CONTENTS

The Era of Metaverse: The Dimension Upgrading of Human's Role and the Expansion of Territory

Yu Guoming , Jiang Tongtong (005)

Analysis on the Frame and Influential Factors of New Media Expression:

An Exploration Based on the Combining Approach of Theory-driven and Data-driven

Yan Qihong, Jiang Xinlan (013)

Research on the Content and Function Construction of Mobile Audio in the Context of the Return of Auditory

Culture

Zhai Honglei, Xie Xiaofeng, Chen Yifan (033)

From Media Massage to Emotional Recovery: The Production Practice Logic of Anti-epidemic Vlog

Luo Kunjin, Chen Danni* (048)

Study on Influencing Factors of Content Communication Capacity of Opinion Leadership in Online Health Communities: A Study Centered on the Posts of *Dingxiang Talent* on *DXY*. cn

Nie Jinghong, Chang Lixuan (061)

Outrage Effects on the Risk Perception of COVID-19 Moderated by Social Media Use of Wuhan Youth

Li Sisi, Zhong Ying (074)

The Exclusive Attribute of Public Service Advertisement and the Public Service Communication of Advertisement

Yang Xiaohong (087)

The Knowledge Prospect of Modern Advertising Ethics Research in China: Media Image and Theme Context Su Shimei (096)

Value Interaction Network: Constructing an Evaluation Index System for the International Communication

Effectiveness of City Brand

Yao Xi, Guo Xiaoxuan, Jia Yu (106)

Travel Experience and City Memory in Online Travel Notes: A Case Study of Urban Travelers in Shenzhen

Wu Shiwen, Fang Wenlu, He Yifei, Xiao Jincao (116)