

# Global Media Journal





2012 6

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1. C c i g Chi a S f P e : The Tech i e a d he E e ce f Chi a I e ai a  
C ica i (YAO Ya )  
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2. M de a e Re : A Ne C ce f Ne Na a i e (WANG Che a )  
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3. A Re-e a i ai ab he Ne P d c i f he Re he W ec f B hai II  
(LIU Xia ge)
4. Ne Chi a a d Ne C e : The C e f he C ea i f M ic Da ce E ic  
N N (HUANG Wei i g)
5. The The e ica E ai , I i i a I ai a d R e Re- de i g f Chi a  
S e e S e N i he E a f M ic -b ggi g (SHI A bi )  
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6. The Ne Re ea e E e ie ce f he Mai We e P i ica Pa ie a d Chi e e C i  
Pa Ne S e e S e C i (MENG Jia & LIN Xi he g)
7. Ch e e Tee i i G i g G ba a d he Ne Wa f CNC (GUO Zhe hi)

A E D

I f ai f Rece Lec e a d F a he Sch f J ai a d C ica i ,  
T i gh a U i e i

## 建构软实力：中国对外宣传的“术”与“道”

China Soft Power:

The Technique and the Essence of China's International Communication

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B , W. (ed.). The Ki i ge T a c i : The T Sec e Ta i h Bei i g a d M c , Wa hi g DC:  
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## “节制”报道：一种新新闻叙述观

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a e f e a d e a e c ce f de a e e . Thi e c ce i f g e a  
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## 渤海二号沉船事故报道之台前幕后

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d c i , hich ha g ce ai i e iga i i ece ea b i eed ee a i a i .  
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# 新中国与新文化

## ——以大型音乐舞蹈史诗《东方红》的创作语境为例

Ne Chi a a d Ne C e: The C e f he C ea i f M ic  
Da ce E ic

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A : The hi ica bac<sup>N</sup>g d f e e ee - ea e- de Chi ai cha ace i ic f  
f diffe e ic, ch a a i<sup>N</sup> f he ec ic de e e , i agi ai<sup>N</sup> f he i ica  
ide i , e i f he ide g e<sup>N</sup>, a d g a de<sup>N</sup> f he c a ec g . T a ei ea ie,  
he he i g e di c he e a a e , h<sup>N</sup>gh a f<sup>N</sup>he ef cha ace i ic, i e e a ed ih  
each he , be g ec ic, i ica, ide gica a d c a fied , e ecie . He e, i  
be i ed ha e i , e ecia i ii, h gh he heedie i f  
a i , i agi ai , a d g a de . F he , a i a e i , a d g a de de e i e  
i bea , a ba ed i agi ai . E e a , e i gai e de i ai ie e a. A fa

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Che C.. Ha ce BJ. C ica i g i h he P b ic. Pi ca a a , NJ: R ge U i e i P e ,  
1987.

Ha ,Ed a d T.. Be d C e. Ne Y :D b e Da ,1976.

R d a , Ge ge. Ma Media I e : A a i a d Deba e. Chicag : Scie ce Re ea ch  
A cia e ,I c.,1981.

R ge ,E e e M. & Th a M. Sei fa . I e c a C ica i . P ec Heigh , IL:  
Wa e a d P e ,1999.

S i a , Ma g e i e H. A Re ib e Office: A I ide G ide. U.S. De a e f S a e,  
2001.

Ya e, Da id, R. The P b ici Ha db . Chicag : NTC B i e B ,1991.

2001

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## 西方主要政党的新闻发布经验与 中国共产党新闻发布制度建设

The News Release Experience of the Main Western Political Parties and  
China's Communist Party News Release System Construction

Abstract: China's Communist Party news release system construction has been a hot topic in the field of international communication. This article compares the news release experience of the United States, Britain, Germany and other major Western political parties, and analyzes the differences and similarities between them. It also discusses the construction of China's Communist Party news release system from the perspective of system construction, and proposes some suggestions.

Keywords: Western political parties, news release, China's Communist Party, system construction

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## 中国电视“走出去”与新华新闻电视网的创新之路

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hi e<sup>N</sup> d f g i g g ba f<sup>N</sup> he<sup>N</sup> e cie e f ef i<sup>N</sup> he Chi e e ai e .  
Thi<sup>NN</sup> a e a g<sup>N</sup> e, i a e a f g ba i ai<sup>N</sup> a d a e i ai , he i e f e e i g f<sup>N</sup> i i ca  
ca<sup>N</sup> i a a dec i c e ce a a i a<sup>N</sup> e f he g a f he g i g g ba ec  
b he Chi<sup>NN</sup> e e dia, bi gi<sup>N</sup> gi i bi i e fd e i c i<sup>N</sup> ac a d f e a f ai .  
Thi a e h e i e he ef i g ce<sup>N</sup> f he Chi e e TV ai , i h i c e a ed  
e e ie ce a d e ha ced f ce f<sup>N</sup> i e a c e i i a d e e a e c e .

Thi a e i c de f a . I d c i , he fi a , ai e he he e f he  
a f ai f he Chi e e ai e i i ed b he e -b CNC; he ec d a i  
he bac g d f g i g g ba ec f he Chi e e e e i i , f c ed he d e ic,  
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"We a e a e cha e, a aga da ai ." Chi a' Xi h a a che g ba E gi h  
TV cha e, J 1, 2010, h :// e .bbc.c . /2/hi/ d/a ia\_ acific/10473645. .  
N 2010-07-02  
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CNC

CNN Xi h a CNC D e Wa Be Chi a CNN , Dece be 31, 2009, The Wa S ee J a ,  
Ch i Na Rea Ti e Re ( ),  
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%E2%80%99 -c %E2%80%99/.

Ca Chi a Gai J ai ic C edibi i ? J 12, 2010,  
h :// . i e c / f deba e/2010/7/12/ca -chi a-gai - ai ic-c edibi i .







## 清华大学新闻与传播学院近期外请讲座与学术论坛信息

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