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中国媒体身份平衡的内涵及其构建

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摘要: 当前中国媒介暴露出许多的问题, 根本原因在于全球化、市场经济和技术革命等新力量打破了媒体结构过去的自洽平衡状态, 使之出现了身份危机, 急待重建。因此, 应把中国的广大民众的信息交流和文化传播平台作为媒体的核心认同, 并以此为中心容纳和结构其他因素, 形成一种开放的身份和谐状态。在此基础上, 采取一些具体的办法和措施来保证其实现。

关键字: 中国媒体; 身份危机; 身份和谐

Connotation and method of reestablishing China's media identity

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Abstract: In these days, many problems emerged in China's media and the fundamental reason lies in the breaking of balance of media's configurations which are brought about by globalization, market economy and technology revolution, etc. Under this condition, identity crisis emerged and need reestablishment. Confronted with the situation, the author proposes a realistic idea such as the real condition of Chinese media which take information and culture communications as the essential self-identity. As a centre, it contains and combines with other factors, and then forms an open identity harmony. The author advances some detail solutions and methods to assure it's realistic and practical.

KeyWords: Chinese media; identity crisis; identity harmony