

The Study on Building the Communication Competence of Moderators in the New Forms of International Communication

Sun Qihang

*School of International Communication, Communication University of China, Nanjing, China
17658090192@163.com*

Abstract: *In the new era, China's foreign communication work has entered a brand new stage of development. When dealing with the attacks of the Western media, hosts should find ways to get out of the "discourse trap" and grasp the right to speak. At the same time, when facing audiences from all over the world, hosts should seriously think about how to tell China's story well, which is a problem that international hosts need to think about at present. This thesis is based on foreign communication activities, focusing on foreign communication hosts, and discusses the construction of oral communication ability of foreign hosts in China in today's complex international context.*

Keywords: *New situation of international communication; Moderator; Communication skills*

1. Introduction

With the deepening of cultural exchanges and cooperation between countries, the phenomenon of different cultures in different countries causing poor communication effects is frequent. As an important subject of international communication, the communication ability of the external moderator directly affects the final effect of international communication. Therefore, strengthening the cross-cultural communication and dissemination ability of TV program hosts is of great significance in optimizing the communication mechanism of TV programs, enhancing the effectiveness of programs and promoting the construction of the community of human destiny.

2. The new situation of the international public opinion ecosystem and external communication

2.1. The ecology of international public opinion

2.1.1. Western media still have the advantage of public opinion

At present, Western media still dominate international communication. The number of media outlets in the United States, the United Kingdom, and Japan in the World Media 500 rankings are 193, 34, and 43, respectively. The U.S. accounts for seven of the top ten media outlets, while Western media account for 90% of the world's top 100 media outlets. At the same time, the Chinese media's connectivity and market share in foreign propaganda is still low, and about 90% of international news, especially international emergencies, are reported by Western media.^[1] The above data can be seen, in the world, the western media opinion media opinion advantage still exists, especially in the United States as the representative of the developed countries in the west, still hold and dominate the world's major media discourse.

2.1.2. China's discourse is clearly prompted

At the beginning of the establishment of new China, in order to gain international recognition, China actively participated in various diplomatic affairs. During the period of the new crown from 2020 to 2022, the opening of a special news section has attracted widespread international attention. According to CGTN English Channel's ratings data, in August 2021, CGTN English Channel's ratings in Washington, New York and other 5 cities in the U.S. increased nearly six-fold YoY, with an average viewer size increase of 166.7% compared to the previous month; ratings in Tanzania increased by 138% compared to the previous month; and the various ratings data in Malaysia increased by nearly fifty percent YoY. CGTN's Russian-language channel more than doubled its ratings and audience share, while Turkish-

language radio stations increased their listening figures by more than 30% compared with the previous month. It can be seen that Chinese media news information has gradually become an important source of news information for the international community.

2.2. Innovations in external communication patterns

2.2.1. A “two-way interactive” audiovisual communication landscape

In the process of external communication, the host is a key link in international communication. [2] Foreign hosts stand at the forefront of foreign communication, shouldering the mission of conveying the information of Chinese social dynamics and Chinese culture to the global audience. At the same time, foreign hosts are also responsible for telling China's story and spreading China's voice. Therefore, China must emphasize the importance of foreign hosts in news dissemination and strengthen the training of foreign hosts. At present, communication media can be roughly categorized into paper, radio, television and Internet media, which have different target audiences. For example, the Beijing headquarters of CGTN, China's international television station, sparked heated discussions among global viewers on a series of topics, such as how China's proposal can promote the process of globalization and how the Beijing Winter Olympics will light up the path of human survival, on the integrated media “Guancha”. Liu Xin exchanged and discussed with the ambassadors of Pakistan, Syria and other countries about the economy and culture of Xinjiang in the live interview program of Viewpoint, presenting the Xinjiang in their eyes as well as the socio-economic and cultural contents of Xinjiang that have not been introduced by the western media, so as to let more international viewers understand the social landscape of Xinjiang, China. In the areas of finance and culture, international media hosts such as Zheng Jun and Ji Xiaojun are represented on CGTN programs to tell international audiences about the current state of China's economy and cultural development. Based on the above case, a horizontal comparison between television and Internet video media reveals that there is a significant interactive relationship between the communicator and the audience in international programs using the Internet as a communication medium. From the traditional media of “point to face” to “point to face” change, this change is due to the innovation of media technology caused by the “dissemination - acceptance” of the interactive mode change. This shift is due to the change in the mode of interaction of “communication-reception” caused by the innovation of media technology. Viewers are no longer passive recipients of information, they can walk between various forms of media, participate in the discussion of the program by “liking” and “commenting”, and to a certain extent, realize the role of the transmitter and receiver. Therefore, in order to obtain a better communication effect, in the oral communication, the external presenter must pay attention to the audience's emotional needs of the program, with interactive communication methods, to bring the distance with the audience closer, to achieve two-way interactive audition communication effect.

2.2.2. “Inclusive and open” communication content system

Scholar Ji Deqiang has systematically thought about the systematic construction of the content of China's foreign exchanges, and believes that the construction of the content of foreign exchanges should be centered on the aspects of “big history and meta-narrative”, “public opinion field” and “content orientation”, “systemic view” and “openness”. [3] At present, the game of the international court of public opinion generally includes three levels: political, economic and cultural. In the political and economic spheres, the gaming of international public opinion often involves issues such as the expression of political discourse and the legitimacy of global and local practices. In recent years, the persuasive power of Chinese discourse has also been continuously improved, gradually realizing a “level-headed” form of discourse. At present, Chinese culture is facing a series of practical problems such as geographical conflicts and ideological differences in international exchanges on a global scale. In the general environment, the international dissemination of Chinese culture must get rid of the dispute over positions in the political opinion field, uphold the content of dissemination that is inclusive, diversified and open, and shape a gracious international image.

2.2.3. External communication effects of “entering the mind and winning the heart”

The development of intelligent science and technology technology has diversified the means of external communication and enhanced the timeliness and interactivity of information interaction. At present, external communication is mostly based on the narrative situation of pictures and videos, which makes the communication content more in-depth and realizes more in-depth external communication effect. In the process of international communication, foreign hosts make use of real-time image video, online interaction and other ways to make the content of reporting and dissemination more visualized and three-dimensional. For example, during the pandemic, a foreign host connected with residents

through online platforms and conducted field interviews to gain an in-depth understanding of their living conditions. By using specific images to illustrate China's social dynamics during the epidemic, the host aimed to narrow the gap with the international audience. This approach created more relatable visuals for viewers, achieving the effect of "entering the mind and winning the heart" in foreign communication. This will bring us closer to the international audience and infect the international audience watching on the Internet and TV with more infectious images, so as to realize the effect of foreign communication of "entering the mind and winning the heart".

3. Exploring the communication practices of facilitators in new forms of international communication

3.1. Hard and Soft: Breaking Free from Logical Thinking Traps

In the process of external communication, logic is the first tool to ensure the effectiveness of communication. For China's foreign communication hosts to gain recognition from Western audiences, they need to focus on the logical thinking of that audience during the communication process. It is essential to understand the differences between Chinese and Western thinking patterns and to adapt their approach accordingly. By seeking common ground and addressing gaps in the dialogue, hosts can accurately identify opposing arguments and quickly construct a coherent line of reasoning, ultimately delivering the most relevant and insightful points. Detailed and comprehensive arguments using data, history and stories are more convincing to Western audiences and achieve the desired communication effect than an ordinary list of ideas.

There are "soft" and "hard" news, with "hard news" being more logical. When reporting hard news, forced indoctrination can be off-putting; therefore, it is essential to incorporate Western colloquialisms into the dialogue and utilize both soft and hard approaches. For example, CCTV-4's "China Opinion Forum" allows international audiences to conveniently and intuitively understand China. For trending news stories, the host invites guests to interpret and comment in real time, using multimedia technology to present relevant information. This allows viewers at home and abroad to grasp the nuances of news events and acquire new knowledge during the interactive discussions. This session is conducive to promoting the image of our country as a scientific and technological powerhouse, as well as allowing foreign friends to access domestic information in a relaxed atmosphere.

3.2. Kind words to convey messages to the ear and heart

For example, in order to realize a good communication effect in external communication, the host should pay attention to the choice of tone and language style in the process of external communication. Under the premise of ensuring the value of the information conveyed, it is also necessary to consider what kind of speech pattern the audience prefers, so as to achieve the effect of communication in the ear and in the heart. In Sino-Western dialogues, using friendly and sincere expressions and talking like friends can not only effectively convey verbal messages, but also strengthen the role identity and emotional resonance of Westerners through specific situations in daily life.

High-end Interviews is a CCTV interview program that features interviews with heads of state and government and talks about hot issues around the world, with an audience that covers every country in the world. This requires program hosts to have both excellent foreign language skills and a certain degree of political quality and cross-cultural communication skills. The "talking field" in "High-End Interview" is jointly participated by the host and the guest, therefore, a good "talking field" is very important for the effect of the conversation. Host Zou Yun gives full play to the interpersonal communication function with her strong affinity and professional skills. In an interview with Indonesian President Joko, Zou Yun asked, "I see that in your previous interviews, you wore sneakers most of the time, why is that?" President Joko replied, "Because the shoes are Indonesian-made and cheap." Zou Yun then said that China has strong purchasing power and will attract many Chinese viewers to make purchases. Behind this conversation is the revelation that China and Indonesia are not only friendly neighbors, but also close trading partners, demonstrating our friendly and strong national image and conveying our concept of international exchange. Zou Yun also moved with emotion, pointing out that both China and Indonesia have a long history and brilliant culture, friendly relations. During the conversation, the host Zou Yun and President Joko had deep emotional resonance on the cultural content; between countries, China and Indonesia establish a deep sense of cultural identity, which also proves once again the deep international friendly relations between the two countries. Zou Yun's quick thinking and rigorous logic, from the inside

out, layer by layer, successfully completed a high-quality communication and international exchange.

3.3. Clear Narrative, Telling the Spiritual Core of China

China's booming economic "hard power" has gradually brought China's image into the international arena. Chinese stories have a unique cultural and historical background. The biggest difference between Chinese and Western cultural interactions is the difference in ideology. To tell the story of China well, there must be a clear narrative hierarchy.

"Explore Macao" is a special report to celebrate the 20th anniversary of Macau's return to China. Co-presented by CCTV and CGTN, and co-hosted by Zou Yun and Lu Jian, "Explore Macao" introduces the history and culture of Macau to the global audience in the English media language. "Explore Macao" presents a grand narrative perspective on the prosperity and development of China's regional economic zones and the great dreams of the Chinese people. "Explore Macao" focuses on Macao's development over the past 20 years and showcases Macao's achievements in economic, cultural and social aspects. Starting from a small narrative perspective, it reflects the living conditions of the people of Macao by focusing on the changing fortunes of individuals. The benefit of multiple narrative levels is that the narrative form is more accessible to the audience and creates an emotional connection with them. The hosts, Zou Yun and Lu Jian, use a relaxed colloquial tone to tell the historical reasons for Macau and A-Ma's Pavilion in the form of a story, rather than rigidly laying out the history and historical facts and avoiding a flat narrative. Secondly, in the process of spreading from traditional media to new media, the length of audience's attention shows a shrinking trend. In addition, in the process of external communication, by setting up the plot and the problem of narrative clarity, it can effectively arouse the audience's interest in watching, so as to maximize its visual effect, so as to achieve the effect of pleasure.

4. Paths for building the communication capacity of moderators in new forms of international communication

4.1. Sensitively capturing political opinions and rationally dialoguing with the global audience

The international public opinion environment is changing day by day, and the shape of the game between countries is also changing, from the confrontation of weapons in the past to the penetration of public opinion and culture dominated by soft power nowadays. According to the communicator Lasswell, the essence of public opinion polemics lies in arousing hatred against hostile forces, keeping them in good standing with allies and neutral countries, and demoralizing hostile countries.^[4] Scholar Sun Yusheng pointed out that if we do not take the lead in guiding public opinion, the position of public opinion will be occupied by it dye. If we do not express our views and positions in public opinion, the audience's judgment will be swayed by others' opinions and positions.^[5] Therefore, in the international public opinion exchange, foreign communication hosts must make timely responses according to the changes in social opinion, grasp public opinion, and strive for greater discourse power.

In terms of attitude, as a host of foreign communication, you must have excellent public perception ability and professionalism, especially in the case of ideological bias in the Western media, you should take the lead in speaking out, turn "passive" into "active", and kill any tendentious public opinion in time before it develops. We should take the lead in speaking out, turning "passive" into "active", and killing any tendentious public opinion before it develops. At the same time, the moderator should also dare to express his or her own views and opinions on the emerging and developing state of public opinion, and actively guide the development of public opinion.

4.2. Exploring diversified forms of expression and striving for spiritual resonance with the audience

External communication is not only the transmission of information, but also the exchange of culture and spirit. The power of language is not only in the words themselves, but also in the emotional connotations contained in the language. In external communication, whether it is "speaking along" or "speaking to", the communication effect is not as good as "speaking on". The effect of communication in foreign communication is not as good as that of "continue speaking", whether it is "speaking along" or "speaking to". Whether it is "unconditional approval" or "forceful confrontation", it is difficult to win the respect of each other emotionally, nor can it enhance the efficiency of communication. Therefore, through the expression of "continue to say", the host can resonate with the audience in terms of language content and emotion, paving the way for the subsequent communication of content and mind. In addition,

in a war of public opinion, both sides need to understand and sympathize with each other, and first of all, they have to resolve each other's emotional problems; if both sides have emotional problems, it will be difficult to resolve the debate.

Therefore, it is important for foreign presenters to realize the importance of emotional conquest and to understand and embrace the cultural history of other countries. Through postings, we can better reach out to countries and people of different cultural backgrounds and understand the local culture and emotions. Through the accumulation and experience over time, the communication content of the external facilitator is made more grounded and relatable. Meanwhile, in the new media age, with the advent of social media such as short videos and videos, people are less focused. In addition, foreign hosts should keep abreast of the times, construct narrative layers and increase narrative tension by means of setting up suspense and setting up ups and downs, so as to create a fascinating Chinese story and play China's voice on the world stage in order to gain the audience's spiritual resonance.

4.3. Breaking through the cultural communication gap to achieve optimal communication effects

Chinese culture is profound and far-reaching, and China has a 5,000-year history of cultural exchanges among countries around the world, which is a valuable spiritual wealth of our country. External presenters are confronted with different international socio-cultural contexts, which creates barriers to the exchange of ideas between countries. In the face of the cultural gap between China and the West, foreign hosts should break through the cultural communication gap, realize the flexible combination and transformation of high and low contexts in terms of language, transform the high cultural contexts belonging to China's national ideology into the low cultural contexts of the West, disseminate domestic and foreign information to international friends in a relaxed and colloquial communication language, and show to the world the vigorous vitality of the Chinese culture and the contemporary meaning of the Chinese spirit, and Promote the integration of Chinese and world civilizations.

5. Conclusions

The “going out” of Chinese culture is an important link in the process of media globalization. In national communication, foreign hosts play an important role, which undertakes the important task of conveying information, spreading cultural values and shaping the national image. This paper analyzes the cross-cultural communication competence model that should be possessed by foreign moderators, with a view to promoting the effectiveness of China's international communication. In the future, researchers and scholars should do more research on the use of new media technology and the international recognition of Chinese culture as an important support for the dissemination of Chinese culture to foreign countries.

Reserences

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