfavorable expression tendency to the brand through the expression suppression strategy.(Gross,2002)Through reasonable guidance, the anchors help users to dispel polarized emotions and restrain the reaction intensity of negative reactions.Some users have a bad impression on the brand in the link of cognitive change, are eager to vent their emotions and seek recognition through negative expression, which often causes incalculable damage to the brand image.Take the "EAST BUY" live broadcast room as an example. An article in Sanlian Life Weekly is entitled "Worker Dong YuhuiDrives CEO . Has the times changed?"The article mentioned the "Short Composition Incident" that caused the"EAST BUY"o fall into the storm of public opinion:

"On December 5th, Dong Yuhui warmed up the live broadcast of the 'Journey to Jilin' series in the video, which brought the audience's enthusiasm, but the 'East Buy' official blog suddenly declared that it was not just Dong Yuhui's credit, because

we are a team! Every time a small composition is made, the anchor is in front of the camera, and behind it are the partners of the copywriting team, the shooting team and the editing team. Everyone works together to get a special short composition.

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Looking back on the whole incident, the dispute over the division of labor of short composition can only be regarded as a small fuse. Subsequently, the editor repeatedly explained that CEO Sun Dongxu's response was commented as an insincere meeting for netizens, and the another anchor Tianquan'shoot 'users in the comment area in the live broadcast room. Almost every round, it is like raising the bomb to an order of magnitude, then directly throwing it into the public opinion field, and finally triggering a crisis that can be called "nuclear explosion" for a company.

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Whether it's the rollover in Li Jiaqi or this incident, we can see that if we don't empathize with consumers, the consequences may be quite serious if we oppose them or criticize them. The reason why Dong Yuhui won the hearts of so many consumers is that he has a high emotional intelligence and can stand in the position of consumers, with an equal perspective and empathy. Whether the editor, anchor Sun Dongxu or anchor Tianquan, they all ignored the fact that the primary goal of their communication is to save consumers, rather than openly discussing right and wrong and proving that'I can do it'——such a strong argument will only arouse the audience's greater resentment. ”

In the case of Oriental selection, the handling methods of anchor Sun Dongxu and anchor Tianquan not only failed to appease the emotions of the audience, but aggravated the situation. It can be seen that confrontation with the audience can not only inhibit the expression of negative emotions, but also promote the expansion of negative emotions. Then, how should the anchor treat those users who have a bad impression on the brand in the cognitive stage? We believe that anchors often adopt

"face up" and "ignore" attitudes when facing negative emotional events. On the one hand, the anchor reduces the reaction intensity of users' negative emotions through appeasement and compensation. For those users who are dissatisfied with the product's quality, the anchor provides in-kind compensation scheme through customer service staff and puts forward the solution of "conveying improvement suggestions to the product manager" to better resolve the negative emotions of users.On the other hand, the anchor avoids participating in negative topics and isolates the negative reaction of users from the live broadcast situation. The "Oriental Selection" live broadcast room was once caught in a storm of public opinion, and the anchor selectively replied to the barrage content to avoid mentioning negative emotional events and prevent the user's emotions from intensifying, thus achieving the goal of stabilizing emotions.

In addition, the anchor encourages users to response positively to the brand by expressing incentive strategies. Anchors help users to awaken potential emotions through suggestions and appropriate rewards, so that users' response intensity to positive responses can be improved. Users have a good impression on the brand in the link of cognitive change, hope to express their support and love through positive behavior, which can bring economic benefits and favorable reputation to the brand. Take the"East Buy"live broadcast room mentioned above as an example. For those users who have a good impression on the brand in the link of cognitive change, the anchor guide them in line with the brand interests. In the live broadcast room, anchor Dunton provides suggestions on purchasing oranges according to users' taste preferences of "sour" or "sweet" to help users complete the order of target goods.Moreover, anchor Dunton randomly selects lucky users from the users who have already purchased to provide free of charge, so as to encourage users to actively shop. The anchor Dunton encourages users to "subscribe" or "set the top" of the live broadcast room, creating conditions for users to enter the live broadcast situation next

time.

In the live broadcast of e-commerce, the anchors gain the trust of users through empathy strategy. The anchors stand in the user's position and moderately control the intensity of user's emotional response. In the era of common loneliness, users expect more warm and humanized live broadcast situations, and establish new contacts with others in the live broadcast.(Sherry ,2011)Specifically, the anchor should maintain a humble and sincere attitude, respect and understand the users, and "resonate on the same frequency" with them. Take the local cleaning brand "Bee & Flower" in China as an example. An article in People Online's Daily Public Opinion Data Center entitled How Popular Domestic"Bee& Flower"come to the Road of "Top Traffic"tells the details that" Bee &Flower "are known to more people by empathy strategy:

"After the recent inappropriate remarks of e-commerce anchors led to'loss of fans', the 'Bees&Flower'who rushed to'spill the tea'immediately left a message in the relevant video asking'Can I pick up fans? 'Subsequently, the official live broadcast room of 'Bee& Flower' in Tik Tok put on the 79 yuan package overnight, and then its official Tik Tok account also posted a video message: 'What can you buy by spending 79 yuan in the live broadcast room of 'Bee& Flower'? The frank'wave to ride'behavior of 'Bee&Flower' has been ridiculed by many netizens as'the most unpretentious business war'. On the same day,'Bee&Flower'was connected with four trending topic in Weibo, and # Bee &Flower Business War # topped the list of trending topic, with a reading volume of over 260 million, which lasted for 5.6 hours. While the number of fans on its official account has increased rapidly, sales have also achieved a leap.So far, a number of products have been sold out.

As early as a month or two ago, there was a rumor on the Internet that the'Bee&Flower'picked up boxes for packaging and delivery. Many netizens shared that the express boxs they received was from other brands, so'Bee &Flower'set up a brand that was poor and cannot afford boxes. It is also reported that

the'Bee&Flower'does not have its own express boxs, but picks up other brands' express boxes everywhere. These rumors make the majority of netizens feel that the bee flower is poor and pitiful, expressing sympathy. On the other hand, it also confirms that'Bee&flower'pay great attention to environmental protection. This rumor spread quickly on the Internet, combined with the news about the 'wave to ride'of 'Bee&flower', 'Bee&flower'picking boxes 'became a trending topic again. The staff of Bee Flower then clarified this rumor, saying that there were not enough boxes last year, and now they have their own express boxes. However, this fact did not affect netizens' love for bee flowers. On the contrary, it made them increase their sympathy and support for 'Bee&flower' and place orders quickly."

Grasping the popular negative emotional events of "anchor Li Jiaqi and "Florasis", Bee& Flower provides users with a space to vent their negative emotions. The anchor's high empathy has greatly won the goodwill of users, allowing users to consciously support the brand by placing orders. The topic marketing of "picking up boxes" has aroused users' desire for protection and made users attached to the brand. Meanwhile,under the spontaneous exploration and sharing of users, positive live broadcast topics such as "Bee &Flower has been established for 36 years without any punishment record"and"Bee&Flower responds to rumors of bankruptcy" have repeatedly been searched, attracting public attention widely.

Combining the expression motivation with empathy strategy, the anchor promotes the extension and diffusion of user response. Reaction extension requires brands to cultivate internet thinking, integrate online and offline resources and expand their influence. Reaction diffusion requires brands to pay attention to interpersonal communication and accelerate the transformation from "minority" to "mass". The combination punch of the anchor's strategy can extend the user's response from online to offline, from virtual to physical. Spread the user's response to a wider range of people and realize the spread of brand influence. Take the "EAST BUY " live

broadcast room as an example. An article published on Xinhua Net called: What did the "East Buy " bring to Hebei after 6 days of live broadcast? The article mentioned East Buy 's special live broadcast in Hebei:

"'From humanities to nature, there are many places to play in Hebei.' 'Hebei is a place especially suitable for everyone, where you can enjoy delicious food, beautiful scenery and inner happiness.' On the evening of November 23, the last live broadcast of'East Buy'in Hebei ended. Yu Minhong, the founder of 'East Buy', in the summary of his trip to Hebei, deeply recommended to the whole network that "it's so close, so beautiful, so go to Hebei at the weekend".6 days, 4 cities, 25 tourist attractions ... From November 18th to 23rd, 'East Buy'entered Hebei, and introduced Hebei's profound history, culture and local customs to the audiences of the whole network by live broadcast of'cultural tourism+e-commerce'. Meanwhile, he strongly recommended agricultural and sideline products, tourism commodities and other good things in Hebei.

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From November 19th to 23rd, Yu Minhong led Dong Yuhui, Feng Feng, Xiao Han and other anchors into The zhaozhou bridge, Longxing Temple, Rongguo Mansion in Shijiazhuang, Learning Walk Bridge and CongTai Park in Handan, Mount Langya and Wuqiao acrobatics world in Baoding. In these places, the anchors narrated the profound and splendid culture of Hebei, and let the netizens experience the cultural charm of Hebei in an immersive way.

On November 20th, the live broadcast of Yu Minhong and Dong Yuhui was even more popular, with 100 thousand people online during the peak period. In the live broadcast, Dong Yuhui opened a box of peanut crisp candy of'Tangshan Feast', and when Yu Minhong picked up a piece and didn't finish it, the backstage showed that the peanut crisp candy had been snapped up. Wei Yongzhi, deputy general manager of 'Tangshan Feast', who is watching the live broadcast, sighed: "It's careless, the pre-

judgment is insufficient, and the stock is less. 'East Buy'has brought a large wave of traffic with high money content and emotional content to Hebei through the live broadcast that attracts fans, and its online and offline influence is huge. Statistics show that during the event, sales reached nearly 100 million yuan, and the number of live viewers exceeded 150 million."

The anchor explained the profound Hebei culture, awakened the audience's love for the homeland, and stimulated their desire to express while rendering their emotions. Audiences from all over China have left messages "Unexpectedly, Hebei is such an undervalued treasure!" "I heard it in Jiangxi, and I listened. I will take my children to Hebei during the winter vacation." "Shenzhen heard, I will leave for Hebei immediately!" "Yunnan heard it! So close, so beautiful, I will go to Hebei at the weekend. "This special live broadcast not only achieved a sharp increase in product sales, but also made the beauty of Hebei remembered by more people through the live broadcast room, which promoted the sustainable development of Hebei tourism.

Authors'Introduction:

Liu Mengqi, is a student of the School of Publication,Beijing Institute of Graphic Communication.

Corresponding author:Liu Zhen, is a teacher at the School of Publication,Beijing Institute of Graphic Communication. email: liuzhen@bigc.edu.cn

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【Editor】 Yongxin Zhang

Exploring the Impact of Algorithmic Knowledge on Users' Continuance Intentions for Algorithmic Recommendation News Apps in Chinese Context

——A Moderated Chain Mediation Model[1]

◎ Yijing Huang[2]

Abstract Algorithmic news recommendation apps have emerged as a dominant medium for news consumption among Chinese internet users. Based on a sample survey of Chinese internet users (N=357), this paper analyzes the pathways through which users' algorithmic knowledge influences their continuance intention. The findings reveal that: (1) Users' algorithmic knowledge has a significant positive

impact on their continuance intention, meaning that higher levels of algorithmic knowledge lead to higher continuance intention for algorithmic news recommendation apps.(2) Perceived ease of use and perceived usefulness play a chain mediating role between algorithmic knowledge and continuance intention.(3) Privacy concern negatively moderates the link between perceived ease of use and continuance intention in the proposed chain mediation model. This paper offers user-centric insights, elucidating the mechanisms through which algorithmic knowledge shapes continuance intention and providing actionable recommendations for enhancing user engagement with algorithmic news recommendation apps.

Keywords   Algorithmic News; Algorithmic Users; Algorithmic Knowledge; Privacy concern.

1 Introduction

Modern society has transitioned from the early Internet era to what Balkin (2018) terms the "Algorithmic Society." Algorithms, as essential technological components, underpin the architecture of Internet operations, facilitating the management, curation, and organization of extensive network activities (Gillespie, 2012). Among algorithmic applications, journalism stands out as a particularly contentious domain due to its distinct public value implications.

Personalized recommendation algorithms now serve as the core mechanism for distributing Internet news. These algorithms intricately shape users' daily news consumption patterns. The launch of the "Toutiao" app in 2012 marked the rise of personalized, algorithm-driven news applications, which quickly dominated the Chinese Internet news market. According to the 2020 New Information Industry Annual Inventory Report, 58% of Chinese users have installed at least two news apps, underscoring the pervasiveness of algorithmic recommendation systems (Aurora

Mobile, 2021). These apps not only enhance user convenience but also redefine interactions within the media ecosystem by integrating personalized recommendations with dynamic feedback mechanisms.

Prior research on users' continuance intentions with algorithmic news apps has largely emphasized external elements, including app design, recommendation technologies, and content quality. However, such studies have often neglected the role of user autonomy. Unlike traditional journalism, algorithmic news platforms engage users in unprecedented ways, embedding them in news production and distribution processes. Algorithms empower users with a "gatekeeping" role in their information consumption. Users of algorithmic recommendation news apps have adapted to personalized content ecosystems created by platforms through features such as personalized recommendations, ranking systems, and search filters. Consequently, possessing a certain level of algorithmic knowledge has become essential for users, representing a new form of media literacy that enables them to critically and rationally navigate the current information environment. Furthermore, personalized recommendation systems heavily depend on user data collection. While providing personal information facilitates tailored content, it also exposes users to potential misuse or privacy breaches by platforms. Variations in users' privacy concerns can significantly shape their willingness to engage with these platforms.

The long-term viability of algorithmic news apps depends on sustaining users' continuous engagement. Capturing and maintaining user attention is essential for their growth. However, many Chinese news platforms are grappling with declining user bases and reduced engagement. This study investigates how individual users' algorithmic knowledge affects their continuance intentions, adopting a user-centric perspective. Utilizing the Technology Acceptance Model (TAM), this research builds an analytical framework to better understand user behavior in the algorithmic era. It also offers strategic recommendations for improving algorithmic news platforms.

This study aims to address the following key research questions:(1)Does users' algorithmic knowledge level influence their continuance intention to use algorithmic recommendation news apps?(2)Does algorithmic knowledge affect continuance intention through the mediating roles of perceived ease of use and perceived usefulness?(3)Does privacy concern moderate the relationship between algorithmic knowledge and continuance behavior?

The paper is structured as follows: The second section reviews relevant literature and introduces the research hypotheses. The literature review part mainly includes the key concept—algorithmic knowledge, continuance intention, and privacy concern—and formulates hypotheses based on prior studies. The third section outlines the variables and their operationalization processes. The fourth section presents the empirical findings. The fifth section discusses the implications of the findings, followed by a concluding summary in the final section.

2 Literature Review and Hypothesis Development

2.1 algorithmic knowledge and continuance intention

The concept of "algorithmic knowledge" arises from increasing scholarly interest in understanding how users engage with and perceive algorithms. Scholars have utilized the framework of folk theories to classify algorithmic knowledge into various types. This classification emphasizes users' understanding of what algorithms are, how they operate, and their functional implications. Devito (2021) conceptualized algorithmic knowledge as a measure of users' algorithmic literacy, comprising four key dimensions: Basic Awareness, Casual Powers, Mechanistic Fragments, and Ordering. According to Devito, algorithmic knowledge emerges through users' algorithmic practices and informs their subsequent interactions with algorithms.

Other scholars (Xu & Cheng, 2022) have expanded the concept to include users'

perceptions of algorithmic transparency, security, accountability, and beneficence. Klawitter and Hargittai (2018) introduced "algorithm gossip" to describe informal knowledge gained through social media interactions, while Cotter (2019) explored how digital influencers and algorithms negotiate influence on Instagram, highlighting the role of algorithmic skills in curating content. Building on algorithmic knowledge and cognitive theory, Cotter (2024) introduced the concept of "practical knowledge" based on a case paper of the online community "Bread Tube." In the Chinese context, Lai (2022) explored "algorithmic social knowledge," referring to localized, user-constructed understandings of algorithmic processes.

In conclusion, algorithmic knowledge is a tacit, emergent experience derived from interactions with algorithms, shaped by specific contexts and guiding user engagement strategies. This study conceptualizes algorithmic knowledge as users' perceptions and understanding of algorithmic operations cultivated through daily internet interactions.

Continuance intention denotes users' inclination to persist in using or adopting a particular technology or product after initial familiarity. Existing research primarily investigates factors that drive users' continued engagement with technologies or products. For instance, Anderson et al. (2014) found that perceived usefulness and confirmation influence continuance intention through the mediating role of satisfaction. Zhao and Yao (2017) further identified that expectation confirmation, satisfaction, subjective norms, and perceived usefulness collectively contribute to continuance intention.

Algorithmic knowledge represents systematic insights grounded in folk theories about algorithms. These folk theories enable users to interpret their social environments and influence subsequent behaviors across various domains (Hong, Levy, & Chiu, 2001). Interaction with algorithmic recommendation mechanisms induces psychological shifts that shape users' perceptions and behaviors (Shin, 2020).

Research demonstrates that high algorithmic knowledge enhances users' sense of control and agency, enabling them to actively adjust algorithmic settings. This empowerment fosters improved cognitive understanding and self-efficacy, driving proactive usage (Chen & Cui, 2022).

By enhancing users' control over algorithmic news recommendations, algorithmic knowledge also significantly improves the overall user experience. For instance, users who frequently engage with specific apps develop an understanding of how their online behaviors correlate with recommended content, strengthening their continuance intention. Therefore, this paper makes Hypothesis 1:

H1: Users' algorithmic knowledge positively influences their continuance intention.

2.2 Perceived Ease of Use and Perceived Usefulness

The Technology Acceptance Model (TAM), introduced by Davis (1989), highlights two critical factors influencing user adoption: perceived usefulness and perceived ease of use. Perceived ease of use describes the extent to which users believe that interacting with a system requires minimal effort, whereas perceived usefulness refers to the degree to which a system enhances user performance or productivity. The TAM is extensively employed in research on technology acceptance, providing a theoretical framework for analyzing the public adoption of various information technologies, including algorithm-driven systems.

Studies consistently validate that both perceived usefulness and perceived ease of use are key determinants of users' intentions to adopt technology, with the latter exerting a significant positive influence on the former (Venkatesh, 2000). Higher levels of perceived ease of use and perceived usefulness are associated with greater likelihood of technology acceptance, leading to stronger intentions and greater willingness to use the technology.

This study posits that perceived ease of use and perceived usefulness mediate the relationship between users' algorithmic knowledge and continuance intention. Specifically, users with higher algorithmic knowledge are more likely to recognize technological advantages and find it easier to understand operational methods, resulting in higher perceived ease of use (Compeau & Higgins, 1995). Additionally, prior research has demonstrated that greater knowledge of a technology positively influences users' perceptions of its utility, making them more likely to acknowledge its benefits and perceive it as useful (Venkatesh & Bala,2008). Therefore, this paper makes the following hypotheses:

H2: Perceived usefulness mediates the relationship between algorithmic knowledge and continuance intention.

H3: Perceived ease of use mediates the relationship between algorithmic knowledge and continuance intention.

H4: Perceived ease of use and perceived usefulness jointly mediate the relationship between algorithmic knowledge and continuance intention in a sequential manner.

2.3 Privacy Concern

Since algorithmic recommendation news apps are based on users' personal information, users can perceive that algorithmic recommendations are related to their usage habits and preferences, which may influence their subsequent usage behaviors. Privacy, as defined by Clarke (1988), encompasses individuals' interest in maintaining personal space, free from external interference. This concern becomes particularly salient in algorithm-driven environments where personal data is extensively utilized.

Given the conceptual ambiguity of "privacy", researchers face challenges in operationalizing and measuring it. Consequently, empirical studies often adopt alternative concept such as privacy concern, privacy awareness, and privacy

protection behaviors. This study adopts "privacy concern" as the focal construct to explore its impact on users' continuance intentions in algorithmic news recommendation apps.

Existing research has shown that privacy concern can affect users' social media usage behavior. For instance, Sheehan and Hoy (1999) demonstrated that higher privacy concerns correlate with reduced website registration frequencies. Similarly, Cha et al. (2010) observed that privacy concerns negatively predict social network usage and continuance intentions. Conversely, Christofides et al. (2009) reported that privacy concerns do not always significantly affect user behaviors.

Research also indicates that privacy concern moderates the influence of perceived usefulness and perceived ease of use on technology adoption (Tan et al., 2012). Tsai et al. (2011) examined how privacy concern affects the acceptance of personalized services, highlighting the moderating roles of user knowledge and privacy protection measures. They concluded that when privacy concern is high, even a strong understanding of personalized services exerts a weaker positive influence on continuance intention.

This study posits that users with high privacy concerns may downplay perceived usefulness, thereby weakening its positive impact on continuance intention. Conversely, when privacy concerns are low, users may emphasize perceived usefulness, amplifying its positive effect on usage intention. Based on this reasoning, the following hypothesis is proposed:

H5: Privacy concern negatively moderates the relationship between perceived usefulness and continuance intention.

The theoretical model of this study is illustrated in **Figure 1**.

3 Materials and methods

3.1 Variables

All variables were measured using established scales, reviewed, and adjusted for contextual relevance and accuracy. Each item was rated on a 5-point Likert scale, where 1 indicated "Strongly Disagree" and 5 indicated "Strongly Agree." The following subsections describe the operationalization of each variable used in this study.

3.1.1 Algorithmic Knowledge

The scale for algorithmic knowledge was adapted from Cotter and Reisdorf(2020). Respondents were asked to identify factors influencing news recommendations made by algorithmic recommendation apps. The specific options provided were: (1)Whether the news app uses search engine optimization. (2)My geographical location. (3)My search history. (4)The popularity of the news app. (5)The relevance to search keywords. (6)The number of followers of the content creator. (7)The popularity of a piece of content. (8)Whether the content is the latest news. (9)Whether I have previously viewed, shared, commented on, or liked the content. (10)Investments from advertisers or sponsors. (11)Whether my friends and family are interested in the content. (12)My personal preferences and needs.

3.1.2 Perceived Ease of Use

Perceived ease of use was measured using five items adapted from Davis (1989) and Li et al. (2007).Respondents were asked to rate the following statements: (1)Downloading algorithmic recommendation news apps is easy for me. (2)I can quickly learn how to operate and use newly downloaded algorithmic recommendation news apps. (3)I can easily find the news content I need on algorithmic recommendation news apps. (4)I can easily use algorithmic recommendation news apps to read the news I want. (5)Overall, I think algorithmic recommendation news apps very easy to use.

3.1.3 Perceived Usefulness

Perceived usefulness was assessed through six items, also derived from Davis (1989)and Li et al. (2007).Respondents were asked to rate the following statements: (1)Algorithmic recommendation news apps make it more convenient and faster to access news. (2)Algorithmic recommendation news apps provide me with the news I need. (3)Algorithmic recommendation news apps help me stay updated with the latest information. (4)Algorithmic recommendation news apps solve many problems for me. (5)Algorithmic recommendation news apps save me time and effort. (6)Overall, I think algorithmic recommendation news apps very useful.

3.1.4 privacy concern

Privacy concern was measured using seven items adapted from Yang et al. (2008). Respondents were asked to rate the following statements: (1)I am very concerned about how my privacy information is used on news apps. (2)I am worried about leaking too much personal information on news app platforms. (3)I am concerned that news app platforms collect too much of my personal information for other uses. (4)When using news apps, I plan to protect myself from information security threats. (5)When using news apps, I have a strong intention to prevent information security threats. (6)When using news apps, I am likely to take practical actions to protect my personal information. (7)I intend to make efforts to protect myself from information security threats while using news apps.

3.1.5 Continuance Intention

Continuance intention was measured using three items derived from Bhattacharjee (2001). Respondents were asked to rate the following statements: (1) I am very satisfied with the algorithmic recommendation news app I currently use. (2)I will continue to use the algorithmic recommendation news app in the future. (3)I will try to use the algorithmic recommendation news app more frequently in the future.

3.1.6 Control Variables

Control variables included demographic factors such as gender, age, income, and

educational level. Additionally, user experience with algorithmic news platforms, including daily usage duration and years of usage, was also considered.

3.2 data

To ensure the validity and reliability of the questionnaire, this study adapted established scales for the core variables and conducted a small-scale offline pre-survey. Based on pre-survey feedback, several items were revised or removed to optimize the measurement scale, culminating in the final version of the questionnaire.

The survey was then distributed through various online and offline channels, including WeChat Moments, QQ groups targeting users of algorithmic recommendation news apps, and professional sample collection services. To maximize sample diversity, this study aimed to include respondents from different demographic backgrounds and user experience levels. Out of 400 questionnaires distributed, 374 responses were collected. After excluding invalid entries with response times below two minutes, failed attention checks, or extreme values, 357 valid questionnaires were retained, yielding an effective response rate of 89.25%.

4 Results

4.1 Reliability and Validity Testing Results

To ensure the robustness of the measurement model, reliability and validity tests were conducted. Composite reliability (CR) and Cronbach's alpha were used to evaluate reliability, with both metrics exceeding 0.8 for all variables, indicating high internal consistency. Validity was assessed using the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. All variables had KMO values above 0.7, and Bartlett's tests were significant, demonstrating suitability for factor analysis. Factor loadings for all items exceeded 0.7, and the average variance extracted (AVE) values

were above 0.5, confirming good convergent validity. Furthermore, the square roots of the AVEs for each variable were greater than the inter-variable correlations, establishing discriminant validity. Detailed results are presented in **Table 1.**

4.2 Hypothesis testing

4.2.1 Main Effect Test and Mediating Effect

Correlation analysis was performed using SPSS 26.0 to examine the relationships between variables. As shown in **Table 2**, algorithmic knowledge was significantly positively correlated with perceived ease of use (r=0.243,p<0.01),perceived usefulness(r= 0.294,p<0.01), and continuance intention (r=0.263,p<0.01). Negative correlations were observed between algorithmic knowledge and privacy concern (r=-0.279,p<0.01). Standardized path coefficient analysis, as presented in **Table 3,** further reveals that algorithmic knowledge has a significant positive effect on continuance intention(β=0.563,p<0.001). Therefore, **Hypothesis 1** is supported.

Mediating effects were tested using PROCESS with a bias-corrected percentile bootstrap method (5000 samples, 95% confidence interval). Results in **Table 4** indicate that perceived ease of use, perceived usefulness, and their chain mediation effect significantly mediate the relationship between algorithmic knowledge and continuance intention. **Hypotheses 2, 3, and 4** are supported.

4.2.2 Moderation Effect Test

To test the moderation effect of privacy concern, hierarchical regression analysis was conducted. As presented in **Table 5**, the interaction term between perceived usefulness and privacy concern had a significant negative effect on continuance intention (β=-0.211, p<0.001). A simple slope analysis (**Figure 2**) further illustrated that when privacy concern is low, perceived usefulness has a stronger positive effect on continuance intention. Conversely, when privacy concern is high, this effect weakens. These findings confirm that privacy concern negatively moderates the

relationship between perceived usefulness and continuance intention, supporting **Hypothesis 5**.

5 Discussion

This study explored the influence of users' algorithmic knowledge on their continuance intention toward algorithmic recommendation news apps. By integrating perceived ease of use, perceived usefulness, and privacy concern into the Technology Acceptance Model (TAM), this research constructed a chain-mediated model to examine the relationships among these variables. The findings contribute to the growing literature on user behavior in algorithmic environments and provide practical insights for improving user engagement.

First of all, the results confirm that algorithmic knowledge positively impacts users' continuance intention. This suggests that users with a higher level of algorithmic knowledge feel more confident in their ability to interact with algorithmic systems, resulting in stronger engagement and sustained use. This finding highlights the role of algorithmic knowledge in shaping user behavior, emphasizing the importance of educating users about algorithmic processes. By enhancing algorithmic knowledge, algorithmic recommendation news platforms can bridge the digital divide and promote more equitable access to personalized services.

Secondly, the mediating effects of perceived ease of use and perceived usefulness were confirmed. The results show that users who perceive algorithmic systems as easy to use and beneficial are more likely to continue using algorithmic recommendation news apps. This underscores the need for platforms to improve the usability of their apps by refining interface design, simplifying navigation, and offering personalized options to reduce users' learning costs. Additionally, emphasizing the utility of these apps—such as providing timely, accurate, and relevant news—can further enhance

user satisfaction and engagement.

Finally, the study reveals that privacy concern negatively moderates the relationship between perceived usefulness and continuance intention. Specifically, users with high privacy concerns are less likely to perceive the benefits of algorithmic systems, potentially leading to reduced trust and engagement. This finding highlights the tension between personalized services and user privacy in algorithmic environments. To address this, platforms should prioritize data security by implementing transparent privacy policies, clearly explaining how user data is collected and used, and ensuring compliance with relevant regulations. Providing regular updates on privacy protection measures and offering users more control over their data can mitigate privacy concerns and build trust.

In sum, this study contributes to the growing literature on user behavior in algorithmic environments by elucidating the mechanisms through which algorithmic knowledge influences continuance intention. It also provides actionable recommendations for improving user engagement with algorithmic recommendation news apps.

6 Conclusion

This study examines how algorithmic knowledge influences users' continuance intention toward algorithmic recommendation news apps within the Chinese context. Using the Technology Acceptance Model (TAM) as the theoretical framework, the study incorporates perceived ease of use, perceived usefulness, and privacy concern as mediating and moderating variables. The findings shed light on the complex interplay between user knowledge, technology perceptions, and privacy considerations, offering both theoretical and practical insights.

Despite its contributions, this study has certain limitations. First, the relatively

small sample size (N = 357) may restrict the generalizability of the findings. Future research should expand the sample size to enhance the robustness of the results. Second, this study does not examine the antecedents of algorithmic knowledge, such as prior exposure to technology or educational background. Investigating these factors could provide deeper insights into how algorithmic knowledge is formed and how it influences user behavior. Finally, the inclusion of additional control variables, such as regional differences or platform-specific features, could improve the explanatory power of the model. Future research should explore these aspects while also considering cross-cultural contexts to provide a more comprehensive understanding of user behavior in algorithmic environments. Expanding the scope of research can help identify broader patterns and inform strategies for designing more user-centric algorithmic systems.

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Table 1: Reliability and Validity Testing Results

Variable	CR	Cronbach's α	KMO	AVE
algorithmic knowledge	0. 946	0. 948	0.967	0.592
privacy concern	0. 929	0. 929	0.937	0.653
perceived ease of use	0.862	0.882	0.863	0.676
perceived useful	0.915	0.901	0.795	0.601
continuance intention	0.83	0.829	0.713	0.62

Table 2：Descriptive Statistics and Correlation Analysis of Variables

	M	SD	AK	PU	PEU	CI	PC
AK	2.994	1.195	1				
PU	2.928	1.142	0.294**	1			
PEU	3.834	1.087	0.243**	0.061	1		
CI	3.767	1.032	0.279**	-0.013	0.01	1	
PC	4.889	0.356	0.263**	0.372**	0.251**	-0.191**	1

Note：AK=algorithmic knowledge PU=Perceived Usefulness PEU=Perceived Ease of Use
CI=continuance intention PC=Privacy Concern
* $p<0.05$ ** $p<0.01$

Table 3：Standardized Regression Coefficients for the Relationships between Variables

X	→	Y	SE	CR	p	Std.β
PEU	→	CI	0.068	3.411	0.001	0.165
PU	→	CI	0.067	4.755	0	0.212
AK	→	CI	0.043	10.206	0	0.562
PEU	→	PU	0.045	4.477	0.001	0.223
AK	→	PU	0.025	12.318	0	0.597
AK	→	PEU	0.018	19.731	0	0.662

Table 4: Mediating path test results

Path	Effect	Boot SE	BootLLCI	BootULCI	z	p
AK⇒PEU⇒CI	0.084	0.031	0.048	0.169	2.756	0.006
AK⇒PU⇒CI	0.098	0.028	0.075	0.112	3.558	0.000
AK⇒PEU⇒PU⇒CI	0.123	0.007	0.091	0.182	1.350	0.000

Table 5: Moderation Effect Test

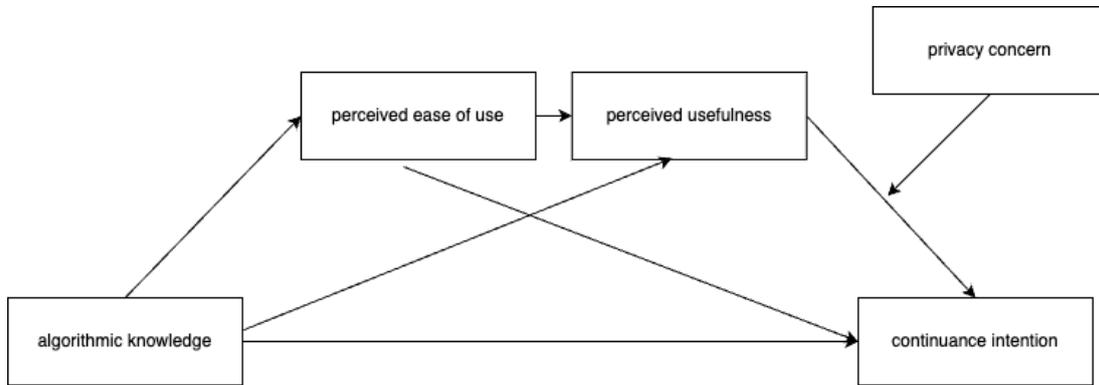|	Model1	Model2	Model3
Constant	3.301**	3.301**	3.303**
	-80.979	-104.411	-106.536
PU	0.268**	0.276**	0.308**
	-4.012	-5.327	-6.001
PC		-0.504**	-0.514**
		(-18.190)	(-18.869)
PU*PC			-0.211**
			(-4.592)
Sample Size	500	500	500
R^2	0.031	0.418	0.442
Adjusted R^2	0.029	0.416	0.439
F Value	$F(1,498)=16.099, p=0.000$	$F(2,497)=178.826, p=0.000$	$F(3,496)=131.063, p=0.000$
$\triangle R^2$	0.031	0.387	0.024
$\triangle F$ value	$F(1,498)=16.099, p=0.000$	$F(1,497)=330.888, p=0.000$	$F(1,496)=21.084, p=0.000$

Figure 1：Theoretical model
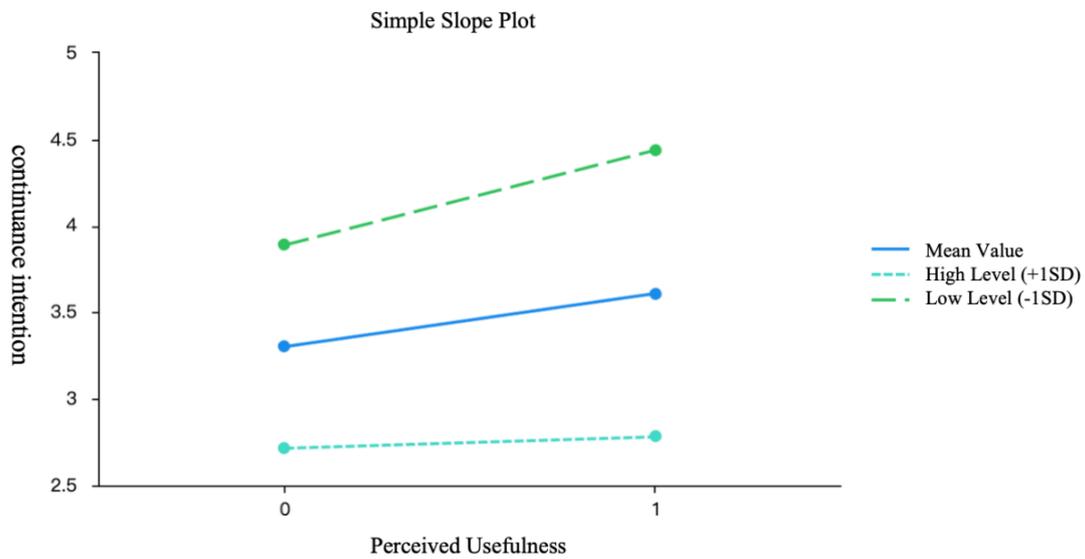
Figure 2：Simple Slope Plot

【Editor】 Yaxin Wei

Research on the Practicability of the Principle of Journalistic Transparency in the Era of Intelligent Communication

◎ Bin Liu, Zhi-peng Yang

Abstract The use of algorithm, Chat GPT, and other large language models in the field of journalism has a great impact on journalism ethics. Due to the diversity of subjects in production and the ineffectiveness of the code of conduct, the principle of transparency has shifted to a higher dimension of value, cognition, and practice. Based on an analysis of the connotation of transparency from a technology perspective, transparency on both sides of humanity and technology should foster the integration of values and procedures, knowability and comprehensibility, technical ethics and traceability, on the one hand, in order to form a consensus on transparency at a theoretical level and, on the other hand, to turn that consensus into concepts and procedures that can be acted upon through conceptual, empirical, and technical analysis. In contrast, there is a need to synthesize research and technical transparency of past transparency measures in news production and distribution, placing the principle of transparency in the news organization, information processing and information presentation, and realizing the regulation of the activities of both parties

in the area of transparency, so as to make them act within the scope of the "good".

Key Words Journalistic Transparency; Technological Ethics; Traceability; Journalistic Algorithm;Technical transparency

As an alternative concept to the principle of objectivity, the task of the principle of transparency is to rebuild trust between the media and the public. However, in this ethical principle, technology has always been considered as an exogenous factor, so it is difficult to reflect its adaptability to new technologies and new environments. Since entering the Internet era, this principle has been concerned and discussed by the industry and academia. From the perspective of journalism, scholars analyzed the connotation and value of transparency-openness and participation (Koliska & Chadha, 2016), defined journalistic transparency as product transparency, actor transparency and background transparency (Groenhart & Bardoel, 2012), and further analyzed the relationship between the concepts of transparency and knowability, transparency and objectivity (Wu & Chen, 2021), regarded it as "methodological change under the condition of new technology" and highly affirmed it (Xia &Wang, 2016), and put forward the corresponding principles and strategies such as institutionalized design and technology restriction in methodology (Koliska & Chadha, 2016). With the advent of algorithmic news and Chat GPT, the impact of technology on news dissemination has penetrated to the subject level, and the practicability of the principle of transparency has been greatly improved. Based on this starting point, this paper analyzes the commonalities between the two concepts of "journalistic transparency" and "technological transparency", and discusses the possibility of reconstructing news ethics in the era of intelligent communication.

Technology's challenge to the principle of transparency: framework reshaping and factor upgrading

With the progress of technology, artificial intelligence, algorithms and large language models have begun to deeply participate in the whole process of news production and dissemination, promoting the dimensional upgrade and overall reconstruction of the news industry, the traditional journalistic transparency principle is difficult to apply to the new communication situation.

1.1 Diversification of production subjects

When machines and algorithms are applied to the field of journalism, the principle of journalistic transparency that applies to human beings is difficult to effectively regulate the production behavior of algorithms and machines.

First, it is difficult to determine the identity of the subject. The principle of journalistic transparency mainly regulates the behavior of human beings, endows stakeholders inside and outside the news industry with the power to supervise, review and intervene in the process of news production and dissemination (Deuze, 2005), so as to achieve "front stage" through the improvement of "visibility"(Zhang, 2020). With the application of algorithms and large language models in the field of journalism, especially the emergence of Chat GPT-4, which means great progress in computing power, algorithms and data training, the production of news is no longer a simple dialogue between humans and machines, and the style of news is not an individual characteristic but a fine-tuning of the model. The main participants in the dissemination of news have evolved from a single human subject to three categories: humans, machines and "human-machine" collaboration systems. How to define the responsible party has become an important topic.

Second, it is difficult to define the main responsibility. Under the mediation of intelligent technology, the "black box" of the news production process has brought great challenges to defining where the problem appears, which technology or technical object should be held responsible for it, and to what extent. For example,

whether the bias of algorithmic news occurs in the data collection stage, the algorithm design or large model training stage, the bias problem of the technology itself, or the personal interests of technical personnel in the technical design, these issues are often mixed with each other and affect each other. Similarly, in the case of large language models, the design of Prompt also involves the technical bias of developers, journalists, editors, news organizations, or the large language model itself, and how to attribute responsibility is still a difficult problem.

1.2 The inefficiency of the code of conduct

Advances in technology have posed new challenges to the concept of "process visibility", which aims to promote the active disclosure of news media and practitioners through institutionalized design:

The first is the difference in the way it operates. In terms of nature, transparency is consistent with the "ontology that the essence of the world is based on the evidence of sensory observation" (Hackett & Zhao, 1999), and human cognition of the world uses sensory experience as material and relies on its reason to infer and judge. Under the premise of information disclosure, the public understands the institutional forces behind news production and the impact of its role on news through their personal intelligence and reasoning ability. The operation of algorithmic news or large language models mainly relies on models, data and reasoning, and the traditional causal relationship is quantified as the correlation between variables, and the relationship between elements is explained through the strength of the relationship and positive and negative properties, while the large language model is more based on statistics and probability theory to achieve the understanding and generation of language, which does not depend on human intelligence but reasoning and training. This mode of operation is quite different from the causal logic that people are accustomed to, and it is difficult to understand it by relying solely on human reason.

The second is the digitization of empirical materials. For traditional journalism, news facts and various related interviews and records are empirical materials, records of people, the environment and their activities. The raw material for the production of algorithmic news or large models is data, which depends on the automatic measurement, automatic collection and automatic processing of various instruments and programs. On the one hand, these data are different from the traditional presentation of sensory experience materials, for example, the acquisition of BCI (brain-computer interface) data depends on the relationship between movement and brain discharge, and it is difficult for ordinary people to interpret these signals. On the other hand, big data has the characteristics of integrity, and its data is often hundreds of millions, and large models such as GPT are known as hundreds of billions or even trillions of bases, and it is difficult to realize the review of data by relying on human power. At the same time, big data is real-time and fluid, and the relationship between elements is constantly changing. As a result, it is untoward to review and monitor data and models, whether it is to promote the disclosure of the news production process or to guide the audience to participate in news production.

The third is the cross-border nature of the supervision. The negative impact of algorithmic news exists in the social field, but its solution belongs to the technical field, so the transparency problem in the era of intelligent communication is further prominent: experts or news practitioners in the field of humanities are hard to understand the production process of algorithmic news or large-scale model news due to the lack of technical background, and related research often stops at putting forward the idea of specification from external paths, such as setting up machine-produced news logos, setting links to provide data source descriptions, It is difficult to use hyperlinks to present human news and machine news at the same time, and to publish the opinions of human review (Ward, 2015), which is challenging to deeply influence the design and innovation of algorithms and models within the technology.

1.3 Expansion of the concept of journalistic transparency in the era of intelligent communication

The changes in subjects, objects, processes and results have forced the transformation of journalistic transparency from the concept and measures to adapt to the challenges brought about by the ascension of the industry.

The first is value ascension. Journalistic transparency is seen as an effective strategy to deal with the crisis of objectivity, and even becomes the "new objectivity" (Weinberg, 2009). However, in fact, transparency has not been able to become a journalistic principle with ultimate value like concepts such as fairness and impartiality, but has been more directed to the practical level, such as adding comment mechanisms, providing hyperlinks, date and time stamps, and online corrections (Singer, 2007), and even remaining superficial and becoming a new strategic ritual. Therefore, it is necessary to restore the value and status of transparency from the concept, and raise it from the level of practical guidance to the ultimate value, and control the entire process of news production and dissemination. At the same time, the ethical requirements of human beings for transparency need to be implanted into the design of news algorithms and large models to realize the materialization of morality (Verbeek, 2006).

The second is cognitive ascension. Journalistic transparency is pre-positioned by the "backstage", and "visible" becomes "knowable", which is relatively easy to achieve. For algorithms and large language models, establishing the correlation and understanding between "input-output" requires a high degree of expertise. In the highly complex and unpredictable design of artificial intelligence and algorithms, and large language models, transparency pays more attention to the "explainable" level, that is, whether the disclosure content is valid and reasonable is more important than what is disclosed. At the same time, it is also necessary to strengthen the "translation" work to transform the originally opaque elements of machine operation, model

construction, and prompt design into easy-to-understand instructions.

The third is to practice ascension. In order to improve the applicability and effectiveness of the transparency principle, it is necessary to meet three basic requirements: Systematicness, which means the transparency principle should cover the entire news production process, and synchronize information disclosure and interpretation of different factors such as people, machines, and technology; Stratification, which means transparency is not the higher the better, but needs to be considered according to different contexts (Springer & Whittaker, 2020), taking into account the public's information needs and the interests of enterprises and platforms, which can avoid becoming a strategic ritual. Operability, which means this principle should not only be able to effectively coordinate the ethical responsibilities and professional behaviors of journalists and institutions, but also avoid the simplification of moral ethics and moral choices by the efficiency orientation of technology, and provide institutionalized, standardized and procedural operational guidelines and behavioral norms.

2 Difference and Integration: The Expansion of the Connotation of Journalistic Transparency

2.1 Algorithm transparency from a technical perspective

In order to avoid the possible perniciousness caused by technology to human beings and serve the health, security and eudaemonia of human beings, the technology field tries to strengthen the supervision and scrutiny of technology design by improving the transparency of technology. From a technical perspective, transparency has a multidimensional meaning.

From the perspective of information ethics, transparency as a virtue emphasizes

respect for human reason and freedom. A moral person will naturally obtain as much valuable information as possible due to the requirements of the environment, and a well-informed person is more likely to make correct judgments (Floridi, 2006). Further, information transparency becomes a moral code only if the flow of information is regulated by restricting its access, use, dissemination, and storage (Turilli & Floridi, 2009). From this point of view, technical transparency is aimed at information asymmetry, which opens the black box by presenting models, data and reasoning processes to the public, satisfies users' right to know, and maintains their initiative to make judgments.

From an engineering perspective, transparency is a fundamental requirement for a principal-agent mechanism. Enterprises and institutions should operate in the interests of the principal, but the agency often has adverse selection or moral hazard problems, and acts in favor of itself rather than the principal. In order to better solve this problem, it is necessary to disclose the responsibilities of the enterprise to the public, define the interests of users, and disclose the relevant information about the operation of the institution to the client, and accept the supervision of the client and the society. For R&D enterprises, it is a prerequisite to protect the rights and interests of users and fulfill their responsibilities by publishing algorithms and models, explaining the potential jeopardies that algorithms may have on users, as well as the collection, processing, and application of users' personal data, and letting users understand how they make specific decisions.

From the perspective of the human-machine relationship, the status and function of a technological object are not determined by itself, but by the relationship between the different stakeholders and things around it (Coeckelbergh, 2022). The R&D and application of technology involves the government, engineers, the public, platforms and other entities, which have different demands for transparency. Therefore, relational transparency requires balancing the interests of multiple subjects, setting

different transparency standards and disclosure scopes for different information disclosure objects, and disclosing the potential risks of algorithm technology and artificial intelligence systems.

From the perspective of systems theory, transparency is related to how to incorporate the institutional background, social needs and user demands into the technical evaluation framework to improve the applicability of transparency. For example, Felzmann et al. (2020) proposed "a model for transparency by design ", which combines transparency with the technological innovation process to explore the transparency required at different stages of technical design. In the design of AI systems, it is necessary to strengthen proactivity, integration and audience focus. Proactivity emphasizes the prioritization of transparency considerations in technical design, and the integration focuses on reflecting the complexity of decision-making, while the audience focus requires the combination of information disclosure and user needs. The data processing and analysis stage mainly includes data processing, decision-making standards, and risk disclosure. Data processing requires disclosure of a descriptive summary, decision-making criteria to explain the reliability of data and methods, and risk disclosure to reveal discriminatory and biased content in AI systems. At the level of accountability, it emphasizes inspectability, responsiveness and reporting. Inspectability is about giving experts the opportunity to make necessary visits or exposing the system to peer review, etc., responsiveness is about mobilizing the public to participate in public debate, and reporting is about regularly publishing descriptive and comprehensive information about the use of algorithms or AI systems and their accuracy. This design concept is mainly aimed at the field of engineering and technology, while journalism is an obviously more complex field when it comes to the construction of the world by human beings and ethical issues.

2.2 The commonality and integration of technology and humanities

Although there are significant differences in concept, purpose, and content, both technology and humanities pursue openness and disclosure-oriented "transparency", so clarifying the relationship between the two may build a common bridge and promote integration between the two parties.

2.2.1 Integration of value and program

Both pursue visibility in terms of values, but the difference lies mainly in the understanding of values such as transparency, justice, and fairness. Journalistic transparency is proposed in response to the crisis of objectivity, with the aim of rebuilding the trust relationship between news organizations, journalists and the public, so journalistic transparency is often understood as the transparency of institutions or organizations, product transparency, behavior transparency, etc., the object of its regulation is reporters, editors, institutions, and the content of disclosure is information, links and background materials. Although technological transparency regards human freedom, happiness and justice as the ultimate goal in terms of value, it points to improving the interpretability of technology itself in practice, so as to reduce human doubts about algorithms, artificial intelligence, large language models and other technologies, so as to promote the popularization of technology in all fields of human society, and pay more attention to procedural transparency itself.

In contrast, the connotation of journalistic transparency is relatively complex. As a work norm, transparency requires that news reporting activities and related information be made public and subject to public scrutiny, and as an ethical principle, transparency focuses on its moral consequences and takes "good" as its orientation. In fact, "goodness" is a subjective interest evaluation, and the boundary is unstable and operable. From this point of view, the design of technological transparency can improve the operability of journalistic transparency, which can correct the efficiency orientation of technical transparency.

2.2.2. Integration the knowable and the intelligible

News transparency emphasizes both "fishbowl transparency" and "analytical transparency" (Arrieta et al., 2019), which not only emphasizes letting the public see the "what" (visible) of news products, but also allows the public to understand how it is produced, that is, "why" (knowable), and improves the public's understanding of news through "visible" and "knowable". In contrast, technology transparency is more about explainability, i.e., allowing users to understand how algorithms or artificial intelligence work and make specific decisions. Among the principles of AI, explainability is an important component of transparency, which can improve the transparency and fairness of users' perception and the responsibilities of relevant enterprises, and affect users' trust in enterprises (Shin, 2020). From this point of view, both journalistic transparency and technical transparency emphasize two points:

One is accessibility. In order for the public to scrutinize and supervise news, algorithms, and models, it is first necessary to obtain sufficient and necessary relevant information and access paths, including the attributes of news organizations, the reporting activities and intentions of reporters and editors, background information, and the design and training of news algorithms and large language models.

The second is comprehensibility. Transparency means that the average level of intelligence and reasoning of the public allows them to fully understand the relationship between journalists, facts, and news reporting, and to make judgments based on their own reason. Technological transparency, on the other hand, emphasizes the importance of "translation", and establishes an understandable bridge between "input and output" by expressing the invisible production process in a way and terminology that can be understood by the public.

Journalistic transparency in the era of intelligent communication should not only realize the disclosure of process, actors and background information, as well as the "translation" of technology, so as to facilitate the public's understanding, but also meet the requirements of "transparency by design" advocated by Fitzman et al. (2020), and

combine transparency with the process of news production and dissemination to promote better understanding by the public.

2.2.3 Combining technical ethics with traceability

According to Astrid Gynnild (2014), transparency consists of three parts: (1) responsibility, where the public is easily accessible and aware of relevant data, information, and methods, (2) interaction, which creates space for audiences to participate in news production, and (3) openness, which provides personal background information about journalists. By promoting journalistic transparency, we can achieve at least three goals: first, to adjust the relationship between news reports and the public, and to give the public the right to determine the value and meaning of news; second, through the disclosure of relevant information about news reports, to improve the "principal-agent" relationship between media organizations and the public, and to reflect the social value and responsibility of journalists or media activities; and third, to adjust the relationship between reporters, editors and the truth of news as a professional ethics, and to define the responsibilities of the subject.

In contrast, technical transparency is more focused on traceability. For example, the IEEE charter clearly requires that "after an accident occurs, judges, juries, lawyers, and expert witnesses participating in the trial need to submit evidence and make decisions with the help of transparency" (Cai et al., 2018), emphasizing the importance of the process, integrating accountability and traceability into different processes or links of technical design, and improving the operability of transparency, which is worthy of reference and consideration for journalistic transparency.

Combining the value orientation of journalistic transparency with the tool orientation of technological transparency, taking the public's right to know, autonomy and public interest as the spiritual core, and integrating the concepts of explainability, checkability and accountability of technological transparency, a new concept of journalistic transparency is formed, which is conducive to the media and journalists to

effectively respond to challenges from both sides and better serve human information freedom.

3 The path of operation for journalistic transparency in the era of algorithms

3.1 Theoretical level: form a consensus on transparency

Philosophers of technology have different opinions on how to promote the integration of human ethics and technology ethics. Langdon Winner advocates the participation of ordinary citizens in technological decision-making, Andrew Feenberg advocates updating technology code to reflect the interests of marginalized groups, and Bruno Latour emphasizes the integration of technological and social needs through the construction of a network of actors. Among them, Professor Batya Friedman proposed the "value sensitive design" method (Friedman & Kahn, 2002), which implants ethics into technical design from three levels: conceptual analysis, empirical analysis and technical analysis.
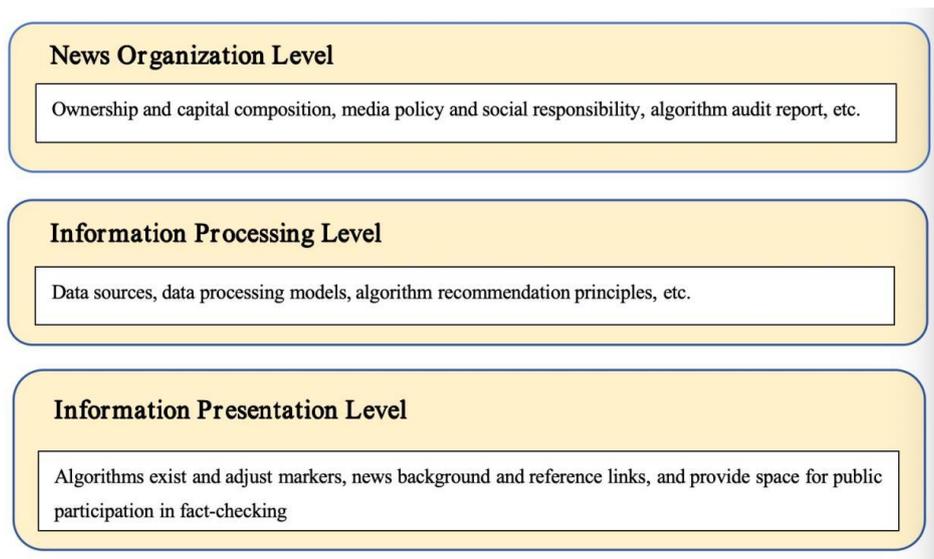
In the conceptual analysis stage, the basic concept of transparency and its connotation and extension are discussed. From a relational point of view, the connotation of transparency is not determined by the concept itself, but by its relationship with the subject in question. Therefore, in this stage, it is necessary to bring together the stakeholders of the journalism—governments, enterprises, R&D personnel, platforms, users, third-party institutions, scholars, etc., to conduct dialogues and debates on the ultimate values such as transparency and professionalism, freedom and justice, and public interest, to determine the core spiritual essence of transparency, and to explore the relationship between transparency and important principles such as fairness, objectivity, explainability, and traceability, as well as the

connotation of transparency as professional ethics, information ethics or an institutional norm. Although technologies such as algorithms, large language models and artificial intelligence cannot speak, they can be "spoken" by technical personnel. Due to the complexity of the subject's identity and the diversity of interests, the concept of the "curtain of ignorance" (Rawls, 1999) can be used as a reference in the dialogue, and the economic status, political beliefs, cultural education, class differences and other factors of the participants can be blurred in the discussion, and everyone participates as an identical individual. Since participants do not know where they will be in the information system, the connotation and institutional arrangements of transparency can only be defined from the perspective of maximizing personal interests. This game method encourages the subject to empathize, think about the value and significance of the principle of transparency from different perspectives, seek common ground while reserving differences, and form a consensus on the minimum degree of transparency, so as to construct a transparent conceptual system that is compatible with the needs of both human and technology.

In the empirical analysis phase, the applicability of transparency is analyzed in context. It is difficult to effectively respond to the ethical needs of different contexts when using algorithms and large language models in the field of journalism, so it is necessary to analyze and define them in combination with different scenarios to improve their effectiveness. Establishing a logical relationship between context and behavior is a necessary condition for improving technical interpretability, which needs to consider the understanding of transparency by different subjects such as governments, designers, users, news media, and platforms, such as how they understand transparency, what are the demands for transparency, what degree of transparency is suitable for different contexts such as general news scenes and disaster scenes, and how can reporters and editors classify media sources, titles, keywords, article attributes, prompt design and fine-tuning etc., and improves the interpretive

ability through the combination of scenario segmentation and transparency standards. On the other hand, because algorithms and models involve trade secrets, news outlets, technology companies, and platforms will not actively open their information disclosure to all the public, and need to adopt a "progressive transparency" approach to balance public interests and commercial interests (Springer & Whittaker, 2020), and it is necessary to clarify through exchanges and discussions among stakeholders which interests are most critical to different entities, what kind of information needs to be considered when disclosing information, and which subjects are disclosed and in what way.

In the technical analysis phase, we explore how to implement transparency standards in the production and dissemination of news. According to the above related research, the part involving information disclosure in the process of news production and dissemination can be divided into three levels, namely, the news organization level, the information processing level and the information presentation level, and the possibility of transparency implementation can be discussed in layers.

News Organization Level

Ownership and capital composition, media policy and social responsibility, algorithm audit report, etc.

Information Processing Level

Data sources, data processing models, algorithm recommendation principles, etc.

Information Presentation Level

Algorithms exist and adjust markers, news background and reference links, and provide space for public participation in fact-checking

Picture 1 Three levels of Journalistic Transparency

3.2 Practical level: Implement the principle of transparency

3.2.1 News organization level

Information disclosure and explanation at the level of news organizations aims to let the public understand the macro-operation philosophy and bias of news organizations, and reflect their social responsibilities as "public information providers", mainly including: the ownership or capital composition of media outlets or commercial platforms, media policies and social responsibility statements, as well as the publication and audit of algorithms and large models used. The ownership and financial composition of a platform or media organization can reveal the potential bias that may exist in news reports, while the news media policy and social responsibility report can reflect its public interest attributes and due political responsibility, service responsibility, humanistic care responsibility, cultural responsibility, moral responsibility, etc., and form a regulation for the behavior of media and journalists. The influence of technical factors should also be fully considered in the reporting of moral responsibility and safety responsibility. As an important part of the principle of journalistic transparency, the news media should establish a disclosure mechanism for algorithms and large language models, which mainly includes the following parts: (1) transparency description, announcing the goals, scope of use and possible consequences of the research and development of algorithms and large language models; (2)traceability, reviewability, and accountability instructions provide space and channels for experts, peers, and the public to review; (3) holistic explanation, which requires information disclosure to reflect the complexity of the decision-making process, presents how the entire news production and dissemination system applies data, algorithms, and large models to form the final news product, and the key points such as data collection, data labeling, and the use of algorithms need to be explained in detail; (4) hierarchical explanations, which set up different transparency standards for different objects, and provide more professional information to

regulatory authorities, government agencies, and professional institutions. More comprehensive information and knowledge for the general public is mainly functional explanations and explanations are the goal. At the same time, the scope of disclosure and confidentiality regulations are set to ensure the commercial interests of news outlets and platforms.

3.2.2 Information processing level

This level mainly discloses the relevant information about the application of algorithms and large models in the process of news production and dissemination, which can be divided into four levels: data source, processing data model, algorithm reasoning principle, and output interface design (Diakopoulos & Koliska, 2016), and should also include relevant information such as inference, training, and fine-tuning of large models.

In terms of data sources, transparency is mainly reflected in three aspects. First, the identity of the producer should be disclosed. Indicating that original news is produced by algorithms or large language models, produced by reporters, or transferred from other media provides a basis for readers to judge the authenticity and credibility of the news, and at the same time encourages reporters to engage in news reporting cautiously, so as to maintain the authenticity and public nature of the news. Second, label the source of the data. Hyperlinks can be set up when necessary to provide readers with space for independent judgment and interpretation, and avoid bringing the subjective understanding of the reporter or the inherent bias of the machine into the news text. Finally, explain the use of personal data. News media shall also give detailed explanations of the collection, processing, and application of users' personal data, as well as protection measures, so that the public can understand how personal data is used and actively choose whether to trade with platforms and media, so as to realize users' "authorization" of data.

At the data processing level, the media should disclose the algorithm, the

prediction quality of the large language model, and the validity of the data provided to the system, including data accuracy, uncertainty (e.g., margin of error), timeliness (e.g., when data was collected), completeness or missing elements, sampling method, provenance (e.g., source), and quantity (e.g., variables such as training data) (Jia, 2022), so the disclosure of algorithms and large language models should also be dynamically explained, and their changes and possible impacts should be noted.

At the inference principles level, the disclosed data includes the accuracy of the inference, the certainty, the type of inference, the source of the error, etc., such as the accuracy of the system in inferring the user's preferences. In addition, it is necessary to explain the type of data in which the system is trained, whether the system has been tested for deviation, and the environment in which the system is evaluated. At this level, the disclosure targets are mainly algorithm engineers, relevant experts and a small number of algorithm enthusiasts, rather than ordinary news media users, and technicians and scientists should assume the responsibility of "translation" to achieve "understandable transparency".

3.2.3 Information presentation level

The essence of disclosing relevant information about the use of algorithms and large language models on the presentation interface or interactive interface of news works is to present the constraints and rules at the level of news organization and information processing in a microscopic, visible, and understandable way. Ward (2015) has pointed out that the transparency of online news should include: (1) setting up prompts to remind users whether the news is produced and recommended by algorithms, (2) setting up links to provide information about the source of news data and data processing, and (3) using hyperlinks to present both human writing and algorithms. The news written by the large language model allows users to understand the facts from different perspectives, (4) publishing the opinions and conclusions of manual review, (5) providing a diversified communication space for the audience to

participate in the review and production of news facts, including supplementing relevant details, texts and pictures of news facts, and (6) forwarding readers' opinions and comments when recommending news. At the same time, there should be clear signs on the interface to remind the existence of algorithms and large language models, provide relevant Q&A, and allow users to participate and adjust indicators, and test questions of interest to test the effectiveness of the model.

In addition to adopting an internal approach and embedding ethical principles of journalistic transparency into technical design through the improvement of algorithms, regulations can also be made from the outside, mainly including establishing rules and regulations, adjusting the behavior of technical designers and algorithm users through laws and industry rules and regulations, and urging them to actively disclose. With the participation of professional colleges and universities, the whole process of algorithm development and application will be reviewed, the public will be mobilized to participate in the expression of the public's demands for their own interests, the innovation of user scripts will be used to promote the iteration of design scripts, and the principle of transparency and other principles of journalism ethics will be "engraved" in technical ethics. In addition, it is also necessary to improve the public's algorithm literacy, which is a systematic project that requires the support and participation of the government.

The analysis of transparency in this paper only shows the possibility of connecting the technology and humanity to expand and reconstruct journalistic transparency, and whether it is really feasible still needs to be tested by practice. Together with other principles of journalism ethics, the principle of transparency should play a role in redefining the boundaries of journalism, reshaping the spirit of the profession, and reconstructing the relationship between the media and the public by actively expanding, adapting, and innovating its own connotations and extensions.

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【Editor】 Guanting Fu

AIGC reshapes the new ecology of enterprise intelligence communication

◎Jin Yang

Abstract   The artificial intelligence technology revolution represented by ChatGPT is driving the arrival of intelligent technology bodies. IntroAIGC into enterprise intelligence communication to realize the construction of a new brand communication ecosystem is the inevitable result of the current development of new technologies. ChatGPT After its emergence, the whole media ecology has undergone profound changes; that is to say, in addition to human production of information, machines can also begin to produce content independently, entirely and continuously. Paper-based on the healthy 5W model, the AIGC reshaped enterprise intelligent spread a new ecological background, theoretical framework and realistic case analysis around the "AYAYI" and "wonderful duck camera", "AUTO-GPT" and other classic cases; the article puts forward the enterprise user should be accurate analysis the user personality needs, and deepen the AIGC technology to promote the wisdom, etc.

Key words   AIGC; intelligent communication; financial media communication; ChatGPT; enterprise

Introduction

The paradigm innovation, technological application, and industrial transformation of generative AI have a transformative impact on human society, prompting this article to delve into the social impact and potential issues of generative AI. Represented by ChatGPT and Sora, the technological innovation of generative AI has given birth to a new intelligent communication content ecosystem, ushering in another "Gutenberg moment" in human communication history. This round of change subverts and reconstructs the inherent subjectivity of human beings in information dissemination, ushering in a new era of intelligent communication where AI-generated content will dominate. The key to mastering the unprecedented high uncertainty and ambiguity brought by AIGC lies in grasping the laws of this new wave of intelligent communication and examining the interaction between AI technology, intelligent communication, and society from a new perspective.

1 Study origin: the relationship between ChatGPT and AIGC

ChatGPT The social impact and impact brought constitute a significant change in the paradigm of human information dissemination, thus changing the way of life and the operation of society. The rise of intelligent communication represents the reshuffle of the global communication pattern. With solid technology penetration, intelligent communication will likely create a new trend of "re-monopoly" of global information and content.

For the media industry engaged in content production and communication, the impact of AIGC is first perceived. First, data becomes the medium for artificial intelligence to perceive the natural world and the critical factor of production.

Secondly, the algorithm model has evolved from the power of content communication to the power of content production.

AIGC technology changes the all-media communication system. First of all, the mode of content production and supply structure change. As long as people have ideas, artificial intelligence can quickly generate text, code, pictures, audio, video, and 3D modelling according to language instructions, understand multi-modal content, and interact with human beings—secondly, the mode and pattern of communication interaction change. Instead of complex interactive operations, natural language can be deeply integrated with application scenarios and workflow, and the cost of learning to use is low. Thirdly, the influence of content application and public opinion has changed. The trend of content instrumentalization makes the all-media content communication system not only for disseminating human spirit and knowledge needs but also evolves to disseminate the needs of machine and material production.

1.1 The ChatGPT is regarded as a "disruptive innovation."

Since its launch in November 2022, ChatGPT has achieved several "top" quickly. For example, it exceeded 100 million daily active users in two months, became the highest user growth app in history in three months, and topped the Apple App download store for several weeks. ChatGPT is not the first consumer-generative AI application to be available. However, it has become an essential standard for market investors to judge "innovation" and "tradition", and it has set off an AI technology revolution in 2023.

ChatGPT As a typical representative of new things, Language learning cost based on large models is much lower than other traditional AIGC models; ability to complete the automatic programming, write articles, create copywriting, intelligent drawing, design scripts, optimization and creativity according to the user's instructions, From the widely known version of ChatGPT3.5 to version 4.0, When users feel the

interweaving of "fake" and "real" in the process of exploration, Domestic Internet giants have entered this track, The derived Chinese products include "Wen Xin Yiyan", "Spark model", "mixed yuan model", "Tongyi Qianwen" and "Pangu model". In the field of business, based on the AI model for commercial marketing content generation cases everywhere, for enterprise users, standing in the perspective of innovation diffusion, represented by ChatGPT AIGC application provides the subversive, intelligent transmission path, but thanks to the broad participation of Internet users and the openness of the media.

1.2 A new picture of intelligent communication in the AIGC perspective

With the innovation and development of intelligent technology, people's communication behaviour has been redefined. Intelligent communication is one of the core concepts in the digital age. More accurate information transmission, personalized content recommendations, and more efficient decision support are gradually realized through extensive data analysis, natural language processing, machine learning, and automation technologies. This paper holds that intelligent communication refers to all kinds of communication behaviours dominated and participated in by artificial intelligence technology; the essential feature is that the machine is the subject of communication.

What is intelligent communication? First, its technical base is big data and cloud computing. Secondly, from the perspective of production characteristics, it goes beyond artificial automatism, has a rich association, and has a substantial degree of freedom. In the form of communication, intelligent communication is interactive, fragmented, multi-screen integration and non-linear. Theoretically, intelligent communication combines all the elements of the past communication mode. It adds new elements, changes the technical process of content production, accurately identifies the requirements for an intelligent recommendation, and finally adheres to

users to create services. This is the understanding of the intelligent communication path in this paper.

ChatGPT, The generation and distribution pattern of penetration content, expands the research orientation of intelligent communication. Communication scholars generally believe that AIGC (AI-Generated Content) has a "singularity moment" after the advent of ChatGPT (Liu Cancan, 2023; Huang Jiayin, 2023), and content practitioners are experiencing role repositioning, the updating and iteration of skills and accomplishment, and the transformation of professional values. New content productivity will lead to changes in production relations; the past system of content producers mastering the core of content production will be restructured, and information sources, content producers and users may form a new structural system.

In short, the advantage of AIGC is not only to eliminate the gap between the elite group and the "small white" through "human enhancement" but also to realize that the big model represented by ChatGPT is eliminating the traditional enterprise all-media communication system. For example, producers go from "people" to "machine"; content production from "editing" to "intelligent interaction"; and content consumption from "actively retrieve content" to "understand what I need" (Mr et al., 2023). When AIGC can assign enterprise intelligent communication system construction has become a fact, the traditional enterprise marketing model in content generation, communication subject, the insufficiency of transmission efficiency will be infinite amplification, the future intelligent spread new picture must be based on the AIGC data mining analysis, just for the fusion of small and medium-sized enterprises to bring broken spread of the gripper, new communication features for content diversification, transmission touch rely on recommendation algorithm, blur, spread scene highlight "interactive experience" and so on (xiao-fang tang, 2023).

AIGC extends the dual threshold of individuals "looking out at the world" and "looking inside at themselves". AI intelligent sensors used for information collection

can enhance external real-world perception. Artificial intelligence can collect and quantify physical information such as human expressions, emotions, or online data in cyberspace to generate automatic analysis reports to enhance people's self-perception ability. From the perspective of intelligent communication and financial media development, AIGC has solved some problems that were difficult to solve in the past through the technological revolution. Of course, for effective use of new technologies to meet the audience's information needs, enterprise users should have professional abilities such as technology application, media use and communication practice to ensure the effectiveness of the communication effect.

AIGC is expected to evaluate digital marketing and content production, from promotion to intelligent communication. Well-known Internet platform "bilibili", for example, around the AIGC formed a new "community of knowledge" transmission mode become small and medium enterprises of new positions, the core keywords for "interest convergence, values consistency, practice and positioning coordination", when the enterprise user registration account and relying on the giant model of excellent short video social application content, only to "knowledge dissemination" as the theme, then caught the "Z generation" eyeball (according to statistics, bilibili The "post-00 s" group accounts for more than 80% of the platform active users). At the same time, Virtual Digital Humans have quickly become a "new favourite", such as the digital person "Xiaoice" participated in the development of the listed company Alfei Entertainment, or the old digital person IP "Luo Tianyi", the consumer application scenarios continue to upgrade, can quickly complete the cross-modal intelligent communication. From the perspective of communication, the AIGC tool will reshape the ecosystem of enterprise intelligent communication from three aspects: "communication power sinking", "emotional simulation", and "communication trust shaping"Ii. Theoretical framework: From the perspective of 5W model, agent technology is a new path to promote enterprise intelligence communication.

The core of the future business competition will become "big model + small model + small data" insight into the competition, who better application of AI business collaboration, who can have more data dimension, more scenario combination, inspire more hypothesis formation, found more crowd segmentation, achieve more mass unstructured correlation information analysis, win more business development. 2. Theoretical framework: From the perspective of 5W model, agent technology is a new path to promote enterprise intelligence communication. Theoretical framework: From the perspective of 5W model, agent technology is a new path to promote enterprise intelligence communication.

2 Theoretical framework: From the perspective of 5W model, agent technology is a new path to promote enterprise intelligence communication

From the perspective of human information dissemination, the popularity of ChatGPT marks the formal establishment of the mainstream status of intelligent communication driven by data and algorithms and also means another paradigm change in human information dissemination and will trigger fundamental changes in all levels and fields of society.

2.1 Connotation and theoretical analysis of agent technology

Bodies of Technology refers to a "collection of multiple technologies". As the name suggests, agent technology, from the perspective of intelligent communication, should be centred on artificial intelligence and machine learning. Lu Shangbin (2018) divides the future communication picture into three levels. Thanks to the support of AIGC technology, the hidden line domain will become the new normal, and even the

super line domain will become a reality, which is no longer limited to simple man-machine dialogue to realize information dissemination. As shown in Figure 1, the communication path of enterprise intelligence will change, which will focus on the four core words of "content", "communication", "experience", and "social", not limited to intelligent creation, cross-modal display, Virtual Digital Human, social robot and other carriers. In this way, enterprise users can use AIGC tools to develop targeted content push solutions according to the personalized information needs of target customers, which is not limited to the form of text or short video. They can even predict users' information needs at a particular stage in the future to ensure the effectiveness of enterprise intelligent communication in the current online domain setting stage.

From the perspective of innovation diffusion theory, based on the roadshow of AIGC products incubated by the blue Cursor of listed companies and incubated by Wanxing Technology, the characteristics of the new ecology of AIGC's intelligent communication are summarized.

First, AIGC becomes the infrastructure, enabling content production. The purpose should be on enterprise brand marketing. For example, Pixso and boardmix products of Wanxing Technology can support the intelligent design of creative copywriting. The user team uses Boardmix to improve collaboration efficiency and then uses Pixso to implement people's creative ideas into product design solutions. Big models accelerate the subversion of the original market research model and upgrade data insight to agility and automation. AIGC is expected to shape a new digital content production and interaction paradigm, becoming the infrastructure of Internet content production in the future, bringing a big explosion of marketing productivity.

Second, the cross-mode supply of AIGC applications. In 2023, Meta launched ImageBind across a modal model; compared with a single copy, pictures and video

production need online collaboration to generate integrated product tools; cross-modal tools can be understood as a variety of advanced models of senses, at the same time, can mobilize text, audio, visual, heat (infrared) elements in a vector space. To put it simply, the cross-modal large model is equivalent to a natural virtual person, who can "listen to the sound and picture", "watch the text to generate video", "watch the video retrieval keywords", etc., and may even increase the sensory perspective such as touch and smell.

Third, refine consumer insight to meet social availability. Although AIGC will ultimately serve the universe and may even move in the direction of AIGM, at this stage, social platforms are an essential battlefield for small and medium-sized enterprises to promote brand-integrated marketing, involving fields including media, film and television, art, e-commerce, entertainment, games and so on. Small and medium-sized enterprises, for example, can access Tencent's "Tencent intelligence" interface, implement 24-hour digital people live service, creators only upload simple graphic materials, and generate low-cost "enterprise spokesperson" or "take cargo host digital people" application scenarios including knowledge teaching, emotional services, cultural entertainment and so on. In practice, for example, to design a concept product through the AIGC tool, you only need to input " keywords such as avocado yoghurt, Z era, afternoon tea, hunger, etc., to automatically generate a product concept card and then generate a product concept map through AI + HI according to the scene (Human Intelligence).

2.2 The path of enterprise intelligence under the perspective of Laswell 5W model

In 1948, the American scholar H Ruswell first proposed the five essential elements of the communication process in his paper, The Structure and Function of Communication in Society, and arranged them in a particular structural order, forming

the process pattern later known as "Lasswell's Communication Model" 5 Ws "of Communication". These five W are the first letters of the five question pronouns in English: Who Says, What, In Which Channel, To Whom, With What Effect.

As a classic model, the 5W model can clearly show how AIGC determines the online domain of enterprise intelligence communication. The specific content is shown in the following table:

Table 1 Main characteristics of AIGC enabling enterprise intelligent communication mode based on 5W model

project	label	leading feature
information	With AIGC for "infinite extension"	Theoretical traceability,McLuhan: "The medium is the extension of man". Features: the infinite extension of enterprise information dissemination; the preference of users for information ; the wide generalization of enterprise information dissemination.
intermediary	With the help of AIGC to support the enterprise information dissemination, the three-dimensional media	Through the space barrier between offline publicity and online communication, and even with the help of intelligent terminal equipment, enhance users' deep awareness of enterprise brand recognition, relying on the Internet of Things and intelligent Internet technology, to create a new enterprise brand communication scene.

effect	With the help of AIGC to meet the effectiveness of enterprise information dissemination effect	AIGC can complete the content generation work all day long, effectively seize the current affairs hot spots, combined with the feedback effect of information communication, to ensure that the enterprise intelligent communication effect appears "closed-loop improvement" state.
transmitter	With the help of AIGC to achieve the diversification of enterprise information dissemination content forms	Form of communication: text, emojis, short video, TVC, VR, MR, etc. Make use of technical advantages to complete data aggregation and analysis, and use big data technology to complete the continuous optimization of information dissemination strategy.
The subject	With the help of AIGC to achieve the accuracy of enterprise information dissemination audience	The audience of AIGC era has the characteristics of "ubiquitous". In the future, with the help of VR devices and MR (hybrid enhanced intelligent terminals), the enterprise brand information can accurately match the actual needs of users.

The study of communication science can no longer be confined to the traditional research paradigm but also to the setting where the disseminator and the audience are all "people or institutions"." In the era of intelligence, everyone can become a communicator", small and medium-sized enterprises are both brand owners and a part of the marketing team. This paper reinterprets the 5W communication mode in the era of intelligent communication: first, "man-machine integration": the reshaping of the

main body of information production, "The expansion of producers from 'professional' to 'non-professional', Typical features are intelligent machines that directly act as an information producer, Liberating large amounts of human resources; The second is "immersive": the reshaping of the way of information presentation, Taking the Augmented Reality technique as an example, Change the "sense of separation" between people and the media, Form the situation of "people are the ultimate media"; Third, thousands of faces ": the reshaping of the distribution mechanism, The content produced using AIGC will be more in line with the platform's distribution algorithm requirements, This is also the competition of channel control power; Fourth, the user is no longer the information receiver in the traditional sense.

Based on the 5W model, this paper proposes the future trend of AIGC technology enabling enterprise intelligent communication. AIGC mainly develops in two directions: scene superposition AIGC to construct specific marketing interaction scenes and the other vertical field to strengthen data learning in the professional field and build a vertical industry knowledge graph. Enterprise brand digital marketing should establish a marketing knowledge system that fits the brand values and then add AI tools to form focused brand marketing; third, brand communication from "consumer centre" to "physical interaction", essentially recognize the subjective initiative of consumers, promote consumers to participate in brand communication and ensure an excellent immersive experience; the fourth is "technology + traction + content" coordination, technology to realize the scene change, break the encounter of the dimensional wall, perceive illusory and touch the reality. The pan-entertainment development releases the value of IP, and the extension and fermentation of user creativity provide new ideas for IP brand creativity. It carries out "intensive cultivation" around IP and binds the brand with the virtual image IP in the future.

Today, intelligent communication has become the air and water for the development of the enterprise. AIGC, under the background of small and medium-

sized enterprises, need to build three intelligent spread of ecology: digital staff centred on the management of intelligent communication ecology, at the centre of the customer service intelligent communication ecology, and partners (marketing model research and development enterprises) as the centre of intelligent communication of ecologrical industry cooperation, the three ecological blend, each have an emphasis on.

3 Analysis of new mode of enterprise intelligent communication

With the birth of the super AI model ChatGPT and a series of new AI products such as Midjourney, ERNIE Bot and Pangu AI model, like bamboo shoots after a spring rain, accompanied by several questions, such as: can AIGC content production and AIGC intelligent marketing be equated? Is using AIGC to do the picture to do the video AIGC brand intelligent marketing? What are the differences between the AIGC big model and the AIGC marketing vertical segmentation model?

AIGC saves costs and improves efficiency for enterprises in digital marketing, content production and media updates. According to the Foresight Industry Research Institute, by 2025, the digital services and digital business content markets will account for 59 per cent and 24 per cent of China's AI digital business, respectively. AIGC enables electronic commerce and has become a new trend in marketing communication. Digital commerce based on artificial intelligence technology is expected to reach 618.8 billion yuan in 2025, with an average annual growth rate of 38.6%. Digital business is becoming a vital business ecology form and power after Internet retail. It is the critical node for combining marketing ideas and AI to create new opportunities and improve marketing efficiency.

The road of brand AIGC marketing starts with "text-generated pictures". From user portrait, accurate recommendation, content creation, and data analysis to product design, AI runs through every link and plays a role. Among them, AIGC has the most

brand application of text into pictures, which changes advertising content production to be revolutionary, significantly reducing the cost of content production and extending the imagination space of creativity. The concept of agent technology is introduced above, and the primary content of the 5W model is mentioned, which provides the theoretical basis and future development direction for enterprise intelligence communication. From the perspective of new business forms, AIGC enabling intelligent communication has the main characteristics of precision, intelligence and scene. Taking the application of Virtual Digital Human as an example, with the advantages of highly anthropomorphic, digital intelligence and intense interaction with social software, it can tap the incremental market of "AI + marketing" and carry out full-cycle value marketing of new consumer audience with Gen Z consumers as the core.

3.1 Intelligent content creation:toachieve accurate and scene communication of enterprise brand

AIGC sources have a more comprehensive range of sources, significantly improved production speed, and its content has high availability. For the audience, it will further activate information acquisition and independent supply. After the AIGC marketing model matures, the future enterprise intelligence communication will be stored in the target audience's brain in a discrete and fragmented "semi-ideology". Taking advertising marketing as an example, the creativity of generative AI in natural scenes has become the critical point of accurate customer acquisition, and the essence is to realize the cost reduction, quality improvement and efficiency of the whole link in the marketing field.

In the past, in marketing enterprises to meet the demand of advertisers' brand communication, especially for foreign trade enterprises, the general practice is to aggregate Google, Meta, and YouTube, such as multiple channels, all kinds of

marketing material mass into each channel, in screening to get more customers of high-quality advertising material, through the data precipitation for subsequent operation. Today, the Easy Click Worldwide Network Technology Co., AIGC digital marketing creation platform KreadoAI, developed by Ltd, is based on four solutions of "AI digital people, AI models, AI tools and AI creative assets", focusing on expanding the application scenarios of subdivided industries. Compared with the traditional brand marketing model, take the brand intelligent communication solution of the wig industry as an example. Considering that the flow scale of the wig market in China is only ten billion dollars, the marketing pain point in the past is that CostPer Click is difficult to control. Today, the Easy Click Worldwide Network Technology Co., Ltd proposes a personalized solution, which mainly uses the KreadoAI model to generate AI product display maps in different regions, skin colours, ages, expressions and other countries to improve the diversity of product display, which is of great help to improve user purchase conversion and GMV. The key is a meagre cost. For example, marketers can generate a digital population video by typing marketing text or keywords in the KreadoAI model. The data results show that the KreadoAI model has achieved a 35% increase in the click rate of customer ads, a 45% reduction in the cost of a single click, a maximum increase in single product orders by eight times, and shortened the video production efficiency from 12 hours to 6-8 minutes. Compared with the past, the new brand intelligent communication has realized the closed loop of AI technology, service solution scenarios and marketing data. It can quickly achieve the growth flywheel effect through continuous marketing data feedback and iteration.

AIGC has three common application scenarios: copywriting and polishing, picture generation, and video generation. Digital scenes can be divided into three categories: The first is the entry scene to meet the needs of social networking, games and shopping. Traditional application scenarios include but are not limited to search engines, portal websites, smart TVs, smartphones, WeChat, Weibo, other social media,

VR tools, MR tools, and so on. For example, Kivisense (a world-advanced MarTech AI brilliant marketing company) has developed an exciting dialogue AI —— "Hey Kivi" that supports voice interaction. You can interact with "K" through the WeChat small program and get a free exclusive humanized virtual assistant. Compared with the previous "not too smart" intelligent customer service system, "Hey Kivi" can constantly optimize its own knowledge base and service process according to user feedback and needs to improve customer service's accuracy and efficiency. The second is the consumption scenario; the typical representative is NASDAQ: JD, mall and DiDi Global Inc APP. The AIGC marketing model can use AI's learning ability and creativity to improve content production speed quickly. In April 2023, Fliggy launched a series of outdoor ads made by AI in the subway station and said, " Fliggy made 1,000 print ads with AI!"The propaganda slogan. Meituan's preferred money-saving series posters, Stay Exploration series posters created by Airbnb and The North Face using Midjourney, and AI Dream Theater 72 Times are also AIGC attempts made by brands in the direction of print advertising. Finally, the payment scenarios include Alipay, WeChat, UnionPay, etc. AIGC's scenario of enterprise brand intelligent communication will become one of the main characteristics of brand communication and promote the maximum effect of brand communication.

3.2 Commercial brand value of Virtual Digital Human: intelligent communication of vertical field application scenarios

A virtual Digital Human Is an artificial intelligence entity combining the characteristics of a Digital Human and a Virtual Person. With the help of AIGC, it can have independent personality, language, behaviour and other characteristics in the virtual world. It has the same interaction ability as humans and depends on display devices. From brand image ambassador to corporate brand publicity anchor, the Virtual Digital Human market is gradually maturing and is the core carrier of the

future Chinese universe strategy. Compared with functional service-oriented digital people, such as virtual companion digital people and virtual psychological care digital people, IP-oriented identity digital people take image cognition as the core, can be applied to pan-entertainment, social and other scenes, and even create a brand value of virtual people themselves.

Compared with the era of AI, the Virtual Digital Human eliminates the identity constraint of "artificial web celebrity". According to IDC consultation, "AI + digital person" has been transitioning from the L3 stage to the L4 stage and gradually has deep learning and multi-modal interaction abilities, significantly reducing the dependence on artificial assistance. With the help of ASR-NLP-TTS AI technology and natural language model, digital people make Virtual Digital Humans closer to "people" at the ideological level. They can even express emotions similar to "people" in language, which is the primary condition of UGC and KOL marketing. For example, the IP-oriented "AYAYI" or "TianYu" Virtual Digital Human has something in common, that is, both rely on manual content production and complete the efficient interaction of fans through the short video platform to realize the commercial value of "2B" and "2C". It is worth noting that this kind of IP digital people have high requirements for the appearance of creation, whether it is the "user-created" "virtual idol" or the digital human product created by the production team, all must have the following conditions: character planning, human experience, emotional contact, and customizable.

In 2023, after the large AI model enables Virtual Digital Human universality, the latter can use IP influence and fan scale to realize advertising marketing, live streaming and other commercial value creation activities through KOL marketing, content marketing and other ways. Unlike the early Digital Human generation paradigm, the future "AI + Virtual Digital Human" will show low cost and systematization characteristics. For example, AI-driven Virtual Digital Human uses

deep learning models to create content in different scenarios. Compared with the traditional "virtual idol", it radiates to medical, education and social fields. In particular, optimizing the AI algorithm will also effectively reduce the operational threshold. From the current business marketing practice, the mature Virtual Digital Human marketing model in the vertical field is as follows:

First, advertising and marketing: Virtual Digital Human will become essential for enterprise brand-integrated marketing. By creating a unique Virtual Digital Human image, the brand realizes the bundling of digital people with the brand itself, products and services, such as its own L'Oreal brand. The marketing party creates an identity of a Virtual Digital Human with traffic. KOL and content marketing represent corporate brands such as Tmall, Jingdong, and Nature Tang, which are part of the real economy. For example, Tencent's "Tencent Wisdom Film" has opened AIGC service to enterprises, and the digital person product launched by listed company Wanxing Technology can support users in customizing virtual digital human images and using functions. For example, in April 2023, McDonald's "cultural relics" were designed and generated with AIGC technology.

Second, live streaming with goods: highly anthropomorphic Virtual Digital Humans can replace real-person anchors. According to the first quarter of 2023 released by the listed company Yuanwang Technology, the digital person "Xiaoice" has been able to realize the 24-hour live broadcast of goods on Taobao, TikTok and other platforms, and realize the whole process of user drainage product consumption, after-sales service and re-purchase.

Third is social companionship: Companion virtual person applications have been commercialized. AI enables Virtual Digital Human for the epoch-making upgrading of human-computer interaction capability. Regarding marketing practice, the Virtual Digital Human chat platform launched by American enterprise Replika takes "UGC + community" as the selling point, and users pay to customize the exclusive digital

person role and dialogue duration service. For another example, Shengtian Network, the leading enterprise in the domestic game field, has developed a game social product "with live competition", and other enterprises, such as 37 Interactive Entertainment Network Technology Group Co., Ltd.、Yoozoo Interactive Co., Ltd combines the AI model with game products to humanized the NPC in the game scene.

Fourth, the pan-entertainment scene: the best track for "AI + Virtual Digital Human" commercial applications. Compared with other vertical application scenarios, the two-dimensional image represented by Luo Tianyi, Liu Youxi and Tianyu Virtual Digital Human relies on the human operation team, using online concerts, short video production, live streaming and other content creation forms to obtain a massive flow of Generation Z fans and successfully realize it. Officially, digital IP incubation people quickly get recognition from target users, providing a new idea for IP incubation Virtual Digital Human of literary film and television works.

4 Case Analysis: Take "AYAYI", "Miaoya Camera APP" and "AutoGPT" as examples

4.1 Realistic digital person AYAYI: AIGC to reshape the new model of enterprise digital marketing

Super realistic digital people "AYAYI" for Alibaba group investment RM Inc company, for the public with "Alibaba first Virtual Digital Human employees" heat, although the "AYAYI" heat maintain time is limited, can also be regarded as a typical case of enterprise intelligence spread in the new period, the article will be "AYAYI" from 2021 to 2023 during the first half of the spread of the summary is as follows:

(1) Hatchery of Xiaohongshu platform —— "AYAYI"

If the chatbot is taken as the inflexion point, "AYAYI" came out before the

significant change of AI technology, and the communication media include Zhihu, WeChat live account, B station, Douyin, Kuaishou and other public domain traffic platforms. At the beginning of 2022, the operation team chose "Xiaohongshu APP" as the incubator for start-up IP digital people. From the perspective of communication effect, "AYAYI" was quickly recognized by Generation Z fans and fashion brands with its ultra-realistic, intelligent, highly anthropomorphic creative image, beauty blogger and two-dimensional content creation attributes. Even the Xiaohongshu platform is also recognized as "AYAYI", leading users to pursue AIGC content creation in the two-dimensional field.

(2) Aesthetic marketing —— "AYAYI" commercial flow realization highlights

After the operation team of "AYAYI" made the user portrait of Generation Z fans, they found the following keywords: "appearance level", "good-looking", and "two-dimension". Citing Maslow's theory of demand hierarchy, it combines aesthetic marketing with fans' "self-realization value demand", reflected in the "AYAYI" external image, human design, values and other dimensions. It shows the "broken circle" elements such as "pursuit of freedom", "personality ability" and "ideal ambition". With the capital help of Alibaba Group, "AYAYI" has successively signed endorsement agreements with the international brands "Guerlain", "Porsche", "LV", and "Universal Studios".

(3) Brand operation —— "AYAYI" serves as a symbol of constant topic popularity

When the traffic transformation meets a bottleneck, the value marketing of "AYAYI" adopts the following two paths: one is to expand the scope of scene application, sell the right to use copyright to film and television, e-commerce, intelligent hardware, offline entertainment and other fields, and pursue the improvement of pan-entertainment and cross-industry participation. The second is to

provide customized services for critical customers and then conduct regular publicity with the brand heat, making "AYAYI" an enduring value marketing brand.

4.2 MiaoDuck camera: the controversy over how long it can be behind the phenomenal AIGC application

In July 2023, an AIGC app mini program called "MiaoDuck Camera" became popular." For 9.9 yuan + 21 photos, You get a set of digital figures. "When the development enterprise does not do the publicity work alone, Take the circle of friends to forward as the starting point, Xiaohongshu, short video, WeChat video number, Toutiao and other platforms have appeared about the "Miao duck camera" forwarding posts, Users take "hippocampus", "innocent blue" and other offline traditional film studios as the benchmark comparison, Found that the "wonderful duck camera" has the advantages of high recognition, substantial reduction, low charge, the quick harvest of a photo, And AIGC technology also provides users with more than 30 sets of templates, The generation quality is almost equal to the photo photos made by the studio.

According to the international financial newspaper published an article about "wonderful duck camera" interview records, users actually for "wonderful duck camera" photo generation function evaluation mixed, due to the limitation of power resources, the user, after paying 9.9 yuan, generate digital split time usually need to queue for 1 to 4 hours. The quality of the custom image is far lower than that of the preset template. From the "wonderful duck camera" circle events, small and medium-sized enterprises develop AIGC applications and quickly build hot style has become a reality, around the "hippocampus may collapse" the transmission topic, enterprise by optimizing the AIGC product user service, main "let every user has a royal photographer" marketing theme, make it eventually become a phenomenal product.

From the perspective of intelligent communication, the "wonderful duck camera"

behind the development enterprise is booming. However, this kind of web celebrity hot-style product, a flash-in-the-pan story, is still in duplicate, as once "ZAO" or "face" and other products, due to the consumer application scenario is too simple, when the user growth curve bottleneck, "wonderful duck camera" life cycle only lasted less than three months, even "user privacy and data security" part clause is not rigorous, into the "AI in face" tort disputes of negative public opinion vortex, accelerated the "wonderful duck camera" life cycle. Using Laswell's 5W model, "MiaoDuck Camera" makes "everyone is the disseminator and recipient" by the advantage of "burst" of communication content and effect ". In the process of creation and communication, innovation and interaction are the purpose of the creator, and also the necessary condition to promote intelligent communication." Excellent duck camera", of course, products and services and propaganda calibre also exist, if not open and the gap between the traditional studio service, so in addition to "novel" and "AIGC propaganda heat" advantages, such phenomenal product life cycle shortcomings is still difficult to resolve, this is also small and medium-sized enterprises using AIGC intelligent communication need to face practical problems.

4.3 Embrace AIGC's "AI MAX" strategy: a full-link intelligent marketing solution

Suppose the AIGC products launched by Wanxing Technology attempt to improve desk efficiency by using productivity tools with the release of GPT 4.0 products. In that case, AIGC marketing tools can provide creative content brand marketing for brand owners in vertical fields.

(1) "Full-link intelligent content marketing" —— A new attempt to deal with the changes of marketing business in the era of AIGC

The reason why the traditional advertising and marketing field is defined as the "Red Sea market" is mainly due to the following pain points: "information

fragmentation" leads to uneven content quality, "channel diversification" makes it difficult for users to grasp, and "non-standard delivery" makes the conversion efficiency unable to be quantified. In the AI era, media enterprises can collect and analyze fragmented user characteristics in an all-round way and build complete user portraits to ensure that targeted marketing content can be generated and disseminated, which is also the technology-driven drive for the brand marketing industry to reshape new business forms in the "AIGC + era". In 2023, D & S Media Group put forward the slogan of "full-link marketing upgrade", and the core point is that the relationship between future users, platforms and brands will be reshaped. In the face of the blurred boundary of AIGC, PGC and UGC, the cost of identifying real users on the Internet platform is increasing for brand owners. On the one hand, users create content and replace search engines; on the other hand, the cost of the marketing content produced by brands is constantly reduced. In short, the marketing team will face the Internet social networking and search form, which is also the realistic background of "full-link intelligent content marketing".

(2) The core ——AUTOGPT model of the full-link intelligent marketing solutions

If you want to be involved with tens of millions of fans quickly, you need many materials for auxiliary communication. The complex creative delivery process is highly dependent on manual output, which is long and cumbersome. Moreover, users have become tired of the traditional form of content. The new technological change drives the transformation of enterprise intelligent communication business. In the face of AI, marketing needs to be proposed by brand owners; CEO Steaph Huang of D & S Media Group proposed a unique marketing theory model —— "TRUST-S", namely Target, Relation, Unique Experience, Share / Search, Transform and re-share. In the past, D & S Media Group focused on "pre-link cognition" and "media channel management" in the integrated marketing communication exploration. For example,

in September 2022, D & S Media Group reached an exclusive advertising agency cooperation with the Central Video · Automotive Channel of the China Media Group to communicate brand, product promotion and Internet marketing around Geely's automobile products.

In 2023, D & S Media Group put Unique Experience in the first place of the TRUST-S marketing model based on the accumulation of resources in brand cognition. In AIGC technology research and development, D & S Media Group launched the first public relations industry content marketing vertical application model AutoGPT, integrated with hkust fly spark cognitive and Microsoft OpenAI two general language model ability, focus on the auto industry brand promotion, can automatically generate more than 1-hour high-quality copy, and overcome the data lag of general marketing model, highlights the "professional", "brand personalized" and "style particularity" advantage.

With the interaction between users and the brand becoming increasingly closer and personalized, user co-creation has become a new and efficient communication medium. D & S Media Group's development of the AIGC content intelligence platform tries to direct car companies with the user; not only will marketing become more personalized, engaging, and interactive, but it can also attract users to participate in product research and development, deeply listen to the user of product ideas, the most important thing is the user value into the product, let the user become "people", enhance the user viscosity. In terms of car appearance colour customization, using AIGC technology output product refined figure can be directly used for communication; users actively will upload official small program to share creation, improve the old user viscosity, at the same time the beautiful pictures and exciting content and attracted many new users to try, fans expanded rapidly.

The cooperation project reached by D & S Media Group and Geely Auto deserves a separate analysis. From the practical "Galaxy L7" promotion case, this

"gold sales intelligent marketing solution" product enables terminal sales promotion and transformation. It can generate personalized content for different marketing scenarios after the vertical marketing model enables it. The data results show that the impression of end users on Geely brand "Galaxy L7" products are "safety of new energy vehicles", "driving control of new energy vehicles", "three power radiation prevention", "main driver headrest stereo", "lying down relaxation mode", "navigation does not interfere with the passenger rest" and so on. After the car's launch, the sales volume maintained at more than 10,000 units in just a few months, and the Internet exposure rate exceeded 2.4 billion times. This achievement is unmatched by the human marketing team in the past.

5 Deep thinking: the key point for small and medium-sized enterprises to use AIGC to realize brand intelligent communication

The AIGC era is new and full of imagination and creativity, reshaping the content production mode, delivery flow, consumption mode and so on, further promoting the development and evolution of marketing ecology. Nowadays, well-known marketing enterprises in China are sparing no effort to develop professional vertical industry small models, such as the KreadoAI model developed by D & S Media Group and Liou Group Digital Technology Co., "Agent", a marketing model developed by Ltd, reshaped the content production mode, delivery workflow and consumption mode of enterprise intelligent communication. This paper calls this new paradigm "marketing based on productivity optimization". In short, if the majority of small and medium-sized enterprises want to give full play to the potential of AIGC in

brand intelligent marketing, they need to make various preparations and refer to the practices of well-known marketing enterprises and international giants. In the first half of 2023, most of the discussion about AIGC will be about the breakthrough innovation of generating an algorithm model, applying the pre-training model, integrating multi-mode technology, and expanding the application field. Now, small and medium-sized enterprises can overtake corners when AIGC intervenes in the commercial link.

5.1 The deep layout of the AIGC application evolved into the basic enterprise capabilities

The brand is an investment; investment is the mind of users and assets to create core value for the enterprise. Brands will accumulate over time, with product iteration, communicate with users repeatedly, and finally form collective emotions and minds. Focus on analyzing users' personalized needs and use AIGC to help intelligent communication. With "wonderful duck camera" rapid into phenomenal AIGC application products, for example, around the user to "low price, high quality, innovative online photographer" demand, user portrait, combined with consumption behaviour, consumption, consumption preferences, the demand as developed AIGC application product design principle, can select the potential customer groups, in order to realize the viral brand communication.

Deepen AIGC technology to promote the dissemination of enterprise wisdom. The so-called "wisdom" refers to the implicit domain stage of the domain, which is different from the current online domain state. In other words, enterprise users use the extensive model technology to complete the real-time analysis of user data, dynamically generate and update the consumer files, provide targeted services for each consumer user and predict future demand changes. Clothing enterprises, for example, through a short video platform to complete the private domain traffic, again

with the aid of VR technology, even spread out MR technology, deepen the consumer brand experience, namely "virtual space simulation fitting", system real-time analysis of the user's size, shopping preferences, can be used as an essential reference basis of wisdom promotion algorithm.

Small and medium-sized enterprises AIGC can be regarded as "digital employees"; it is the ideal way to maximize human efficiency. With "360AI digital employees little red book copy generation", for example, are also using AIGC content creation and carry out brand communication, case enterprise do better, mainly adopts the AI Agent model application development —— in accepting task, Agent as "agent" is not a simple operation, but through intention identification, call external API search enhancement after analyzing task objectives and disassembly, form the workflow ——workflow. In other words, small and medium-sized enterprises can do the same, which is equivalent to structuring the human experience accumulated in the professional field but also calling search and synchronizing the latest hot search content in real-time so that the results are not only based on the content generated by the big model but also based on the real-time content, effectively solving the "illusion" problem of the big model.

5.2 Strengthen artificial intelligence brand marketing, continuous investment and traffic transformation

Corporate brand recipients are everywhere."Inspiration, creation and delivery" are the three critical parts of the marketing link. When the three elements cooperate, an effective intelligent marketing scheme for an enterprise brand can be generated. From a practical point of view, even if small and medium-sized enterprises are unable to develop the AIGC model, they can break through the cost of content productivity by purchasing use permission and help enterprises more effectively attract audiences, deliver information and achieve marketing goals.

Traditional methods, such as acquiring "inspiration", market research, consumer insight, and competition analysis, have problems such as high workforce and time cost, lack of personalization, and slow response speed. After the application of AIGC marketing tools, AI can quickly screen the current hot topics by analyzing big data, social media trends, user behaviour and other information, and analyze the future topics that may be related to the enterprise brand, which will help to create "hot" style " events. In March 2023, for example, Coca-Cola used AIGC technology to make a creative advertising short that caused widespread attention and discussion; its design inspiration comes from the Coca-Cola iconic bottle body and skillfully with many world paintings and sculptures cleverly connected the audience as if in different periods, different locations of works of art.

As for the practice of "creation", according to the general traditional experience, the creation of advertising, marketing materials, social media posts, videos, articles and other articles all rely on manual processing, but AI can automatically generate articles, design images, and edit videos. In producing marketing content, which initially required a lot of creative leads, divergence, advertising demos and C-end consumer tests, brands can automatically generate marketing materials by simply entering a custom prompt and adjusting a set of predefined rules and parameters. Creativity is no longer limited by labour and capital; advertising content is unlimited innovation, more diversified, rich, and scalable. With " M remember freshly unearthed treasures —— McDonald's AI advertising, for example, the creator main body for McDonald's marketing team, fans, AIGC model, which highlights the brand value of McDonald's, at the same time into the bronze, white agate and blue and white porcelain symbol of Chinese traditional culture material, enhance the feelings between consumers and McDonald's. Zhewen Interactive Group Co., Ltd's Mergeek digital art community took the lead in launching the upgraded version of the creation tool "AI Painting". After several rounds of algorithm upgrading, the Mergeek "AI painting"

tool has rapidly progressed, leading the AIGC and the creative trend. Alibaba group of "Taobao creation section" AIGC AD is also worth drawing lessons from, from creative thought picture production to visual animation are completed by AI; it is worth noting that the production of the advertisement cancelled the "artificial" this link, work logic into: by asking AI a divergent question, will be the results into graphic AI creation.

About the application of "on", whether media purchase, social media advertising, search engine optimization, email marketing strategy, or artificial team, when considering positioning, timing and audience orientation inevitably short board, advertising usually for a broad audience, effect measure is generally based on a sample survey and market research. With the support of big data technology, enterprises need to use linear analysis technology and methods to dig out consumers' information habits and expressions, achieve accurate management in the brand communication content design and strategy formulation, and improve the communication effect. Chinese enterprises have developed AIGC models for advertising and traffic monitoring. AI can analyze the data of advertising click rate, audience interaction, and conversion rate to determine which ads are on which platform and when they have the best effect and effectively improve ROI.

When AIGC marketing tools are fully integrated into the whole link of brand marketing of small and medium-sized enterprises, it uses the power of AI technology to create content that is deeply connected with consumers by accurately positioning consumers to maximize the brand value." Inspiration" can guide "creation", "creation" then conveys the inspiration through the content, and "traffic delivery" presents the creative content to the audience. The feedback and response of the audience can feed back the "inspiration" and "creation" and promote continuous optimization and improvement.

5.3 Reshape the product concept and establish a new way of interaction between the brand and users

The boundaries between traditional advertising agencies and PR firms are disappearing. In the past, brand marketing was mainly based on advertising creativity and exported one-way cognition to users. The "equal right" relationship between brands and users is formed. What needs to be done more is content, which is to provide users with scenario-based and immersive experience content. In the era of AI, users can get more personalized information more easily. Although the current professionals and content producers are still irreplaceable, the boundary between content will become increasingly blurred, and the relationship between people and machines will also shift from demand interaction to emotional communication. Considering that AIGC marketing lowers the content threshold, small and medium-sized enterprises should not only consider the problem of cost reduction and efficiency increase but also need to replace it with the user perspective. The reduction of the creation threshold greatly arouses the enthusiasm of users to participate in the interaction, as well as the quality of content creation. Brands can also use AIGC to create rich, creative content with more users. In other words, this paper believes that the new business form in the future should be "joint marketing between enterprises and users". In the marketing event of "Harry Potter AIGC runway Show" produced by international brand Balenciaga, in the advertisement "Harry Potter by Balenciaga" produced by AI, all the characters in Harry Potter were changed to Balenciaga fashion style, and the classic lines familiar to fans were changed to Balenciaga version. In this case, as brand owners, small and medium-sized enterprises also need to use AIGC tools to provide users with personalized products and services and seamless cross-device experience while self-marketing.

Small and medium-sized enterprises in the new retail, e-commerce and catering industries have a high demand for intelligent brand communication. For example, if a

restaurant wants to create a popular product, should it rely on experience, intuition, and luck, or can AIGC help us make accurate insights and product selection decisions? Referring to the landing case of the whole process of new product development in the catering industry cooperated by Qianxun Baiwei and 360 Group, —— "A bowl of beef rice filled with AI", small and medium-sized enterprises and even start-ups can create popular products with AIGC. According to the general development process of new catering products, it usually needs to go through the process of demand collection, internal research and development, product internal testing, factory version products, factory version internal testing, single-store testing and whole-store promotion. Enabled by AIGC technology, it is compressed from 7 links to 4 links. First, to solve the category needs, the digital employees build the enterprise knowledge base, create the work process of catering to digital employees and industry experts, and establish the role of AI product manager in the catering industry. Second, "clarify the taste needs of target users for catering products". The traditional way is to set up a temporary team to conduct internal voting and blind testing experiences. In contrast, with the help of the traffic entrance of search engines, the sample size is expanded and carried out, the decision-making cycle of the new concept stage of category + taste is significantly shortened, and the efficiency of human, material and financial resources is further improved. Third, solve the demand for single store tests for the new product of user research under the help of AIGC; with AI digital + big model, the role of the enterprise brand create IP; instead of the brand founder taking training lecturer, welcome manager, exclusive customer service and private dietitian, brand customer service, such as multiple roles, the depth of the scene nesting reuse, not only enhance the stickiness between consumers and brand, also let brand information with more clear image form to consumer cognition, access to consumer love. Fourth, to solve the promotion needs of the whole store, use digital employees to assist the brand's social media operation, make up for the workforce shortage, and achieve low-cost output of

high-quality communication content. From the above cases, AIGC can make many decision scenarios that seem uncertain and scientific but also achieve the purpose of cost reduction and efficiency so that more small and medium-sized enterprises have the opportunity of curve overtaking and scientific marketing.

Regarding the choice of the AIGC model, business owners need to think about how the brand can quickly achieve AIGC marketing. VR technology can realize the consumer immersive experience, get a richer sensory experience and a higher level of cognitive experience; as mentioned above, Kivisense developed the Kivicube model for business owners for electricity enterprises or new retail brands in order to adapt to the technological change at the same time, meet the demand of the user's custom scene, and solve the consumer pain points. Just as the brand owners 3CE and Tommy Hilfiger choose to use the Kivicube model, users can enter the mini program through the home page of the 3CE official flagship store, take photos or upload photos, and they can get their own personal "Spring Flora" AI image. Users can switch styles with one click to feel the visual satisfaction and emotional value of different types of makeup. For another example, we "employ" an AI collocation division in the WeChat small program, customize personalized colour wear guides for consumers, and create realistic value for brand customers based on the ability of AI, VR and AR.

Based on the content of brand intelligent communication, small and medium-sized enterprises can flexibly choose and build digital scenarios. Effectively increasing the interaction between consumers and brands is the primary condition for carrying out brand scene communication. Corporate brand owners with abundant cash flow often need more effort in pursuing personalization, freshness and personalization. In order to improve user loyalty and extend the user life cycle, we should change the marketing thinking of simply pursuing the effect. The critical point is the "AI co-creation" to stimulate the emotional value of users. D & S Media Group and Baidu marketing have different practices in the same car brand marketing. The former is

"winning by quantity and price", while the latter emphasizes that "everyone can become an artist", which is also a new idea. For example, when Smart returned to the Chinese market with its concept car, it launched the "smart AI Co-creation plan" with Baidu, inviting the majority of users to join the "music co-creation experiment" using Baidu flying paddle deep learning platform + AI voice synthesis technology, to create a digital art song, and as a new bright brand song. The "tripartite win-win" situation has been realized in this intelligent brand communication. The original conventional marketing action has evolved into "everyone participates in brand marketing" with the help of AIGC. From the perspective of social availability, users can understand the news in ways they are used to and interested in, construct a virtual connection through media, and enhance the interface stickiness.

Epilogue

ChatGPT More than a year after its birth, its technology is still iterating and improving. In a word, from the generative AI content creation forms such as AI customized songs, AI paintings, product evaluation experience, and brand culture analysis, we can intuitively see that AIGC technology is reshaping the new ecology of enterprise intelligent communication and also bringing unlimited innovation and diversified opportunities for content marketing. In the face of new opportunities brought by the new technology powered by AIGC, domestic AI companies are opening a new marketing operating system based on generative AI, which lowers the threshold of AIGC marketing application for brand owners and small and medium-sized enterprises. AI is becoming a productivity tool in the new era. SMEs should realize that AIGC plays four critical roles in intelligent communication: the co-creator of content production, the inspiration of business inspiration, the innovator of the user journey, and the manager of brand equity.

This paper puts forward the following ideas: First, the speed of content productivity and the breaking of creative boundaries, all the content ideas that can be structured and follow a clear logic will be able to use AIGC for deep learning to empower marketing. The second is to inspire new business inspiration and generate creative and scientific solutions. Whoever better applies AI to business collaboration can have more data dimensions and scene combinations, stimulate more hypothesis formation, find more crowd segmentation, realize more mass non-structured correlation information analysis, and win more opportunities for business development. Third, building a more three-dimensional digital brand experience is more important than ever. In the context of peak flow, AIGC is the entrance of flow and the porter of flow.

In the future, in the process of integrating emerging technologies into the field of communication, technology is never the end, and the concept of renewal is the key. All technologies have limitations. AI errors or deviations leading to inaccurate, erroneous and even absurd results are called AI "illusions". It can occur on multiple levels, such as the fabrication of text, the fabrication of facts, and the generation of useless code. As for the potential risks of enterprises using AIGC for brand intelligent communication, the accuracy rate can be improved through man-machine collaboration. More importantly, content risk control is a process of continuous evolution between attack and defence. In the face of content security risks brought by massive content generated by AIGC, you can "defeat magic with magic".

Authors' Introduction:

Yang Jin, former CCTV financial host/anchor, vice dean of Business School of China Academy of Management Science, charity ambassador of China Athletes Education Foundation, has interviewed thousands of well-known economists and industry elites and hosted thousands of large scale financial and industrial forums at home and abr

oad. She kept a foothold in the mainland, while facing overseas, and gradually formed a diversified vision. After joining the Media Eleph Media Technology (Beijing) Co., Ltd., she bagan to pay great attention to artificial intelligence, ar vr xr mr, blockchain, big data and other fields. She is extremely keen on the application of artificial intelligence and digitalization in communication and public relations marketing, and has set up a professional technical team in the company to conduct research and development and testing.She has made breakthroughs in AI content creation, AI public opinion monitoring, and AI effect evaluation.

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【Editor】 Shu Wang

A Study on the Impact Mechanism of Mass Emotion on Public Opinion in the Online Space[1]

◎ Tingyu Xue,[2] Yunze Zhao [3]

Abstract Mass emotion in the online space plays a crucial role in shaping and driving public opinion, serving as the fundamental force and underlying logic behind the emergence and evolution of online public opinion. Mass emotional memory serves as the overall social mindset and emotional tone of a specific social phase, shaping the atmosphere of public opinion. Concurrently, the arousal and contagion of mass emotion projected onto specific social events directly influence the formation and trajectory of public opinion, generating moral judgments regarding the events and the individuals involved rooted in moral emotions. Ultimately, the public is more inclined to adopt irrational behavioral choices under the influence and intervention of emotions,

leading to organized public opinion protest actions. The role of mass emotion in public opinion is multifaceted, encompassing the whole process of cognition and behavior. Exploring its impact mechanism is a fundamental prerequisite for the scientific governance of public opinion.

As the most important component of public opinion, mass emotion is, in fact, the most unstable and uncontrollable factor within public opinion. As the driving force behind public opinion, the arousal and expression of mass emotion not only influence the intensity of public opinion but also shape its development and the direction of discussions. Indeed, the formation of any public opinion cannot be entirely divorced from the influence of mass emotion. However, this influence is not merely "interference" but often serves as "support." Mass emotion, as a natural cognition and feeling formed by the public when facing public events, not only provides the initial impetus for the formation of social opinion but also reflects, to some extent, the underlying public mentality and the accumulation of social issues. Based on simple mental reactions or cognitive adjustments, mass emotion also possesses characteristics of group dynamics, sociality, and structure and are deeply embedded within the social context. The dual function of mass emotion can be summarized as both physiological driving and social constructive roles in the mass emotional communication. With regards to public opinion, this dual function is manifested in the fact that emotions can drive public opinion rapidly through physiological arousal while also exerting long-term, profound influences on public opinion by affecting the socio-mental structure.

1 Public opinion is directly influenced by mass emotion arousal and contagion

Emotions not only influence individual cognition and thinking styles but also shape the trajectory of social opinion. Mass emotion can, to some extent, alter the public's perception of events, thereby creating different public opinion dynamics. From the perspective of the relationship between emotion and cognition, the activation of public sentiment not only motivates the public to recognize events and express their opinions but also affects the public's choice of cognitive frameworks and the resulting cognitive outcomes; the trend of public opinion reflects these cognitive outcomes. From the point of view of emotion contagion, dissemination, and circulation, the public sentiment formed in the public opinion arena for a specific social and public event has also become the objective information content attached to the event, representing their characteristics and imprints. Individuals who encounter these events will inevitably be influenced by the prevailing emotional viewpoints, leading to a situation where the final public opinion no longer relies on objective factual information as the object of cognition but instead evolves into polarized positions and mutual attacks fueled by the contagion of mass emotion.

For individuals, both the activation of emotions and the potency of emotions influence the outcomes of perception regarding objective matters, thereby further impacting cognition, emotions, and behavior. Experimental studies have shown that in the perception of height, vertical distances are, on average, perceived as 32% greater when viewed from the top than from the bottom (Jackson & Cormack, 2007). Scholars explain this phenomenon as the activation of panic when individuals look down from a high place, making them more prone to overestimating the height under the influence of such panic (Stefanucci & Proffitt, 2009). Beyond the panic induced by height itself, prior external emotional stimuli can also affect an individual's perception of vertical height. The effects of these emotional stimuli can be adjusted using emotion regulation strategies that prompt participants to either up-regulate or down-regulate their emotional experiences. For instance, when participants were

instructed to imagine themselves as the individuals involved in the contextual stimulus, their emotional responses were up-regulated. Conversely, when asked to view the same contextual stimulus from a third-party perspective, their emotional responses were down-regulated. Experimental results showed that participants who envisioned themselves as the individuals involved and thus subjected to greater emotional stimulation significantly overestimated vertical heights compared to those who were asked to imagine the situation from a third-party perspective (Stefanucci & Storbeck, 2009). Extending from the experimental results, individuals' overestimation of vertical height, an objective matter, is a cognitive bias that may arise under the influence of emotional stimuli.

Similar to individual emotions, the arousal and contagion of mass emotion also influence the public's perception and evaluation of objective public events. On the one hand, the activation of public sentiment is the essential driving force for the generation of public opinion, especially on the Internet, where the generation and spread of public opinion on public events is often due to the strong public sentiments aroused by the event. On the other hand, the emotions of others, as easily disseminated information, will affect the public's cognition and feelings regarding event-related information. Under the influence of principles and mechanisms such as the spiral of silence, group emotional polarization, emotional contagion, emotional cycling, and preference for the exposure of negative information, high-intensity emotional expression can also serve as objective information content that affects public perception. Consequently, the influence of mass emotion on public perception is more significant and drastic than that of individual emotions on personal perception.

Taking panic as an example, we find that when public events evoke widespread panic, the public is more susceptible to speculative thinking and worst-case scenario reasoning, eagerly speculating on potential problems and making decisions based on the most negative outcomes. The overwhelming amplification of the negative effects

of risky crisis-type public events by the public driven by panic constitutes cognitive biases influenced by emotions. Especially when the public tends to engage in self-referential thinking about the event during panic arousal, the experience of panic intensifies, concentrating nearly all cognitive resources on the event in a short period, resulting in more one-sided, biased, and limited perception. Public opinion, as a reflection of the outcomes of public perception, often exhibits more extreme, pessimistic, and panicked characteristics. The mixing of rumors further confuses the public, ultimately leading to the polarization of public opinion.

At the same time, emotions acting on cognition are a significant factor in irrational crisis response behaviors, such as hoarding supplies and medications among the public, with perceptions of risk being significantly amplified by emotional influences. However, the impact of such emotions on cognition is limited; neither individuals nor the general public can sustain a high-intensity emotional state for long. As time passes following the event, the mass emotion evoked will gradually diminish. When the public emerges from panic and reassesses the crisis event, they may no longer perceive it as a serious threat to their safety.

Beyond the activation state of emotional arousal that profoundly impacts the outcome of public cognition, the mechanism by which mass emotion directly influences the direction of public opinion encompasses the high attractiveness, infectiousness, and dissemination of emotional information content in the public opinion arena. The public's preference for engaging with and disseminating emotional information may ultimately lead to emotional discourse dominating the public opinion landscape, thereby significantly constraining the space for rational discourse. In terms of cognitive exposure, individuals have a natural cognitive bias toward emotionally charged stimuli, and studies have shown that individuals' visual attention is spontaneously directed toward stimuli with significant emotional meaning (Schupp et al., 2007).

2 Mass emotional memory shapes the climate of public opinion

In contrast to mass emotion, the concept of mass emotional memory places greater emphasis on the public's sustained emotional state over some time. Different mass emotional memories constitute different public opinion climates, which influence and even determine the mindset and perspective of the public when they come into contact with the information related to social and public events while also affecting the public's level of acceptance and tolerance toward these events. While we recognize that mass emotion is an inherently complex and variable cognitive object, mass emotional memories are even more vague, ambiguous, and difficult to depict through symbols compared to mass emotion expressed through objective content such as language, text, and images. Influenced by the public's basic emotional state and emotional information perception framework, the ongoing structured accumulation, layering, and fusion of the public's short-term emotions targeting specific social and public events ultimately create a strong and persistent mass emotional memory, which is preserved in the overall state of mind and collective memory of the society. As an abstract social mental structure, mass emotional memory not only profoundly influences the overall cognitive framework and schema of the public but also shapes the initial emotional state of the public before they actually come into contact with a public event, ultimately exerting a subtle influence on the overall climate and specific direction of public opinion.

The theory of emotional priming posits that the priming of emotion causes subsequent cognitive processing to be colored by the corresponding emotion. In experimental research settings, the initiation of such emotions is typically operationalized through specific emotional arousal measures, such as having participants hold a pen in their mouths to evoke positively oriented emotional responses, before they are exposed to information (Strack et al., 1988). In real-world

contexts, emotional priming is largely determined by a combination of emotional memory as well as emotional state, with the mechanism of the emotional priming effect rooted in emotional memory. At the individual level, emotional memory influences individuals' emotional states when interacting with social and public events, subsequently affecting their cognitive judgments and emotional responses to those events. Individuals in positive emotional states, such as happiness, are more adept at recognizing the positive aspects of events, are more likely to evoke related positive emotional memories, and tend to make positive behavioral choices. Experimental studies have shown that participants in a positive mood are more likely to perceive unfamiliar text as cute compared to those in an angry mood. That is, individuals experiencing positive emotional priming exhibit a more favorable cognitive attitude toward the stimuli (Murphy & Zajonc, 1993). In contrast, individuals in negative states, such as depression, demonstrate a stronger preference for engaging with negative information about events, are more likely to evoke negative emotional memories related to those events, and tend to adopt negative behavioral choices. The same smile from a stranger is more likely to be perceived as friendly by individuals in a positive emotional state. In contrast, those in a negative emotional state may feel offended. Similarly, a video of another person showcasing their happy life is more likely to evoke feelings of happiness in individuals experiencing positive emotions. In contrast, those in negative emotional states may feel discomfort and jealousy. There seems to be a connection between an individual's cognitive and emotional states, allowing them to activate one another to promote the maintenance of the current emotional state (Rolls & Stringer, 2001).

Just as an individual's emotional state can influence their cognitive judgments of events, the collective emotional memory of the public and the overall emotional tone of society similarly impact the public's perception and evaluation of social events. Mass emotional memory encapsulates and reflects the political and economic

developments that the public experiences during a certain social period, the content and framework of the media information that the public is exposed to, the social collective memory schema that has been solidified within society, and the public values upheld by the public. Mass emotional memory shapes a specific social opinion atmosphere through underlying social mentalities, fundamentally influencing the cognitive frameworks, entry perspectives, focus of attention, and evaluations of the public when confronting public events. It also affects the public's emotional projections and the direction of public opinion regarding social events.

Mass emotional memory exists as a potential public opinion climate, which is the public's pre-existing emotions and opinions about social events prior to the occurrence of a specific event. It specifically refers to the budding or latent forms of public opinion, forming an opinion climate with diffuse characteristics. Influenced by varying social atmospheres, the public's opinions on the same public opinion event can differ. The public's emotional state not only influences their preferences for information exposure but also affects how they access collective emotional memory. This ultimately manifests in varying levels of acceptance and cognitive biases towards similar public opinion events across different emotional states and at different times. In the context of the ongoing segmentation of Internet media platforms, different opinion climates, emotional tones, cognitive perspectives, and information exposure preferences may emerge on various social platforms due to the differing compositions of their primary user bases. These platforms may serve as demarcations to trigger completely different public opinion responses during social events.

As the cognitive anticipatory tendency of social reality, mass emotional memory potentially reflects the public's level of trust in the media, government, social system, and moral values. It profoundly influences the public's selection of cognitive frameworks, emotional response, and arousal, as well as the direction of the development of public opinion during public social events. According to the feeling-

emotion equivalence theory, the public's emotional judgments of uncertain information are determined by their current emotional memories (Schwarz & Clore, 1983). Specifically, the public will utilize emotional memory as a cognitive framework while selectively engaging with information, simultaneously "filling in" and extending the content of uncertain or missing news information. This directly impacts the climate and the direction of public opinion. At the same time, mass emotional memory determines the persistent basic emotional state of the public during a given period. Members of the public experiencing a specific emotional state are more likely to select and process information that aligns with their emotional condition and more likely to produce emotional feelings and cognitive outcomes consistent with their emotional memory under the influence of the emotional priming effect. When influenced by positive emotions, the public that maintains a positive emotional tone tends to have optimistic cognitive expectations regarding social and public events, greater trust in the handling of these events by relevant authorities, and increased confidence in society's overall capacity to respond to such events, making them more likely to engage in pro-social behaviors. On the contrary, when influenced by negative emotions, the public tends to perceive events and the responses of relevant authorities more pessimistically. In fact, their perception of the events, their management, and outcomes often become more negative than reality. They also become more susceptible to believing in rumors, conspiracy theories, and other information content that conforms to their negative perceptions, leading to a "sick" societal outlook and a greater likelihood of engaging in extreme, irrational, and anti-social behaviors to express their opinions or defend their rights.

In everyday life, we might observe that netizens are increasingly exhibiting hostility, which serves as a clear manifestation of a negative mass emotion. The character of netizens is increasingly subject to criticism. However, this shift in their emotional tone is not merely due to the growing number of netizens or the disparities

in their media literacy but an indirect manifestation of long-standing social structural issues. The manner in which the media reports on public events, the way the government handles these events, the fairness and reliability of social systems, and the extent to which moral values are binding and upheld all have a long-term impact on the emotional tone of the public. In the Internet space, the occurrence, development, processing, and resolution of social and public events will leave narrative traces in the collective memory of the public. The Internet's robust search capabilities and vast information retention make it possible for similar social and public events to be interconnected, forming a long-term collective memory. This, in turn, constitutes a relatively stable field of social-emotional memory over a specific period, reflecting the emotional tone of that particular social period.

As a structural entity immersed in the life experience of individuals and groups, the collective emotional memory of the public shapes the public's cognitive schema of social and public events. This explains why, when a social and public event that stirs up the mass emotion of the public emerges, more similar events that have happened before are recalled and mentioned by the public within public discourse. In contrast to the rapid flow of information and the swift turnover of hot topics on the Internet, the authoritative framing and follow-up actions of professional media and the government regarding social and public events, as well as the announcement of outcomes, are noticeably lagging. The public has been exposed to an overwhelming amount of news and information content that either lacks or has unsatisfactory resolutions. They either do not wait for the resolution of incidents or find that new trending events overshadow the outcomes. In either case, the collective memory of social and public events ultimately transforms into a vague emotional impression. While the influence of individual events may appear confined to the present and surface level, the interconnectedness of similar events allows each to transcend spatial and temporal contexts. The emotional impressions generated by these connected events become

embedded within the public's collective perceptual system. The public's emotional feelings about social and public events are stored in their emotional memory as the final outcome of cognitive evaluations. This serves as the emotional backdrop and tone for the social emotions that develop when the next similar social and public event occurs. From this level, public opinion is not merely a "starting from scratch" approach to discussing incidents in a strictly isolated manner. It also reflects long-standing grievances influenced by long-term emotional memories.

3 Moral judgment of public opinion under the influence of mass emotion

As a distinctive phenomenon in human society, public opinion is the intuitive expression of value judgments made by the general public in response to social and public events. To be precise, in China's unique Internet space, such value judgments are more often based on moral norms. Studies in neuroscience and behavioral science have found that emotions, especially moral emotions, have a non-negligible influence on the process of public participation in the moral judgment of public opinion (Huebner et al., 2009). In terms of generative principles, moral emotions are more complex emotions that blend simple physiological emotions with social considerations. Moral emotion itself, as intuitive judgments made by the public, can provide specific information about value judgments such as "good or bad," "right or wrong," and "just or unjust." They shape cognitive attitudes and thinking styles through specific emotion-cognition frameworks (Greene et al., 2001). The public's strong reactions to unethical behavior stem from violations of widely accepted social and ethical norms, simultaneously triggering intense feelings of moral emotion, such as anger, sympathy, and pain.

Firstly, moral judgments of public opinion influenced by mass emotion create a

specific moral atmosphere and pressure, encouraging the public to perceive moral emotions on an individual basis and based on social and moral norms. This self-reflection on morals can effectively motivate ethical behavior and promote the implementation of social and moral norms, ultimately contributing to the establishment of a positive ethical culture in society. Secondly, public opinion exerts normative pressure on public behavior through moral emotional pressure, effectively preventing moral transgression and ensuring social stability and harmony. Under the influence of long-standing social and moral norms, the public tends to base moral judgments on consensus norms, encourage and praise moral behavior emotionally, and condemn and criticize immoral behavior. The moral judgment of public opinion, influenced by mass emotion, has become a tool and even a weapon for punishing wrongdoing and promoting virtue. Under the combined influence of moral emotion perception and public moral judgment, the public often makes altruistic choices, such as selfless dedication or sacrifice for the sake of righteousness. However, it is important to note that contemporary moral judgments influenced by mass emotion frequently devolve into moral censure and public judgment directed at individuals, the public, society, and government as a means for emotional release. Finally, value judgments evoked by popular moral emotions often become a powerful weapon in attempts to garner more social support for social issues or public events, during which the importance of facts is overlooked.

From an individual perspective, moral judgments of public opinion influenced by emotions encourage moral self-examination. This is especially true given the strong traceability of online information and the indiscriminate nature of online attacks, where being screen-captured has emerged as a significant source of moral pressure on individuals. Individuals in groups sometimes fear the moral condemnation that unethical behavior may incur from others even more than they fear actual punishment or even legal sanction. Moral self-examination can, to some extent, encourage

individuals to spontaneously and autonomously hold themselves accountable to recognized social moral standards, thereby fostering harmonious and mutually beneficial societal development. Commitment devices theory posits that moral emotions, such as sympathy, empathy, guilt, and shame, are effective commitment devices that allow individuals to resist the effects of immediate short-term gains or psychological rewards (often obtained through unethical or socially undesirable means) in favor of achieving greater long-term benefits by forgoing those short-term gains. For individuals, the effectiveness of commitment devices manifests in their tendency to self-referentially compare the gains from immoral actions with the emotional distress those actions bring under the influence of moral emotions. When confronted with temptation, they are more likely to persuade themselves to forgo the tangible benefits of unethical behavior in favor of the spiritual satisfaction derived from adhering to their moral emotions. For example, in an intimate relationship, when an individual hesitates to maintain or deepen intimacy in the short term through the immoral behavior of lying, they may reference established social and moral norms and consider the potential moral emotions of guilt, shame, and guilt that lying may evoke. This reflection may motivate them to forgo lying. In other words, they might prefer to avoid the mental anguish associated with unethical behavior over the short-term gains from lying.

When the role of moral emotions extends into the public sphere, moderate and rational moral judgments of public opinion, grounded in facts with the involvement of emotions, will be more conducive to social harmony. The generation of emotions such as collective empathy and shame that are more complex than simple physiological responses are, in fact, somewhat divorced from the rational decision-making perspectives of economics and game theory, which posit that individuals are inherently selfish and rationally driven to maximize their personal interests. Through the influence of moral emotions, the public may cede some of their interests to protect

the interests of society as a whole, uniting to condemn individuals who violate moral standards or undermine the collective interests, thereby creating moral pressure within society. For example, empathy, which enables a person to understand and respond to another's unique experience, can lead to altruistic behavioral choices. Certainly, the level of moral emotion arousal varies from person to person; some easily empathize with others, are easily moved by the parties involved, and readily make altruistic behavioral choices under the influence of moral emotions. In contrast, others may require strong external stimuli to evoke their moral emotions, such as war with heavy casualties, bloody and cruel pictures, or unusually tragic storylines. In such cases, mandatory external demands, the moral emotions of others, and the group supervision driven by moral emotions will prompt the person or group with low moral emotions to give up the pursuit of purely personal interests and give in to the interests of the group, either actively or passively.

The social impact of public opinion judgments influenced by mass emotion is not absolutely positive or absolutely negative. If the emotional pressure and moral condemnation exerted by the public regarding social events and their participants are maintained within reasonable and moderate levels, it can effectively serve as a form of social supervision, encouraging individuals to be strict with themselves and adhere to ethical norms, thus fostering a positive social culture. Conversely, if this emotional pressure becomes overwhelming or if there is a general tendency toward moral censure, it could lead to public opinion judgments influenced by mass emotion devolving into online or emotional violence, leaving individuals feeling at risk and fearing that minor, unintentional mistakes may render them targets of public moral judgment. As a result, excessive arousal of moral emotions and harsh moral judgment of public opinion can erode open discussion spaces on the Internet and bring negative impacts to the overall climate of public opinion that cannot be overlooked.

It is precisely because mass emotion plays a crucial role in shaping public

opinion that media outlets and relevant opinion groups often attempt to evoke the public's moral emotions by presenting information content with high emotional intensity, thereby influencing the direction of public discourse. For example, in the debate between ethicists on animal testing and animal rights, both sides attempt to sway public opinion by evoking moral emotions, each arguing from a moral high ground about the inhumanity and immorality of the opposing viewpoint. Advocates against animal testing try to gain public sympathy and compassion by presenting emotionally charged and shocking images of monkeys in cages, with their eyes wide open and tubes inserted into their chests. They also show images that display emotional bonds, such as affection, friendship, and love among animals, to convey a humanitarian viewpoint that respects animals' lives and right to live. In contrast, advocates against animal rights argue that if the animal rights movement succeeds, then thousands of people will suffer from diseases. This immerses the public in a distressing narrative that evokes fears of illness and death for themselves or their loved ones due to the suspension of animal testing. This narrative elicits feelings of grief and anger for those who cannot be treated and fosters sympathy for unfamiliar patients. This reinforces the human-centric perspective while countering the perceived immorality of animal testing by evoking moral emotions from a different viewpoint.

In the contentious exchanges between opposing viewpoints, the public's moral emotions serve as a critical tool in shaping public opinion judgments. The public's moral qualities, such as kindness, sympathy, and compassion, can not only lose their intrinsic value but may also transform into weapons for attacking and harming others, thereby creating social injustice. Public opinion is more likely to drift amid emotional currents, where facts and truths become obscured and ambiguous, sometimes even losing significance altogether. Ultimately, moral judgments of public opinion may devolve into empty, purely formal expressions of stances.

4 Mass emotion tends to provoke and intensify public opinion protests

In contrast to the more fragmented and unsystematic public discussions prevalent on the Internet, organized and planned public opinion protests with clear divisions of labor have evolved into a distinct form of collective action beyond mere public opinion expression. Specifically, public opinion protests can be viewed as collective actions that harness specific mass emotion as the binding force and motivation, aiming to unify efforts to secure rights for a particular group, using public opinion and emotional contagion as the primary tools. Whether or not these actions coincide with offline protests, online collective public opinion protests constitute a form of social action involving group participation. In the traditional media era, public opinion protests primarily took the form of offline rallies and protests as they were constrained by the limitations of communication methods and the temporal and spatial conditions affecting public participation. In the new media era, public opinion protests are no longer confined to the offline focus of earlier collective action. Instead, there is a clear shift from offline to online with the development and improvement of social media functions. Social media platforms fulfill multiple roles essential for conducting public opinion protests, including information exchange, organizational mobilization, identity shaping, collective emotional arousal, and shaping public opinion. Increasingly, elements of public opinion protests that previously required offline execution in the traditional media era are now transitioning to online platforms. Currently, public opinion protests depend on social platforms as the "frontline" for organizing and carrying out collective actions. Offline protests may be absent or function as supplementary elements of online public opinion protests, occurring during brief phases of overall collective actions and providing leads, new information,

and emotional fuel for online efforts.

By nature, social resistance in China predominantly follows the logic of emotional mobilization rather than rational calculation. The arousal, sharing, contagion, and dissemination of emotions serve not only as resources and tools for resistance but also as the fundamental driving force behind its development. As a form of connective action within groups, public opinion protest actions have, to some extent, diverged from the rational behavioral orientation that may still exist in traditional protest behaviors. They now emphasize more on the role played by abstract elements such as emotion, identity, culture, and social networks in social protest actions (Bennett & Segerberg, 2012). Public opinion protest actions in the context of Internet media are based on the individualized public's shared physical experiences, emotional perceptions, and problem awareness. They utilize social media as organizational nodes to connect, gather, negotiate, and act collectively, exhibiting the characteristics of individualization, decentralization, and high mobility.

Mass emotion plays a significant role in social resistance, particularly in public opinion protests within the Internet environment. Mass emotion and public opinion protests mutually stimulate and influence one another during their interaction, resulting in a more robust and sustained development of public opinion protests while simultaneously broadening the scope and impact of mass emotion. Firstly, from a macro perspective of collective emotion, emotions act as a cohesive force. The arousal of mass emotion has a sustained impact on social cohesion and identity, serving as both the bond and motivation that inspires public participation in public opinion protest actions. Mass emotion plays a key role in intergroup conflicts and serves as the driving force behind public opinion protest actions. Secondly, emotion-driven public opinion protest actions are vital avenues and tools for the public to advocate for the rights and interests of specific groups or the public as a whole. Public opinion protests consciously employ emotional mobilization strategies to arouse emotional resonance

between the public and vulnerable groups in social events, thereby achieving the specific goals of the protests. Finally, mass emotion can evolve into both the product and outcome of public opinion protest actions. Especially when public opinion protest actions involve sensitive areas and topics, the unified expression of mass emotion generated by these actions, as a form of social attitude, represents an important spiritual achievement of the actions and also signifies a milestone victory.

Mass emotion serves as both the bonding and driving force of public opinion resistance. In the process of public opinion resistance, mass emotion consistently functions as a high-intensity group bonding and behavioral impetus. "Throughout history, social movements and collective action, whatever they may be, have been actions colored by emotion. The more intense the manner of action, the heavier the emotional undertones (Yang, 2009)." James M. Jasper (1998) first proposed the concept of "emotion of protest" within social movements, theoretically discussing the emergence and mechanisms of emotion in social resistance actions. Jasper argued that emotions play two critically important roles and functions in social movements, namely, mobilizing action and establishing goals. The collective summoning, resonance, and response of emotions is one of the most primitive, effective, and sustained means of mobilizing public opinion resistance. The effectiveness of social organization and mobilization in public opinion protests largely depends on the activation of specific emotional patterns among the public. It can be said that shared emotional experiences among the public, particularly those that are heated, are crucial for stimulating concerted public opinion protests. While awakening mass emotion, certain measures need to be taken to continuously recruit, enlist, and cultivate specific emotional forms to grasp the emotional logic and grammar of social actions so that public opinion protest actions possess greater longevity and a wider influence. Emotional mobilization transforms mere spectators into cohesive collective actors, ensuring that otherwise dispersed individuals remain highly aligned in both thought

and action. Emotions such as anger, resentment, and dissatisfaction serve as the fundamental driving forces behind contentious politics. The specific types and intensities of mass emotion evoked determine the level of participation, discourse production strategies, and main demands in protest efforts.

Mass emotion serves as both the medium and instrument of public opinion protest actions, capable of effectively conveying protests and demands. The feelings, arousal, and restraint experienced by participants in protest actions regarding emotions such as pain, fear, anger, and solidarity together sustain the voice of group resistance actions. Emotions serve as the most crucial weapon—if not the only weapon—for the weak to express their resistance. After mass emotion arousal has energized public opinion protest actions, it is crucial for the sustained collective advancement of these actions that the public develops emotional loyalty towards said actions. The logic and framework of public opinion protest actions focus on the negotiation process between a group's specific stance on an issue and its coherent interpretation of that stance grounded in group identity and sentiment. Public opinion protest actions are a swirling process of ongoing, cyclical interaction, integration, and reinforcement between group identity and emotion. On the one hand, group identity serves as the essential and effective logical framework for public opinion protest actions. The construction of this framework serves as the foundation of public opinion protest action, constituting the impetus for mobilizing and arousing group emotions, ultimately sustaining the actions by ensuring individuals within the group remain emotionally committed, thereby minimizing the resource costs of implementing the action. On the other hand, shared emotional experiences and expressions can be viewed as mechanisms for constructing and confirming group identity, serving as social bonding agents and essential pathways for recognizing, maintaining, and emphasizing group identity, thereby cohesively transforming originally dispersed individuals into a unified group with collective resistance power. Networks of

solidarity emerge among the parties and actors in public opinion protests as a result of emotions to resist emotions such as uneasiness and anxiety and substantial threats to interests that public opinion protests may bring about. Group identity and consistent emotional sentiments can empower public opinion protests, motivating bystanders to become active participants in public opinion protests. Consistent avatars, images, language, and slogans confer a collective identity upon participants, building stronger shared emotional experiences through the repeated emphasis of similar content. The strength of group identity and emotional arousal is unprecedentedly strengthened in this kind of ritual.

When a significant event occurs, the public swiftly constructs an online "public opinion field," utilizing information dissemination and emotional expression to capture the attention of more netizens, thereby generating greater public momentum and ultimately attracting the attention and intervention of media, government, or relevant organizations. In this process, mass emotion serves as both a tool and weapon for public opinion protests, which drives the events in directions desired by protest participants. Public opinion protests require substantial emotional labor to maintain a heightened state of resistance, with each "repertoire of resistance" necessitating a distinct form of emotional management. Especially for opinion leaders in public opinion protests, emotional labor strategies, such as managing public sentiment, shaping the "emotional culture" of the group's activities, and consciously transforming and intensifying emotions, are all conducive to the maintenance of the group's enduring power of confrontation against the target of the protests. For example, online populist public opinion protest activities frequently employ narrative strategies such as emotional dramatization, discourse appropriation, moral coercion, playful satire, trial by public opinion, partisan attacks, rumor amplification, and stigmatization to manage and mobilize public sentiment. Different emotional management and mobilization strategies can prompt varying subsequent protest

behaviors among the public. In this context, mass emotion is not the antithesis of rationality; rather, it serves as a tool and weapon employed by rationality. Through a specific "moral grammar" and logical framework, individuals or groups with a purpose consciously resort to, generate, guide, perform, and even manipulate emotions to achieve the desired outcomes of public opinion resistance.

Mass emotion can evolve into both the product and outcome of public opinion protest actions. In public opinion protest actions, the expression and venting of emotions, alongside their contagion and diffusion, constitute one of the initial goals of the action. In public opinion protests, the prevailing and overwhelmingly victorious mass emotion in response to specific public events exists as a manifestation of the spiritual power of these protests, akin to the material rights and interests obtained through them. Indeed, from the perspective of the sociology of emotion, emotions can be viewed as a form of "capital," specifically "emotional capital," as proposed by Spencer Cahill. The process of public opinion resistance involves the socialization of the group in the form of emotional perception, reflection, communication, and management, aiming to acquire as much emotional capital as possible. Groups with richer and more abundant emotional capital are better positioned to garner more social support (Spencer, 1999). This spiritual product of public opinion resistance, which can manifest as "capital," will eventually be solidified into the collective memory of society, becoming a significant factor that influences the overall mentality and cognitive framework of society.

In October 2017, following the revelation of sexual harassment allegations against Hollywood producer Harvey Weinstein, actress Alyssa Milano posted on social media: "If all women who have experienced sexual harassment or assault were to post a message with the hashtag #MeToo, people might come to recognize the importance of this issue." Within 24 hours of the post, the hashtag was mentioned in 12 million Facebook posts by 4.7 million users. As a quintessential example of call-

out culture online, #MeToo is a form of collective resistance against unjust gender norms and systems through emotional expression (Munro, 2013). In the #MeToo campaign, discourse functions as a form of resistance behavior, with the rapid and large-scale emotional contagion and construction of a social opinion atmosphere resulting from speaking out being important results of the public opinion resistance action. Behind the seemingly simple and easy act of speaking out lies the overcoming of cognitive, emotional, and psychological barriers, along with effective emotional management, which ultimately becomes a crucial factor in garnering social support and driving socio-political change.

5 Discussion and Conclusion

Public opinion serves as a barometer of social reality. The issues that it highlights represent the current concerns of the general public, while the perspectives from which public opinion perceives public events reflect the prevailing social mentality. Mass emotion emerges from the interactions among individual members of society as they receive, express, and disseminate emotional information. It not only represents the overlapping of countless individual emotions but also reveals the public's overall cognition and attitudinal responses to specific public events. Not all public events can elicit a unified mass emotion response, nor can all individual or group emotions in reaction to public events evolve into mass emotion. The formation of public sentiment means that the public has developed more consistent cognitive attitudes and perspectives regarding a public event, suggesting that they may also adopt similar behavioral choices. In the realm of social governance, grasping the direction of public sentiment means grasping the core attitudes of public opinion, thereby identifying the genuine concerns of the public and the key issues that require attention in social governance. Understanding the role and mechanisms of influence that mass emotion

exerts on public opinion within the Internet space is crucial for effectively predicting the direction of public opinion and appropriately guiding it.

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