

# CONTENTS

- The Perplexity and Trend of Higher Education in Journalism and Communication in China  
*Huang Shengmin ,Liu Xiao ,Liu Shan*(005)
- The Power of the Vulnerable Group;the Social Media Empowerment Practice of Left-behind Women from the Perspective of Life Course  
*Shi Yibin ,Qiu Li*(013)
- Media Perceived Value in Social Media;Scale Development and Validation  
*Zhang Mingmin ,Ye Yinjiao ,Xu Ping*(028)
- Research on the Evolution Form of Advertising Industry in the Background of Computing Technology :  
a Study Based on Analytical Framework of "Technology-Supply and Demand"  
*Ran Hua ,Liu Rui*(043)
- Problem Consciousness and Method Choice of Advertising Research ;an Empirical Study Based on 68 Advertising Journals Published from 2016 to 2020  
*Li Xuefeng ,Yao Jie*(056)
- Research on the Influence of Consumers' Ethical Perception on the Purchase Intention of Internet Medical Advertisements  
*Yang Xianshun ,Zhang Liangyue*(071)
- Identity ,Difference and Resistance ;the Presentation of the Idol Media Image and Audience Interpretation  
*Yan Daocheng ,Tan Kuolin*(082)
- Labor Narration Constructs the New Value of Rural Brand ;Taking " Chuanxiang Qiuyue " Vlog as an Example  
*Chen Ling*(095)
- The Chinese Internet Celebrity's Impact on Constructing National Image from the New Public Diplomacy Perspective ; Taking the Chinese Internet Celebrity Li Ziqi on YouTube as an Example  
*Zhang Juxi ,Wang Qi*(108)
- A Study on the Cross-cultural Narration of Chinese Traditional Cultural Symbols ;Based on the Investigation of Tu Fu's Communication in the English World  
*Wang Xin ,Huang Haoyu*(121)