

Research on China's Media Public Diplomacy from the Perspective of International Discourse Right

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ABSTRACT: *International discourse power is closely related to the actual construction and exertion of national soft power. In the diplomatic arena of international political situation, it has a direct impact on whether a country can take the advantage of international game, seize the opportunity and gain initiative. Although nowadays China is always striving to extend the resources of international communication and expand the media coverage in China, information transmission is not equal to the effective coverage of information. Therefore, it is quite necessary to introduce the concept of media-based public diplomacy. Therefore, based on the perspective of international discourse power, this paper makes a detailed study on the subject of media public diplomacy in China.*

KEYWORDS: *international discourse power; media-based public diplomacy; public diplomacy; media-based public diplomacy*

1. Introduction

As far as China's international discourse power is concerned, media-based public diplomacy is an efficient short-cut to promote it in an all-round way. The concept of so-called media public diplomacy was first put forward publicly by Enterman (United States) in 2008. Enterman pointed out that media public diplomacy refers to the use of major mass media, including the Internet, in order to effectively strengthen the practical support for a certain foreign policy outside the country's borders in a shorter time and with stronger pertinence. Powerful behavior.

2. Restrictive factors of China's media-based public diplomacy from the perspective of international discourse power

2.1 The estrangement between culture and values

In the basic theory of media-based public diplomacy, there is a key content - "cultural similarity", which is also a factor that can maximize the impact of its

implementation. As far as Chinese culture is concerned, its uniqueness is bound to make it an inevitable limiting factor. Hofstede (Netherlands, cultural master) measures the cultural distance between countries based on the cultural dimension. He uses five dimensions to define the cultural differences between countries and countries, including power distance, uncertainty avoidance, collectivism (or individualism), femininity (or masculinity), short-term orientation (or long-term orientation). First, compared with the West, China has a relatively high power distance. Our country's stability is based on the extremely strict hierarchy. The low-level people will respect and obey the high-level people, while the high-level people will care about and sympathize with the low-level people and build the organizational structure of our society. Secondly, the Chinese culture itself is characterized by collectivism, which is obviously different from the individualism emphasized by the West. In addition, the power of Western countries is relatively low from its overall dimension, and its individualism is relatively high. Their media will be more inclined to clearly oppose the people with their own government. If an individual wants to realize it, he must rely on the meaning of "me", "natural human rights" or "sovereignty in the people", which are the most important for "individual priority, family and society, followed by the state". The ultimate embodiment of the value orientation of "post". In fact, the core of media-based public diplomacy in China is the deep-seated shaping of the framework of "self-interest". It is necessary to take into account the impact of cultural and value dimensions, and to mitigate the negative effects caused by cultural diaphragm.

2.2 The relationship between the Chinese government and foreign media is extremely delicate.

For media-based public diplomacy, if we want to achieve actual results under its operating mechanism, the key is to deal with the actual impact of foreign media, so the actual relationship between the Chinese government and foreign media becomes extremely critical. At the present stage, there is always a bad atmosphere between the Chinese government and foreign media. In 2018, FCCC (the Association of Foreign Journalists in China) publicly released an annual assessment of the working environment of foreign media journalists in China, which shows that the working environment for foreign media journalists in China is getting worse and worse nowadays. It also claims that almost 50% of foreign media reporters interviewed mentioned that they suffered interference and harassment at work, and sometimes escalated to physical conflict. Some correspondents said that because of the pressure exerted on their headquarters by Chinese officials stationed abroad, these people were subjected to more and more restrictions. In response to the FCCC's accusations, the foreign spokesman of the Ministry of Foreign Affairs gave a direct response at a press conference, believing that the accusations mentioned in the report were totally unreasonable. At the same time, he asked whether there were any off-site media reporters who agreed with the contents of the report. As a result, no one agreed to raise their hands on the spot, which also aroused widespread public concern. From the perspective of history, maintaining a long-term relationship with foreign media is a major foundation and guarantee for the effective development and optimization

of media-based public diplomacy in China. It is necessary to expand new channels to enhance the deep communication and continuous communication between the two sides, so as to avoid the over-delicate relationship between China and foreign media and foreign journalists becoming a weakness of media-based public diplomacy.

2.3 Media Prejudice and "Fear Framework"

American society has a long-standing debate on China's problems, and its mainstream thinking includes two kinds: one is that China is absolutely a threat to the United States, and the other is that China will inevitably become a threat in the future. Either way, it can be concluded that China will inevitably be an American-style threat to China. It is not only the Western-centered foreign media that have actual prejudices and "fear framework" towards Chinese media, but also similar prejudices and frameworks towards Western media. The interaction based on these prejudices has continuously deepened the inertia of hostility and Prejudice and Chengdu. In our country's discourse and media reports, similar expressions such as "strong in the west, weak in our country" are very common. They are full of discontent with the unfair discourse pattern. They have regarded western media as another form of Western hegemony. They have created a passionate feeling that our country must be indignant to fight for a reasonable position, whether it is cognition or expression. They also put themselves in the frame of fear under the existing forms of "being bullied by power, hegemony" and "being colonized", thus making their actions more resolute and proactive. In the end, both sides are caught in the fight of "fear framework" under the media bias, and eventually they suffer double injuries. The media itself has two characteristics, one is sharing, the other is expansibility. These two characteristics make the media prejudice easy to produce a more bleak situation of damage than the general prejudice. For our country, which is often passive under the public opinion of the international community, the high prejudice of foreign media has set too big roadblocks and traps for our media-based public diplomacy.

3. The Countermeasure and Suggestion of Promoting International Speech Power by Media Public Diplomacy

3.1 Media Public Diplomacy of Heads of State

On the road of development, which strives to promote the country's international discourse power by means of media public diplomacy, China has encountered an extremely difficult peak to overcome. However, it is only when we study them concretely that if the cultural distance between the two countries is very far apart, there will be a personalized phenomenon corresponding to media politics, that is, the lighthouse effect of the head of the country. At this time, the head image of the country has actually replaced the original national collective image, which has a better guiding effect on the overall perception of the people of the target country. Therefore, China should go to the front line to explain and communicate its key

foreign policies with the domestic elites and public opinion creators of the target country with the help of the "focus" and "representativeness" of the leaders of the country under the circumstance that China has a very long cultural distance from the target country to each other, so as to achieve better national media. Make public diplomacy effective.

3.2 Actively using non-governmental organizations as a bridge to ease relations with foreign media

As far as media-based public diplomacy is concerned, one of its indispensable core links is actually foreign media. The relationship between China and foreign media is equally important in the actual implementation of media-based public diplomacy. When dealing with foreign media, China's government has always had extremely complex and delicate relations, or can be used to remain in constant conflict. In this case, it is particularly necessary to start larger non-governmental organizations. For example, when the information disclosure of our government is not high enough, the large-scale non-governmental organizations, China Journalists Association, can take on the maintenance of the relationship with foreign media reporters. Obviously, it is also a better way. At this stage, China should focus on the promotion of this non-governmental channel so that it can play its role as a bridge in the past stage again, exchange more with foreign media, gain high trust from foreign media, give feedback to problems, promote the exchange of views and communication between the two sides, and implement the improvement of relations. It can also hold various brand activities such as "news teahouse" to consolidate the dialogues and frameworks and become a very powerful assistant in China's media-based public diplomacy.

3.3 Implementing media framework to balance media bias in an interactive way

From the perspective of international discourse right, Chinese discourse includes two parts: agenda and framework. When it is disseminated outside the national boundaries, it needs to be deconstructed and reshaped by foreign media. In this process, media bias often arises. In view of this, the Chinese government should bravely implement media framework interaction. In this stage, it includes the interaction with the media at the stage of news release, the balance and efficient interaction mechanism of constraints that need to be given after the completion of the report. In this stage of news release, we should first release the "decision-making balloon" through various channels such as media briefings, so as to give full attention to the foreign media or the news framework that will be formed, and harvest effective communication and feedback before the policy is formally promulgated, and then create a highly appropriate release strategy. In addition, on the premise of rationality, we should choose the perfect time and form which is suitable for the media system and the production law of news, whether the conventional channel or the unconventional channel, and try our best to broaden them and maximize their utility so as to ensure the diversity and vitality of news

release. After the end of the report, the media will become a window for other people to know more about China. News reports with media bias will be extremely keen on one-sided phenomena, distorting facts and building on the basis of extracting meanings out of context. In such cases, foreign agencies must be able to complete public opinion detection from time to time. They should always be highly vigilant, detect a series of inappropriate reports in their countries as early as possible, give good feedback to negative public opinion as early as possible and comprehensively, and actively correct and refute them. This task can be accomplished in various ways, such as publishing objection statements in media channels. After the incident, he actively responded to the "wrong framework" constructed by the prejudice of hedging media in the region. To sum up, although prejudice cannot be eliminated 100 percent, it can be continuously identified in interaction.

4. Conclusion

In the course of development, China's media-based public diplomacy will inevitably face continuous challenges and crises. However, the continuous efforts of our Party and government and the attitude of resolute improvement cannot be ignored, which also brings better opportunities for the comprehensive and sustainable development of our country's media-based public diplomacy.

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