**International communication should strengthen the sense of presence and make good use of emotional communication strategies**

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　　As the biggest global geopolitical and international relations event in 2022, the Russia-Ukraine conflict is a fierce geostrategic collision between Russia and the United States and the West. It not only has a direct impact on the current international order at the political and economic levels, but also brings new inspiration to international communication in the context of digital media and intelligent communication. In the Russia-Ukraine conflict, international communication has shown an ecological transformation of visualization, intelligence and weaponization. This new trend has brought new challenges to China's current international communication strategy. Therefore, based on the new international communication issues projected by the Russia-Ukraine conflict, China's international communication strategy should be adjusted and improved in a targeted manner, mainly reflected in the following three aspects.

**First, the international communication of public opinion wars has been replaced by algorithmic cognitive wars driven by technology and politics. We should effectively implant strategic communication concepts in transnational public crises, advance the communication process, and focus on the right to interpret concepts and name topics.**

　　In the era of intelligent communication, traditional public opinion wars are being upgraded to "algorithmic cognitive wars" driven by short video platforms, social media, institutional media and precision push technology, in which emotional expressions play an important role. In the era of intelligent communication, the "public opinion war" in international communication has gradually evolved into a "cognitive war", and the information environment of the audience is largely influenced by the information that can be pushed to them. The fragmented communication of social media and short video platforms makes the audience's emotions easily manipulated by emotional and inflammatory information, which makes post-truth politics more clearly embedded in the communication environment dominated by precision push algorithms and social media. In the context of the characteristic communication of short video social media fragmentation, "appealing to emotions" surpasses "appealing to reason" and becomes a more effective communication method. In future global crises, China's mainstream media and other stakeholders should make good use of emotional communication strategies, and on the basis of appealing to facts and reason, take into account the improvement of information communication power through emotional expression, and make good use of emotional rhetoric and content communication to output the appeal of moral politics.

　　In global public emergencies such as the Russia-Ukraine conflict, the communication process should be put in front and incorporated into the decision-making process. When making strategic decisions, we should design corresponding strategic discourses, condense and summarize our views into refined concepts that can be quickly understood, and promptly publish them at home and abroad with the help of mainstream media. Through refined and clear concept creation and all-media communication channels, we can more effectively convey our core views and positions, thereby seizing the right to name and interpret the topic. We should widely involve spokespersons, mainstream media, scholars and private big Vs to participate in speaking out, and use the networked communication logic of social media to present our views and positions from multiple angles and in different ways, and use the "polyphonic communication" thinking to construct multiple voices, common positions, and a chorus of international public opinion.

**Second, digital platforms are new conflict areas for international communications, and we should further strengthen platform channel expansion and ecosystem construction, and intensify support for platform infrastructure going overseas.**

　　Mastering the dominance of "information infrastructure" is the key to building international communication capabilities. We should further promote international communication driven by the Internet and social media, and attach importance to the infrastructure role of platforms in Internet international communication. In the current context of information overload of "content blowout", it is equally important to improve channel construction to keep the relevant content stable in the media visibility, that is, "whether it can be said", and the key is to master the dominance of "information infrastructure". The collusion between international Internet giants and governments will make the international communication strategy of "borrowing a boat to go to sea" face huge uncertainty challenges. With the help of technology, this uncertainty is more destructive and can easily make a country "disappear" in the international communication field and completely lose its voice. Russia does not have its own international communication social media platform, which makes them "stuck" on major issues and unable to effectively spread their voices and positions. Based on this, "building a ship to go to sea" to master the dominance of "information infrastructure" is the key to building my country's international communication capabilities in the new era. China should continue to support its digital content platforms to go overseas, so as to provide more effective channels and paths for social media-led international communication to reach overseas audiences.

　　At the level of top-level design and strategic layout, we should adapt to the trend of the "video turn" in international communication, deeply understand the changes in audience information consumption habits behind the popularity of short videos, fully realize the powerful communication potential of this flexible and interactive media form in transcending the language barriers of traditional international communication and mobilizing the participation of ordinary people, seize the precious opportunity of the global "reverse export" of Chinese digital media technology represented by TikTok, transform the previous institutional communication thinking, and design an international communication strategy based on short video social media with the new idea of ​​"platform cosmopolitanism", laying a strategic foundation for audio and video "agenda setting" for the possible "war of ideas" around issues related to Xinjiang, Hong Kong and Taiwan.

**Third, strengthen the "sense of presence" in international communication, accumulate emotional capital with the help of audio and video content, expand the emotional audience group of China's international communication, realize the emotional value embedding of international communication, and effectively display the image of China as "trustworthy, lovable and respectable."**

　　From the perspective of international communication, the essence of the cognitive war of the Russian-Ukrainian conflict is to focus on the broader international public opinion "emotional market" in addition to the traditional global public opinion market, to arouse the emotional empathy of global audiences with intuitive and emotional video images, to shape the "emotional public" to accumulate positive emotional capital, and to guide cognitive tendencies. Therefore, emotional communication, as the main form of discourse content in the social media era, needs to be more widely valued in future international communication practices.

　　Based on this, China should give full play to the immersive and interactive advantages of digital and intelligent communication technologies in its future international communication and public diplomacy practices, and strengthen the "sense of presence" of international communication subjects in the process of interacting with the global public. In the context of the fragmented communication characteristics of short video social media, "appealing to emotions" surpasses "appealing to reason" and becomes a more effective way of communication. In future global crises, China's mainstream media and other stakeholders should make good use of emotional communication strategies, and on the basis of appealing to facts and reason, take into account the improvement of information dissemination power through emotional expression, and make good use of emotional rhetoric and content dissemination to output the appeal of moral politics.

**(See "Global Communication Ecology Blue Book: Global Communication Ecology Development Report (2022)" p280~282, Social Sciences Academic Press, March 2023)**