CONTENTS

The Discourse Production of "the Whole Party Running Newspaper and the Masses Running Newspaper" and its Shaping of the Times Zhu Qinghe, Wang Qing (005) Discourse Structure, Thinking Evolution and Intelligent Turn: Chen Gang, Wang Qing (017) Network Governance as a New Political Vision in China The Influence of Title Features on the Effect of Digital Media Content Communication —Based on an Empirical Study of WeChat Official Accounts Title in News Commentary Liu Guo, Wang Xiaoya (029) Effect of Media Use on User's Behavior Representation in Network Context Yang Changzheng (040) Slogans in the Context of Public Crisis; Exploring the Communication Attributes and Discourse Construction Wen Hong, Li Fengshan (053) Win-win Development of Film and City: Dimensions, Purposes and Preconditions Zhang Jingwu (061) From "Online Communication" to "Offline Imitation"; A Study on the Influencing Factors of Users Purchase Intention by Video Bloggers ----Taking Bilibili as an Example Wang Yaqian (073) The Recall at the Reality and Self-writing of Traumatic Memory ----the Case Study on Collective Memory in Online Community Hong Jiewen, Yang Jin, Tang Lian (086) Chuang Tzu and Indigenization of Communication Studies Yin Liangen (099) A Comparative Study on the Cultural Adaptation of Chinese Companies' Overseas Websites Xu Wenjuan, Shi Xingsong (111)