

Analysis of the Image of Chinese Journalists in International News

Yan Ziyu

*School of Media Science, Northeast Normal University, Changchun, China
18637307041@163.com*

Abstract: *As political and economic globalization and media convergence continue to accelerate, relations between countries and the form of international communication have changed dramatically, and international news reporting is facing new opportunities and challenges. Therefore, the issue of how Chinese journalists can present a good personal and even national image around the world deserves deeper consideration. This paper takes the news communication practice of Liu Xin, a journalist and host of China International Television (CGTN), as an example. By analyzing the real-life dilemmas of international news communication at the political, cultural and linguistic levels, it explores the specific embodiment of Chinese journalists' image in international news and proposes their image enhancement strategies based on this, so as to provide useful reference for Chinese journalists in the international arena to enhance their foreign communication influence and improve their international image. In this way, it provides useful references for Chinese journalists in the international arena to enhance their influence on foreign communication and improve their international image and discourse.*

Keywords: *International News, Image of Journalists, CGTN*

1. Introduction

International news communication is an important topic in the context of globalization, and with the rise of China on the global stage, the image of Chinese journalists in international news is getting more and more attention^[1]. Therefore, studying the image of Chinese journalists in international news is not only important for understanding the current situation and trends of international news communication, but also as a response to the rise of China. However, there are still some practical difficulties in international news communication. In-depth research and analysis on this issue and actively seeking a way out can contribute to improving China's discourse and influence in international communication and promoting the development of international news communication.

2. The real-life dilemma faced by Chinese journalists in international news communication

2.1. Differences in political positions

First, Chinese journalists often have to face different political positions and values in international news communication. Due to the differences in political systems, cultural backgrounds and historical traditions of different countries and regions, different international media often have different political positions and values. Chinese journalists need to report and communicate across these different political positions and values, requiring their high level of political sensitivity and cross-cultural communication skills.

Second, Chinese journalists often have to face the pressure of national image and national image in international news communication. Due to China's increasing status and influence in the international arena, Chinese journalists are often required to represent China and convey its voice and image in international news communication. Therefore, they need to pay attention to the shaping of the country's image and national image in their reporting and avoid negative reports and inappropriate remarks, which requires their high political literacy and sense of responsibility.

Finally, Chinese journalists also need to face the dilemma of information access and dissemination in international news communication. Since international news dissemination involves various aspects of politics, economy and culture of different countries and regions, the access and dissemination of

information are often influenced by various factors such as politics and culture. Chinese journalists need to acquire and disseminate information in the midst of these dilemmas, which requires them to have high information literacy and information acquisition skills.

2.2. Differences in cultural practices

First, Chinese journalists need to face the cultural differences of different countries and regions. In some Western countries, for example, there is a greater focus on private life, whereas in China, private life is often seen as personal and unwilling to be pried into. Therefore, Chinese journalists need to understand and respect the cultural differences of each country when covering and reporting.

Second, Chinese journalists need to face the differences in value perceptions in different countries and regions. The differences include political, economic, and social aspects, and these differences may affect the journalists' interviewing and reporting work. For example, Western media pay more attention to political and social issues, while in China, the media tend to focus more on economic issues. Therefore, Chinese journalists need to carefully grasp the angle of the selected topic and the content of the report when interviewing and reporting, and pay attention to the differences in value perceptions in different countries and regions.

Finally, Chinese journalists need to face the laws and regulations of different countries and regions. For example, while the media in Western countries are free to report on political and social issues, in China, media coverage needs to conform to core socialist values and comply with relevant laws and regulations. Therefore, Chinese journalists need to pay attention to the laws and regulations of different countries and regions when covering and reporting, in order to avoid illegal acts and inappropriate remarks.

2.3. Verbal communication barriers

First, Chinese journalists need to face the barrier of different languages. For example, when interviewing expatriates, it is difficult to communicate effectively if both parties do not speak the same language. Therefore, Chinese journalists need to have a certain level of foreign language skills.

Second, Chinese journalists need to deal with different accents and dialects. For example, when interviewing people in international war zones, they may use different accents and dialects to express themselves even in the same language, which requires Chinese journalists to have a high level of accent and dialect recognition ability and a keen grasp of news information.

Finally, Chinese journalists need to deal with different language habits. Different cultural backgrounds and habits produce different thinking and habits of language expression. For example, in some Western countries, people are used to expressing their views and opinions straightforwardly, while Chinese people tend to use honorific and modest words because they pay more attention to politeness and modesty. Therefore, Chinese journalists need to understand various language habits when covering and reporting so that communication can be carried out smoothly.

3. The specific embodiment of Chinese journalists' image in international news

3.1. Maintaining an objective and neutral approach to communication

Objectivity and neutrality are the basic attitudes of Chinese journalists in international news reporting. In line with the principles of responsible reporting, Chinese journalists present facts objectively when reporting international news, avoid unnecessary interpretation or evaluation of facts, ensure accuracy and truthfulness in reporting, and respect the rights and privacy of others and avoid inappropriate infringement or exposure. At the same time, Chinese journalists always remain neutral when facing the parties, without taking sides, free from political, economic and cultural influences, and maintaining an independent journalistic position.

In 2019, CCTV News released a video clip of CGTN Liu Xin talking to Fox Business Channel's Trish Regan^[2], which hit the second spot on a popular video platform's site-wide ranking with a duration of only one minute and 27 seconds. In the video, Trish asks questions about China's current status as a developing country, questioning why China, the world's second-largest economy, remains a developing country. In this regard, Liu Xin said, as Trish once talked about on the show, China wants to be strong and does not want to remain a weak and poor developing country. The overall volume of China's economy

is large, but with a population of 1.4 billion, China's huge population base of three times the total population of the United States makes China's GDP per capita less than one-sixth of the U.S. GDP per capita." Our per capita income is very small, but our total GDP is very large. So we can do a lot of great things and a lot of countries want us to make a bigger contribution."

In the context of the trade war between China and the United States at that time, Liu Xin, in line with the principle of objective and fair reporting, acknowledged China's achievements and status in economic development, but did not shy away from saying that China still has a lot of room for development and the problem of unbalanced regional development still needs to be addressed. At the same time, China once again made it clear that it wants to rise peacefully as a responsible power and is willing to assume international responsibilities, showing our position without being submissive^[3].

3.2. Pursuing innovative and diversified communication methods

Diversity is an aspect that Chinese journalists always focus on in their international news coverage. Faced with the international situation where multiple cultures coexist, Chinese journalists are able to present information about the culture, society and politics of different countries and regions in as diverse a way as possible, using a variety of reporting methods, such as news reports, feature stories, commentary reports and special reports, in order to meet readers' needs for different types of news without one-sided or arbitrary reporting. We also respect the cultures and values of different countries and regions, and do not engage in racial discrimination or cultural aggression.

Innovation is a goal that Chinese journalists have always pursued in international news reporting. In the face of the rapid development of Internet technology and the profound changes in the media environment, Chinese journalists are adept at utilizing multimedia technology to constantly explore new ways and means of reporting, adopting data journalism, virtual reality, live broadcasting and other methods, in order to enrich the form and content of news reports, improve the quality and depth of news reports, adapt to the ever-changing news dissemination environment, and enhance the attractiveness and influence of news reports.

The television encounter between Chinese and American anchors brought China International Television host Liu Xin into the public eye, however, Liu Xin's work is not limited to dialogue interviews with foreign media. As a speaker, moderator, field reporter and even as a judge in the host competition of CCTV for the program "Global Watch", Liu Xin's diversified and innovative language expression style and field provide a vehicle for Liu Xin to deliver more news information.

3.3. Attention to the accuracy and humanity of communication content

First, journalists use accurate and rigorous reporting language and avoid subjective and emotional expressions. Use objective language to describe the facts, avoid over-dramatization and exaggeration, and ensure the accuracy and credibility of thereport. Secondly, Chinese journalists are good at using vivid language, delicate descriptions and other techniques to reflect concern for human dignity and value, so that audiences can feel the warmth and care of humanity while getting news information.

On August 8, 2022, Liu Xin was interviewed by Australian broadcaster ABC's China Tonight on the visit of U.S. House Speaker Nancy Pelosi to Taiwan. In response to senior journalist Stan Grant's question of "why this visit is so important to China" and even "whether China can ignore this visit," Liu Xin was resolute but sincere, comparing Taiwan to an open wound near the heart of the motherland through an image metaphor. He warned those who are interested not to rub salt into the wound and not to force China to use force to make it heal, reflecting China's desire for peace but resolute attitude to defend its territorial sovereignty and integrity. Liu Xin was very emotional and finished expressing his views clearly despite several attempts to interrupt him, and was praised by the audience for "being reasonable and moving" and "mastering the code of dialogue with European and American media".

4. Strategies to enhance the image of Chinese journalists in international news

4.1. Taking a firm stance on reporting

First of all, as a foreign business card, Chinese journalists should focus on the value orientation of news and take the interests of the people as their starting and ending point. Focus on discovering the deep-seated issues and internal logic behind the news in the interviews and reports, and present the

essence and meaning of the news with comprehensive and in-depth reports. In the interview with the Australian media, Stan Grant asked Liu Xin about the so-called "balance of journalism" and pointedly asked "whether the Chinese media is deliberately not showing the other side of the story". Liu Xin responded that the Chinese feature film shows exactly the "other side" of the Western media's viewpoint, "Our main responsibility is to send out the Chinese perspective, and what I did in the feature film was to tell exactly how China, the Chinese people, and the Chinese media view Pelosi as a politician."

In fact, this is not the first time that Liu Xin will respond to the cross-examination of foreign media reporters. On April 1, 2022, Liu Xin delivered a speech and participated in a discussion as a special guest at Pakistan's national forum "2022 Islamabad Security Dialogue". This was a rare appearance of Chinese journalists at a national forum of the PAF. Pak Prime Minister Imran Khan was facing a no-confidence crisis at the time and was also giving the opening speech at the forum, so the presence of Chinese journalists from the official media was unusual. At the forum, Western journalist Sean insinuated that China was engaging in genocide and spreading fake news. Liu Xin took the last opportunity to answer questions and responded forcefully to the Chinese people's trust in the Party and government by citing publicly verifiable data from Harvard University and Statista, which could rally the masses and group efforts. Judging from the reactions and later comments from the hosts, they found a new image of a Chinese journalist.

Second, as media professionals, Chinese journalists should have journalistic ethics when covering international news, balancing the views and voices of all sides and demonstrating human ethics. On May 14, 2019, Trish Regan described the United States as a complete "victim" in the U.S.-China trade relationship on her show. She argued that the trade imbalance between the United States and China is a "weapon" that the United States must use on China, and that China's prosperity is "at the expense of American interests. On the show, Trish Regan also used the word "theft" several times, saying that the Chinese have "stolen" billions of dollars from Americans and that "we have no choice but to go to war. "In response to her "views," CGTN released a short commentary video entitled "China Will Not Accept Unequal Agreements" on May 22. In the video, host Liu Xin clearly refuted Trish Regan's "economic war" against China. In response to Trish's invitation to Liu Xin to engage in dialogue, Liu Xin expressed his unwillingness to engage in the so-called "mud throwing game" and hoped that both sides would avoid emotional expressions. In addition, Liu Xin's UK-wide editorial on current affairs, published a few months later, put forward the idea of "The worst of times, the best of people", reflecting the global perspective and broad-mindedness of Chinese journalists.

4.2. Improving intercultural communication skills

In addition to learning foreign languages and cultures and focusing on international news, in cross-cultural exchange reporting, Chinese journalists should focus on in-depth reporting, digging into the deeper issues and internal logic behind the news to provide readers with more in-depth and comprehensive information. At the same time, they should adopt easy-to-understand language and avoid using overly specialized or out-of-the-way vocabulary so that audiences can understand and accept it⁽⁴⁾.

The Chinese culture has a virtue of tolerance and humility, so Chinese people often use respectful expressions such as "I've heard a lot about you" when meeting someone for the first time. As a sign of respect, Liu Xin began his conversation with Trish Regan by thanking her for the invitation in accordance with the linguistic thinking of the Chinese culture. Although this interview was conducted on Trish's home turf, such formal terms make the status and position of the conversation slightly unbalanced between the two. It is possible to be more direct and frank when communicating cross-culturally with an interviewer from a Western culture and to avoid deliberately lowering one's status.

In addition, Fox, as an entertainment company, does only "selective reporting" (Figure 1) and does not have the responsibilities of an official news channel, so Tracy often emphasizes simple but important buzzwords such as "communism" "trade war" "trade negotiations" and "IP theft" to entertain and please the audience. On the contrary, Liu Xin's use of advanced grammar and phrasing has succeeded in making Americans change their minds about the English level of Chinese people, and if this purpose is excluded, the use of more grounded and understandable language in such programs makes it easier for viewers to take in the information.

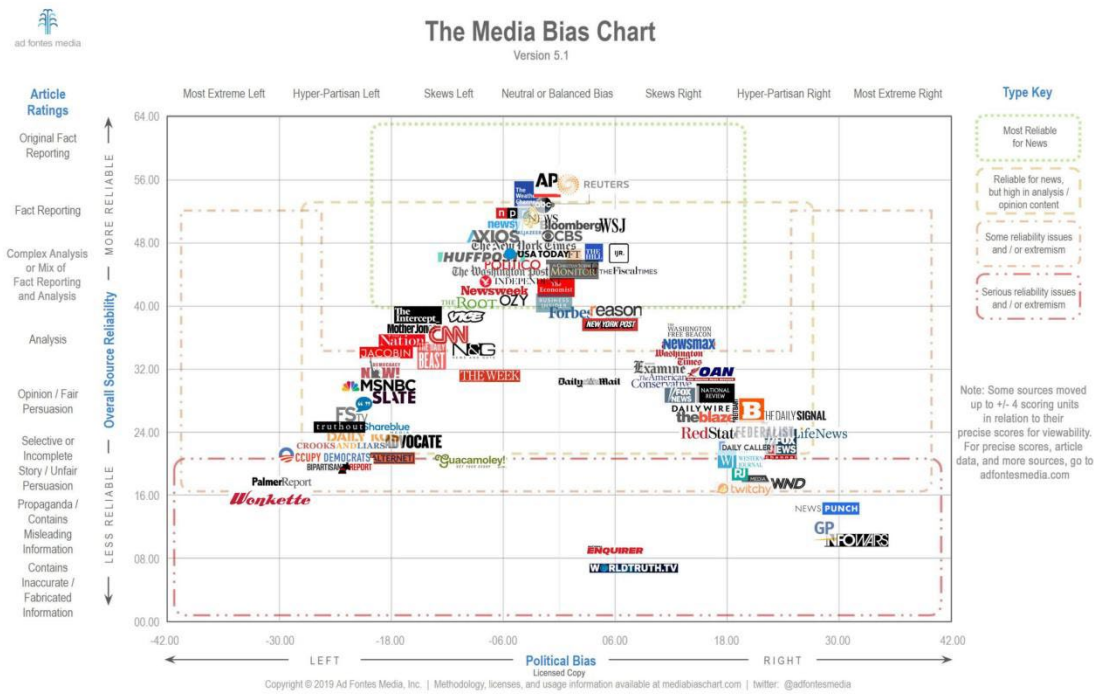


Figure 1: The political positions of the major mainstream media in the United States

Three years after the above dialogue, Liu Xin confronted the language barrier in the process of cross-cultural communication between China and foreign countries in a heated debate with Western journalists in Islamabad, and gave examples in English to Western media about the idea of "(the media should) tell China story well". She told them not to misinterpret it as "tell good China stories". The charm of the language born from the long-standing Chinese culture may become a barrier to communication if it is maliciously interpreted, but China's aim is always to "tell the true, comprehensive and three-dimensional story of China", and by opening its mind and listening to both sides, "we become stronger and free from the interference of false information. "

4.3. Utilizing Interviewing Techniques

Chinese journalists should make good use of their interviewing skills when covering international news in order to better communicate, obtain information and report in depth.

On December 30, 2021, State Councilor and Foreign Minister Wang Yi was interviewed jointly by Xinhua News Agency and China Central Radio and Television (CGTN) on the international situation and diplomatic work in 2021, with Liu Xin as the interviewer. Before the interview started, Liu Xin gave the foreign minister a special small gift - a pin of the integrated media innovation program^[5]"Headline Buster" to introduce to the foreign minister CGTN's work on China's news counterfeiting "out of Guanghua Road, out of China, to the world ".When talking about the debate with Trish, the foreign minister kindly said, "1.4 billion people are behind you, they are cheering for you." The two sides created a good communication atmosphere through pre-interview communication. During the interview, Liu Xin used concise language to highlight the key points of the questions and asked open-ended questions such as "how to evaluate the current Sino-Russian relations", while Wang Yi explained the contribution of the two countries to global strategic stability and development in terms of "China-Russia example", "China-Russia dynamics", "China-Russia guarantee" and "China-Russia role". Wang Yi explained the contribution of the two countries to global strategic stability and development with the words "China-Russia leadership", "China-Russia dynamics", "China-Russia guarantee" and "China-Russia role". It is worth mentioning that Liu Xin, as a representative of China International Television, an internationally oriented media, used English to ask questions to the foreign minister, while Wang Yi, as the spokesman of the Chinese Foreign Ministry, answered in Chinese. The difference in the language used by the interviewer and the interviewee conveys the implicit message that China is actively facing the world while firmly defending its own position.

5. Conclusions

Chinese journalists are playing an increasingly important role in international news communication, and their reporting and analysis are of great significance to the formation and influence of global public opinion. By reporting more objectively and fairly, paying more attention to cross-cultural communication and understanding, and digging deeper into news information, I believe Chinese journalists on the international stage will be able to make greater contributions to telling China's story and building bridges between China and the world.

References

- [1] Gao Guiwu, & Jiang Haofeng. (2018). *From political elites to ordinary practitioners: The flux of media image of Chinese journalists--an analysis based on relevant reports of People's Daily since the founding of the People's Republic of China*. *Journalism* (10), 11.
- [2] Wang Yiben, & Jiang Xiaoli. (2020). *Meaning production of news text in the framework of concomitant text: A case study of "trans-oceanic dialog" between Chinese and American female anchors*. *Journalism* (1), 6.
- [3] Chen Yuxiang. (2019). *Exploring the new strategy of cgtm outreach behind the Chinese and American anchors' "debate"*. *Sound Screen World* (9), 2.
- [4] Xie Huangyuan. (2022). *An empirical study on the cross-cultural communication competence of Cgtn Chinese appearing journalists*. *Data* (12), 61-63.
- [5] Peng Yiyun. (2021). *Analysis of cgtm's external communication strategy in the context of fusion media*. *Sound Screen World* (17), 15-16.