

# Research on China's national image construction from the perspective of cross-cultural communication

Liu Chen<sup>1</sup> Mohd Nashriq Nizam<sup>2</sup>

1. Infrastructure University Kuala Lumpur, Selangor Darul Ehsan Malaysia 43000

Faculty of Business, Information & Human Sciences

Zhengzhou Health College, Zhengzhou Henan China 450064

2. Senior Lecturer, Infrastructure University Kuala Lumpur, Faculty of Business,

Information & Human Sciences,

1. Liu Chen, Female, Han nationality, Native Place: Zhoukou Henan Province,

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**Abstract:** Strengthen the construction of international communication power, Is one of the key points of the CPC's 20th report, It is crucial to building the national image of China's national image, According to the differences between the five links of international communication implementation and audience feedback, the differences between the communication subject and the key participants, Although China has made many achievements in the use of cultural exchanges between China and foreign countries, But still facing the challenge of competing with the Western media in the international public opinion field in the future, To shape the national image of China, it needs to build a real, three-dimensional, comprehensive and plump image; Increase in content diversity, Deepening the cultural interaction between China and foreign countries; Build a public opinion communication network, Strengthening the efficiency of folk communication; Improving international PR skills, Quickly respond to and clarify the misinformation in the international public opinion

**Key words:** China national image; shaping mode; self-molding; he plastic; he plastic

In essence, the national image can be regarded as an abstract concept of the global comprehensive cognition and impression of a certain country. It represents the image presentation of a sovereign state and its nation on the international stage, And the international public opinion feedback on the country, The formation of a national image is not only based on individual experience, More mainly, through the transmission mechanism, In particular, the

construction types of transmission routes can be roughly divided into two categories: domestic and overseas, The latter is crucial to the global diffusion of national image. The basic process of national image transmission can be understood as: the message sent by a country as a system, Transmission and processing through specific international channels, Finally, to shape another country's perception of the country, Is the spread of a country's image abroad, Involves the

interaction between multiple countries and the transformation of multiple languages, Therefore, it can also be called the international dissemination or cross-cultural transmission of the national image in the near future, President Xi stressed that "telling China's story, To spread the voice of China, The importance of presenting a real, multi-dimensional and comprehensive China " for enhancing the international communication capacity, And pointed out the goal and direction of international communication in the new era to further, In the party's 20th year report in 2022, More clearly proposed, It is necessary to accelerate the construction of a discourse system and narrative structure consistent with China's comprehensive national strength and international position, Effectively spread the Chinese stories, To show a trustworthy, cordial, lovely and respected Chinese image (Jinping Xi, 2022) simultaneously, To strengthen the capacity for international communication, Comprehensively improve the transmission efficiency, Establishing an international voice that matches China's comprehensive strength and international position These instructions highlight the importance and strategic choice of national image building, Highlighting the enhancement of cross-cultural communication capacity to build an international communication system with Chinese characteristics, And to enhance China's voice and influence in the field of international public opinion, Has become an important strategic task in our country currently

### 1. The shaping stage and mode of the national image

Within the field of communication science, National image specifically refers to the

appearance characteristics of a country gradually appearing and solidified in all kinds of news reports and information flow, This image is based on the comprehensive mapping of the multi-dimensional realities of the country's geography, politics, economy and culture, After the screening and interpretation of the international public's subjective awareness, As a highly generalized and stable psychological impression, it is not only a comprehensive display window of the diverse characteristics of the country, It is also the collection of national comprehensive strength and national spirit reflects the current academic discussion on national image mainly around three dimensions (Jinping Xi, 2022) : one is the national image as a kind of soft power, Second, as the brand effect in transnational cultural exchanges, Third, the national image presented on the media platform is based on these perspectives, Researchers have their own priorities: some focus on the country's national spirit and comprehensive national strength, Treat the national image as the harmonious unity of the internal essence and the external expression; Others attach importance to the value perception of the public at home and abroad, Consider the national image as the public's overall perception of the country; Also emphasize the role of the media in shaping the national image, It is the national image in news reporting and public opinion guidance<sup>[1,2]</sup>

Regarding the construction mode of national image, the concept of "self-molding" and "other molding" is frequently discussed in recent years, but the boundary between the two is not clear. Common explanations include: first, define the nationality of the media, namely

controlled by the national or foreign media; second, adopt the national identity theory to equate "self-molding" with internal self-identity, which is based on the national recognition of the status of the country; second, according to the active or passive strategy to distinguish the two (Yuan Cheng., 2021)

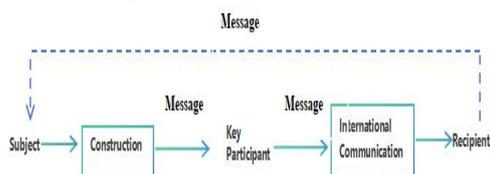


Figure 1. The shaping stage of the national image

In examining the available literature, It can be found that they often only touch one level of national image building, And the media external communication as the starting point of shaping the national image, Ignoring the completeness of this process and observing the existing literature, China's national image from the perspective of international relations theory.<sup>[3]</sup> However, Using cross-cultural communication theory to discuss how to shape the national image in international news communication. In view of this, This paper is based on the perspective of cross-cultural communication, Further study of China's national image building (Min Zhang, 2018). For China, The key is that the cross-cultural transmission route, Integrate the self-molding model with the excellent traditional Chinese culture, Build and show the national image concept with Chinese characteristics on the international stage, Forming a new pattern of multi-dimensional international communication; at the same time, With the help of his plastic model, Make China become an active voice in national image building, Work with other key players to build a national image<sup>[4]</sup>

## 2. "Self-shaping" and "other shaping" in the construction of China's national image

Building national image is a very complex system engineering, it involves the plastic and he plastic two strategies of molding and he represent the country in the spread as the active expression and the role of the interpretation object, embodies the authority of the national cultural characteristics and psychological situation, is also a national self knowledge self-evaluation and emotional transfer, and the foreign public to its cognitive evaluation and emotional mapping integration

### 2.1 The "Self-shaping" of China's national image construction

"Plastic" means that countries according to their own national conditions, active planning and shaping the strategy of the strategy is, the country actively show its political stability economic growth cultural background of social development, and uphold the value oriented development strategy and bear responsibility for global affairs, to outline a solid and real national image (Minwang Lin,2013)

Creating an ideal national image is essentially a methodological category, in recent years, In the practice of self-shaping its national image, Continuously expand the diversity of carriers, expand communication channels, innovate communication means, Using the Confucius Institute mainstream media culture and art exchange activities and we media and other platforms, To present the national image, To disseminate the essence of Chinese values and culture and their development achievements to the international community, Effectively enhance the country's soft power shows China's

rich and colorful culture and art, Effectively reduce the cultural barriers, Promoted the mutual understanding and integration of cultures, Bring China closer to the world, Let more and more international friends can understand and love and appreciate China.<sup>[5]</sup>

Mainstream media and literary and artistic activities constitute an important way to shape the national image. The aesthetic standards of mainstream media information coding in literary and artistic works all reflect the logical structure of the self-shaping of the national image. China presents rich cultural and historical reality and pictures of daily life, Shaping the public perception, Promote the formation of the world outlook, outlook on life and values among the people. News reports and literary and artistic creation actively publicize the thought on Socialism with Chinese Characteristics for a new Era, To spread China's long and glorious history and culture, To tell the world the story of the Chinese Communist Party's governance of the Chinese people's efforts to realize their dreams, And China's adherence to the concept of peaceful development and win-win cooperation, So that the world can understand China more fully<sup>[1]</sup>

in recent years, In the process of international communication and national image construction in China, News media literary and artistic creation and major activities show a new style of mainstream media innovative forms of communication, Trend towards civilian diversification and innovation, Using multi-platform and media fusion technology, Upgrade the narrative technique and the international communication power, For example, "Ping" Language ", " Ci Jie China ",

Mingcha " and other financial media products, Successful IP conversion, Both to ensure the quality of the content, And to attract the flow rate, Effectively enhance the international community's cognition and goodwill of China, Chinese literature as a national image of the bearing and artistic expression, Keep pace with The Times, Through the "going out" strategy to spread the new theme of modern Chinese image realism TV series, films and documentaries, Content and form innovation, Rising influence overseas, Become a key window for the outside world to recognize China, Such as the Wolf Warrior series, Operation Red Sea, Integration of the theme of commercial and high-tech, Documentaries such as A Bite of China and dramas such as The World, Extensive international distribution, Huge amount of views, Deepening the Chinese impression of international audiences in addition, The World Internet Conference "Belt and Road" Summit and various international events, It not only promotes field visits and tourism, And through online and offline interaction, It shows the international image of China's rapid development of opening up and win-win cooperation<sup>[2]</sup>

We media is becoming an emerging force that cannot be ignored in the self-shaping of China's national image, Its influence is increasingly significant by virtue of instant interaction personalized fission communication and intelligent optimization, We media has greatly enriched the diversity of national image construction information source content and communication means from the folk user original content (UGC) close to life, It is easier to stimulate resonance, emotional connection

and consensus among overseas audiences. By displaying the traditional food and lifestyle of traditional Chinese culture, Has won wide attention around the world, "Plum Qi" and "Grandpa Amu" and others have shown the unique charm and intelligent light of Chinese culture to the world from a unique perspective. Multi-modal multimedia content driven through visual data, These we-media people introduce China's historical and cultural scenic spots, scientific and technological innovative life style and creative products to the world, To create an attractive and distinctive image of China, It has effectively enhanced China's international visibility and positive image<sup>[3]</sup>

## 2.2 The "other molding" in the construction of China's national image

The concept of "other molding" comes from the external perspective of the national image, It reflects how other countries view and disseminate the image of the country and covers the description, evaluation and emotional attitudes of foreign government media and people about the target country, It has a significant impact on the external perception of the national image, He often focuses on the heterogeneity of the shaped nation, To verify the legitimacy of shaping the mainstream ideology of the country, Due to the differences in political ideology, history, culture and economic system, The difference between countries is remarkable, "Other molding" is often based on the position perspective and interests of the shaping side, It is difficult to show the true appearance of the shaped country in a comprehensive and objective way

in recent years, The characteristics of China's national image in the process of shaping

it are obvious. First, When the western mainstream media builds the image of China, The logic of "Orientalism" remains deeply rooted, In particular, when reporting on major issues such as the scientific and technological progress of the COVID-19 Winter Olympics and the conflict in Ukraine, The New York Times, The Wall Street Journal and the Guardian often use "political correctness" and ideological bias, Set up the reporting framework, Playing with double standards, Even spreading false information not only shows its superiority, It also deeply reflects the mentality of adhering to the "Western centrism", He tries to use his words to create a Chinese image that suits its interests but deviates from its real image<sup>[4]</sup>

next, Western social media platforms show the dual characteristics of diversified and biased image construction of China. Such platforms change the traditional power structure through the equality mechanism, Provide new communication platforms for the government market and the society, such as Twitter Facebook YouTube, They build up the global public opinion space, Giving official institutions the right to spread widely, such as ordinary people, To enable all Chinese parties to speak out on these platforms, Show the multidimensional reality of the country, Participate in the shaping of the national image but at the same time, The algorithmic recommendation and review mechanisms of these platforms also carry an ideological bias, Tadel some accounts, Selective push of the information, Sometimes even post false information to ban accounts, This abuse of power seriously interferes with the process of

users' fair and comprehensive understanding and construction of the image of China<sup>[5]</sup>

third, The personal experience of Western video bloggers in China, Globalization, openness and technological progress provide cross-cultural video bloggers, In stark contrast to the media reports in their home country, Even quite different, Inspire their desire to share their "presence" experience as a powerful communication resource, To stimulate the resonance, Connecting human emotions and expand these bloggers through video, From the perspectives of scientific and technological innovation with natural scenery and cultural characteristics, Showing to the world a more three-dimensional, real and vivid China, It provides overseas audiences with a window and a new perspective

fourth, Foreigners in China, through deep integration and personal experience, Formed a new understanding of all fields of China, In this process, take foreign students as an example, They are the direct contact and communicators of Chinese culture, The image of China is shaped by the government propaganda media reporting cultural interaction, social media activities and daily learning and living environment. These students receive information through Chinese TV programs, online social platforms and other media, By participating in learning practical scenarios such as life and consumption, Direct feel a real and multidimensional China these first-hand knowledge and personal experience intertwined, Has profoundly influenced their cognitive, emotional attitude and evaluation of China, And these updated views of China are further spread in its communication with the outside world, To

promote the "other plastic"; Chinese image to spread and deepen on a broader level

### 2.3 The "intermediary nature" of self-plastic and his molding

The integration of national image construction, self-shaping and other sculpture, The two interact dynamically, Non-binary opposition, Show the diversity and integration, Due to the differences in economic interests and cultural traditions of power structure, The cognitive diversity of the image of the same country can be based on factual interest bias or emotion, And with the development of the country and the change of the international situation and evolved into the dominant national image, Affect his plastic content, At the same time, he molded it as a "mirror", Reflecting the other's perception, China influences western public opinion through high-quality self-molding, For example, "Chinese modernization" is recognized internationally, And need to reflect on his improvement, Enhance the autoplatic capacity, Building an integrated discourse system

### 3 Suggestions on the path of China's national image building in the future

National image building covers the whole process of subject construction and information dissemination to international audiences. China needs to enhance its international communication power, strive for the discourse power, and create a positive public opinion environment, so as to promote the global comprehensive and accurate understanding of China and show a positive national image

### 3.1 Construct a real, three-dimensional and comprehensive national image

The image of the country is a complex and delicate process, involving various considerations and strategies to build a conform to the requirements of The Times and expect the national image, we must examine and plan from the perspective of macro first, we need to clear the core concept of the national image, this includes but not limited to our rich historical and cultural traditional socialist core values and human values will merge these ideas, not only can show the uniqueness of China, also can reflect its resonance with the world

In the face of the challenge of "multiple audiences", it is necessary to balance the relationship between proximity and uniqueness in the stage of concept construction, unify internal and external ideas, coordinate words and deeds, and build a harmonious national image discourse system

### 3.2 Enrich and diversify the content and information, and increase the people-to-people exchanges between China and foreign countries

In the face of western criticism, should strengthen the national subjectivity, combined with the image and the fact, to comprehensive rise and public well-being to promote the Beijing-Tianjin-Hebei style brigade fusion, show sustainable development to enhance Chinese and foreign cultural exchanges, multiple forces in Chinese story, encourage citizens to participate in innovation to interpret traditional culture, avoid stereotypes the media also attached national image information, use BBS exhibition spread for international voice, through the "plastic" bypass the western filter, let overseas

audience based on real judgment in China, shaping real three-dimensional national image

### 3.3 Establish a public opinion communication matrix to enhance the effect of folk communication

About 70% of the Asian government did not make full use of social media interactive function, only for one-way transmission in the era of media fusion, diverse information sources, influence the audience cognition in the face of misunderstanding, China's international media need to lead the national image, adapt to the development of new media development, build a multi-channel matrix, deepen self interpretation, for the international voice at the same time, should activate the folk new media power, using the "two-way" communication, encourage people to participate in, release Chinese element content, grasp the transmission rule, expand the image of China's friendly communication

### 3.4 Improve the international public relations ability, timely analyze and respond to negative information

He plastic plastic challenges, western prejudice, need to strengthen the plastic and plastic, reduce negative impression plastic effect, enhance the influence of Chinese media, shaping a positive image plastic need to cohesive forces, improve exposure and topic, such as the winter athletes perspective show at the same time, improve the national public relations ability, strengthen public opinion analysis, establish the early warning mechanism, guide public opinion, detailed negative news, through multiple sources to meet the demand of the audience, set up the media credibility

#### 4 epilogue

Under the new era, strengthen China trusted lovely respectable image become the international image building urgent task, about reform and opening up to build human destiny

community concept practice heralded media to improve the Chinese civilization, convincing affinity and respect of Chinese image, promote cultural exchanges and mutual learning, realize the Chinese culture widely spread around the world

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