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Building a Technical Support System for International Communication in the New Context: Post-print

Authors: Liu Fan

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

Abstract

The transformation toward intelligent media, empowered by big data, artificial intelligence, and knowledge graphs, has become essential as traditional media production methods can no longer adapt to rapidly changing public opinion dynamics. Yet building international communication capacity involves far more than simply creating multilingual websites or opening accounts on platforms like Facebook, Twitter, and YouTube. It requires constructing a complete support system encompassing communication ...

Full Text

Building a Modern International Communication Technology Support System in the New Era

As China's comprehensive national strength continues to grow, its involvement in international affairs expands, and its globalization accelerates—particularly since President Xi Jinping's visionary “Belt and Road” initiative—the nation's global influence has risen markedly. To achieve peaceful development in this new international landscape, China must effectively coordinate both domestic and international priorities while strengthening its capabilities in both hard and soft power. However, the enhancement of either form of power depends fundamentally on effective public communication. Recognizing the evolving global context, President Xi has set higher standards for China's media industry: domestically, we must accelerate media convergence to build competitive new mainstream media with diverse forms and advanced capabilities, while solidly advancing county-level media convergence centers to better guide and serve the public; internationally, we must strengthen our capacity for global communication, enhance our international discourse power, focus on telling China's

stories well and transmitting China's voice effectively, and build flagship external media with strong global influence to present a true, multi-dimensional, and comprehensive image of China to the world.

The transformation toward intelligent media, empowered by big data, artificial intelligence, and knowledge graphs, has become essential as traditional media production methods can no longer adapt to rapidly changing public opinion dynamics. Yet building international communication capacity involves far more than simply creating multilingual websites or opening accounts on platforms like Facebook, Twitter, and YouTube. It requires constructing a complete support system encompassing communication philosophy, content, and channels. In terms of philosophy, we cannot apply domestic propaganda thinking to external communication; instead, we must adopt the perspectives and mentalities of target countries' populations to develop scientific communication strategies. Regarding content, we cannot merely translate domestic propaganda materials for distribution; we must genuinely understand foreign audiences' concerns and produce targeted content. For channels, we cannot rely entirely on existing foreign platforms but must pursue multiple pathways to build our own international communication infrastructure. All these transformations depend on technological support, making the construction of a modern international communication technology system a critical challenge for media organizations at all levels.

2017: China Daily's Social Media Precision Communication Platform

In 2017, China Daily launched a media big data application platform centered on precision communication through social media. Based on global cloud computing resources and leveraging advanced cloud computing, big data, and artificial intelligence technologies, the platform comprehensively collects, aggregates, and analyzes data from Facebook, Twitter, Weibo, and major global news websites. It implements core functions including global hotspot discovery and tracking, multi-dimensional thematic event analysis, automatic identification of important entities, multi-dimensional user profiling, and precision recommendation of quality content. From a precision communication perspective, the platform identifies social media accounts currently focused on China in real time, analyzes the basic profiles and interests of these account holders, and uses intelligent matching algorithms to recommend relevant content, thereby encouraging them to follow China Daily's social media accounts. This approach expands China Daily's overseas influence and provides robust support for its global public opinion efforts.

2018: Contemporary China & World Research Institute's Global Partnership Network Platform

In 2018, the Contemporary China & World Research Institute (under the China International Communications Group) developed an international communication big data intelligent service platform focused on building a global partnership

network. Drawing on data from mainstream news, government, and exchange websites, social media platforms (Facebook, Twitter, LinkedIn), encyclopedias (Baidu Baike, Wikipedia), and think tanks, the platform employs big data, artificial intelligence, and knowledge graph technologies to construct a big data resource center, intelligent analysis center, and information service center. Oriented toward external publicity business needs, it uses big data analytics to conduct in-depth mining and analysis of global hotspot events and figures, effectively grasping the latest trends in international public opinion while monitoring coverage of major initiatives like the Belt and Road Initiative in real time. Furthermore, it utilizes knowledge graphs to assist in building China's global partnership network.

2019: People's Daily's International Communication Capacity Building Project

In 2019, People's Daily launched a technical support system project for international communication capacity building. The initiative had three main components: First, establishing a global transmission network and upgrading technical equipment at domestic and foreign bureaus to enhance international news gathering and real-time mobile transmission capabilities. Second, actively promoting deep integration, prioritizing video content, and sharing resources while empowering all business segments with advanced cloud computing, big data, artificial intelligence, and 5G technologies to accelerate digital transformation and innovate external publicity methods, thereby presenting a true, multi-dimensional, and comprehensive China to the world. Third, using big data technology to track international hotspots and breaking events, proactively setting agendas, and ensuring timely Chinese voices in major international event coverage to enhance People's Daily's global communication power and lay a solid foundation for building a world-class international communication institution.

Taiji Computer's Role and Key Insights

As China's national IT service team for the media industry, Taiji Computer Corporation participated in all three projects in various capacities, gaining extensive experience and profound insights into how Chinese media organizations can build international communication technology support systems. Four key lessons emerge: First, building international communication capacity requires leveraging organizational strengths and selecting appropriate business application scenarios to solve concrete problems in current international communication efforts. Second, new technology applications require repeated validation to ensure they meet scenario requirements and avoid mismatches between technology and application contexts. Third, data resources form the foundation of any technical support system, requiring effective guarantees of comprehensiveness, accuracy, and stability to support data analysis across different scenarios. Fourth, international communication requires theoretical support, particularly regarding what content should be communicated, by whom, and when—these

are critical research directions.

Conclusion

In the current international environment, whether responding to President Xi's requirements for international communication or addressing practical organizational needs, media units at all levels must seriously consider how to improve their global communication efforts. Building a modern international communication technology support system using new technologies forms the foundation for developing such capacity. Moving forward, Taiji hopes to share its experience from serving central external publicity units with more media partners and to drive continuous transformation and upgrading of China's media industry through quality services, thereby contributing to the realization of the Chinese Dream of national rejuvenation.

(Author's affiliation: Taiji Computer Corporation, Culture and Tourism Strategic Business Division)

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

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