**Promoting the construction of international communication capabilities through high-quality media integration**

Source: [Study Times](http://paper.cntheory.com/html/2022-10/10/nw.D110000xxsb_20221010_2-A5.htm)

Author: Wang Hao, Deputy Editor-in-Chief of China Daily

Editor: Pan Wangwang

2022-10-10

<https://www.rmlt.com.cn/2022/1010/657661.shtml>

In the Internet era, the development of media convergence has greatly enriched the way of international communication, greatly expanded the connotation of international communication, and brought our communication cause into a new stage. Over the past 40 years of reform and opening up, my country's international communication has continued to grow. In order to adapt to the new international communication situation and further improve international communication capabilities, we must improve our political stance and promote the construction of international communication capabilities with high-quality media convergence.

New mission: telling Chinese stories with international expressions. To strengthen international communication, we must attach great importance to shaping, maintaining and presenting a good image of China, and make new breakthroughs in enhancing the image of the country through the opportunity of deep media integration.

First, we should work hard to be authentic, three-dimensional and comprehensive. We should use the history of contemporary China as the image background of China today. On the one hand, we should tell the Chinese story of how the Chinese nation has continuously written miracles in the historical process of its great rejuvenation and how the Chinese nation has ushered in a great leap from standing up, getting rich to becoming strong. We should tell where China today came from and reveal where China will go. On the other hand, we should show the basic attitude of the Party and the government in facing contradictions, problems, risks and challenges. We should not avoid the reality of unbalanced and insufficient development in our reports, and present the proud and calm, confident and sober image of China in the new era on the international public opinion stage.

Second, we need to achieve practical results in being credible, lovable, and respectable. “Credible, lovable, and respectable” is not only the goal of China’s image building, but also a true reflection of our country’s image. In shaping our country’s image, we should focus on showing China’s image as a great civilized country with a profound historical heritage, diverse and integrated ethnic groups, and diverse and harmonious cultures, and the image of a responsible country that adheres to peaceful development, promotes common development, maintains international fairness and justice, and contributes to mankind. At the same time, we also need to focus on showing China’s image of peaceful development and showing that we are on a path of peaceful rise. We should focus on showing China’s image of green development and reveal that we are on a path of harmonious coexistence between man and nature.

New content: Empowering international communication with media convergence. New technologies have brought about earth-shaking changes in international communication. The integration of traditional media and emerging media has spawned a large number of integrated media products. New discourse methods formed by non-verbal elements such as pictures, videos, and live broadcasts have enriched international discourse expression. Mobility, socialization, and visualization have become important directions for international communication.

First, highlight the top priorities and promote innovation in integrated reporting with major theme reports as the guide. In external integrated reporting, major theme reports can be used to fully and clearly tell the Chinese story and the ideological and spiritual power behind it. For example, during the 100th anniversary of the founding of the Party, an important node that the whole world is paying attention to, a series of new media brand columns such as "China in Words: China's Road" and "100 Seconds 100 Years" were launched on the overseas social platform matrix. The documentary series "Quest" was launched, featuring members of the Communist Party of the United States, to explore the secret of the Communist Party of China's success in its 100 years of struggle.

Second, we should pay attention to form and strategy, adhere to the effect-oriented approach and improve the ability to fight for international public opinion. We should fully understand the long-term, arduous and complex nature of the international public opinion struggle, maintain the spirit of struggle and strategic determination, and pay attention to the unity of principle firmness and strategic flexibility. We should take media integration as a starting point, carry out precise communication, and focus on uniting all forces that can be united. At the same time, we should use detailed interviews, a large amount of data analysis and solid expert interviews to produce a series of video integration reports, deeply expose and criticize some foreign media, institutions, politicians and pseudo-experts that discredit China, and effectively break the "public opinion cocoon" that Western society has long built around China, and make our own contribution to the establishment of an objective and fair discourse narrative system.

The third is to enrich cultural exchanges and communication, strengthen the setting of topics, and enhance the country's cultural soft power and the influence of Chinese culture. Focusing on the themes of culture and life, various columns are opened to tell the history and culture of China. For example, the New Era Snow Studio has opened the "Fireside Chat" video talk column, where foreign journalists invite foreigners in China to talk about Chinese culture and their life experiences in China, making it more vivid and interesting. The "Unboxing China" column uses the "reality show" method to experience and discuss the changing lives of the people, so that overseas audiences can have a deeper understanding of China's excellent traditional culture, especially modern and contemporary culture.

New form: Improve production efficiency through process reengineering. Integrated development is characterized by user-centered communication, which requires international communication to change its discourse perspective and segment the information receiving habits and needs of different audiences. At the same time, the new technological environment, public opinion environment and the media environment in which the audience lives have put forward new demands on the content and form of news communication, and the reengineering of the editing and compiling process has become a new work requirement.

The first is the visualization of information dissemination. Visual presentation and mobility trends are the biggest changes in the form of integrated media reporting. News products are disseminated in the form of short videos and micro videos, which are closer to the needs of the audience. At the same time, the advantages of traditional print media visual expression have been reborn in integrated reporting. Photography, comics/illustrations, and layout design have been upgraded in media integration and have become the main form of reporting. The omnimedia column has turned art from a supporting role into a protagonist. Through well-made long-picture comics with humorous copywriting, thematic reports are made in a unique strip form to convey positive energy.

Second, the dissemination of information is opinion-based. The concept of establishing a newspaper based on opinions is still an important one in the era of integrated media. In an era when everyone has a microphone, it is particularly important for authoritative media to seize the "first landing point" for output of opinions, and timely comments have become particularly important. To this end, a public comment column can be set up, and senior journalists and editors from different departments and divisions of labor can participate in the commentary of breaking and major news.

The third is the mobility and socialization of information dissemination. In order to meet the requirements of the mobility and socialization of information dissemination, China Daily launched news videos on information flow platforms such as Douyin and Kuaishou, and released short video reports at the first time; created an "Internet celebrity studio" and launched video columns to innovate the way of reporting current affairs; launched a number of short video commentary columns based on the characteristics of different social media platforms; launched a number of video works such as the documentary "Amazing China" that focus on Chinese culture and modern social life. The requirements of one-time collection, multiple generation, and rapid editing and publishing under the new situation require breaking the original departmental division of labor, promoting the effective integration of traditional editing resources and omnimedia production methods, and forming a coordinated and efficient omnimedia work pattern.

New media people: Embrace the era of integration with change and constancy. The key to doing a good job in international communication in the era of deep media integration lies in the team and talents.

First, we should enhance political sensitivity and use the Marxist view of journalism to guide reporting practice. In the complex international public opinion field, we need to keep a clear head and forge political judgment, political understanding, and political execution. To do a good job in external communication, we should have a deep understanding of the party and state strategies, a deep grasp of the basic national conditions, and a deep understanding of China's cultural and historical heritage, so as to ensure that we can distinguish right from wrong and make correct judgments when facing international and domestic noises.

Second, establish the concept of integration and innovation and keep pace with the times. In the context of media integration, Internet thinking needs to be integrated into news reporting. Be well aware of the changes brought about by news dissemination, niche and circle-based, and understand the characteristics of news dissemination, such as the dissolution of the communicator-centered, the flattening of the communicator-receiver relationship, and the personalization of information reception. Journalists should establish the concept of integrated reporting, understand the laws of news, and also understand the dissemination characteristics of different media, master the dissemination technologies of different media, meet the personalized needs of different audiences, and grasp the timeliness and effectiveness of reporting.

The third is to improve professional skills. Integrated media reporting integrates and utilizes the advantages of multiple media to comprehensively improve the functions, means, and effects of the media. Use new media thinking to think about problems, strengthen data analysis capabilities, use technical means to process text, pictures, and videos, and improve the skills of using new media to produce and publish news. At the same time, closely use and pay attention to 5G, artificial intelligence, virtual reality technology, augmented reality technology, and the newly emerging metaverse communication technology to improve the dissemination and appeal of news reports.