

Global Media Journal

CONTENTS

Volume 2 • Number 2 • June 2015

FOCUS

- Communication Ethics : A Vital Mechanism in Internet Governance
..... Yonghua Zhang /1
- The Map of Drama Tastes of Chinese Television Viewers
..... Muynkoo Kang • Hyesun Shin •
Changxue Wu • Sooyoung Yang • Wenyi ng Bai /14
- The Analysis of Developing Trends and Motivation of Digital Content Industries
..... Chengyu Xi ong • Shaohua Kong /39
- Communicative Capitalism and the Limits of Democracy in the West
..... Jodi Dean /54

COMMUNICATION STUDIES

- Scientific Literacy • Media Use and Social Networks :
Understanding Public Trust towards Scientists Ji antin Jin • Yajie Chu /65
- Rooted Deeply in Malaysia :
Oral History of Chinese Language Media Professionals Mi Wu • Lin Ye /81
- Restructuring the Terms of Debate on Cultural Identities :
The Theoretical and Methodological Implications of Hall's Cultural Legacy
..... Sheng Zou /99
- Measuring Discussion on Chinese Internet Forum :
Based on the Data Mining of American • Japanese and Korean TV Drama Forums
..... Wei He • Shule Cao /113

DIALOGUE

- Traditional Media : There is Never an Enemy Called New Media
..... Qingan Zhou • Jihong Yang /144

BOOK REVIEW

- The Profile of Donald W. Henry : A Deep Research under ROC Fever
..... Xuetai Gu /149

STYLE AND FORMAT GUIDELINES 152