

Analysis and exploration of local participation in the construction of international communication capacity under a new model for human progress

NaiKe Yin, Meilin Xiao, Yuan Yue

School of Journalism and Communication, Nanchang University, Nanchang, China

NaiKe Yin, Meilin Xiao, Yuan Yue are co-first authors.

Abstract. The proposal of a new form of human civilization provides an important guidance and theoretical basis for the construction of an international communication system that matches China's strength. As a key force in strengthening international communication capacity, further strengthening the international communication capacity of local areas will help China to show a credible, lovely and respectable national image in the international communication. This paper sorts out the theoretical connotation of the new form of human civilization, and combines the Chinese context and local international communication cases to clearly explain the practical path and status of local participation in the construction of international communication capacity. The study concludes that although remarkable achievements have been made in local international communication in China in recent years, there are still many challenges and shortcomings. Under the framework of the concept of a new form of human civilization, the strength of local international communication still needs to be comprehensively improved in many aspects such as communication content, communication form and communication concept.

Keywords: A new model for human progress Local participation; International communication; Lifting path.

1. Introduction

Since the 18th National Congress of the Communist Party of China, China has actively practiced the concept of integrity and innovation in the field of international communication, and is committed to building a media cluster with international influence. Under the call of building a large pattern of external publicity, the construction of local international communication capacity has become a key part of promoting the overall international communication level of the country. To promote the local participation in international communication under the new situation, it is necessary to strengthen systematic thinking and overall planning, and promote the coordination of resources in all aspects. The current academic research on local international communication mainly focuses on local media which is the main body of communication, and lacks the overall research on local international communication. The research clarifies the scientific connotation of the new form of human civilization, and uses it to provide theoretical support and practical guidance for the construction of local international communication capacity, in order to improve the overall effectiveness of local international communication.

2. The scientific connotation of the new form of human civilization

On July 1, 2021, president Xi clearly put forward the important concept of "new form of human civilization" for the first time in his speech at the celebration of the 100th anniversary of the founding of the Communist Party of China: 'We have adhered to and developed socialism with Chinese characteristics, promoted the coordinated development of material, political, spiritual, social and ecological progress, and created a new path of Chinese-style modernization and a new form of human civilization.' [1] As an innovative achievement based on the theory and practice of socialism with Chinese characteristics under the leadership of the Communist Party of China, the new form of human civilization is the inheritance and development of classical Marxist theories. It not only emphasizes

the creative transformation of fine traditional Chinese culture, but also surpasses traditional civilization concepts such as the "clash of civilizations", providing theoretical support for local international communication in the new era.

2.1 Fundamental follow: the humanistic concept under the Marxist concept of civilization

Adhering to the people-centered principle and attaching importance to the all-round development of people is the consistent core demand of Marxism, and the new form of human civilization also adheres to the core position of putting people first. Marx and Engels once discussed the great destructive force of division of labor and private ownership [2], and the socialist public ownership advocated by Marxism will become a new historical development direction. The Chinese style of modernization adheres to the socialist economic system which keeping public ownership as the mainstay of the economy, takes common prosperity as the development goal, and explores new space for the coordinated development of multi-dimensional material, political, spiritual, social and ecological civilization. Its insistence on the essential characteristics of people-centered doctrine is in line with Marxism.

2.2 Basis of reality: Coexistence of civilizations beyond the "clash of civilizations".

According to the "Clash of civilizations" theory, conflicts between different nations and countries are inevitable due to differences in geographical location and cultural origin, so the breakdown of civilizations rather than association will become a common prospect in the future. The emergence of the "clash of civilizations" is essentially the ideological export of some hegemonic countries to developing countries, in an attempt to destroy the unity of other countries and nations by creating cultural conflicts, and achieve their own civilization hegemony. It is a modern civilization form with a correct understanding of the development of human civilization and the vision of "realizing the free and all-round development of everyone".

2.3 Contemporary values: the value guidance of Chinese civilization over time

The accumulation of more than 5,000 years of civilization is the basic ontological fact of the great rejuvenation of the Chinese nation, and the Chinese modernization undertakes the historical mission of the transformation and civilization reconstruction of the connotation of the modern society of the Chinese nation.[3] Culture is the blood of a nation, and adhering to cultural self-confidence is not only the foundation of a country's cultural construction and development, but also the driving force for standing at the forefront of the world and promote the common values of all mankind. The new form of China's international human civilization has shaped the contemporary cultural scene of China's excellent traditional culture with a new way, and deeply excavated the civilization genes contained in the new form of human civilization. What Chinese culture has precipitated is not only historical memory, but also China's past value pursuit.

3. A realistic picture of local participation in international communication capacity-building

In the process of participating in international communication, local have multiple obvious communication advantages, but there are also shortcomings such as short-sightedness of concepts and limitations of media language. Therefore, how to make better use of one's own resource endowment and participate in the process of international communication is a work that requires cohesion. Next, the study will sort out a series of local practices to strengthen international strength, in order to elaborate and analyze the current situation of local international communication in China.

3.1 Based on top-level design, strengthen the hard power of international communication

Local international communication capacity building is a systematic project, which requires overall layout and design. In recent years, the overall design of local external communication work has been completely new and systematically planned, and relevant policies have been actively introduced to help the development of international communication. While clarifying the goals, tasks and measures of international communication, international communication capacity building should be incorporated into the government's work responsibility system. For example, Guizhou Province held the "Colorful Guizhou" external communication and tourism promotion theme forum, established the Colorful Guizhou brand external communication research, committed to the image design of the "Colorful Guizhou" brand, and improved the professionalism, effectiveness and scientificity of international communication.

In addition, local governments have established international communication centers to highlight their characteristics, explore differentiated communication paths. And in the follow-up development, local governments have given full play to the advantages of communication channels and content production, and practice the media responsibility of connecting China and the world and communicating with the world. For example, the Southeast Asia Regional International Communication Center of Yunnan Province uses the advantages of geographical proximity to carry out communication for Southeast Asian countries and other countries and regions, demonstrating the effectiveness of communication.

3.2 Pay attention to content and intensively cultivate stories to express soft power

As the bearer of Chinese stories, local places have vivid and rich examples of Chinese stories. In recent years, various parts of China have continued to deepen the excavation and integration of local cultural resources in the practice of international communication, aiming to show the "cultural business card" with regional identity to the global audience. For example, in May 2020, Hainan Province launched the first season of "This is Hainan - Tracing the Secret Land" with the theme of rainforest ecology, which used the animal characteristics of the rainforest as the driving force to show the characteristics of Hainan to the world. The total number of views on Facebook, Twitter, YouTube, etc. reached 16.48 million, and it was a great success.

At the same time, in the face of the attention of the international community, local governments have grasped the real-time hot spots, carefully planned the content of the agenda, adopted a way of expression that does not evade or retreat, actively seek common issues, and make China's voice clear. For example, Hangzhou took the opportunity of hosting the G20 summit to integrate traditional tea performances into the event and promotional video, showing the world China's cultural heritage and charm.

3.3 Multiple subjects speak out to achieve full coverage of the communication effect

In recent years, local governments have taken multiple measures to build a well-structured and powerful international communication matrix to gain more international attention. The local government attaches great importance to the role of talents, and creates a group of high-quality, all-round and professional talent teams, so that local stories can be perceived by more audiences. Taking Guangdong Province as an example, it has established an international communication reserve talent training base at Guangdong University of Foreign Studies, and cultivated a group of international journalism and communication talents with a global perspective by means of tutoring, research exchanges, and drills.

In addition, the local government has taken the initiative to plan world cultural exchange activities, inviting foreigners to appreciate the charm of Chinese culture, so that they can transform from recipients of Chinese culture to disseminators of Chinese culture, which has produced a unique communication effect. For example, Jiangsu Province organized four "GoJiangsu" offline activities for foreign fans, inviting more than 40 foreign fans to visit Jiangsu on the spot and allowing them to

share their experiences and insights through their personal social media accounts, which generated a good response.

4. The promotion path of local participation in international communication under the new form of human civilization

Although local international communication capacity building has achieved rich results in top-level deployment, content creation, and channel broadening, there are still many challenges and deficiencies in the depth, breadth and influence of global communication. A few places lack a clear target audience and communication positioning. What's more, it lacks in-depth excavation and refinement of regional characteristics and cultural connotations when displaying its own cultural resources and development achievements. How to further improve the effect of local international communication is still a topic that needs in-depth consideration. The proposal of "new forms of human civilization" undoubtedly provides valuable inspiration for local governments to explore new paths of international communication and participation in the new era.

4.1 What is the story of China: Deeply cultivate the content of communication and integrate international vision

Modernization is a complex and subtle social-historical process of quality and quantity, and it is also a multi-dimensional social practice construction system with vertical diachronic and horizontal synchronic tensions. It is a special historical time and space with pluralistic modernity. [4] China's path to modernization has broadened the path for developing countries to modernize, and demonstrated the strong vitality and great superiority of socialism with Chinese characteristics. In the face of ideological differences, local governments need to use the development logic, practical experience and great creations of China's governance as the creative content, and tell the historical achievements of the new era and the stories of China with local characteristics.

First, excavate traditional culture and show spiritual connotation. Based on the broad narrative space of Chinese civilization, local governments need to continuously dig deeper into the connotation of excellent traditional culture, give full play to the advantages and functions of traditional culture as a carrier of communication, and innovate the form of presentation, so as to show the traditional culture with Chinese characteristics and its value to the world from multiple angles, so as to improve the appeal of Chinese culture and tell Chinese stories well with Chinese culture.

Second, rooted in the development path and shows the style of life. The new form of human civilization has created a path of modernization that is different from capitalism, and local should base on development path in content creation, show the development process of urban civilization with a high degree of historical initiative and strong road confidence, reflect the happiness and harvest of people's lives, explain the world significance of the Chinese path of modernization, and enhance the international community's cognitive recognition of socialism with Chinese characteristics.

Third, based on the global destiny and talk about common propositions. China's story is the main body of writing the world's destiny, and the Chinese path to modernization provides a reference for developing countries to peacefully realize modernization and transformation. In the practice of international communication, the communication content selected by the local government should be based on the modern expression of the excellent traditional Chinese culture, and should be committed to finding those topics, stories, emotions and values that are common to the world and closely related to the destiny of mankind, writing Chinese stories in the destiny of the world, and grasping the Chinese narrative process of the new form of human civilization.

4.2 How to tell the story of China: innovate the form of communication and turn differences into understanding

In the new media environment, the medium of communication has gradually shifted to the daily space, and the battlefield of international public opinion has also continued to expand to platform

media. The new form of human civilization emphasizes adherence to the position of Chinese culture, and proposes that exchanges between countries are a process of equality, consultation and common progress. The international dissemination of regional culture is also a dialectical, interactive and empathetic communication process, and it is necessary to elevate the local content to the height of global significance. In terms of communication strategies, local governments should be guided by the historical connotation of Chinese civilization and think about how to give local "Chinese stories" the possibility of entering the global "common meaning space".

First, based on the context of empathy, let go of discourse bias. Empathy communication refers to the integration of empathy elements in the communication process, which can stimulate the emotional resonance of the audience, and enhance the acceptance and influence of information. In the context of international communication, empathy, as a narrative strategy, plays a crucial role in overcoming ideological differences and promoting value identity.

Second, adhere to dialogue on an equal footing and strengthen interaction and exchanges. Localities need to adhere to the principle of "mutual learning among civilizations and equal exchanges", and deepen the mutual understanding and recognition of different cultures among overseas audiences through interactive forms such as holding international cultural exchange activities, so as to achieve the ideal situation of creating a better future and avoid falling into the embarrassing situation of talking to themselves.

Third, stick to small incisions and tell personal stories. By appealing to the common values of human beings through personal stories, and integrating ecological and equal value wealth into the narrative, it can effectively reduce the position gap of the recipients and achieve the ideological touch of "depoliticization". [4] Localities need to make good use of the proximity of content and subject matter, choose a narrative angle close to the audience, start from a small narrative incision, see the big from the small, and reflect the overall development and changes of Chinese society and the spiritual outlook of the people by telling concrete, vivid and vivid individual stories.

4.3 To whom the Chinese story is told: Based on the audience's position, respond to the audience's needs

"The influence of the media is not limited to the sender-message-receiver communication sequence, but extends to the changing relationship between the media and other socio-cultural spheres." [5] Under the guidance of Marxism, the new form of human civilization upholds the people-centered value position and shapes a new paradigm of global communication. The starting point of international communication lies in the self-expression of the local culture, and its goal is to achieve the understanding and recognition of the other in the culture. Therefore, it is very important to strengthen the international communication thinking and cross-cultural communication awareness of local communication subjects in the current international communication pattern.

First, meet the needs of the audience and achieve precise positioning. International communication is aimed at audiences and groups in different countries and regions, and accurate communication methods are crucial. Therefore, local governments and relevant departments should study the needs of overseas users, scientifically set topics and agendas, and constantly adjust innovative content presentation forms and expressions to meet the viewing preferences of users from different countries, and strive to make overseas audiences understand and hear.

Second, strengthen the evaluation of effects and promote planning innovation. Local governments need to strengthen top-level design, build a multi-dimensional comprehensive evaluation system, and improve the scientificity and rationality of assessment. In view of the preference and reception habits of audiences in different countries for content products, local governments need to continuously and accurately plan and create news products, and scientifically evaluate the communication effect, so as to further guide communication planning and content production.

Third, use the means of media integration to create a co-existing ecology. Local media should take the initiative to adapt to the trend of mobile, social, and video-based international communication, and make good use of multimedia means such as short videos, micro-films, 3D animation, and games,

and expand the space for the dissemination of Chinese-style modern stories by creating on-site experiences.

References

- [1] Xi Jing Ping Speech at the Conference to Celebrate the 100th Anniversary of the Founding of the CPC, People's Daily, July 2, 2021.
- [2] Complete Works of Marx and Engels (Volume 26), Beijing: People's Publishing House, 2014, page 190.
- [3] Li Tieying, Zhang Haoyong. The Generative Logic, Civilization Presentation, and Theoretical Transcendence of New Forms of Human Civilization [J]. Journal of Yanbian University (Social Science Edition), 2024,57 (01): 13-20+142.
- [4] Li Li, Shi Qilong. The Narrative Transformation of International Communication in Local Mainstream Media: Analysis of International Communication Awards of China News Awards [J]. Young Journalist, 2023 (13): 60-62. DOI: 10.15997/j.cnki. qnjz.2023.13.013
- [5] Xia Wa. The Mediation of Culture and Society [M]. Translated by Liu Jun, Li Xin, and Qi Junyi. Shanghai: Fudan University Press, 2018:4