**Promoting the upgrading of my country's international communication theory**

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Telling Chinese stories well, spreading Chinese voices well, and showing a real, three-dimensional, and comprehensive China are the only way to create a favorable external public opinion environment for my country's reform and development and promote the building of a community with a shared future for mankind. The new era, new tasks, and new missions call for a new pattern. On the new journey of comprehensively promoting the great rejuvenation of the Chinese nation with Chinese-style modernization, we need to rethink a series of major theoretical issues such as where international communication comes from, where it is going, what it is, and why it is, so as to promote innovation in my country's international communication practice and theoretical upgrading.

**Characteristics of the times**

　　At present, the world is undergoing a major change that has not been seen in a century. my country is facing new strategic opportunities for development, but is also undergoing major tests of high winds and rough seas, which directly pushes my country's international communication theory and practice paradigm into a period of transformation and adjustment. This change is concentrated in three aspects:

　　First, the global historical paradigm is shifting at an accelerated pace, which requires a comprehensive consideration from the perspective of international relations. As the international balance of power continues to deepen and adjust, multiple geopolitical sectors are splitting and colliding, and the "East rises and West falls" and "West is strong and East is weak" patterns are intertwined. Anti-globalization, unilateralism and protectionism are on the rise, the world economy is recovering sluggishly, local conflicts and turmoil are frequent, and various "black swan" and "gray rhino" events may break out at any time. The changing global situation is transmitted to international communication research, changing the overall perspective of the discipline and the international system it relies on, and increasing the complexity and uncertainty of its theoretical construction.

　　Second, the paradigm of communication technology is accelerating, which requires in-depth research from the perspective of communication. A new round of scientific and technological revolution and industrial transformation is developing in depth, and digital technologies such as 5G and artificial intelligence and digital economic consumption models are booming. The logic of information flow has realized the transition from terminal connection in the "pre-Web era" to content connection in the "Web1.0 era", and then to interpersonal connection in the "Web2.0 era", and is even expected to enter the "Web3.0 era". Cross-screen ecology and artificial intelligence not only promote the combination of virtual and real in the communication industry, but also empower more latecomer countries to join the battle for international communication. Digital thinking has surpassed traditional geopolitical thinking to a certain extent and has begun to have a key impact on international competition.

　　Third, the accelerated collision of value civilization paradigms is the most essential cause and the most profound result of the great changes. International communication has never been a simple process of information production and distribution. The information environment it creates is not only a structural framework for different nations, countries and civilizations to recognize each other, but also a means and method to bond or divide a specific group. The agenda orientation it produces is a representation of the values ​​that mankind follows together to move forward. How to return to the original intention of communication, increase rationality through communication, and promote consensus through dialogue should be the highest value pursuit of communication scholars.

　　In the face of changes in internal and external situations, we need to re-understand the contemporary characteristics of international communication, grasp the latest trends in international communication, reorganize the international communication process, and reconstruct the international communication pattern.

**Strategic synergy**

　　The international community's reference to the same concept, definition of standards, verification of facts, judgment of right and wrong, and attitude bias have gradually evolved into a highly geopolitical and ideological communication game. International communication has increasingly become a "prominent subject" that governments around the world have invested heavily in.

　　Therefore, we must recognize the importance of strengthening international communication capabilities from the strategic height of serving national strategic goals, and make a good combination of measures and play a good concerto.

　　On the one hand, as a key link in realizing the overall layout of great power diplomacy, international communication must be highly matched with the country's existing strategic values, positions, goals, resources, arrangements and other specific elements, and be guaranteed in terms of resource and behavior synergy. On the other hand, international communication itself is a highly complex system engineering, embedded with many elements such as concepts, subjects, objects, content, channels, scenarios, and talent teams. It is necessary to couple multiple systems from the top level to reduce unnecessary system losses and give play to the potential of aggregation.

**Value leadership**

　　Values ​​are the forerunners of international communication and the discourse high ground that countries compete for. In order to further build China's international communication knowledge and practice system, value guidance must be placed at the core.

　　On the one hand, we must take the modern civilization of the Chinese nation as the foundation, and use the worldview, worldview, social outlook, and moral outlook accumulated by the Chinese people in their long-term production and life as a bridge for communication. We must be good at extracting spiritual symbols and cultural essence from historical accumulations such as the world for all, the people as the foundation of the country, governing with virtue, reforming the old and establishing the new, appointing people based on merit, the unity of man and nature, self-improvement, tolerance, trustworthiness, and friendship, and use this to construct Chinese discourse and Chinese narrative and enhance the communication and influence of Chinese civilization.

　　On the other hand, we must also strengthen the universality and commonality of the Chinese story. Use the Global Security Initiative to hedge against conspiracy theories such as "de-risking" by the United States and the West, and establish the triple role of a world peace builder, a global development contributor, and a defender of the international order. Use the Global Development Initiative to build a solid front of knowing and befriending China, and consolidate the development issue as the cornerstone of global communication. Use the Global Civilization Initiative to promote the formation of a continuous dialogue mechanism among countries, so that civilization exchanges transcend civilization barriers, civilization mutual learning transcends civilization conflicts, and civilization coexistence transcends civilization superiority, and jointly respond to various global challenges. Use the "Belt and Road" initiative to draw a future vision for a community with a shared future for mankind, and ultimately integrate it into a complete expression of China's interactive relationship with the world.

**Technological independence**

　　As humans enter the intelligent era, data begins to become a new factor of production, and algorithms become new productivity. International communication is no longer limited to the scale of content or channels, and the underlying logic of competition has undergone subversive changes.

　　This is reflected in the innovation of content production mechanism. Compared with the "human sea tactics", "AIGC" (artificial intelligence content production) has reached unprecedented heights in information volume, distribution speed, path controllability and operation concealment, which has greatly impacted and replaced the original "PGC" (professional content production) and "UGC" (user content production) models to a certain extent. The use of specific technologies such as big data, social robots, deep fakes, ChatGPT, etc. has been injected into the international public opinion field, becoming the main driving force to interfere with the normal direction of discourse. Computational propaganda and algorithm cognitive warfare have become hot topics of concern in various countries.

　　On the other hand, it is reflected in the changes in the communication path and feedback mechanism. The user needs of mobility, socialization and scenario-based communication have become the main focus of international communication. The update and upgrade of connected devices, especially the emergence of short videos, have given the audience a more intuitive audio-visual experience, triggered more abundant emotional exchanges, and highlighted the role of young users with higher digital media literacy. To a certain extent, it can be said that whoever understands the technical logic has the initiative in communication.

**Performance Oriented**

　　In recent years, my country's international communication has made great progress, but we must recognize that there is still a certain gap between the "communication" that should be done and the "arrival" that is actually done. In order to resolve the gap between intensive resource investment and unsatisfactory results, it is necessary to strengthen the effectiveness evaluation orientation of international communication and take user cognition and behavior changes as the foothold for measuring the effectiveness of all international communication.

　　Precision is the key to improving communication effectiveness. We should avoid being monotonous and stereotyped, and pursue "one policy for one country", "one policy for one civilization" and even "one policy for one group". At the macro level, according to the diversity of civilizations and the multi-type of national conditions, formulate classified communication mechanisms for different regions and countries. At the meso level, according to the differences in religion, occupation, economy, education level, age and gender within the same country, formulate stratified communication mechanisms for different social classes. At the micro level, according to personal political stance, reading interests, consumption preferences, and media habits, formulate group communication mechanisms for each circle structure.

　　Product and subject innovation is a breakthrough to improve communication effectiveness. We must dare to break the international communication thinking of "media is king", make good use of various digital channels, vertical platforms, and emerging formats to promote Chinese stories, and gather different subjects such as the central and local governments, official and private sectors, domestic and foreign countries, institutions and individuals, state-owned enterprises and private enterprises to participate in the communication process, avoid the tendency of superficial expression with grand narratives and lack of details, reduce the template-based creation state of following routines and following the old ways, attract the audience with truth, unite the audience with empathy, and retain the audience with innovation, and finally form a large-scale external propaganda pattern that can be aggregated and segmented.

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