

Coherent Communication Strategy for Global issues

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ABSTRACT. *The United Nations information dissemination system has always been dedicated to a coherent driving to global issues. By means of the relay or marathon type of push, the UN information dissemination system ensures the whole interest, long-term value, inheritance and continuity of global issues.*

KEYWORDS: *United Nations information dissemination system; Coherent communication strategy; Global issues*

The human beings are confronted with an increasing number of global problems that beyond states' boundaries nowadays. With the deepening of globalization, those problems severely affect the future of human development. To solve these problems, global actions are needed; while the premise of global actions is global awareness. As the unique global organization that being universally acknowledged in the world, the United Nations (UN) is the most important institution in dealing with cross-border problems which cannot be solved by one country alone. Ideas lead the way, while directions determine the way out. The UN Information System is committed to fostering global awareness, proposing and promoting global issues. Ever since its establishment, the UN Information System has made a persistent and strong effort to promote global issues, among which, coherent driving is one of its important communication strategies to promote global issues. It is of significant academic and practical significance to study it.

1. Communication strategy of coherent driving

Coherence driving is one of the communication strategies upheld by the UN information dissemination system to disseminate global issues, which can be divided into two ways: one is the relay type, the different stages of the same issue for succession push; The other is a marathon type, continuous push on the same issue.

1.1 Relay type

Relay type of coherent driving means that the UN information dissemination system adjusts the nuts and bolts and contents of the issues according to the changes of times and the progress of the issues, and drives the same global issues in stages, steps and objectives, so that the follow-up issues have the succession and continuity to the previous issues, just like the relay race in the track and field.

Taking the issue of Sustainable Development as an example, The Millennium Development Goals (MDGs) and the Sustainable Development Goals (SDGs) are two different stages under the same topic. The Sustainable Development Agenda 2030 is a relay for the Millennium Development Goals. In 2000, the United Nations Millennium Summit adopted the "Millennium Development Goals". In September 2015, the United Nations held a special summit on development to evaluate the implementation of the "Millennium Development Goals": positive progress has been made in the global implementation of the "Millennium Development Goals". Then came the Sustainable Development Agenda 2030, a global development goal for the next 15 years, which builds on the Millennium Development Goals and is a successor and upgrade to the MDGs, which sublimates the "Millennium Development Goals" in terms of content scope, applicable objects, idea construction, formation manner and implementation means, etc.

First, compared with the MDGS, the new goals are longer term and contain 169 concrete goals to address the root causes of poverty, committed to meeting the universal need for development and achieving progress for all.

Second, the new targets are broader in scope, covering the three dimensions of economic growth, social inclusion and environmental protection, specifically including grand goals in the areas of oceans, ecosystems, sustainable consumption and production, dealing with inequality, cities and human settlements, economic growth, decent work, industrialized energy, climate change, peace and justice.

Third, the new goals are more universal, applying to all countries. Fourth, the new goals are more operational and landing capable, with a strong focus on means of implementation, including financing, technology, data and so on. It is available to expect that after 2030, after the expiration of Sustainable Development Agenda 2030, the United Nations will be bound to set new goals and actions based on the actual performance of the agenda.



Figure 1: Logos of the 8 Goals of SDGs;



Figure 2 Logos of the 17 Goals of MDGs

The United Nations information dissemination system conducts a corresponding baton-like phased push in accordance with the different stages of the sustainable development issues.

First, in the form of information dissemination, the three-level system structure of target, specific target and indicator will continue to be adopted in the "2030 Agenda for Sustainable Development", which has certain inheritance and continuity;

Second, in terms of the content of information dissemination, in the "2030 Agenda for Sustainable Development", the unfinished goals of the "Millennium Development Goals" are listed as new targets, and the specific topics of poverty eradication, education, health and gender equality are reserved for attention;

Third, in terms of information construction, the model of one-sided pursuit of economic growth has been abandoned in the new agenda, and a new idea of

inclusive development of "no one left behind" and green development that "let the earth heal its wounds and be cared for" has been turned to be realized;

Fourth, in the channel of information transmission, the top-down closed mode of transmission is discarded, and more interactive. On the 2030 Agenda for Sustainable Development, an open and inclusive consultative approach was adopted, with a wide range of stakeholders including member states, civil society, business and academia participating in the consultation on Sustainable Development objectives. Therefore, the 2030 Agenda for Sustainable Development is a true "people's agenda".



Figure 3: MDGs interact with audiences through mobile apps and Tweets

1.2 Marathon type

Marathon coherence push refers to the continuous push of the same global issue by the UN information dissemination system, just like a marathon, but at regular intervals (monthly, annually or every decade), the issue is presented with new theme activities, injected with new vitality and given new meaning.

Taking "world water conservation" as an example, the United Nations has always been committed to solving the global water crisis triggered by the rising demand for water resources. In 1977, the United Nations held the United Nations Water Conference, which warned the world that water would become another profound crisis in the global community after the oil crisis. In 1993, the 47th session of the United Nations General Assembly adopted Resolution 193, designating March 22 as World Water Day. From the day World Water Day was established, the United

Nations has held different thematic activities each year to promote the issue of water conservation, and to promote the comprehensive overall planning of water resources to reinforce the water resources protection and solve the increasingly severe problem of water shortage. At the same time, through the launch of a series of communication activities to enhance the global public awareness of the development and protection of water resources. We can see the coherence and continuity of the message delivery from the different theme activity contents of the World Water Day held by the United Nations from 1993 to 2019.

Table 1: Theme of "World Water Day" of the United Nations (1994-2019)

Year	Contents of "World Water Day"
1994	Caring for Our Water Resources Is Everyone's Business
1995	Women and Water
1996	Water for thirsty cities
1997	The World's Water: Is There Enough?
1998	Ground water-invisible resource
1999	Everyone lives downstream
2000	Water for the 21st Century
2001	Water and Health
2002	Water for Development
2003	Water for Future
2004	Water and Disasters
2005	Water for Life 2005–2015
2006	Water and Culture
2007	Coping with Water Scarcity
2008	Sanitation
2009	Shared Waters-Shared Opportunities
2010	Clean Water for a Healthy World
2011	Water for Cities
2012	Water and Food Security: The World is Thirsty Because We are Hungry
2013	International Year of Water Cooperation
2014	Water&Energy
2015	Water and Sustainable Development
2016	Better Water, Better Jobs
2017	Why Waste Water?
2018	Nature for Water
2019	Leaving no one behind

Some global issues, such as refugees, migrants, human rights and anti-racism, have been pushed forward in a marathon sequence since the UN was founded. The

global issues of the United Nations information dissemination system for three or even four decades, promoted in a coherent, ten-year phase, include (but are not limited to) :Global issues promoted by the United Nations information dissemination system for more than a decade include (but are not limited to) : the decade for development”, the decade for the eradication of poverty, the decade for the industrial development of Africa, the decade for the eradication of colonialism, the decade for disarmament, the decade for international law, etc.

2. The significance of consistently advancing global issues

It is important to maintain a coherent push on global issues.

First, protect the long-term value of global issues. The promotion of global issues is a gradual process, which cannot be accomplished overnight and needs to be pushed steadily and continuously in a long way; Excessive pursuit of immediate and intuitive dissemination results tends to obliterate the long-term efforts of the United Nations information dissemination system and negate the long-term role and value of promotion. In the era of information flash, a lot of hot information spurts out, after a sensation, and then fleeting, into a state of silence. However, the push of global issues is a process without end. In order to achieve the purpose of infiltration, information must be constantly repeated, and new contents must be continuously replenished in the repetition, that is, information should be updated to make sure the push is sustained, to avoid halfway or anticlimactic ending.

Second, ensure continuity and continuity of global issues. The promotion of global issues is a process of advancing with the times, which needs to be constantly adjusted with the development of the ages; The promotion of global issues is a gradual process of problem solving and linking up. The degree to which the previous issue is resolved determines the adjustment and arrangement of the next issue, while continuity is the summary and inheritance of the previous achievements and more the basis for the improvement and upgrading of the issue. The coherence drive is linear, with regular intervals and progressive content, linked together, with a strong sense of rhythm, which can spread the comprehensive information and continuous dynamics of the global issues to the audience in a timely manner, so that the audience can understand the issues in simple terms and see the development context of the issues. Some repairs, improvements, and innovations can be made along the way, but the general direction remains the same because change tends to veer off course or lose all previous work.

Third, keep a constant focus on global issues. As the political scientist Hannah Arendt once pointed out: "what convinces a group is not the facts, nor even the concoctive facts, but the consistency of the system in which they exist... The reason why repetition is important is that it allows these groups to believe that these arguments are coherent." A coherent message is more likely to be received by the audience. It is only after a long period of intensive and continuous reporting that global issues are likely to stir up public sentiment and attract enough attention from the society to generate public pressure. According to the theory of strong effect of

mass communication, the repeated multiple times of intensive dissemination will inevitably influence the cognitive mode and emotional attitude of the audience. Even if the audience has a high discriminability and a strong immunity and resistance, it will eventually not be unaffected by it. In this way, the silent effect of moistening things is achieved.

3. Conclusion

The United Nations information dissemination system has always been dedicated to a coherent driving to global issues. By means of the relay or marathon type of push, the UN information dissemination system plays three roles: protect the long-term value of global issues; ensure continuity and continuity of global issues; keep a constant focus on global issues.

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