

Global Journal of Media Studies

CONTENTS

Volume 13, Number 3, June 2026

FOREWORD

Shifting from Cinematic and Television Communication to Audio-Visual Communication;
Humanity-Centered, Future-Oriented Hong Yin/1

AUDIO-VISUAL COMMUNICATION

How Micro-Dramas Produce Emotional Value: An Archetypal Narrative Study of the “Wish-
Fulfillment” Mechanism Ruo Si, Yiwei Gao/3

A Study on the Impact Mechanism of Text-to-video Affordance on Cultural Identification and
Engagement Behavior in the Context of AI-Generated Video
..... Shuang Chen, Bin Li, Qi Zhou/20

Narrative Conventions in Urban Romance Micro-dramas and Their Impact on Audience Emotional
Experience and Engagement Cencen Hu, Ge Zhu/41

Reconstruction of the Hierarchical Order of Digital Mourning: Ritual Forms and Order
Negotiation in the Short Video “R. I. P” Trending on Social Media
..... Yaqiong Zhang, Siyan Zhong, Shilin Zhao/62

INTELLIGENT COMMUNICATION

Why Do Users Avoid AI-Generated Information? The Mediating Role of Emotional Stress
..... Yuanxin Wang Xiqing Tang/79

To Whom and for What? A Contextual Integrity Perspective on the Mechanisms of Data Privacy
Disclosure Wei Dong, Xin Yu/99

HEALTH COMMUNICATION

Hard Evidence and Soft Narratives: A Study of Online Health Persuasion Strategies
..... Lun Zhang, Jinzhuo Liu/119

Narrative Strategies, Identity Reconfiguration, and the Reproduction of Cultural Representations
among Patients Living with Marginalized Illness Yongjie Duan, Danyi Lin/141

Understanding Generative AI-Based Health Information Seeking through the Influence of
Presumed Media Influence Model Mengxue Ou, Baijue Li/159

GLOBAL VIEW

Between “Life” and “Death”: Photography of Temporality, Technology of Memory, and
Mediated Necromancy Kang Hu, Scott McQuire/178