**It is the mission of our generation of media professionals to strive for international discourse power**

Source: People's Daily

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Editor: Chang Chang

2016-12-29

<https://politics.rmlt.com.cn/2016/1229/454660.shtml>

Since the 18th CPC National Congress, Comrade Xi Jinping has attached great importance to external communication. In a series of important speeches, he has repeatedly mentioned "telling China's stories well and spreading China's voice well", "storytelling is the best way of international communication", "we must strengthen the construction of international communication capabilities, enhance international discourse power, focus on telling China's stories well, and at the same time optimize the strategic layout and strive to build a flagship media with strong international influence". These important statements are highly targeted at reality and put forward clear and specific requirements for my country's external communication work. They are the fundamental guidelines for the media to do a good job in external communication. We must clearly understand the importance of telling China's stories well, grasp the profound connotation of China's stories, master effective methods of telling China's stories well, and actively strive for international discourse power.

**Keep the mission in mind: strive to enhance the influence of international communication**

Being backward means being beaten, being poor means starving, and being speechless means being scolded. This is a profound conclusion drawn from China's modern history. With the deepening of reform and opening up and becoming the world's second largest economy, China is increasingly moving closer to the center of the world stage and becoming the focus of international public opinion. Now, China's problems of being "beaten" and "starved" have been solved, but the problem of "being scolded" has not been fundamentally solved. Western hostile forces are unwilling and reluctant to see China becoming increasingly powerful, and they deliberately set obstacles, exert pressure, and create trouble for us. One of their main means is to infiltrate and besiege us in terms of ideology and public opinion, and to confuse people's minds and disturb people's hearts through various channels and means to "fight a war without gunpowder smoke." "China threat theory" and "China's economic collapse theory" are rampant; they frequently intervene and confuse people's minds on Hong Kong and Taiwan issues and the situation in the South China Sea; the construction of the "Belt and Road" has also been smeared and slandered by them with "resource plunder theory" and "Marshall Plan"... China's international public opinion space is often squeezed.

The problem of being scolded has not been fundamentally solved. The reason is that China's development advantages and comprehensive national strength have not been transformed into discourse advantages. China's image in the world is still largely "shaped by others" rather than "shaped by itself". In the international arena, it is still in a situation where "it has reason but cannot express it, it cannot spread it even if it is said, and it cannot be heard even if it is spread". 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. The main reasons for this situation are the "dislocation" in several aspects: first, the "cognitive dislocation" of China's poverty and backwardness solidified by "Western-centrism"; second, the "value dislocation" of the West judging China with its own values; third, the "mental dislocation" of preventing China from touching its cheese; fourth, the "discourse dislocation" of the West interpreting China with its own discourse system.

“Only you know whether a shoe fits you or not.” Chinese people have the most say in China’s affairs. We must firmly grasp the right to speak and interpret China’s development and progress. Through our own stories, we should let the world know about China’s development and changes, understand China’s path, theory, system, and culture, and understand China’s responsibility and commitment to the world. This is the duty and mission of Chinese media people.

**Telling good stories: the best way to communicate internationally**

Comrade Xi Jinping emphasized that storytelling is the best way to communicate internationally. In recent years, from party and state leaders to ordinary people, they have all told China's story in their own way. Some tell it with words, and some tell it with actions. Our workers are building railways in Tanzania, medical staff are fighting the Ebola epidemic in Africa, and soldiers are guarding world peace through peacekeeping and escort... China's initiatives and practices in the great rejuvenation journey have accumulated rich resources for telling China's story well. China has stood in the spotlight of the world stage, and our external communication has ushered in new development opportunities, with unprecedentedly rich content and an unprecedentedly broad stage. Telling China's story well is an important requirement for news and public opinion work, and it is also the best way to communicate internationally.

To tell the Chinese story well, we must tell the story of socialism with Chinese characteristics well. According to statistics, the number of English reports on China in 2015 was nearly 820,000, 230,000 more than in 2014. Whenever there is a major event or incident, foreign media will report it at the first time, observing, analyzing and interpreting China from different positions and perspectives. The academic community generally believes that since the 18th National Congress of the Communist Party of China, international public opinion on China has entered a historic turning point. The construction of the "Belt and Road", comprehensive and strict governance of the party, the establishment of the Asian Infrastructure Investment Bank, the G20 Hangzhou Summit, the World Internet Conference... These major events with symbolic and milestone significance have attracted the attention of the world. "Why can China do it?" "Why can the Communist Party of China do it?" have become hot topics of concern and research in the international community. Comrade Xi Jinping pointed out: "The Communist Party of China, the People's Republic of China, and the Chinese nation have the most reason to be confident." To tell the Chinese story well, we must firmly uphold the "four self-confidences" and vigorously publicize our country's development path, social system, cultural traditions and values; we must make it clear that the Chinese path is rooted in China's unique cultural traditions, historical destiny and basic national conditions, so that the world understands where today's China comes from and where tomorrow's China is going; we must introduce the Chinese Communist Party, which has been in power for a long time, and publicize to the outside world that the leadership of the Chinese Communist Party is the most essential feature of socialism with Chinese characteristics, the most fundamental guarantee for the "China" ship to break through the waves, and the most important cornerstone for China to follow the path of peaceful development.

To tell the Chinese story well, we must confidently tell the Chinese contribution to the world. Comrade Xi Jinping emphasized, "We have the ability to do China's things well, but we don't have the ability to tell the Chinese story well? We should have this confidence!" In this era of global interconnection and informatization, we must abandon the idea that "good wine needs no bush", carefully sort out the characteristics of our own development, focus on telling the Chinese story well, spreading the Chinese voice well, and showing the world an objective, real, three-dimensional and comprehensive China. Over the past 60 years since the founding of the People's Republic of China, our party has led the people to successfully create and expand the path of socialism with Chinese characteristics and created the world-renowned Chinese miracle. Our country has achieved so much in development, has such a good momentum of development, and has done so many good things in the world. This is the biggest capital for doing a good job in guiding international public opinion. We must confidently let the world know what contributions China has made to the world and what contributions it will make. For example, we support and help the least developed countries to reduce poverty and improve people's livelihood; the "Belt and Road" initiative proposed by China has created conditions for countries along the route to share the dividends of China's economic development; even in the current economic slowdown, China is still the locomotive of the world economy... We must speak openly and confidently about these.

To tell the Chinese story well, we must proactively face and respond to the doubts and concerns of the international community. The international community pays attention to China, not only for the positive side, but also for the side that magnifies the problems. As a large developing country, China will inevitably encounter various problems in its economic and social development. To tell the Chinese story well, we must handle the "relationship between trees and forests" well, proudly talk about achievements, face problems directly, and calmly talk about shortcomings, frankly talk about contradictions, and objectively talk about problems with an open and inclusive attitude. At the same time, we should realize that we hope for peace in the world and a stable surrounding environment, but some things are beyond our control. There are always some people and some countries who will find various opportunities and various excuses to stir up trouble and question and blame China. We must enhance our vigilance and sensitivity, strengthen pre-judgment and judgment, make plans in advance, guide in a timely, proactive and effective manner, "clarify fallacies and distinguish right from wrong", strive to increase trust and resolve doubts, amplify positive voices and squeeze negative public opinion space in the international community.

To tell the Chinese story well, we must explain China's diplomatic philosophy clearly and demonstrate the feelings and responsibility of a major country. It can be said that "there is no situation without China" in today's world. In major global affairs, the international community pays unprecedented attention to China's attitude, attaches more and more importance to what China says and does, and increasingly expects China's propositions and solutions. At present, the transformation of the global governance system is at a historical turning point. All parties are stepping up their competition for the right to formulate international rules and trying to seize the initiative in the evolution of the international system. To tell the Chinese story well, we must actively promote the concept of a community with a shared future for mankind, build a new type of international relations and the proposition of new major power relations, the concept of pro-China, pro-China, pro-Africa policy and correct concept of justice and interests, and the Asian security concept of common, comprehensive, cooperative and sustainable security, so that my country's diplomatic philosophy is widely known in the international community and we can take the initiative in promoting the transformation of the global governance system.

To tell the Chinese story well, we must tell the excellent Chinese culture well, and let culture become a bridge and bond to enhance friendship. China has a 5,000-year history of civilization, and Chinese culture has a long history. The repeated smearing of China by foreign public opinion also reflects a problem: as China's economy strides towards the world, our cultural communication has not yet formed an effective response. Some people in the West say that China will not become a world power because China can only export televisions but not TV programs; China has kung fu and pandas, but no "Kung Fu Panda". We must be soberly aware that China has achieved economic success, but has not yet formed an international influence that matches it in culture; China has many world-renowned cultural symbols, but has not yet been transformed into cultural products and cultural concepts known to the world. To tell the Chinese story well, we must enhance cultural confidence and promote more excellent culture to go global. By broadening our horizons, expanding channels, integrating resources, and carefully telling the Chinese story, we can achieve a benign interaction between Chinese and foreign cultures in exchanges and mutual learning, and let the world perceive and understand China through culture, so as to create a good international public opinion environment.

**Innovative expression: actively striving for international discourse power**

Telling stories is a requirement, and telling stories well is the key. Back then, Snow's book Red Star Over China made the world understand the Chinese Workers' and Peasants' Red Army and the Chinese revolution led by the Communist Party of China, helping the Chinese revolution win the understanding and support of public opinion at home and abroad. This tells us that in order to tell Chinese stories well and spread the Chinese voice well, it is crucial to innovate the way of expression. Comrade Xi Jinping emphasized: "The party's news and public opinion work must innovate concepts, content, genres, forms, methods, means, formats, systems, and mechanisms to enhance pertinence and effectiveness." This puts forward specific requirements for telling Chinese stories well. To implement these requirements, we first need to work hard on innovative expression.

Good expression can turn "what we want to say" into "what the audience wants to hear", and can also integrate "what the audience wants to hear" into "what we want to say". In other words, only good expression can win people's hearts and win recognition. To innovate our expression and win the world's listening, we must carefully study the psychological characteristics and acceptance habits of different foreign audiences, and strive to create new concepts, new categories and new expressions that integrate China and foreign countries. We must be good at digging out various wonderful stories, extracting Chinese topics from them, and making them a symbol to guide international public opinion. We must strive to grasp the research interests, interest intersections, topic focus points and emotional resonance points of the international community, speak openly about the good things China has done to the world, and actively set topics to resonate. Good expression should have specific details and typical examples, as well as exchanges of ideas and emotional interactions, so that the "international style" and "Chinese flavor" can be combined, so that the image of China can reach people's hearts and moisten things silently.

To innovate expression and tell the Chinese story well, we need to seize the opportunity to promote the integration of traditional media and emerging media. Integration development cannot stop at "+ Internet" and simply graft traditional media and new media; instead, we must truly realize "Internet +" and let media integration change from "addition" to "integration" as soon as possible, and strive to create a new type of mainstream media, and use the content advantages of traditional mainstream media to win the communication advantages under the conditions of new media. In addition, we must actively build a segmented and differentiated communication pattern. Actively promote overseas cooperation and localization construction, expand the effectiveness and coverage of overseas cooperation, and strive to effectively improve the communication power and influence.

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