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GLOBAL MEDIA FORUM

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Recent Academic Information of Tsinghua School of Journalism and Communication

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**Online Social Network and the Attainment of Social Capital
in Sina Weibo: A Case Study of the Media Use of Scholars in
Media and Communication Studies**

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Abstract Combined with the data mining and social network analysis techniques, this paper was dedicated to examining the microscopic structure and interaction mechanisms of the social networks formed by the micro-blogging hyperlink from the scholars in media and communication studies in China. At the same time, it also explored the possible factors which determined the attainment of offline social capital.

Keywords academic community, online social network, social capital, Sina Weibo

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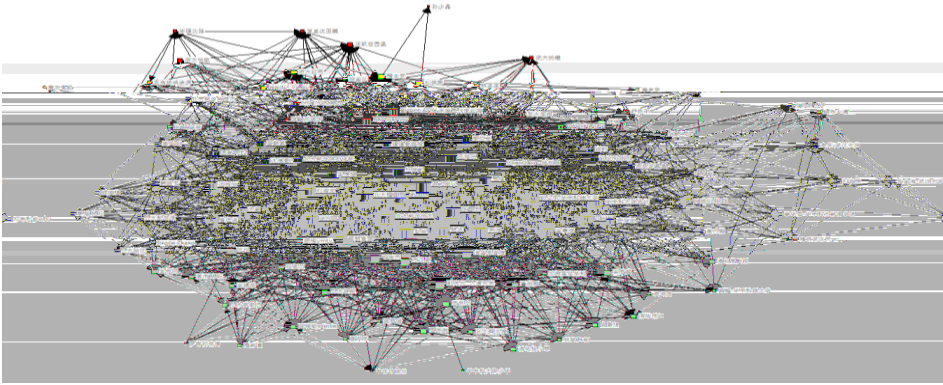
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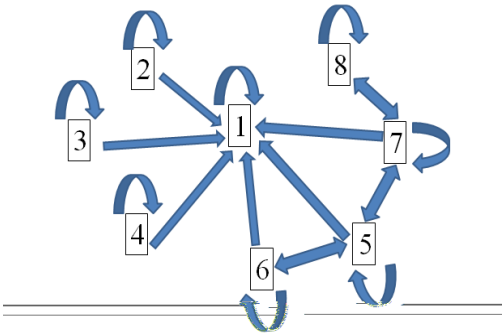
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| 4 | 0.357 | 0.140 | 0.082 | 0.300 | 0.129 | 0.030 | 0.038 | 0.000 |
| 5 | 0.473 | 0.233 | 0.136 | 0.100 | 0.527 | 0.286 | 0.429 | 0.071 |
| 6 | 0.357 | 0.107 | 0.164 | 0.040 | 0.343 | 0.733 | 0.075 | 0.000 |
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| | | -0.094 | -0.058 | 0.000 | -0.020 | |
| | V | 0.162* | 0.141* | 0.135* | 0.126** | |
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The Game Between Journalistic Practice and Political Control:A Case Study on Wenzhou Train Collision Accident

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Abstract This study aims to analyze the game between journalistic practice and political control in China through a case study on Wenzhou train collision accident. The research employed arch methods. The results indicated that during the Wenzhou train collision accident, the propaganda department controlled and guided journalistic practice by means of assigning specific accommodation and information registration, recalling journalists, is reports to varying degrees. And media and its practitioners used avoiding the on-site control, reporting ahead of directives, using hidden transcript and releasing news through new media as resistance strategies to fight for truth and reflection.

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The Degree of the Tabloid Readers' Civil Engagement: A Case Study on the Readers of *Apple Daily* in Taiwan

Abstract The news has softened in Taiwan as well as in many countries. Many scholars start especially when Apple Daily came to Taiwan and became popular and influential. So, this study is news preference (hard/soft news), and the relationship between the news preference, civil engagement and political knowledge. Using data from a random web

engagement and political knowledge. While people show preference on hard news has positive association with civil engagement. That is to say, people much more prefer reading hard news, they have higher civil engagement. But the preference on the hard news is not related to the political -related information

time spent on reading news and civil engagement.

Keywords Apple Daily, civil engagement, tabloid, soft/hard news

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The Village Cultural Change: Stage, Dimensions and Significance: Taking Huaxian Shadow Play as an Example to Explore Inherent Dilemma of Rural Heritage

Abstract: Nowadays, intangible cultural heritage is falling into the plight of prosperity. Specifically, this decade is the economic and cultural prosperity in the era of great development, at the same time, the intangible cultural heritage is destroyed as well as developed. In this paper, I take Huaxian shadow play as an example to explore the construction, communication and changes of significance of rural cultural heritage. I return back to the history context and discuss these in three dimensions (social, political and market) under critical theory of ideology.

Keywords: intangible cultural heritage, the plight of prosperity, symbol, significance, cultural change.

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Post-nostalgic Capitalist City: Temporal-spatial Structure in the Mcdull Series

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Abstract: By analyzing post-97 Hong Kong cinema, Vivian Lee points out the different sentiment in post-97 films comparing with the pre-97 ones, that is the post-nostalgic. The notion is helpful to illustrate how is the different of the identity politics and the notion of the local between per- and post-

temporalities are different in these two cinemas and putting the framework to analyze the films in *McDull Series*. Besides discussing the temporality, the spatiality depicted in the series is also of the concern of the paper. The paper attempts to illustrate the temporal-spatial structures of the past, the present and the future portrayed in the films, and through the discussion of the structures, illustrate how the series breaks the nostalgic and capitalistic temporal-spatial device.

Keywords: temporal-spatial Structure, McDull Series, Post-nostalgic

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