

# The Use of SNS in China's Public Diplomacy

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**Abstract:** This article mainly focuses on the current situation of the use of social media in China's public diplomacy, the difficulties of the use of social media in China's public diplomacy, and how to better use network social media to serve China's public diplomacy. First of all, this article studies the current status of the use of social media in China's public diplomacy, including the media use of public diplomacy subjects, the audience of relevant network social media, and the impact of social media use on China's public diplomacy. Secondly, it discusses the difficulties in the use of social media in China's public diplomacy, mainly including various problems faced by the subject audience and the mechanism, and lays the foundation for the third part through the relevant analysis of these problems. Finally, this article proposes countermeasures for the problems at three levels. At the subject level, it focuses on the joint efforts of multiple forces to encourage the enthusiasm of various non-state actors to participate in public diplomacy of social media. At the audience level, it attaches importance to audience research and formulates corresponding communication strategies to avoid cross-cultural communication barriers. At the mechanism level, it closely relies on the national public diplomacy system to ensure the consistency of foreign policy and maintains the public nature of social media public diplomacy.

**Keywords:** public diplomacy; social media; cross-cultural communication

## 1. Introduction

The innovation of modern information technology and media technology has a profound impact on public diplomacy. The cost of media communication of public diplomacy has been reduced rapidly and the distance between the audiences has been greatly reduced, with the implementing subjects becoming complicated, which at the same time bring about issues like media communication impact. For China, the development of public diplomacy will become more complex and diversified in forms, and its influence on national image and international status will be more profound. [1]

## 2. The Status Quo of Social Media in China's Public Diplomacy

### 2.1 The influence of the rise of social media on China's public diplomacy

Public diplomacy is inseparable from network social media. It can even be said that when studying public diplomacy today, social media is one of the factors that must be considered and an indispensable part of the development of public diplomacy today. Social media has been booming in today's China, deeply influencing all sectors of the society, all classes of the public, and even all departments of the government. Today's Chinese public diplomacy has been integrated into the factors of network and social media, and will continue using social media in the future development. The development of public diplomacy is inseparable from the use of social media. [2]

In the new media environment, public diplomacy has undergone two most basic changes. One is that the original one-way implementation has become two-way. The two-way approach allows the public to communicate with the subjects of public diplomacy, and the subjects of public diplomacy can also listen to the people's ideas more directly. Such communication and listening can make the implementation effect of public diplomacy better than direct propaganda. The collection of public feedback can be used to analyze the ideas and opinions of foreign people and evaluate whether the public diplomacy policies and measures at that time have achieved the expected effect or have the opposite effect, so as to adjust the public diplomacy policies and measures in time and make the most efficient implementation of public diplomacy. The other is that it has increased the number of major actors of public diplomacy, which has changed the situation that only state actors and a small number

of social elites can participate public diplomacy in the past, and this trend will be more and more extensive. The change of social network structure and the emergence of new technologies have gradually changed the state-led public diplomacy.[3] By integrating research models in relevant fields, the author constructs a public diplomacy information communication model based on social media (as shown in Figure 1). The two basic characteristics of two-way interaction and subject pluralism are reflected in the model. As the implementation channel of public diplomacy, network social media aims to influence the people of other countries and even the governments' decisions through information provision, public opinion influence, agenda setting, image building and other ways.

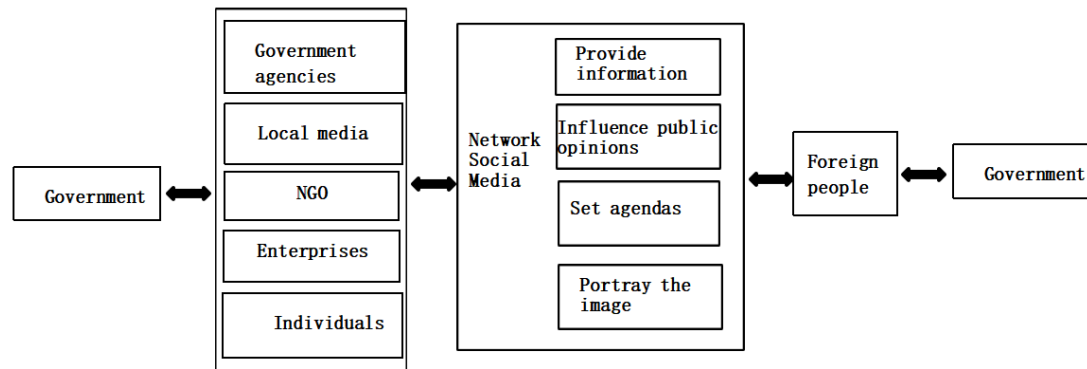


Figure 1. Information Communication Model of Public Diplomacy Based on Social Media

In terms of actors in public diplomacy, the status of non-state actors in public diplomacy will inevitably be greatly improved. Due to the convenience, low cost and immediacy of information dissemination and acquisition in the Internet era, citizens and individuals are no longer just receivers of information, but become producers, sharers and disseminators of information. The right to release and disseminate information is scattered from the hands of the government or media organizations to non-state actors such as individual citizens. Information is no longer only transmitted from the government, organizations, and institutions to the public, and feedback is also possible. This means that individual citizens will play a more important role in the practice of public diplomacy. [4]

In recent years, some national leaders have joined the ranks of new media public diplomacy. In June 2010, then Russian President Dmitry Medvedev set up his first Twitter account during a visit to twitter headquarters in the United States and sent out the first tweet. Soon his Twitter attracted more than 15,000 visitors. Currently, more and more heads of state in the world use microblogs to conduct diplomatic activities. Donald Trump sent 12 tweets average a day during his presidential campaign until he took office. Germany, Japan, Iran and North Korea have all been the targets of his tweets. And China is no exception. [5]

In addition, although social media can achieve rapid, timely, convenient, flattened, interactive and three-dimensional characteristics, but the spread of new media network is penetrated and interconnected, and the audience lack the ability to identify information when receiving it, and can be easily cheated by the false information, causing the spread of rumors, and even causing the damage of the state and government image, leading to negative effects such as the reduction of the credibility of a government. However, the negative impact of the communication of network social media is also reflected in the inability of governments to accurately check and control the information transmitted by new media. In the public diplomacy activities, a country should not only pay attention to the external "international image", but also pay attention to the construction of "domestic image".[6] It should pay attention to whether every citizen's communication language in the network platform conforms to the norm. In public diplomacy activities, the spread of information by new media transmits across borders, and there is a certain risk, because there is the diversity of the new media platform users and their unevenness of the levels of education, personal quality, and the government cannot check, control, supervise the new media users' information before its release, cannot control the public opinion direction, and can only "control" it afterwards. This delayed control has lost the effectiveness, and the negative effect can only be remedied afterwards, which poses a real challenge to the decision making of public diplomacy activities. [7]

## 2.2 The use of social media in China's public diplomacy

At present, the main actors of China's public diplomacy on the front of social media rely on several

domestic mainstream media: As of December 2016, Xinhua News Agency's Twitter account @XHNews has 6.9 million followers, surpassing the verified Twitter accounts of AFP (800,000) and Los Angeles Times (2.39 million) and other mainstream Western media. Xinhua has 13 million followers on its Facebook account and frequently interacts with users. [8] These two accounts have been followed by many foreign political dignitaries, overseas mainstream media, members of think tanks and international organizations, and have become one of the core news sources of foreign media. [9] As a 24-hour international news channel, CCTV English news channel CCTV News has run several official accounts on major global social media platforms such as Twitter, Facebook, YouTube, Instagram and Google Plus. It has attracted tens of millions of followers from around the world. Facebook has 41 million followers in more than 210 countries and territories, more than CNN (25 million). In recent years, People's Daily has also attached great importance to the use of social media to enhance its international communication capacity. People.com.cn operates multilingual media accounts on overseas social platforms such as Twitter, Facebook, YouTube and Instagram. As of December 2016, People.com.cn had more than 29 million followers on its English-language Facebook account. [10]

On March 1, 2015, Xinhua News Agency's official unified account "New China" on overseas social media platforms was officially launched. To this end, Xinhua News Agency has established a dedicated team of more than 100 people, responsible for operating and maintaining the unified overseas social media accounts. The editorial department of the head office and seven overseas general branches in Asia Pacific, the Middle East, Africa, North America, Latin America, Europe and Asia and Europe have selected competent editorial forces to take charge of this work, hoping to build an "online news agency" and enhance its influence on the Internet and new media platforms under the new media landscape. [11]

There have also been significant changes in the information content of public diplomacy through social media in the past few years. For example, Sixth Tone, China's first all-digital English media under the Shanghai United Media Group, opened a column ChinaChat on Facebook, inviting guests to analyze hot issues in China. Sixth Tone's report itself is very shareable, and making full use of foreign mainstream social media can greatly expand the scope of content dissemination. So far, Sixth Tone's use of text, audio, video, interactive graphics and 360-degree panoramas to deliver news has produced a refreshing effect. For example, a series of short videos of the "post-90s" generation showing the lives and dreams of China's new generation, a 360-degree interactive video with NPC deputies walking through The Great Hall of The People, and The Voice of Shanghai are all good examples. The Voice of Shanghai was also awarded the 2016 Excellence Award by the State News Design Association (SND). [12] This work is quite creative to record the voice of Shanghai at different sites, including the sound prompt of subway station, cars sound along the road, voices of life trivial in lanes, and the whoa of bund tourists, old Shanghai song "Suzhou river", young people love "Glory days", and the French song Je M' appelle Helene's Chinese interpretation. This is a representative work of media convergence, which to a large extent demonstrates the purpose of the Sixth Tone to integrate Chinese and foreign media and to enhance interaction and understanding. [13]

### **3. Difficulties in the Use of Social Media in China's Public Diplomacy**

Adapting to the changes and influences brought by the new media era on public diplomacy is an important task for China to carry out public diplomacy under the new situation. However, in the process of carrying out public diplomacy, how to flexibly use new media is faced with many difficulties and challenges, and it is urgent for the government and academic circles to rationally explore and seek solutions. At present, the difficulties in the use of social media in China's public diplomacy are mainly reflected in the following three aspects: first, the subjects of agenda-setting and story-telling are mainly national media "flagships" and "aircraft carriers", and the dissemination effect has a tendency of diminishing marginal effect; second, the research on the object of transmission is insufficient; third, the sustainable and stable operating mechanism is lack. [14]

#### **3.1 Relatively single subjects**

Traditional public diplomacy is diplomatic activities led by the government. When a country conducts public diplomacy activities, the relevant government departments are responsible for concentrating financial, material and human resources to organize large-scale projects in order to safeguard national interests and enhance national image. [15] For example, the successful Beijing

Olympics and the Shanghai World Expo. From the traditional public diplomacy activities, we can find that their main bodies were sovereign countries. China's public diplomacy activities pay too much attention to the leading role of the government, ignoring that non-state actors are the main force of public diplomacy. It mainly displays in public diplomacy activities that the theme of the activities were largely state-controlled traditional mainstream media, such as the government functional departments, like the Ministry of Foreign Affairs, the Propaganda Department of the Central Committee of the CPC and State Information Office, and the central media, like Xinhua News Agency, People's Daily, China Central Television (CCTV). These media have high authority, also have appeared a lot of successful examples of using new media technology to carry out public diplomacy. However, in general the source of the content mainly is the national will, or the will of the social elite, with single content source, and the contents are almost positive expressions of the state and government, easy to let audience have the impression of "external propaganda". In the era of Web 2.0, with the development of new media technology, it has become possible for ordinary people to participate in public diplomacy activities. We should pay attention to public diplomacy subjects other than the government and mobilize the enthusiasm of ordinary people to speak on new media platforms.[16]

Although enterprises and non-governmental organizations and other public diplomacy implementers have been added in recent years, they have not received corresponding attention and are still marginalized among the implementers of public diplomacy activities. None of these organizations has become influential, with minimal impact on the international arena, even not known by the foreign public, and has not played a significant role in the implementation of China's public diplomacy activities. However, social media makes it easy for the general public and non-governmental organizations to become the implementers of public diplomacy, especially the public diplomacy implemented by the general public has the advantages of being more easily accepted and recognized. At present, the main implementers of China's public diplomacy are still the state, government organizations and related public diplomacy departments, and the implementers are still single.[17]

Take enterprises for example. A large number of Chinese enterprises have made great achievements in the international market, but there is still a lot of room for improvement in image building and cultural communication. According to statistics, among the world's top 100 companies, the number of Chinese companies' social media accounts for one-third that of European and American companies. Huawei is now the largest telecommunications provider in Africa, with a cumulative investment in the continent of \$1.5 billion. It provides communications to more than 400 million people in Africa. Since 2006, Huawei has carried out various forms of public welfare activities in many parts of Africa and different countries to benefit the society, improving education and communication conditions and bringing convenience to the local people. [18] But overseas, much of the news coverage of Huawei has been negative, with articles alleging a "special relationship" with the government and accusing it of "stealing" intellectual property and being a manufacturer of shoddy products. Although most of these reports come from mainstream media, the secondary dissemination and fermentation through social media will have a relatively negative impact on Chinese enterprises abroad and China's national image. As Chinese capital and culture "go global", expressions and images related to the country are expanding globally, and some Chinese brands and cultural ICONS are favored by the world, which are valuable strategic communication resources. However, compared with the United States, Chinese enterprises attach more importance to hard power and neglect soft power in the process of globalization, and the contacts with foreign communities need to be expanded in both quantity and scope. [19]

### 3.2 Inadequate audience research

China's public diplomacy has always been aimed at all the public. There is no positioning of the audience, no division of the contents of the communication, and no targeted public diplomacy activities. However, for the public diplomacy activities carried out through social media, the selectivity of the audience is enhanced, so the effect of public diplomacy will be compromised if the audience is not targeted. [20]

Public diplomacy in the era of new media has higher requirements for audience positioning and division. Public diplomacy should be implemented according to the nationality, group and culture of the audience, so as to lead the public, master the topic and achieve the desired effect better. The division of different audiences can also better display the national image. Otherwise, the differences in culture and politics may not only fail to maintain the national image, but even damage the national image. For example, in some regions and ethnic groups in China, there is a tradition of eating dog meat, which is also described in some ancient books. However, to the public of many other countries, eating dog meat is a cruel and unacceptable act of cruelty to animals. If the practice of "eating dog meat" is

publicized and explained in a unified way without dividing the audience, it will undoubtedly make people in some countries think that Chinese people are cruel and then have a negative impression on China. [21]

At present, in the public diplomacy activities using social media, the disadvantages of lack of audience research are mainly reflected in the following points:

(1) Attention only to the content and frequency of information release, but not to the interaction with followers.

The key feature of the social media distinguished from the traditional media is its “stickiness”, that is, its instant interaction with netizens. On the one hand, the overseas social media of some domestic mainstream media are updated slowly and the news is not timely enough. On the other hand, they often stay at the level of simple information release. Many of the information is just the title lead with the web link attached, and the interactive function of social media is not fully developed, resulting in a small number of followers and a weak influence.

(2) Not enough grasp of the needs of foreign users, and not enough closeness of content.

Foreigners’ understanding of China is mostly realized through specific characters and stories, and they are more interested in the lives of ordinary people than grand events. However, domestic mainstream media often inherit the traditional language style, with a strong “official” color, and the reporting perspective is often too macro, with insufficient attention to social individuals, resulting in poor closeness of content, and it is difficult to capture the interests of overseas audiences.

(3) Absent and silent on the reports of some important news and sensitive events that the audience pays close attention to

Chinese media follow the propaganda concept of “internal and external differentiation” on international social media, and lag behind in the release of major events at home, which makes it easy for Western media to take the lead in setting topics. For example, when hot issues involving human rights, ethnic groups, religions and other topics occur, timely information is rarely released on the social media of our mainstream media, making foreign audiences who want to seek information on our social media have to turn to the reports of western media. [22]

### **3.3 Currently unsound mechanism**

In the new media era, implementing subjects of China’s public diplomacy have been changed, and the chances of non-state actors participating in the activities of public diplomacy have increased. It is because of the uncontrollability of the behaviors of non-state actors that the non-state actors bring fresh blood to public diplomacy, at the same time, but may also cause irrational behaviors deviating from the national image, making public diplomacy more unpredictable and difficult to control.

After the role of social media in public diplomacy, how to use social media platform to serve public diplomacy has also become a new topic. Some scholars take the change of international broadcasting technology as an example, pointing out the survival and maintenance of institutions, which embed themselves into the structure to adapt to the technological change and maintain their own legitimacy. [23] The rise of network social media has made great changes in the transmission and reception of social information in China. China’s public diplomacy institutions must adjust to embed into new management thinking to ensure the survival, operation and maintenance of the public diplomacy system. As a “soft power” means to create and maintain national image and interests, the effect of public diplomacy, however, cannot be guaranteed to be realized according to the plan, and even every implementation effect of public diplomacy is full of unknown and uncontrollable factors. Therefore, in order to cope with emergencies, a control system is needed to constantly supervise the implementation process and produce results of public diplomacy, and in the event of emergencies and negative situations accurately evaluate and timely implement the correct control according to the current situation and social psychological laws.

At the same time, it is necessary to establish a perfect evaluation mechanism to evaluate public diplomacy from all aspects, so as to serve for the future improvement of public diplomacy. Although there are disputes among scholars around the world on the evaluation mechanism, new media, as a new factor affecting public diplomacy, plays an increasingly important role, so it is still necessary to sum up experience on how to make good use of new media. And from the long-term effective creation and maintenance of the implementation of public diplomacy, the construction of evaluation mechanism is

necessary.

#### **4. Countermeasures to Improve the Effect of Social Media in China's Public Diplomacy**

The vigorous development of social media in the world has a profound impact on China's public diplomacy strategy and implementation. How to adapt to the changes brought by new media and how to flexibly use social media to carry out public diplomacy under the new situation are the focus of this article. Based on the data obtained, the author makes analysis and thinking, and puts forward some countermeasures and suggestions for the future application of new media in China's public diplomacy.

##### **4.1 Subject level: *Let the person close to the other person tell the story***

If we compare public diplomacy to storytelling, do we prefer to hear a story from a loudspeaker, or to hear a story from a friend? As discussed above, it has become possible to diversify the subjects of public diplomacy on social media platforms. In addition to the implementation by the state and government departments, groups, organizations and individuals should also be added to support and encourage civil organizations and attach importance to the role of multinational enterprises. Because for different transmission objects, different subjects can obviously play different roles.

##### **4.1.1 The public**

The public has gradually become one of the implementers of public diplomacy. While paying attention to the public, we should pay more attention to influential public figures, such as stars, Internet celebrities, well-known bloggers, etc. These people can easily attract public attention through social media platforms, and even initiate activities and make an impact quickly. In the future development of social media public diplomacy, the power of public figures should be fully utilized.

##### **4.1.2 NGO**

NGOs are usually non-profit organizations (NPOs) that are independent of the government and feature voluntarism and altruism. NGOs not only provide aid, but also try to influence the environmental and institutional changes. Most NGOs are active in areas and regions where government care is insufficient, and they are an effective complement to government functions. China urgently needs to cultivate international NGOs that are consistent with China's foreign policy. At critical moments, their roles are superior to that of the government. In international affairs, sometimes government forces are inconvenient or unable to get involved, and sometimes the government has intervened but is unable to solve problems as it wishes. At such times, the ability to mobilize and integrate private and international resources is an important indicator of a country's comprehensive strength and a key guarantee for resolving major international crises. For example, some international environmental NGOs have been working in Southeast Asian countries, encouraging local people to oppose China's dam construction projects. In the name of defending the common good, these organizations cleverly stand up for their own countries.

##### **4.1.3 Multinational enterprises**

Through the use of social media, multinational enterprises can easily transcend national boundaries and ideological restrictions, fully conduct timely and effective two-way communication with people from all over the world, and even guide public opinion through strategic activities. "Multinational corporations and their commercial brands are more deeply involved in the daily lives of many people than governments and their agencies can be".[24] Chinese "going global" enterprises can enhance the social and public nature of public diplomacy, increase the credibility of public diplomacy, and play a unique role in shaping a good national image in public diplomacy. On the one hand, the corporate image of "going global" enterprises, the relationship with local people, the quality and reputation of China's export commodities can all expand the reputation and popularity of the national image. On the other hand, a good national image is also beneficial to the self-development of overseas enterprises and enhance the international competitiveness of enterprises and export commodities.

#### **4.2 The audience level: *Tell stories that the audience wants to hear***

The characteristics of network social media make the public more selective. The use of social media in China's public diplomacy should be based on the role of the audience, fully analyze the needs and cultural background of the audience, formulate implementation plans according to the needs, eliminate cultural differences, and convey the information that the audience needs and can accept and

understand. When positioning the audience of social media public diplomacy, it is no longer possible to distinguish the general public from the special public. In the era of new media, the positioning of the public is required to be more detailed and accurate.

#### ***4.2.1 Focus on audience analysis***

In the development of public diplomacy, it is necessary to emphasize the investigation and analysis of the audience, including ethnographic, psychologically characteristic, demographic and behavioral tracking research. The first step is to accurately distinguish the audience: strategic communication will be successful only if it targets a target audience that can be “won over”. Secondly, cultural analysis should be carried out to analyze the target audience’s values, religion, entertainment and education. Thirdly, media analysis should be carried out, including content analysis, agenda, bias, relevance, credibility, structure and control, so as to identify the impact of the audience on a daily basis. Extensive and thorough research must explain how audiences can be sustainably influenced, identifying and organizing key audiences based on research.

#### ***4.2.2 Find topics that interest audience***

In terms of communication content, we should pay attention to the needs of Chinese traditional culture and audiences. When conducting public diplomacy activities, in addition to publicizing “what I want to say”, we should change our vision and thinking to explore “what the foreign public wants to hear”. Due to the great differences between the Chinese culture and that of other countries like those in Europe and North America, as well as the differences in education, way of thinking, religious belief and other aspects, our public diplomacy activities may confuse the foreign public and cause their misunderstanding about Chinese culture. In fact, according to the survey, more relaxed social and entertainment topics are more popular among Twitter users. For example, in the survey sample, the top five retweeted tweets and top five most “likes” of People’s Daily are lighthearted news in the entertainment and social fields.

Since April 2016, Xinhua News Agency has launched a program called “Charming China” on Facebook and Twitter to show overseas audiences China’s development and changes, technological innovation, traditional culture and local customs through live streaming. For months, more than 80 live videos have been broadcast from the Great Wall to the Terracotta Warriors, from Beijing roast duck to Guangdong morning tea, from the Robot Conference to the Internet Conference, from home-made large aircraft to radio telescopes, with a total of over 55 million views. It has become a new brand for Chinese media to tell stories about China.

#### ***4.2.3 Change the way of expression***

In most countries, young people are the main users of social media. Therefore, content on social media should be designed according to the language habits of the young generation. Instead of blunt and straightforward propaganda language, vivid and natural expressions should be adopted to reflect the cordial and humanized discourse characteristics. Domestic media should fully integrate the scattered content resources, integrate text, picture, audio, video and other forms of expression, realize the seamless connection between multimedia content and social media release channel, and enhance the attraction of the social media.

For example, “Song of the Thirteenth Five-year Plan” provides us with a case of reference value. On October 27, 2015, the day after the Fifth Plenary Session of the 18th CPC Central Committee opened in Beijing, the music video in English describing how China formulated its 13th Five-Year Plan, “Song of the Thirteenth Five-Year Plan” was released on Xinhua’s Twitter, Facebook, YouTube and other overseas social media platforms. Studies have found that the catchy melody, music style similar to European and American country music in the 1960s and 1970s and rapping English lyrics made it popular abroad almost overnight, causing a sensation among foreign netizens and becoming an “Internet Divine Song” that actively and positively promotes and reports on the grand theme of China. [25]

This narrative skillfully embedded the interpretation of “democratic centralism” with Chinese characteristics and breaking the Western media’s misinterpretation of China’s political decision-making mechanism. The production of “Song of the Thirteenth Five-Year Plan” is an attempt using social media platforms to narrate issues. Some Western media have also shown a keen interest in the narrative, with The Guardian pointing out that China has turned dry economic policy propaganda into “jocular music and magical videos with an uncharacteristically tongue-in-cheek sense of humor”. As a result, the editorial team that maintains and operates the Twitter account needs to

continue to work hard to find a balance between serious issues and light ones, to better meet our own needs to guide the agenda and the attention of our Twitter followers.

#### ***4.3 Mechanism level: Tell a story with a million voices***

The “one story” here does not mean the sameness of communication content, but a certain “consistency” in conformity with the connotation of national diplomatic policy that should be grasped when various subjects are used to conduct public diplomacy on social media. The strategization of public diplomacy, in addition to performing the traditional functions of public diplomacy to create and maintain a good national image, also undertakes the important task of cooperating with other diplomatic strategies such as peripheral diplomacy and economic diplomacy in the overall strategic layout of the country and jointly constructing the overall diplomatic strategy of the country. Therefore, it is necessary to establish a set of sustainable and stable mechanism to guide the development of public diplomacy.

##### ***4.3.1 Strategic coordination among subjects***

In the use of social media in public diplomacy activities, the Ministry of Foreign Affairs, the State Council Information Office, the Ministry of Education, the Propaganda Department of the CPC Central Committee and other state institutions should carry out overall planning and design for the public Institutions under the administration of the state, like CCTV, Xinhua News Agency, People’s Daily overseas department, China Radio, NGOs like the Red Cross Society of China, the Chinese People’s Association for Friendship with Foreign Countries, as well as multinational enterprises and individuals, clear their respective division of labor and responsibilities and strengthen mutual coordination and communication to avoid duplication and waste of resources.

At the mainstream media level, such collaborative mechanisms are already on the horizon. On March 1, 2015, the official accounts of Xinhua News Agency on Facebook and Twitter, carried out coordinated positioning with the logo image of “New China” to push China news in accordance with the way of social media transmission, and formed the transmission matrix of domestic news. Now, in the early days of the breaking news reports, the media matrix exists a vacuum to verify the information. Grasping the opportunity to release authentic data and making multi-level communication network of correspondents’ personalized expressions and the official accounts’ authorized expressions will help to break inherent heralded path through new media, forming systematic and institutional mechanism, thus standing in the forefront of new media agenda setting of emergency reporting.

For another example, in the Tianjin explosion report, the Twitters of Xinhua News Agency, CCTV and others released timely and objective news with different focuses, and became the news source of many overseas mainstream media, including CNN, BBC, Deutsche Welle and other media, which directly quoted them in the report. Next, how to conduct strategic coordination among the media, NGOs and multinational enterprises and make use of each other’s influence to form the “group advantage” of public diplomacy is a topic that needs to be further studied.

##### ***4.3.2 Consistency of overall public opinion direction***

Different from the direct goal of traditional diplomacy, the goal of public diplomacy is usually an indirect result. The subjects and objects of public diplomacy are relatively broad, with various forms of expression. The activities of public diplomacy seem to be scattered on the surface, which requires a main line to run from the beginning to the end of the activities. This requires that the development of public diplomacy must be targeted, are able to make a series of activities closely around a certain topic to carry out, and can guide the public’s thoughts and opinions.

## **5. Conclusion**

In addition, the study of China’s public diplomacy should continue to advance in depth, forming a system of public diplomacy concepts with Chinese characteristics as soon as possible, and constantly publicize and popularize it to the public forces from all walks of life and the general public, so as to form a consensus of public diplomacy awareness in the whole society. The forces from all walks of life should further strengthen the reunderstanding of the goal and basis of the public diplomacy policy and consciously cooperate with and actively participate in the implementation of the government’s public diplomacy strategy.

It should be noted that public diplomacy is not only a cultural exchange activity, but also an



important means to achieve national strategy. At the present stage, for the national strategy of “One Belt And One Road”, we need to construct the spiritual foundation of people-to-people connectivity. In this regard, public diplomacy can play an important role by using social media. Therefore, the overall planning for external communication should be made at the height of national strategy, which means that we should base ourselves on the foundation of national strategy, build a long-term and sustainable communication system, take “people-to-people connectivity” as the ultimate goal, and do not ignore the overall situation in the process of communication for the sake of some partial or temporary gains and losses.

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