Title: The significance of enhancing China’s international voice

Source: [People's Forum Network](https://archive.ph/o/Cf1cm/www.rmlt.com.cn/2021/1127/632870.shtml)

Publication Date: 2021-11-28

Author: Xu Guoliang ( Professor and doctoral supervisor at the School of Marxism, Shandong University )

In a period of international turbulence and transformation characterized by a century of changes and a century-old epidemic, the right to speak internationally has become an important focus of the game and competition between major powers. International discourse power essentially reflects a country's status and influence in the power structure of international society. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has coordinated both domestic and international situations, focusing on the development trends of China and the world. He has repeatedly emphasized the need to strengthen international communication capabilities, enhance China’s international voice, and create a favorable external public opinion environment for my country’s reform, development and stability. , made positive contributions to promoting the construction of a community with a shared future for mankind, formed a series of new ideas, new judgments and new perspectives on improving China’s international discourse power, and pointed out the strategic direction and practical requirements for improving China’s international discourse power. An in-depth analysis of the profound implications of General Secretary Xi Jinping’s important exposition on improving China’s international voice is of great theoretical value and practical significance for improving China’s international voice in the new era .

**Theory of Value : The importance of enhancing China’s international voice**

　　" Those who fall behind will be beaten, those who are poor will starve, and those who are aphasic will be scolded. " After more than a hundred years of development, our country has fundamentally solved the problems of " beating " and " starving " , and the current problems that plague us are It is the issue of " being scolded " . This is a major issue that our country must solve to move to the center of the world stage. Only by improving its international discourse power, breaking the suppression of Western discourse hegemony, and winning international discourse power can China effectively promote the Chinese spirit, Chinese power, and Chinese values to the world, promote China's propositions, Chinese wisdom, and Chinese solutions, and continuously pursue the greatness of the Chinese nation. Good external development environment and conditions for rejuvenation .

　　Strengthening national power: Improving China’s cultural soft power. Cultural soft power is the cohesion and vitality of a country based on culture, and it produces attraction and influence in the process of promotion and dissemination. It is an important indicator to measure the comprehensive national strength of a country. General Secretary Xi Jinping clearly stated: " To improve the country's cultural soft power, we must strive to increase its international voice. " To improve the country's cultural soft power, we must master the international voice, because only with the international voice can it be promoted, carried forward, and interpreted around the world. , promote Chinese values and spiritual culture, and thereby generate cultural attraction and influence. At present, Western discourse hegemony has led to the emergence of cultural hegemony. Western capitalist countries use their discourse monopoly in the international community to promote capitalist culture and values around the world in an attempt to build a cultural colonial power form. The purpose is to Maintain the core interests and dominance of capitalist countries in the world. General Secretary Xi Jinping has made a profound explanation of the dangers of Western cultural hegemony very early on, saying clearly: " Because the West has long held ' cultural hegemony ' and carried out propaganda and agitation, there are too many distorted interpretations of contemporary Chinese values and have been distorted. The shielded truth and the reversed facts. " In such a predicament, only by improving China's international discourse power and breaking the monopoly of " one dominant family " in Western discourse can we grasp the initiative and autonomy of Chinese culture to go global and continuously improve China’s cultural soft power. It can be seen that improving China’s international voice is of great significance, as it is related to the improvement of China’s cultural soft power and the improvement of the country’s comprehensive national strength .

Promote security: Maintain national ideological security. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has repeatedly emphasized the importance of national ideological security, and clearly stated in the report of the 19th National Congress of the Communist Party of China that “ the struggle in the ideological field is still complex , and national security is facing new situations ”. Research and judge. There is an inseparable internal connection between the right to speak and ideology. “ The right to speak is essentially the right to rule over ideology . ” No matter which country wants to realize the control and management of ideology, it must use discourse and must express it through the power of discourse. Improving China's international voice can effectively resist the high-profile attacks of capitalist ideology and safeguard my country's ideological security. Hostile forces in the West take advantage of their discourse power to maliciously create and spread various false statements that distort the image of the Communist Party of China and China, and use so-called " universal values " such as capitalist freedom, democracy, and human rights to suppress the Chinese Dream. , reform and opening up, people-centered, new development concepts, " One Belt , One Road " , a community with a shared future for mankind and other characteristic discourses that represent China's mainstream ideology. Their sinister intention is to squeeze the domestic and international discourse space of China's mainstream ideology. , attempting to infiltrate and subvert our country’s ideology. The real essence of this, as General Secretary Xi Jinping pointed out, is that " they are trying to compete with us for positions, hearts, and masses, and ultimately overthrow the leadership of the Communist Party of China and China's socialist system . " It is necessary to enhance China’s international discourse power, strengthen the recognition and influence of Chinese discourse in the international community, respond forcefully, rationally, and well-founded to all kinds of erroneous remarks, and safeguard national ideological security with a clear-cut stand .

Exhibition image: Show China’s good international image. Entering the new era, General Secretary Xi Jinping has repeatedly pointed out that by enhancing China’s international voice and strengthening external publicity and interpretation, we should present a true, three-dimensional and comprehensive China to the world and display China’s good international image in multiple dimensions. In his speech at the 12th collective study session of the Political Bureau of the 18th CPC Central Committee, General Secretary Xi Jinping proposed to create four shining national images, namely the image of a civilized country, the image of an Eastern country, the image of a responsible country, and the image of a socialist country. image. In his congratulatory letter to the launch of China Global Television Network (China Global Television Network), General Secretary Xi Jinping once again emphasized the need to spread China’s voice well to “ show the world that China is a builder of world peace, a contributor to global development, and a pillar of the international order .” Maintain a good image . " However, because capitalist countries control the international discourse pattern, China's international image is often " other-shaped " rather than " self-shaped " . For a long time, China's international image has been distorted by demonizing and stigmatizing remarks. The contrast between China's true image and the subjective impression of the West is too great, which is very detrimental to our country's peaceful rise and great rejuvenation. The right to speak is the right to take the initiative. Improving China’s international voice can effectively spread Chinese culture, Chinese spirit, Chinese strength, Chinese achievements, Chinese contributions, etc. to people around the world, and vigorously fight back against the smears, rumors and slander of Western hostile forces, and restore the A true and three-dimensional China, reshaping and displaying China’s good international image .

Make contributions: Promote the construction of a community with a shared future for mankind. Building a community with a shared future for mankind is China’s global responsibility and responsibility as a major country. Seeking happiness for all mankind is the historical mission of the Marxist party. The great proletarian revolutionaries Marx and Engels spent their entire lives engaged in the great practice of seeking happiness for mankind. They always believed that " the proletariat can only exist in a world historical sense . " Marx and Engels clarified the nature and mission of the proletarian party in the "Communist Manifesto": " The movement of the proletariat is an independent movement for the overwhelming majority of the people and for the benefit of the overwhelming majority of the people. " As a Marxist As an armed political party, the Communist Party of China assumes the historical mission of seeking happiness for mankind by building a community with a shared future for mankind. However, because China's discourse once " lost its voice " in the international community , many countries still have doubts and doubts about a community with a shared future for mankind. General Secretary Xi Jinping clearly stated in this regard: “ We want the people across the country to know what the party and the government have done for the people and what they still want to do, and let the world know what contributions the Chinese people have made and what they still want to make to the progress of human civilization. " In his speech at the 30th collective study session of the Political Bureau of the 19th CPC Central Committee , General Secretary Xi Jinping made a clear request: " We must widely publicize China's propositions , China's wisdom, and China's plans. Our country is increasingly moving closer to the center of the world stage, and there are It has the ability and the responsibility to play a greater role in global affairs and work with other countries to make greater contributions to solving problems for all mankind. " These important discussions point out the importance of enhancing China's international voice in building a community with a shared future for mankind. Only by strengthening the influence of Chinese discourse in the international community can China's ideas, wisdom and solutions be widely disseminated and recognized around the world, and provide more development paths, development opportunities and development experience for developing countries, and connect with the world. Countries work together to build a community with a shared future for mankind .

**Connotation theory: the main content of improving China’s international discourse power**

The world is in a period of great transformation in which the international system and international order are undergoing profound adjustments. The competition for international discourse power has increasingly become an important aspect of international competition. Improving China's international voice is not only to match my country's comprehensive national strength, but also an inevitable requirement to respond to world risks and challenges. Under such a situation, General Secretary Xi Jinping, based on a profound analysis of world development trends and changes in the international landscape, used the " Five Forces " to clarify the main content of improving China's international discourse power, emphasizing the need to " focus on improving international communication influence , the appeal of Chinese culture, the affinity of China’s image, the persuasiveness of Chinese discourse, and the guidance of international public opinion . ”

　　Expand international communication influence. Expanding international communication influence is a powerful way to enhance China’s international voice. An important indicator of international discourse power is the effectiveness of discourse, that is, whether it has the right to speak, whether it can produce and how much international influence it can produce. To expand the influence of international communication is to spread China's voice and have an impact around the world, so that countries around the world can hear, hear clearly, understand, understand and recognize China's voice. In the past, our international communication work focused more on communication power, but communication power is not equal to influence. Communication power focuses on the scope of communication, and the words spread may not have influence on the international community. Only by making international communication bigger and stronger, paying attention to both expanding the scope of international communication and paying attention to the influence of international communication , can China effectively enhance China's international voice. Therefore, to enhance China’s international voice, we must take expanding international communication influence as a powerful starting point and effectively promote the construction of international communication capabilities. As General Secretary Xi Jinping pointed out: " We must make great efforts to strengthen the construction of international communication capabilities and accelerate the improvement of the international influence of Chinese discourse so that China's voice can be heard and heard clearly around the world. "

Improve the appeal of Chinese culture. Improving the appeal of Chinese culture is the fundamental requirement for enhancing China’s international voice. Five thousand years of Chinese culture is the root and soul of the Chinese nation. It not only represents the unique spiritual symbol of the Chinese nation, but also contains ideological concepts, humanistic spirit, and moral norms that can provide important governance wisdom for solving current human problems. Improving the appeal of Chinese culture and giving full play to the unique charm and governance value of Chinese culture can not only allow countries around the world to recognize Chinese culture, but also help countries around the world solve common human problems, thus enhancing the appeal, cohesion and appeal of Chinese discourse. Strengthen China's voice in the international community. General Secretary Xi Jinping asked us: " We must refine and display the spiritual identity of excellent traditional culture, and refine and display the cultural essence of excellent traditional culture that has contemporary value and world significance. " This points out the need to improve the inspiration of Chinese culture The key point of strength is to insist on content being king while also finding the right way to display it. That is to say, we must adhere to the dialectical unity of commonality and individuality, based on the characteristics of Chinese culture, creatively transform Chinese culture into a universal culture that not only meets the spiritual and cultural needs of people around the world, but also touches the emotions and souls of people around the world, and give full play to Chinese culture It has the effect of transforming people and infecting people. At the same time, it is necessary to " carry forward the cultural spirit that transcends time and space, transcends countries, is full of eternal charm and has contemporary value, and promotes contemporary Chinese culture that inherits traditional excellent culture and promotes the spirit of the times, is based on the country and is oriented to the world" in a way that people around the world love to hear and see. The results of innovation are spread . ”

Improve the affinity of China’s image. Improving the affinity of China's image is an important thrust to enhance China's international voice. Improving China's image affinity is a powerful refutation of erroneous statements such as the " China threat theory ," " China toughness theory , " " China plunder theory, " and " China arrogance theory ," and lets countries around the world know that China is a " peacefully rising lion . " We We will never seek hegemony or engage in expansion. In order to suppress China's rise, Western hostile forces have used every means to brand China's image as hegemonic , such as " hegemony ," " threat ," and " expansion . " This has caused countries around the world to question and resist China's discourse, seriously affecting the improvement of China's international discourse power. . On the issue of improving the affinity of China's image, General Secretary Xi Jinping emphasized: " We must pay attention to grasping the tone , being open and confident as well as humble and modest, and strive to create a credible, lovely, and respectable image of China. " Grasping the tone well means that we cannot Instead of using commands, coercion, preaching, and abstract words, we must use peaceful, close, flesh-and-blood words and a eloquent tone to convey China’s voice to the people of the world. And storytelling is the most relatable way. General Secretary Xi Jinping emphasized on different occasions and in different fields the need to tell the story of China well, using vivid, easy-to-understand, and emotional stories to tell the world “ the story of socialism with Chinese characteristics and the story of the Chinese dream.” , Tell the story of the Chinese people well, tell the story of China’s excellent culture, tell the story of China’s peaceful development well ” and “ Tell the story of the Communist Party of China well, tell the story of China well, tell the story of the Chinese people well ” , etc. Its purpose is to enhance the affinity of China's image, bring China closer to the rest of the world, resolve the erroneous image that Western discourse hegemony has maliciously assigned to China, break the stereotyped, one-sided, prejudiced, and erroneous understanding of China's image by countries around the world, so that Countries around the world know that China is not only a country that seeks happiness for the Chinese people, but also a major country that actively contributes to human happiness, making China's discourse widely recognized by countries around the world .

Enhance the persuasiveness of Chinese discourse. Enhancing the persuasiveness of China's discourse is the key point to enhance China's international discourse power. Only when China's discourse is persuasive can it generate credibility, influence and cohesion, thereby enhancing China's international discourse power. Marx pointed out in "Critique of Hegel's Philosophy of Right": " As long as the theory convinces people, it can control the masses; and as long as the theory is thorough, it can convince people. The so-called thoroughness means grasping the root of things. " This means that through Only by grasping the fundamentals of things and convincing people can we control the masses. This enlightens us that whether we are communicating China’s voice to the outside world or conducting international dialogue, we must speak with the objectivity, authenticity, and comprehensiveness of things, that is, based on facts, we must reveal the nature of matter and restore the true colors of events. For example, regarding the COVID-19 epidemic, Western countries led by the United States have smeared and accused China of tracing the origin of the virus, calling the novel coronavirus the " Chinese virus " and misleading international public opinion. Our best response is to expose the essence of the incident with true and objective virus traceability investigation data, scientifically and forcefully refute these remarks, and make Chinese words powerfully persuasive. As General Secretary Xi Jinping warned, “ Only by telling facts can you convince people . ” At the same time , we must use China's real achievements and real contributions to world poverty reduction, climate, education, security and other undertakings as our confidence and confidence to enhance the persuasiveness of China's words in the international community, so that people around the world can fully understand the situation. Completely convinced of Chinese discourse .

Strengthen the guiding force of international public opinion . Strengthening the guiding power of international public opinion is the basic essence of improving China’s international voice. Discourse and public opinion are closely linked. Public opinion is expressed through discourse symbols, and discourse is the medium through which public opinion is guided. Strengthening the guidance of international public opinion is an indispensable part of improving China’s international voice. The pattern of international public opinion in which " the West is strong and we are weak " has led to the dilemma that Chinese discourse often faces the dilemma of being " reasonable but unable to speak out " or " having been spoken but unable to spread " . Only by breaking this discourse dilemma and strengthening the guiding force of international public opinion can China win space for Chinese discourse in the international public opinion landscape. General Secretary Xi Jinping clearly told us: " Our country's development achievements are so great, its development momentum is so good, and our country has done so many good things in the world. This is the greatest asset for guiding international public opinion. " At the same time , General Secretary Xi Jinping The secretary also emphasized the need to seize the big wave of the world's third scientific and technological revolution, " explore the use of artificial intelligence in news collection, production, distribution, reception, and feedback, control the ' algorithm ' with mainstream value orientation , and comprehensively improve public opinion. " Guidance ability ” . This makes it clear that we should regard China’s historic achievements, huge development momentum, and important contributions to the world as the content of public opinion guidance, and make full use of the technological advantages of artificial intelligence algorithms to innovate the way of international public opinion guidance, and powerfully say good things to all countries in the world. " Why is the Chinese Communist Party possible, why is Marxism effective, and why is socialism with Chinese characteristics good? " guide international public opinion in a direction that is conducive to the leadership of the Chinese Communist Party and the development of the socialist system .

**Methodology : A multi-dimensional path to enhance China’s international voice**

　　General Secretary Xi Jinping’s important exposition on enhancing China’s international voice not only clarified the great value and profound connotation of improving China’s international voice, but also pointed out specific methods to enhance China’s international voice. In general, General Secretary Xi Jinping’s important exposition on improving China’s international voice adheres to systematic thinking and elaborates on the multi-dimensional path to enhance China’s international voice based on the principle of comprehensive policy implementation .

　　Adhere to the leadership of the party and highlight the political nature of discourse. Upholding the leadership of the Communist Party of China is the fundamental guarantee for doing all work well. General Secretary Xi Jinping’s important expositions on enhancing China’s international discourse power often point out the need to highlight the political nature of discourse, emphasizing the need to “ persist in politicians running newspapers, periodicals, stations, and news websites ” and “ strengthen and improve the party’s work on news and public opinion ” " leadership ", " adhere to the Marxist view of journalism " , etc. These important discussions point out that to enhance China’s international discourse power, we must adhere to the party’s leadership and highlight the political nature of discourse. First, we must adhere to the correct political stance. China’s stance is a political stance that enhances China’s international voice. China's discourse represents China's overall interests, development requirements, core propositions, values, etc. in the international arena. Therefore, when speaking to the outside world, we must clearly stand on China's position and maintain a high degree of consistency with the party and the country. We cannot make our own opinions or follow others' opinions. Second, we must adhere to the correct political direction. The political direction is related to the life and death of the party. If the political direction deviates, it will cause subversive problems. General Secretary Xi Jinping has repeatedly emphasized that " political direction is the first issue for the party's survival and development . " To enhance China's international voice, we must adhere to the correct political direction and develop in a direction that is conducive to the lofty ideals of communism, the common ideal of socialism with Chinese characteristics, and the " Two Centenary Goals " . We must always implement the party's basic theory , basic route, basic strategy . Third, we must adhere to the correct political path. To enhance China's international voice, we must follow the development path of socialism with Chinese characteristics, adhere to the guidance of Marxism, and find strategies and methods to enhance China's voice that are in line with China's path in Chinese characteristics and international comparisons. We must not take the evil path of changing flags .

Adhere to high-quality development and lay a solid foundation for the right to speak the truth. " You need to be strong enough to make iron . " Comprehensive national strength is the basis of the right to speak. Improving China's international discourse power ultimately depends on the comprehensive national strength possessed by our country. Marx and Engels pointed out: " The dominant ideas are nothing but the conceptual expression of the dominant material relations, and they are nothing but the dominant material relations expressed in the form of ideas. " Western discourse , led by the United States, has always dominated The international discourse pattern relies on the powerful material power of capitalism , which essentially reflects the global dominance of capitalist production relations. If our country wants to enhance its international voice, it must always adhere to the principle of development and continuously strengthen our country's comprehensive national strength. This is the confidence and strength to enhance China's international voice. Therefore, we must adhere to high-quality development, focus on economic construction, vigorously develop productivity, and coordinate the development of politics, culture, society, ecology, military, diplomacy and other aspects, and strive to solve the problem of unbalanced and inadequate development in our country, and comprehensively , enhance China's comprehensive national strength from multiple angles and in depth, and create a strong backing for enhancing China's international voice .

Participate in global governance and strengthen discourse agenda setting. The setting of international discourse topics is an important channel for China to display its political ideas, development propositions, core values, and spiritual culture to the world. It is an effective way to expand the influence of China's discourse and improve China's international discourse power. General Secretary Xi Jinping clearly stated that it is necessary to " use the initiative in setting issues and agendas, create highlights, highlight features, create momentum, and build momentum . " Therefore, by actively participating in global governance, we must proactively strengthen topic setting and agenda arrangements in the process of contributing to solving problems for all mankind, organize countries around the world to participate in topic discussions, and vigorously promote China’s world propositions, governance plans, humanistic wisdom and Global contribution, thereby strengthening the influence, credibility, and cohesion of China’s discourse, and enhancing China’s voice in the international community. On the one hand, we must rely on the existing " Belt and Road " initiative and the construction of a community with a shared future for mankind to continue to open topics to the world, strengthen the propaganda and interpretation of the Chinese Communist Party, and let China's voice spread far, far, and loudly, so that China's governance plan has been echoed by countries around the world, allowing the world to better understand China, identify with China, and support China. On the other hand, we must focus on hot topics in global governance, actively participate in global issues such as poverty reduction, climate, security, and ecology, and proactively open up global topics to make China's contribution to human development issues through the platform of international cooperation and exchange. Enhance China's influence in the international community, thereby expanding China's international discourse space and enhancing China's international discourse power .

Strengthen international communication and promote discourse capacity building. General Secretary Xi Jinping made clear demands: “ We must strive to promote the building of international communication capabilities, innovate external publicity methods, strengthen the construction of discourse systems, strive to create new concepts, new categories and new expressions that integrate China and foreign countries, tell Chinese stories well, spread China’s voice well, and enhance The right to speak in the international arena. " First, we must integrate Chinese and Western characteristics and promote the construction of a discourse system. According to the discourse habits of different countries, " use Chinese theory to explain Chinese practice, use Chinese practice to sublimate Chinese theory, and create new concepts, new categories, and new expressions that integrate China and foreign countries " , break language communication gaps and barriers, and build a system that embodies Chinese characteristics. It is also a discourse system that is in line with the language habits of people around the world. Second, we need to build flagship media and improve the quality of discourse communication. The national external propaganda media is an important carrier for expressing China’s voice and needs to play an important role in “ connecting China and the outside world and communicating with the world . ” It is necessary to create a flagship external propaganda media with strong international influence, make full use of advanced technologies such as big data, blockchain, and artificial intelligence to form a " precise communication method that is close to different regions, different countries , and different groups of audiences , " and continuously improve discourse communication. quality. Third, we must tell Chinese stories well and improve the level of discourse art. " Storytelling is the best way of international communication. " Whether the art of storytelling is good or not is related to issues such as whether people are willing to listen, whether they understand what they hear, and whether they resonate with it. Therefore, telling Chinese stories well requires improvement. The level of art of discourse. It is necessary to organize art with a discourse that integrates Chinese and foreign countries, use eloquent narrative art, and express art with highly resonant discourse, so that people around the world can enter the Tao, understand the Tao, and believe in the Tao while listening to Chinese stories. Fourth, we need to strengthen cultural exchanges and expand the scope of discourse. Various people-to-people and cultural exchange activities are an effective way to promote people-to-people exchanges around the world, expand the scope of Chinese discourse, enhance the influence of Chinese discourse, and thereby consolidate and enhance China’s international discourse power. It is necessary to strengthen dialogue and communication with the world by strengthening people-to-people and cultural exchanges in education, science, culture, sports and other aspects, and spread the voice of China to the world .

[ Editor : Xu Qianyang ]