

## Technology Facilitates Capacity Building for Media International Communication –International Communication as a Direction for Media Convergence Development (Postprint)

**Authors:** Ren Ding

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

The development of network and information technology in China has propelled changes in information dissemination patterns and structures, while also presenting new opportunities for Chinese media's international communication. Concurrently, the preliminary development of media convergence has established a technological and resource foundation for international media communication. Media organizations continuously adapt their communication philosophies and modalities, incorporating emerging technologies such as big data, artificial intelligence, and 5G, consolidating multi-source external publicity resources, developing intelligent production platforms, expanding new media communication channels, constructing an international communication matrix, breaking the monopoly of traditional communication pathways, and forging international discourse power and influence commensurate with China's comprehensive national strength.

### Full Text

## Technology Empowering Media International Communication Capacity Building–International Communication as a Direction of Media Convergence Development

**Abstract:** The development of network and information technology in China has transformed information dissemination patterns and structures, creating new opportunities for Chinese media to engage in international communication. Simultaneously, the early-stage development of media convergence has established a technological and resource foundation for international communication. Media organizations are continuously adjusting their communication

philosophies and methods, introducing new technologies such as big data, artificial intelligence, and 5G, aggregating multi-source external publicity resources, building intelligent production platforms, expanding new media communication channels, and constructing international communication matrices to break the monopoly of traditional communication pathways, thereby forming international discourse power and influence commensurate with China's comprehensive national strength.

**Keywords:** media convergence; international communication; technology; intelligent

**Classification Code:** G206

**Document Code:** A

**Author:** Ren Ding (Taiji Computer Co., Ltd.)

As China's comprehensive national strength continues to grow, international affairs multiply, and the globalization process accelerates—particularly since General Secretary Xi Jinping, with a vision for humanity's historical development trends and China's developmental needs, strategically proposed the “Belt and Road” initiative and the concept of building a “Community with a Shared Future for Mankind”—China's international attention and influence have risen markedly. However, long-standing systemic and ideological differences between China and the West have made us deeply aware that public opinion management, especially external publicity, is particularly crucial in today's intense international competition environment. Since the 18th Party Congress, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to external publicity work, making a series of important deployments and theoretical elaborations, emphasizing that external publicity is a comprehensive and strategic task for the Party and the state, thus pointing out the direction forward and setting higher requirements for external publicity work under new circumstances.

## 1. The International Development Mission of Media in the New Era

Against the backdrop of globalization, media communication distance and efficiency have experienced explosive growth and improvement, breaking the temporal and spatial boundaries of content dissemination while enabling global user coverage. Meanwhile, China's rapid integration into the world over 40 years of reform and opening-up has created a global need to understand China, providing opportunities for Chinese media's external communication development. Consequently, media organizations, based on new media user groups, can seize these development opportunities by continuously innovating communication content, genres, forms, and methods, with the hope of becoming large-scale mainstream media groups in the international arena, gaining discourse power in the international communication system, and presenting a true, multi-dimensional, and comprehensive China.

Therefore, in this new historical period, media organizations at all levels must not only vigorously promote media convergence and do well in domestic news publicity and guidance work—enhancing news communication capacity, guidance, influence, and credibility to consolidate and strengthen mainstream public opinion—but also adopt a global perspective, remembering the responsibility and mission of “connecting China with the world and communicating with the world,” to build a three-dimensional communication system oriented toward the globe and tell China’s story effectively.

## **2. How Media Can Enhance International Communication Capacity**

In promoting international communication capacity building, media organizations can adjust their communication philosophies and conduct comprehensive construction across four dimensions: communication content, technology platforms, communication channels, and external publicity talent.

### **2.1 Communication Content**

For Chinese culture to go global, content dissemination must employ methods that are internationally understandable, acceptable, and comprehensible. With the mobile, social, and visual trends in global media, media communication has shifted toward user-centered new media fields, which determines that Chinese media’s international communication content must transform its discourse perspective, segment different audiences’ information reception habits and needs, and align with foreign audiences’ thinking patterns and language habits. Based on this foundation, media should build a foreign discourse system that bridges China and the world and innovate expression methods. Simultaneously, they should identify common discourse points, emotional connections, resonance points, and interest intersections between China and the external world to spread China’s voice to the world through storytelling, leveraging the role of emerging media to enhance the creativity, appeal, and credibility of external discourse.

### **2.2 Technology Platform**

Whether for content production, resource integration, or the complete rebuilding of communication channels, all rely on technology platform support. Media organizations utilize new technologies such as cloud computing, big data, artificial intelligence, knowledge graphs, 5G, and AR/VR to build intelligent international communication technology support platforms, providing unified data, technology, and application services. This assists media production in upgrading from converged media to intelligent media, achieving mutual integration and connectivity among media, platforms, and content, thereby enhancing the communication capacity of media products.

### 2.3 Communication Channels

Building a robust communication channel foundation to convey authentic Chinese information to the world serves both to meet international society's demand for Chinese information and to enable the international community to understand a real China. Channel construction proceeds along two tracks: On one hand, media organizations conduct in-depth cooperation with overseas mainstream new media platforms (primarily Facebook, Twitter, and YouTube), carrying out effective discourse output based on these platforms' user scale and product influence to amplify brand effects. On the other hand, they build self-controlled new international communication platforms, construct a comprehensive international communication matrix, expand international public opinion dissemination positions, and strengthen international communication capacity.

### 2.4 Talent Team

To better spread Chinese culture and build international recognition requires a team of comprehensive talents who are proficient in journalism skills, fluent in various foreign languages, deeply understand China's national conditions and world affairs, and possess cross-cultural communication capabilities. Media organizations must cultivate their cross-cultural communication abilities and capacity to adapt to and manage changes, learn to utilize different communication channels in the new media era, and improve their ability to conduct widespread dissemination to overseas terminal audiences.

## 3. Technology-Assisted Media International Communication Capacity Building

Taiji Computer Co., Ltd. has been deeply engaged in the media industry for 20 years, serving central, regional, and industry media as well as large government and enterprise organizations. The company has participated extensively in international communication projects for media organizations such as *People's Daily*, *China Daily*, the Academy of Contemporary China and World Studies, and *Hainan Daily*, accumulating rich experience and profound understanding of how Chinese media organizations can build international communication technology support systems. Based on project experience serving central external publicity units, the company has developed the Intelligent Media Convergence Service Platform 4.0—International Communication Edition, constructing a complete international communication technology support system that provides comprehensive guarantees from communication thinking, content, and channels, committed to promoting continuous transformation and upgrading of China's media industry with quality services and contributing to the realization of the Chinese Dream of national rejuvenation.

### 3.1 Building an Intelligent Converged Production Platform

Based on advanced technologies such as big data, artificial intelligence, and knowledge graphs, the platform builds an intelligent converged production platform to promote media convergence development, achieving mutual integration and connectivity among media, platforms, and content to enhance communication capacity. Through the construction of a full-process business system encompassing major topic setting, diverse content intelligent production, multi-channel distribution, and resource collaborative management, the platform enhances the diversity, intelligence, and timeliness of content production and distribution, helping media seize the initiative in public opinion guidance and achieve first creation, first release, and first broadcast of international topics to master international discourse power. To meet international communication needs, the platform focuses on building the following service capabilities:

**3.1.1 Global Hotspot Intelligent Recommendation** The platform enables discovery of global current affairs hotspots, key figures, media headlines, and popular topics, helping media organizations accurately grasp the timing and rhythm of external communication, respond promptly to hotspot issues involving national image and related international affairs, and seize the first moment and first scene. Simultaneously, it assists media organizations in planning relevant topics, realizing the communication function of pre-producing discourse and topics for guidance, thereby directing international public opinion trends. The global hotspot intelligent recommendation feature deeply integrates with editors to assist in intelligent topic selection and writing.

**3.1.2 Multilingual Editor** The platform integrates various editors for text, images, audio-video, H5, and data journalism to achieve all-media content creation. Simultaneously, based on the mutual influence between language and social culture, it develops a multilingual editor supporting Chinese, English, Japanese, French, German, Russian, Korean, and other languages. This enables language selection and usage in different social contexts to tell China's stories more vividly and spread China's voice effectively, continuously enhancing the persuasiveness and appeal of the Chinese characteristic discourse system.

**3.1.3 Intelligent Assisted Translation** The platform builds multilingual intelligent translation functions based on deep learning of artificial intelligence, deeply integrated with the editor. When writing manuscripts, editors can choose to enable the assisted translation function, which supports online mutual translation of multiple languages to assist in multilingual foreign language product production, enhancing the production capacity and quality of multilingual communication content and better facilitating the external dissemination of Chinese culture.

**3.1.4 Multilingual Intelligent Proofreading** Based on advanced artificial intelligence technology, the platform achieves automatic intelligent proofreading

of political errors in multilingual texts, including spelling errors, personnel position errors, and title matching errors, with automatic recognition and prompts for multiple situations to assist manual review. This helps media organizations achieve unified content control, full-process traceability, and real-time review, ensuring the accuracy and security of international communication content.

### **3.2 Building an International Communication Matrix**

Based on multilingual media content, the platform constructs a diversified information service platform covering news aggregation, in-depth media reporting platforms, short videos, and social media to meet the needs of different global audiences. It leverages the amplification effect, hub effect, and linkage effect of matrix communication to expand international public opinion dissemination positions and enhance international communication capacity.

### **3.3 Building an International Communication Evaluation System**

On one hand, based on global user data, the platform discovers, selects, and analyzes communication subjects that fit various regions, fields, and channels, establishing detailed profiles of communication subjects and their followers. According to specific needs such as major events, activities, and topic settings, it identifies available communication subjects and achieves precise communication through content push and delivery across different channels to form communication influence. On the other hand, the platform builds an authoritative multi-dimensional external publicity effect evaluation system. Based on big data analysis and processing technology, it obtains real-time multi-channel, multi-dimensional evaluation index data, quantitatively assesses the communication effect of published news manuscripts, intelligently analyzes actual communication paths and comprehensive audience feedback, and evaluates and summarizes the actual effectiveness of international communication in terms of validity and recognition.

## **4. Outlook**

Media communication capacity is an important indicator of a country's soft power. In recent years, the state has provided strong support to key media in terms of policy environment and funding, accelerating the pace of international communication capacity building for key media. However, overall, there remains considerable room for improvement in international discourse power. We must recognize that in today's increasingly diversified international communication, the construction of the nation's overall image requires not only the efforts of national diplomacy, mainstream media, and government external publicity but also the joint contributions of enterprises going global, local media, and individual citizens. This also poses new considerations and tests for our international communication capacity building.

## **References**

- [1] Tang Xujun et al., Institute of Journalism and Communication Studies, Chinese Academy of Social Sciences. *Annual Report on New Media Development in China No.9 (2018)* [M]. Beijing: Social Sciences Academic Press.
- [2] Wang Gaofei. On How Chinese Mainstream Media Can Master International Discourse Power in International Communication [J]. *Journalism Research*, 2014(16).
- [3] Liu Ying. Global Communication in the Context of Media Convergence—A Summary of the International Academic Forum on “Chinese Media Going Global” [J]. *Modern Communication*, 2014(10).
- [4] Cheng Manli. Practical Research and Significance of International Communication Capacity Building—A Review of *Research on China's Practice of New Media Cross-Cultural Communication* [J]. *Journalism & Communication Review*, 2019(1).

(Author's Affiliation: Taiji Computer Co., Ltd.)

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

*Source: ChinaXiv –Machine translation. Verify with original.*