**Accelerate the construction of a multi-channel, three-dimensional external communication pattern**

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Communication power determines influence, and discourse power determines initiative. General Secretary Xi Jinping emphasized when presiding over the 17th collective study of the Political Bureau of the 20th CPC Central Committee: "Promote the reconstruction of the international communication pattern, innovate in network external propaganda, and build a multi-channel, three-dimensional external communication pattern." In the new era and new journey, we must thoroughly study and implement the spirit of General Secretary Xi Jinping's important speech, accelerate the construction of a multi-channel, three-dimensional external communication pattern, and create a favorable external public opinion environment for comprehensively promoting the construction of a powerful country and the great cause of national rejuvenation with a more effective international communication system, a higher level of international communication effectiveness, and an international discourse power that matches our comprehensive national strength and international status.

**Fully understand the achievements of my country's international communication work since the new era**

　　Our Party has always attached great importance to external communication. Since the new era, General Secretary Xi Jinping has put forward a series of new ideas, new viewpoints and new conclusions on strengthening and improving international communication, which have pointed out the direction for doing a good job in international communication and provided fundamental guidance. General Secretary Xi Jinping emphasized that "our country's development achievements are so great and its development momentum is so good. Our country has done so many good things in the world. This is the greatest asset for doing a good job in guiding international public opinion." He scientifically explained the favorable situation facing international communication work at present, and added confidence and strength for us to do a good job in international communication. General Secretary Xi Jinping emphasized that we should "make great efforts to strengthen the construction of international communication capabilities, form an international discourse power that matches our comprehensive national strength and international status, create a favorable external public opinion environment for our reform, development and stability, and make positive contributions to promoting the building of a community with a shared future for mankind." This provides scientific guidance for us to deeply understand the importance and necessity of strengthening and improving international communication work under the new situation. General Secretary Xi Jinping emphasized that "we should mobilize all parties to work together on ideological and public opinion work, strengthen overall planning and coordination, integrate various resources, promote the integrated development of internal and external propaganda, play symphonies and choruses, tell China's stories more and more excitingly, and make China's voice louder and louder." This provides us with an action guide to strengthen and improve international communication work under the new situation where communication subjects are becoming increasingly diverse and communication resources are becoming more abundant; and so on.

　　Since the new era, under the scientific guidance of Xi Jinping's cultural thought, we have vigorously promoted the international communication to maintain integrity and innovation, streamlined the internal and external propaganda system, built a media cluster with international influence, actively promoted the spread of Chinese culture, effectively carried out international public opinion guidance and public opinion struggle, and initially established a multi-subject, three-dimensional external propaganda pattern. For example, my country's international communication infrastructure, technical level, and editing and compiling capabilities have been effectively improved. Mainstream media have used 5G technology to carry out news practice, including the layout of 5G technology application platforms, the construction of mobile news APPs, and the creation of immersive interactive news products. It has gradually realized the transformation from traditional media to all-media organizations that produce comprehensive original content, and from traditional technology layout to the "5G+4K/8K+AI" strategic pattern. The communication power, guidance power, influence, and credibility have been significantly improved, playing an important role in telling Chinese stories and spreading Chinese voices.

**Deeply understand the urgency and necessity of promoting the reconstruction of the international communication landscape**

　　The current and future period is a critical period for comprehensively promoting the construction of a strong country and the great cause of national rejuvenation with Chinese-style modernization. The development of the cause of the Party and the country is inseparable from a good external public opinion environment. We must deeply understand the urgency and necessity of promoting the reconstruction of the international communication pattern and accelerating the construction of a multi-channel and three-dimensional external communication pattern, and seize the new opportunity to comprehensively improve the effectiveness of international communication.

　　From an international perspective. The world is entering a new period of turbulence and change as the world undergoes a major change that has not happened in a century. Local conflicts and turmoil are frequent, global problems are intensifying, and uncertain and unpredictable factors are increasing. Against this background, the game between major powers is becoming increasingly fierce, and the suppression and containment of my country by the United States and the West is escalating. In recent years, along with the shift in the US strategy toward China, Western media have also incorporated China issues into the entire world discourse system for construction. Looking at some of the China-related topics that have been hotly debated in the international public opinion field in recent years, they are all products of this "construction". This not only affects the international community's correct understanding of China, but also interferes with the consensus reached by the domestic people to a large extent. In addition, Western countries have also used the advantages of communication platforms to launch various "public opinion wars" and "cognitive wars" against my country, trying to discredit my country's national image and deny my country's right to legitimate development. At this time, it is increasingly important to break the discourse monopoly of Western countries and the stereotypes of China in the international community, so that the world can understand a real, three-dimensional and comprehensive China.

　　From a domestic perspective. As my country is increasingly approaching the center of the world stage, countries around the world are also more eager to understand China in depth and look forward to hearing China's voice on major international issues. However, my country's current external communication system does not match my country's comprehensive strength. There is a "deficit" in the flow of information in and out, a "contrast" between China's real image and the subjective impression of the West, and a "gap" between soft power and hard power. This shows that in the past period, we still have certain shortcomings in the ideological understanding, organizational planning, institutional arrangements, and theoretical research in building an external communication pattern. For example, the concept of collaborative communication is relatively weak, external communication resources are relatively scattered, and coordination between various institutions is insufficient; the ability to differentiate communication for different regions, countries, and groups needs to be strengthened; the management system and working mechanism for unified leadership, comprehensive planning, coordinated implementation, and joint promotion of "big external propaganda" at the national level need to be improved; and so on. This requires us to thoroughly implement Xi Jinping's cultural thoughts, summarize experiences and find gaps through in-depth research, and further form a more complete, more intensive, and more scientific national strategic communication master plan to achieve the strategic goal of promoting the reconstruction of the international communication pattern.

**Firmly grasp the practical requirements of building a multi-channel and three-dimensional external communication pattern**

　　External communication is aimed at the whole world and is aimed at people from all countries with different historical and cultural backgrounds and different levels of economic and social development. Therefore, the external communication pattern we want to build must not be single-channel and flat, but must make efforts in multi-channel and three-dimensional aspects.

　　Improve the system and mechanism. The goal of building international communication capabilities is to enter the forefront of the international public opinion field, master the right to speak, and win the initiative. In the current international public opinion environment, this is undoubtedly a tough battle, which requires overall planning and planning, including comprehensive consideration of the layout of the media industry, the application of new media technology, the creation of national brands, and the construction of external image, and integrated planning in terms of communication plans, themes, products, channels, etc. We must further adjust our thinking, strengthen the cross-departmental coordination mechanism for external communication, establish an information sharing platform for external communication clues guidance, organizational planning, user needs, reporting feedback, policy requirements, etc.; strengthen the construction of international communication think tanks, strengthen theoretical research, and cultivate specialized talents that meet the needs of international communication in the new era; promote leaders at all levels, all regions, departments and all aspects to jointly do a good job in external communication, drive the majority of social members to consciously participate in external communication and national image construction, and form a large pattern of international communication.

　　Do a good job in precision communication. General Secretary Xi Jinping pointed out: "We should adopt a precise communication method that is close to audiences in different regions, countries and groups, promote the global expression, regional expression and segmented expression of Chinese stories and Chinese voices, and enhance the affinity and effectiveness of international communication." At present, the development of information technology has provided favorable conditions for the implementation of precision communication. Technologies such as big data and cloud computing are inherently precise, personalized and customized. With the powerful functions of information technology, users, especially Internet users, can be effectively connected, and the basic characteristics, information needs and psychological tendencies of the target countries and audiences in different countries can be understood to form a "user portrait". After data mining and typological analysis, corresponding content products can be created to achieve precise push and segmented communication. Of course, precision communication is a gradual improvement process. Big data technology can provide technical support for evaluating the effectiveness of communication activities, thereby providing decision-making references for communicators and communication managers, and continuously optimizing the effectiveness of precision communication.

　　Make good use of the power of culture and civilization. At present, the call for coping with common challenges and moving towards a better future through exchanges and mutual learning among civilizations is growing stronger. The international community is paying more and more attention to Chinese culture, and expects Chinese culture to play a greater role in the development and progress of human civilization. Specifically, in order to make good use of the power of culture and civilization in external communication, we must thoroughly implement the global communication project of Chinese civilization, change the fragmentary and single-symbol cultural communication into the overall communication of the representative symbols of the Chinese nation, and show the spiritual identity and cultural essence of Chinese civilization; widely participate in the dialogue of world civilizations, build a mechanism for implementing the global civilization initiative, promote exchanges and mutual learning among different civilizations, enhance mutual understanding and friendship among people of all countries, and build consensus on cooperation in the international community; get rid of the limitations of thinking and vision in the exchanges and mutual learning of civilizations, pay attention to the common demands of human society, and spread the Chinese solutions and Chinese wisdom that can effectively meet the demands.

　　Focus on improving discourse power. International discourse power is the embodiment of national power in the field of international politics, reflecting the status and influence of various countries in the power structure of the international community. At present, my country's international discourse power does not match my country's comprehensive national strength and international status. In view of this, an important task facing the construction of my country's international communication discourse and narrative system is to break the "meta-narrative" and "meta-discourse" of the United States and the West that dominate the international community, explore discourse resources from China's history and reality, and systematically construct and innovate the narrative system from the logic of civilization, development logic, and the logic of great power responsibility. We must promote the common values ​​of all mankind and the concept of a community with a shared future for mankind, speak well about global development initiatives, global security initiatives, and global civilization initiatives, link the future and destiny of the Chinese nation with the future development of human society, and link the promotion of Chinese-style modernization with the promotion of human civilization progress. We must transcend the traditional views on power, interests, order, and development in international relations, provide a Chinese solution for global governance, and condense it into Chinese ideas and Chinese discourse, and build a Chinese discourse and Chinese narrative system that conforms to the laws of human social development and integrates China and foreign countries, so as to gradually break the discourse hegemony of Western countries and enhance my country's international discourse power.

　　Improve the level of public opinion struggle. General Secretary Xi Jinping pointed out: "We must pay attention to the strategy and art of public opinion struggle and improve the ability to speak out on major issues." Public opinion struggle is a discourse construction under the framework of great power game, and it is also the introduction of thoughts, concepts, and will. It seems invisible but extremely powerful. The facts of the US public opinion war against China tell us that public opinion war is not a hasty emergency measure, nor is it a simple counterattack. Behind it is the support of a series of institutional mechanisms, including public opinion research, public opinion layout, topic setting, and the use of various strategies and means. We should attach great importance to this, strengthen research, master the laws, and make preparations for the overall plan of public opinion struggle, strategic and tactical preparations, platform channel preparations, and topics and discourse preparations. At a time when the world is facing various instabilities and uncertainties, we should also be good at foreseeing and predicting various risks and challenges, and make communication plans to deal with various emergencies. Only in this way can we create a favorable external public opinion environment.

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