

Postprint: Analysis of Practical Cases in China-Russia Radio Program Exchange

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Abstract

In recent years, exchanges between China and Russia across various domains have grown increasingly extensive, with both nations establishing cooperative development relationships in multiple fields including politics, culture, and economy, while the scope of people-to-people exchanges has also continued to broaden. Radio broadcasting and other media constitute primary components of cultural exchange, serving as principal channels for mutual understanding between the two peoples and playing an indispensable role in promoting friendly exchanges and development among citizens of both nations. [1] Heilongjiang Province and Jilin Province, which border Russia, represent the main front for China's exchanges with Russia. Therefore, this paper examines the Sino-Russian program exchanges of Heilongjiang Radio Station and Jilin Radio and Television Station as case studies to investigate the positive significance of radio broadcasting in Sino-Russian exchanges.

Full Text

Analysis of Sino-Russian Radio Program Exchange Practices

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Abstract: In recent years, exchanges between China and Russia have deepened across multiple dimensions, establishing cooperative development relationships in political, cultural, economic, and other domains, with increasingly broad avenues for people-to-people communication. As a primary component of cultural exchange, radio broadcasting and other media serve as main channels for mutual understanding between the two peoples and play an indispensable role in fostering friendly exchanges and development. Heilongjiang and Jilin provinces, which border Russia, constitute China's main front for exchanges with Russia.

Therefore, this paper examines the positive significance of radio broadcasting for Sino-Russian exchanges through case studies of Heilongjiang Radio' s and Jilin Radio and Television Station' s Sino-Russian program exchanges.

Keywords: radio stations; cooperative development; Sino-Russian exchange programs; cultural exchange; program exchange

1. The Important Role of Traditional Radio Broadcasting in Sino-Russian Relations

China and Russia share a long history of people-to-people exchanges. As the two countries have developed deep cooperation in regional security, economics, and trade, these exchanges have become a model for international cooperation. In June 2018, a cooperation agreement was signed, and on June 27, the co-produced program "Voice of China · Jilin" (Russian Far East version) officially launched on Vladivostok Radio (FM106.4) in Russia. This program effectively promoted Jilin Province' s culture, tourism, and socio-economic development to local Russian audiences, creating significant influence.

In September 2018, Chinese and Russian teams jointly hosted a live broadcast and co-produced the program "Delicious China," which won the National Radio and Television News Award in March-June 2019. From June 2018 to the present, Jilin Radio and Television Station has established a stable and smooth cooperative relationship with Vladivostok Radio, producing over 110 episodes that continuously broadcast information about Jilin' s opening-up, trade cooperation, project construction, cultural tourism, folk customs, music and dance, folk exchanges, and drama learning. This platform showcases high-quality programs and amplifies China' s voice to better serve development needs.

In 2016, the "China-Russia Media Exchange Year" was held, following previous years dedicated to national themes, language, tourism, and youth exchanges. This strategic initiative, focusing on the broader development of China-Russia relations, represents a major policy decision by both governments to strengthen media cooperation. Under this framework, Chinese and Russian mainstream media have taken the lead in grasping the strategic thinking of "Media Exchange Year," enhancing cooperation, safeguarding national media sovereignty, and creating favorable international public opinion environments for each country' s development.

Heilongjiang, located in Northeast China and bordering Russia, serves as China' s primary frontier for exchanges with Russia. To strengthen cultural and other field exchanges, Heilongjiang Radio has held various China-Russia cultural exchange activities. Since 2015, Heilongjiang Radio has cooperated with Russian media to create numerous "cultural" documentaries such as "The Song of the Heilongjiang River," "The Secret War in China," "The Eastern Fortress," "The Hinggan Root," and "China-Russia Great River," which have been screened

in Russia to promote mutual understanding. Since 2011, cooperation between Heilongjiang Radio and Russian media institutions has continuously deepened, from “Multiple Perspectives on Russia” in 2011 to “Our Far East” in 2019, all contributing to strengthened friendship between the two nations.

2. Strengthening Top-Level Design for China-Russia Media Exchanges

2.1 Building an Integrated China-Russia Media Exchange Platform for Resource Sharing and Channel Integration

Under profound changes in the international media landscape, China and Russia, both major world powers, hold significant positions in the global media industry. Their media bear important responsibilities for maintaining international order, communicating national voices, and expanding mutual influence. Establishing a professional mechanism for China-Russia radio and television media cooperation has become an inevitable and urgent necessity. Using Jilin Radio and Television Station’s production of “Voice of China • Jilin” (Russian Far East version) as an example, program hosts and translators conducted multiple research sessions to select topics. After program broadcast, exchanges with Russian radio stations identified areas needing strengthening and improvement.

To make programs more appealing and achieve edutainment effects, programs should incorporate both Russian and Chinese cultural elements. For instance, in the food segment, hosts introduce Jilin cuisine preparation methods, while many Russian listeners visit local Chinese restaurants to taste the dishes and share their experiences. This creates tangible China-Russia cultural exchange. The segment is divided into three sections, progressing from simple to complex, with topics selected by “silk thread” editors to enhance listenability.

Both Chinese and Russian competent authorities should guide mainstream media institutions to establish a China-Russia media research institute. By leveraging respective advantageous resources, they can jointly build this platform for in-depth exchanges, timely introducing cooperation intentions and conducting multi-level cooperation including curriculum research, talent training, and media consulting. Currently, many universities offer Russian language programs, and foreign students wishing to learn Chinese culture also need learning platforms. In educational cooperation, both countries should fully utilize media and university resources to systematically cultivate a group of high-level composite media professionals proficient in both languages.

2.2 Establishing Cooperative Linkage Mechanisms and Cultivating Comprehensive Transnational Media Talent

Media institutions should expand exchanges between the two countries and amplify the significance of communication. Multi-year cooperation between Heilongjiang Radio and Russian media institutions has continuously deepened. In

2011, “Multiple Perspectives on Russia” began this deep cooperation. In 2015, Heilongjiang Radio and Russian media co-produced the historical documentary “The Eastern Fortress,” reflecting the shared history of fighting against fascism. In 2018, Heilongjiang Radio held a cross-border snow festival concert, inviting Russian performers to share the stage with Chinese artists. These cooperative cultural exchange activities have achieved remarkable social impact.

3. Leveraging Advantages to Strengthen and Promote Bilateral Cultural Exchange Through Radio Media

3.1 From a Cooperation Mechanism Perspective, Several Approaches Can Be Taken:

Establish a normalized exchange mechanism between China-Russia radio and television media. Under the grand vision of integrated development, sincere international media collaboration has become the inevitable choice. Building a close and effective mechanism can simultaneously conduct multi-level research projects. For example, course research, talent training, and media consulting services can all be developed. Currently, many universities have established Russian language majors, providing learning platforms for foreign students interested in Chinese culture. In educational cooperation, both countries should fully utilize their media and educational resources to systematically cultivate high-level composite media professionals.

3.2 From the Perspective of Radio and Other Media, the Following Measures Can Be Taken:

3.2.1 Further Strengthening Inter-Institutional Media Cooperation

Whether in news reporting or shaping public opinion, media bears important resources for safeguarding national interests. Therefore, specialized institutions should be established to build China-Russia media research platforms. Both sides can leverage their respective advantages in resources, introducing cooperation between governments, universities, media, and research institutions to jointly create media research platforms. This will provide strategic, forward-looking, and overall support for media industry development while ensuring guarantees for deeper media cooperation.

Heilongjiang Radio has also pioneered a direct dialogue program “Voice and Laughter” with Russian media, narrating China-Russia stories and deepening mutual understanding of each other’s culture, life, and ideas. This long-term cooperation—three years with the same radio station—is rare in local media foreign cooperation. During the pandemic, “Voice of China · Jilin” (Russian Far East version) continued broadcasting China’s voice, playing a positive role in communicating China’s anti-epidemic achievements.

3.2.2 Tracing Historical Footsteps to Create Quality Cultural Exchange Programs

Since modern times, Russian culture has profoundly in-

fluenced China's development. The October Revolution brought socialism to China, and both nations fought together against fascism in World War II. This shared history and culture should be explored and documented as important content for strengthening cultural exchanges. In 2015, the China-Russia co-produced documentary "Battle in the East" was officially released. In 2016, Heilongjiang Radio and Russian media co-produced the historical documentary "The Eastern Fortress," reflecting the revolutionary friendship of jointly fighting fascism.

3.2.3 Promoting China-Russia Cultural Exchange and Building Friendship Bridges Cultural exchange is the primary means for mutual understanding between peoples and plays an indispensable role in building and deepening cooperative friendship. Using bilateral program exchanges as a starting point to strengthen cultural communication can effectively enhance the foundation for people-to-people cooperation. Since 2007, Heilongjiang Radio has cooperated with Russian broadcasting companies to hold China-Russia table tennis competitions. In 2014, it developed tourism cooperation with Russia's Far East region, deepening Chinese citizens' understanding of Russia through promotional broadcasts. In 2018, it organized a cross-border snow festival concert.

These cooperative activities have achieved notable social impact. To date, China and Russia have officially established 71 years of diplomatic relations, and radio stations should continuously innovate to deepen cultural exchanges. Through cultural and tourism exchanges, more effective results can be achieved. For example, Jilin Radio and Television Station, based on China-Russia program exchanges, organized a youth song festival in 2019. Following the song festival, 20 Russian students visited Jilin Province for a four-day, three-night deep tour. As Changchun is a city of film, automobile, and forestry, and Jilin Province has national 5A-level scenic spots, this tour allowed Russian youth to experience Chinese culture firsthand, especially Jilin's local customs.

During the program, several dishes became extremely popular: Guobaorou, spicy pepper tofu, hot pot, dumplings, and more. The Russian visitors could finally taste what they had only seen in pictures before, making their understanding more genuine. One Russian student remarked that more Russians would visit Jilin for the Guobaorou. The 22 participants were deeply impressed by Changchun's historical and cultural landmarks, as well as the magical, magnificent scenery of forests and waterfalls. This embodied the principle that "reading ten thousand books is not as good as traveling ten thousand miles," transforming their abstract understanding of China into profound personal experience. Both sides recognized that cultural exchange should involve both "going out" and "bringing in."

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Note: Figure translations are in progress. See original paper for figures.

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