Journal of Linguistics and Communication Studies

Volume 4, Number 3

August 2025

CONTENTS

Comparing Evaluative Strategies in Indonesian Halal Cosmetic Ads on TV vs. YouTube

Rina Ayu Pratiwi

7 Evaluative Language in Economic Reports of the Belt and Road Initiative: A Corpus-Based Analysis of Xinhua

Yuxin Tang, Lingfeng Shen, Hao He

14 New Media Era: A Study on New Strategies for Brand Communication and User Interaction

Nanhong Li

21 A Study on the Usage of the Appellation "Tongzhi" in Contemporary Times

Chunyang Wang

Research on Subtitle Translation of Film and Television Works from the Perspective of Cross-Cultural Communication — A Case Study of the Film *Green Book*

Mengxuan Guo

An Analysis of Content Operation Modes of Audio Platforms in the Digital Age—A Case Study of Ximalaya FM

Shurui Liu

On the Translation of Vague Language in International Business Negotiations from the Perspective of Intercultural Communication

Rumeng Li, Li Liu