

Challenges and Responses to the International Communication of Xi Jinping Thought on Socialism with Chinese Characteristics in the New Era

Lulu Ji¹

¹School of Marxism, Jiangsu University, Zhenjiang City, Jiangsu Province, China

Abstract—Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, as the latest theoretical achievement of Marxist Sinicization, has remarkable theoretical advantages. Its international dissemination is conducive to deepening the international community's understanding and recognition of China, enhancing China's soft power and international discourse, and providing experience and useful reference for the development of the international community. At present, the international dissemination of this idea faces the challenges of a strong Western and weak communication pattern, the prejudice and misunderstanding of the political stance and ideology of the international community, the multiple complexities of the cultural customs and ways of thinking of the international audience, and the lack of composite communication talents. Therefore, it is necessary to promote the international dissemination of new ideas through strategies such as building multiple communication subjects, broadening international communication channels, creating a precise communication system and cultivating talents with theoretical underpinnings of Xi Jinping socialist thought with Chinese characteristics for a new era.

Keywords— Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era; International Communication.

I. INTRODUCTION

Since the founding of the People's Republic of China, under the leadership of the Communist Party of China, has made a series of remarkable achievements in China, and formed a series of ideological and theoretical systems with guiding significance in practice. Under the new historical opportunities and challenges, General Secretary Xi Jinping accurately grasped the development trend at home and abroad, based on the reality of China, committed to promoting the common development of mankind, and creatively put forward a series of ideas with the values of The Times, which constitute Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. This thought has not only guided China to make a series of great achievements, but also is of great significance to the international community, especially the developing countries. However, due to the long-term suppression of western countries, there are many obstacles in the process of external dissemination of Chinese values. To promote the external dissemination of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era under the new era, we need to make the right path choice according to the complex background at home and abroad, so as to give full play to the role of this thought at home and abroad.

II. THE NECESSITY TO PROMOTE THE INTERNATIONAL DISSEMINATION OF XI JINPING THOUGHT ON SOCIALISM WITH CHINESE CHARACTERISTICS FOR A NEW ERA

A. To deepen the international community's understanding and recognition of China

At present, there are more praises for China's rapid development in the international public opinion, but the "China threat" and "China collapse" are still constantly heard, which fully reflects the complex mentality of the international community towards China in the historical process of

profound changes in the world pattern and profound adjustment of the relations between major countries. In fact, with the successful practice of China's path, China's plan and the Chinese system, more and more foreign audiences are eager to know a real, three-dimensional and comprehensive China. Based on the national conditions and practical needs, we also need to gain more extensive understanding and recognition in the process of exchanges with people around the world. Strengthening international communication capacity will help to tell China's stories well, spread China's voice well and show China's image, so that the international community can understand a real, three-dimensional and comprehensive China.

Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the guiding ideology of the Communist Party of China, includes the new era of socialism with Chinese characteristics economy, politics, social, law, culture, education, people's livelihood, science and technology, ethnic, religion, ecological civilization, national defense, diplomacy, the party's construction made the theoretical analysis and policy guidance, become the authority of the new era of China vicissitudes reader. In the process of recognizing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the international community will have a more systematic and comprehensive understanding of China.

B. To enhance China's soft power and its international voice

In today's world, with the rapid development of economic globalization, the strength of a country's international discourse power represents the international competitiveness of a country. Only when a sovereign state can it enhance its discourse power on the international stage can it protect its legitimate rights and interests. As a major developing country, China has not chosen to retreat from the development difficulties arising at home and abroad in the turbulent

international environment. Since the founding of the People's Republic of China 71 years ago, the Chinese nation has always held high the banner of socialism, has experienced difficulties and made a series of achievements, and achieved national prosperity. However, with the improvement of China's economic strength, the development of China's soft power and hard power do not match, and China's international discourse power has not been improved accordingly.

From the international perspective, China's current international discourse advantage is mainly manifested in its own increasing economic strength, while its relative disadvantage is manifested in its own market economic system, political system, ideology and other aspects. Zheng Yongnian pointed out that "The difficulty for China to enhance its voice lies in how to make China be accepted by the world, especially the West, and how to make the international community believe that China's rise is beneficial to the world." Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era contains many values of global significance, such as a community with a shared future for mankind. This concept can help solve the global problems facing mankind and has been accepted by many countries and governments. Promote the spread of the idea in the international community, can let the Chinese ideas spread, help to make China in the international community, let the world to better listen to the voice of China, to break the barriers established by the western discourse, make our country national soft power, gain the initiative in the international community.

C. To provide the experience and useful reference for the development of the international community

The world today is full of various challenges, and mankind faces increasingly common problems. In the new era, although peace and development are still the theme of The Times, the political, security and economic issues facing the world are becoming more and more complex. The game between the great powers is also affecting the change of the world governance pattern. In terms of international security, non-traditional security has become increasingly prominent, posing great challenges to international security. Traditional security issues and non-traditional security issues arise together, and it is urgent to formulate a new international governance order to maintain world peace and stability. In the face of increasingly severe international problems, the international community is in urgent need of new global governance solutions to deal with increasingly complex global problems. The main western governance theory is basically the logical reflection of the core values of western capitalism, and fails to break the modernity of capitalism itself "seeking advantages and avoiding disadvantages". Its essence also is to protect the global interests of the bourgeoisie to the greatest extent, which is the theory of "treating the symptoms". At present, western countries are weak in the innovation of governance ideas, and global governance is in trouble. With China's increasingly close exchanges with the rest of the world, global governance has become an increasingly important way for China to realize its national interests, and is of great concern to Xi Jinping

Thought on Socialism with Chinese Characteristics for a New Era.

III. CHALLENGES FACING THE INTERNATIONAL DISSEMINATION OF XI JINPING THOUGHT ON SOCIALISM WITH CHINESE CHARACTERISTICS FOR A NEW ERA

A. The current transmission pattern of the western strength and my weakness

At present, the pattern of international communication in the world is still strong in the west and weak in the east. As western countries have established their own external communication system earlier, and through long-term efforts, they have established the advantage of strong international communication in the world, and hold the voice in the world. A study shows: "The Associated Press, the Associated Press, Reuters and AFP, the four major mainstream western media platforms, account for 80 percent of the world's daily news coverage. Globally, more than 90 percent of the news is held by Western countries like the United States." According to the 2022 data, the top four of the world's top 10 social media outlets are all from the United States. In the environment of international communication between strong and weak, the influence of Chinese discourse in the world is relatively weak in the world.

According to a recent survey, the perception of China in the world today is largely dependent on Western media, where 68% of audiences know China through Western media, and only 22% know China through Chinese media. This shows that the current China's international image is largely shaped by "other" rather than "self-shaping", and the discourse space of Chinese media has been greatly compressed. In recent years, some Western media, wearing colored glasses, have conducted conscious interference and manipulation of some major events and sudden hot spots in China. As a result, China's reality is not truthfully reported, but misinterpreted, distorted, and even "demonized". This has dealt a great blow to China's reputation in the world, and also greatly hurt China's good image in the world.

B. The prejudice and misunderstanding of the political stand and ideology of the international community

Due to the bias of political stance and ideology, China is faced with the lack of communication strategy, discourse mode and accuracy of interpretation, which has a wrong interpretation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. In Making Consensus: The Political Economy of Mass Media, American scholars pointed out, "The American media serves and promotes the powerful social interests that control it and provide financial support on its behalf." Under the condition of great change, the Western media represented by the United States emphasized the correctness of western values to maintain the national foreign policy, exaggerated the "China threat theory" "more than in the past, blamed" Belt and Road "as the expansion of geopolitical hegemony and the new version of" Marshall Plan "; attributed the world environmental problems to China's development and exaggerated the degree of China's environmental pollution. In recent years, although the

developing countries of China's goodwill rise, but some developed countries people of China's goodwill decline note, this is not China's foreign communication work do not enough, but in the world under the changing western media reported China, the direct result of the Chinese media, is also the reality of the western for ideological voice.

The political order of all countries in the world is being restructured under the impact of extreme political trends such as anti-globalization, populism and radical religious nationalism. Populist and right-wing extremist forces have become a political force that cannot be underestimated in some countries, which will further lead to the conservatism and self-interest of foreign policies in these countries. Although the world socialism in the economic globalization and inverse globalization noisy savings strength, but overall the international power is still "weak", one hundred change cause different ideological culture, ideological field more widely, more diverse, the situation is more complex, which affected the new era the ideas of socialism with Chinese characteristics spread widely in the world.

C. The multiple complexities of the cultural customs and ways of thinking of the international audiences

According to the United Nations World Population Outlook 2022 report, the global population will reach 8 billion. Due to the political system, ideology and means of communication in the world, the communication and communication between countries are very difficult. In the face of numerous international audience, considering the international community, each audience of different cultural customs, way of thinking and psychological activities and so on elements, to make the numerous, circumstances different international audience widely accept China's cultural exchanges, and the new ideological system has a complete and accurate understanding, is a challenging task.

D. Lack of compound communication talents

To tell China's stories well to the international community, there must be people who are good and good at telling stories. Talents engaged in the international dissemination of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era need three capabilities. One is to have a relatively high level of foreign language, the second is to have a more deep understanding and understanding of this important thought, or even research, the third is to understand the external communication skills. The reality is that people with high foreign language skills and foreign communication skills often do not understand the core essence and spiritual essence of this thought; experts and scholars who have deep research on this important thought do not necessarily have a high foreign language level, let alone the knowledge of foreign communication skills. In this way, it is easy for Chinese political discourse to lose its original essence when transformed into other languages, which causes foreign audiences to accurately understand Chinese political concepts, political thoughts, and even misunderstanding; or to fail to receive the due communication effect due to improper communication methods.

IV. STRATEGIES FOR THE INTERNATIONAL COMMUNICATION OF XI JINPING THOUGHT ON SOCIALISM WITH CHINESE CHARACTERISTICS FOR A NEW ERA

A. To build multiple communication subjects

The international dissemination of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era is far from enough to rely only on overseas exchanges between governments and departments. At the same time, we should actively guide the effective participation of the people, so that the people and the government can work together to create a new situation for the international dissemination of new ideas. Although most ordinary people have a one-sided, limited and shallow understanding of the new ideas, when they go abroad to study, travel, settle down or do business, they inadvertently and naturally reveal the way of life and spiritual outlook of the Chinese people. Compared with the explicit, all-round and systematic publicity of government agencies, the external publicity of this thought is implicit and fragmented, but its effect is the most intuitive, often in People's Daily life, from people's communication, action and behavior, cause the cognitive and emotional resonance of the international audience.

Therefore, it is necessary to break the traditional mode of relying solely on national and government media communication and make all-round strategic arrangements for them. First of all, at the level, the government and mainstream media should report the report, and cooperate with other kinds of media to establish an international communication system of new ideas composed of the government, mainstream media, think tanks and the public. The transmission subject at each level has a clear understanding of its communication positioning and purpose, so as to build a propagation mechanism that can be realized. At the same time, it can also communicate with each other, so as to effectively prevent the occurrence of logical conflict and discourse deviation. Second, we need to mobilize all forces to strengthen international communication work. In addition to the central institutions of the party and the government, local government, multinational state, large corporation, students at home and abroad, web celebrity, and even friendly international organizations, can participate in the international communication work, encourage the people combined with their work, create high quality international communication products and international communication channels.

B. To Expand international communication channels

Consciously adapt to the trend of new media communication, actively adapt to the new communication environment, and actively develop and use new media platforms. We should strengthen the development and construction of new media such as domestic websites, Microblogs, Wechat, electronic newspaper reading boards, mobile newspapers and network TV, and attract more foreign audiences to pay attention to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era with fresh pictures, rich content, beautiful language and lively forms. We should attach great importance to the role of overseas social media, and enhance the breadth and depth of international

communication with the help of the effectiveness of overseas social media in the international communication. In short, we should make great use of new media technology to achieve all-round coverage, all-weather extension and multi-field expansion, so as to promote Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era into the field of vision and the hearts of foreign audiences.

C. To build a precision communication system

The complexity of the international audience determines that the mass communication must be implemented, that is, differentiated communication according to the audience characteristics of different countries, different nationalities and different cultures. For western developed capitalist countries, they stick to the concept that "a strong country is bound to seek hegemony" and show concern and vigilance about a strong China. Therefore, they should focus on spreading Xi Jinping thought on diplomacy. It should be clear that China's peaceful development is not a temporary measure, but a strategic choice; promoting the establishment of a community with a shared future for mankind is conducive to the well-being of people around the world. For developing countries, we should focus on spreading this important remarks on China's development experience to them. For the least developed countries, the important discourse on poverty alleviation and development should be disseminated. For socialist countries such as Vietnam and Laos, we should focus on sharing the practices and experience in China's reform, opening up and party building. In addition, carefully study the different cultural characteristics, different regions and language form, carefully study foreign different audience to accept psychological and accept habits, we want to express ideas and the relative of the object country, region of social and cultural customs, and different audience relative psychological habits, in the ground gas gather popularity to realize the effective spread of ideas.

D. To train talents with the theoretical foundation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

To promote the international dissemination of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, in the final analysis, it depends on talents, and the key is to strengthen the building of talents. First of all, make good use of the stock of talents. Currently we have a batch of can speak on the international stage Chinese theory of talent, to fully clear stock base, strengthen resource integration, optimize the talent use, fully tap potential, create the necessary conditions, let this part of the talent to the international community xi new era maximize the role of socialism with Chinese characteristics. Secondly, training the "lack of leg" talents. In view of the problem of the task of the international communication of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. For those with solid theoretical grasp but low foreign language level, foreign language training should be conducted to improve their foreign language expression and translation level; for those with high foreign language level but lacking theoretical accomplishment, their theoretical level should be improved.

At the same time, attention should be paid to training their skills and skills for external publicity. Finally, the reserve talents should be trained. Institutions of higher learning and research institutes are encouraged to select and train a large number of professional high-level talents who can engage in the international dissemination of the Party's innovative theoretical achievements by recruiting master's students and doctoral students.

V. CONCLUSION

Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era not only focus on their national development, and committed to contribute to the common development of human theory of important system, should further promote the spread in the international community, let the international community, especially the developing countries from the idea to find the key to solve their own problems. Promoting its international communication is of great significance to accelerating the construction of China's international communication capacity, promoting the construction of China's discourse system and narrative system, and promoting the wide dissemination of new ideas around the world. Therefore, we should start from the perspective of international communication, and improve the communication subject, communication channel, communication mode and communication talents, so as to better promote the dissemination of this idea in the international community and improve the international influence of this thought.

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