

Reflection, Integration and Reconstruction: The Way of Construction of China's International Communication from the Perspective of Strategic Communication

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Abstract: This paper first analyzes the concept of strategic communication, then discusses the challenges China faces in the current practice of international communication from the aspects of discourse diffusion, discourse mode, context and algorithmic cocoon. Thirdly, it proposes the countermeasures for China's international communication in the context of strategic communication: promoting the "chorus" of multi-subject coordinated communication, changing the discourse mode of storytelling in international communication, holding high the banner of the concept of human common destiny, aiming to comprehensively improve the effectiveness of international communication, enhancing the capacity of the all-media international communication system, realizing the strategic transformation of the videoization of international communication, and vigorously strengthening the cultivation of strategic communication talents.

Keywords: International communication; Strategic communication; Telling China's story

1. Introduction

In recent years, it has been repeatedly stressed to strengthen the top-level design and research layout, build a strategic communication system with distinctive Chinese characteristics, and make efforts to improve the influence of international communication, the attractiveness of Chinese culture, the affinity of China's image, the persuasiveness of Chinese discourse, and the guiding force of international public opinion.

It symbolizes that the strategic communication system has become an upgrade of China's foreign communication, and at the same time, it also aims to enable China to better meet the challenges of foreign communication under the new international situation, and ultimately achieve the effect of telling China's story well.

2. Core and essence of strategic communication

Strategic communication plays an extremely important role in the international political arena and was first defined in the 2004 Strategic Communication Report as a key component of national security. This strategic communication requires a coordinated effort across sectors, involves the influence of the Internet, sets communication goals and strategies, focuses on actionable tasks, shapes communication issues and messages, identifies communication channels, and monitors...^[1]

Subsequently, in 2010, the definition of strategic communication was again revised and refined. The new definition emphasizes the coherence of words and actions and how this coherence is perceived by specific audiences, as well as the design of programs and activities to communicate and interact with specific audiences, such as the implementation of public affairs programs and activities, programs and activities implemented by public diplomacy and information operations professionals. This definition has been accepted by many scholars in China, who believe that strategic communication has four components: public diplomacy, public affairs, psychological warfare and information warfare.

The core idea of strategic communication is consistent with the ancient Chinese strategy of "total victory" in Sun Tzu's The Art of War, in which strategic objectives are achieved by subjugating the enemy

without war. In today's age of digitalization and information technology, the reach of the Internet is crucial for strategic communication. Communication objectives and strategies must be flexible and adaptable to the changing communication environment. The development of actionable mandates and communication issues is a key step in ensuring the effective implementation of strategic communication. The selection and identification of communication channels and the monitoring of the communication process can help to understand the effectiveness of communication and make immediate adjustments.

The emphasis on the importance of matching words with deeds in national strategic frameworks points to the need for communicators to ensure that the messages they convey are consistent with their actions, thereby enhancing credibility and trustworthiness. At the same time, strategic communication needs to focus on specific audiences and establish effective communication channels through exchanges and interactions to meet their needs and expectations. Public affairs and public diplomacy play an important role in strategic communication. Public affairs programs and activities can help communicators manage their relationships with the public and manage public opinion. Public affairs programs and activities can help communicators manage their relationships with the public and manage public opinion. Public diplomacy, on the other hand, can help communicators manage their relationships with the public and manage public opinion. Public affairs programs and activities can help communicators manage their relationships with the public and manage public opinion. Public affairs programs and activities can help communicators manage their relationships with the public and manage public opinion. Public diplomacy, on the other hand, emphasizes the establishment of good relations with the international community through diplomatic means to enhance the image and influence of the state. In addition, psychological warfare and information warfare are important components of strategic communication. Psychological warfare is used to achieve strategic objectives through psychological manipulation and influence, while information warfare focuses on the collection, analysis, and use of information to influence the perceptions and decisions of target audiences. Resource coordination is essential in strategic communication, where cooperation and coordination between departments maximizes the use of resources to achieve strategic objectives.

3. Challenges to China's international communication in the context of strategic communication

The community of shared human destiny as a "Chinese program" for global governance has faced challenges in the current practice of international communication, mainly because the "soft power" of China's international discourse does not match the "hard power" of China as the world's second largest economy, i.e., China has not yet possessed a strong international discourse in the international community, and its discourse capacity is insufficient, which seriously restricts the international dissemination of the concept of the community of shared human destiny in China. Generally speaking, China lacks diversified subjects of discourse dissemination in the international dissemination of "China's Program", the content of discourse with Chinese characteristics has not yet occupied a dominant position in international dissemination, and there is a lack of flexible ways of discourse dissemination under the concept of "transculturation" [2].

3.1. Single subject of discourse dissemination

International discourse is "the right to define international affairs and events, and the right to comment on and judge international norms and rules of the game, as well as international rights and wrongs"[3]. At present, our international communication is still dominated by the dissemination of official discourse, and the main body of communication is relatively single. Although with the emergence of social media, multinational corporations, civil society organizations, digital platforms, and vegetarian Internet celebrities have begun to enter the arena of international communication, they have not yet become the main body of international communication of "China's program".

Although China's "Chinese proposal" for building a community of shared human destiny has achieved many results in global climate governance and the fight against pneumonia epidemic, it has been "labeled" in the context of the current ideological polarization and fragmentation of information in social media, resulting in it not becoming a dominant core issue in the international community. In the struggle for international discourse power, not only the official mainstream media, but also unofficial civil groups, organizations and individuals need to participate. The diversification of communication topics can improve China's international discourse power. This means that China must actively promote the development of diversified communication topics and display a richer variety of voices and viewpoints on the international stage. At the same time, China must also strengthen the construction of its discourse

system and enhance its interpretative power. This means not only strengthening its participation in and leadership of the international agenda, but also strengthening its strategic media design and enhancing its capacity and influence in foreign communication.

3.2. Contextual differences are not easy to recognize

Low-context and high-context are concepts used to describe the linguistic characteristics of different cultures. In 1976, anthropologist Edward Hall introduced these two concepts in his book *Beyond Culture* to help us understand the differences between cultures. In low-context cultures, people are more likely to be expected to express themselves directly, without the use of inflection and euphemism. This culture tends to emphasize linguistic accuracy and directness. In low-context cultures, there is a greater emphasis on clarity of expression in communication;

In contrast, countries with high-context cultures emphasize the importance of nonverbal factors and context. In such cultures, people are taught from an early age to speak tactfully and to avoid being too direct. In high-context cultures, it is common behavior to rely on nonverbal and implicit messages to convey meaning. However, because of the differences between low-context and high-context cultures, there is often an asymmetry in the dissemination of information. This asymmetry can lead to misunderstandings and difficulties in cross-cultural communication. People in low-context cultures may find expressions in high-context cultures ambiguous and unable to understand the hidden meaning. People in high-context cultures may find low-context direct expressions too cold or rude.

In cross-cultural communication, it is important to understand and adapt to the cultural counterpoints of different contexts. People in low-context cultures should learn to interpret more nonverbal and implicit messages, while giving more time and patience to people in high-context cultures; people in high-context cultures need to be aware that people in low-context cultures prefer direct expression and try to avoid overly complex or cryptic language.

3.3. Algorithmic cocooning hinders narrative

With the development of algorithmic technology, we have entered an era of highly personalized information. Algorithmic technology can accurately map user profiles and deliver customized content to users. However, this also leads to the problem that users may fall into the algorithmic cocoon and only be exposed to the content that matches their own preferences and interests, while restricting access to other information content.

At present, in some countries with superior algorithmic technology, the large-scale accumulation of user data has become an important competitive advantage, and the competition for the initiative of data dissemination has become the focus. In the international environment, the algorithmic data dissemination platforms of developed countries in Europe and the United States have high influence. They have built an algorithmic cocoon for the benefit of their own public opinion, isolating overseas users from our excellent traditional culture and advanced international concepts, and thus hindering our international narrative and image expression, which has had a negative impact on our country's ability to present a true and objective image of a great nation to the overseas public.

The existence of data discourse means that data owners have more control over public opinion and the dissemination of information; they can use algorithmic techniques and user profiling to push customized content to specific groups of users, further reinforcing the existence of an algorithmic cocoon. Therefore, the competition for the initiative of data dissemination has become an important aspect of international competition that determines the discursive position of the state in international narrative and image expression.

4. Reconstruction of China's international communication in the context of strategic communication

4.1. Promoting synergistic communication among diversified subjects

In the all-media era, telling China's story well should not only rely on the sole presentation of the mainstream media, but also be a cooperative and resonant communication among government departments, mainstream media, institutional media, platform media, self-media and other pluralistic subjects. To realize this goal, we must strengthen the top-level design and skillfully coordinate and

integrate various media platforms and media resources into the national foreign communication system.

With the gradual increase in the importance of social media in international communication, the scope of the main body of international communication will be further expanded in the future, resulting in the formation of "polyphonic communication" with multiple values, diversity and perspectives, which will help showcase China's history, enhance the international community's understanding and knowledge of China, especially the younger generation, and promote China's international narrative and image expression. To better realize this goal, we need to continuously strengthen our international communication capacity, expand the participation of diversified themes, and actively promote the development of in-depth media integration, so as to enhance China's influence and competitiveness in the global media landscape.

4.2. Upholding the concept of a community of human destiny

The concept of a community of human destiny comes from the deep tradition of Chinese culture. Chinese culture emphasizes the idea of harmony and coexistence and the idea of a world community, which has been organically integrated with Marx's idea of community to form the concept of a community of human destiny. Chinese culture emphasizes the values of openness and tolerance, interdependence and harmony in diversity. At the economic level, Chinese culture advocates the integration of resources and cooperation to achieve mutual benefit and win-win cooperation. At the cultural level, Chinese culture emphasizes mutual respect and appreciation of different cultural heritage and traditions to promote exchanges and mutual understanding among global civilizations and the inheritance and development of diverse cultures.

A concrete example is the Opening Ceremony of the Beijing 2022 Olympic Winter Games. The world's attention was drawn to the Opening Ceremony of the XXIV Beijing Olympic Winter Games, which was held at the National Stadium. The National Stadium is brightly lit and beautiful at night, and the building famous for its bird's nest shape is about to make history as the world's first stadium to host the opening ceremonies of the Winter and Summer Olympic Games. The Chinese civilization and the Olympic movement once again join hands to play the beautiful music of unity, peace and friendship of all mankind. In the opening ceremony, the overall style to create a solemn and warm, joyful and friendly atmosphere of the Winter Olympic Games, showing the characteristics of ice and snow sports. The shape of the guideposts in the hands of the site guides symbolizes snowflakes. Each delegation was compared to a small snowflake of the Olympic family. As these small snowflakes were scattered and floated around the stage, they demonstrated their diversity and differences, but when they came together and merged into a large snowflake representing "Community", the concept of harmony and coexistence was manifested. The snowflake embodies the Chinese cultural idea of harmony and difference, which emphasizes the need for mankind to move forward into the future by working together; guided by the concept of a community of human destiny, we can promote harmonious coexistence and cooperation in the international community, build open, inclusive and mutually beneficial international relations, and jointly advance the common development of human society.

4.3. Aiming at the overall enhancement of international communication

In the process of building a strategic system of international communication products with Chinese characteristics, it is crucial to pay attention to international communication capacity building, which doesn't just mean getting China's voice out there, but also ensuring that the message is delivered effectively and receives positive feedback.

The traditional view of the effectiveness of international communication tends to focus on assessing hard power indicators such as immediacy, publicity, and officialism, such as volume and scope. However, with the complexity and diversification of the international communication situation, such traditional concepts are no longer relevant, and a shift from effectiveness to efficiency, i.e. from the pursuit of immediate effects to the pursuit of time-bound and long-term goals, has become crucial. Comprehensively improving the effectiveness of international communication should become the ultimate goal of the international communication strategy system with Chinese characteristics.

Empathic communication is an approach that can enhance the effectiveness of international communication. It refers to the formation and transmission of similar emotions and feelings on the basis of shared basic human emotions, and through the process of transmission and dissemination, bridges the cultural gap caused by political, social, historical traditions, etc., between audiences of different ethnic and cultural backgrounds. Empathic communication contributes to the effectiveness and impact of

international communication.

Therefore, in order to realize the goal of capacity building in international communication, it is important to change the concept from the simple pursuit of communication effects to the pursuit of communication effectiveness; through empathetic communication and other methods, we can improve the effectiveness of international communication and further build a strategic system of international communication with Chinese characteristics.

4.4. Significantly strengthen the training of strategic communication personnel

In building a strategic system of international communication products with Chinese characteristics, the key is to strengthen the top-level design and continuously improve and innovate the personnel training system. This system should be holistic, systematic and long-term, so as to ensure the training of high-quality personnel who can adapt to the complex and changing international communication environment. In the audience context, Chinese storytellers need to deepen their understanding of China's cultural heritage and enhance their knowledge and understanding of the international situation, cultural differences and audience background.

In addition, they need to develop a full range of professional skills, including not only traditional editorial skills, but also content planning and the coordinated use of all media; at the same time, it is also necessary to understand and use big data analysis tools. Facing the current problem of a single talent structure, colleges should emphasize the cultivation of interdisciplinary talents. The development of personnel with multidisciplinary knowledge and skills can better adapt to the diverse needs of international communication. They can provide innovative thinking and approaches by creating links and cooperation between different fields.

5. Conclusions

In conclusion, only by strengthening the top-level design and further improving the talent cultivation system, building a holistic, systematic and long-term system, and cultivating Chinese storytellers and international communication professionals with professional competence and interdisciplinary backgrounds can we better meet the great challenges and demands of international communication.

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