

Capacity Building of China's International Communication: Narrative Transition of Civilization and Construction of International Image

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Abstract

Amidst unprecedented global changes, China's international communication is experiencing systemic transformation. It has made three major leaps: From one-way propaganda to immersive experiences, from single entities to multi-stakeholder collaboration, and from symbolic expression to value resonance. It promotes a "four-dimensional capabilities" innovation mechanism, including cultural appeal, image affinity, persuasive discourse, and public opinion guidance. This serves the strategic goals of enhancing discourse power, optimizing the public opinion environment, and fostering community recognition. Further progress is needed in talent development, regional coordination, content innovation, and technological integration. The essence of international communication is the transformation of civilizational narratives and the construction of China's global image. Future development should focus on enhancing cultural transcoder capabilities, deepening emotional investment, and building value consensus, facilitating a transition from "debater" to "proponent" and contributing Chinese wisdom to a global community with a shared future.

Keywords: international communication, paradigm transformation, coordination mechanism, civilization narrative

1. Introduction

The profound restructuring of the global information landscape and China's growing prominence on the world stage have positioned international communication capacity building as a pivotal strategic lever for shaping national identity, enhancing global discourse power, and promoting cultural exchange. In recent years, China's international communication has undergone significant transformations in concepts, entities, content, and methodologies, demonstrating clear evolutionary patterns and systemic coordination. International communication has transitioned from traditional media-dominated linear models to algorithm-driven ecosystems characterized by diverse participation and digital-real integration. As both an ancient civilization and emerging global power, China's international communication now extends beyond mere information dissemination to encompass deeper competition for narrative dominance in cultural narratives. The report from the 20th National Congress of the Communist Party of China explicitly states: "Strengthen international communication capacity building, comprehensively enhance communication effectiveness, and establish international discourse power commensurate with China's comprehensive national strength and global standing." Guided by this objective, China's international communication system is undergoing a systematic upgrade from "communication capability" to "communication efficacy," with its core mission being to achieve global, regional, and audience-specific articulation of Chinese stories and concepts through contemporary reinterpretation of cultural narratives, ultimately advancing the vision of building a community with a shared future for mankind. This study employs a "paradigm-capability-challenge-pathway" analytical framework based on policy documents, platform data, and case studies from 2023 to 2025, systematically mapping the evolution trajectory and future direction of China's international communication efforts.

2. Paradigm Transformation of International Communication: Three Transitions Drive Deep Changes

China's international communication practice is undergoing a comprehensive reconstruction from concept to method, subject to content, which is embodied in the "three leaps". This transformation is not only the innovation of technology and form, but also the deep change of communication philosophy and value logic.

2.1 From One-Way Propaganda to Immersive Experience: The Fundamental Reconstruction of Communication Paradigm

The traditional publicity model, which focuses on information output, is shifting to experiential communication that centers on deep audience participation and emotional resonance. The underlying logic lies in the fact that a real, three-dimensional and comprehensive image of China needs to be constructed through personal experience and interactive perception.

Policy initiatives continue to empower experiential communication. For instance, the ongoing optimization and expansion of transit visa-free policies have facilitated international visitors' deeper engagement with Chinese social culture. As of July 2025, China has implemented a 240-hour transit visa-free policy for 55 countries, covering major economies in Europe, North America, and Asia-Pacific. According to the China Tourism Academy's "China Inbound Tourism Development Report 2024-2025", "China inbound tourism" became an international buzzword in 2024, welcoming 131.9 million inbound tourists – a 61% year-on-year increase that recovered over 90% of pre-pandemic levels (2019) and significantly surpassed 2023's recovery figures. Over 70% of travelers participated in cultural activities during their stay, including museum visits, intangible cultural heritage workshops, and urban strolls, which substantially enhanced their emotional connection to China.

In practice, cultural institutions actively adopt immersive narratives. In 2025, the Palace Museum, BOE Technology Group, and Tencent jointly hosted the "Pattern' to Carry Dao—— Palace Museum Immersive Digital Experience Exhibition" at Suzhou Bay Digital Art Museum. The exhibition, themed around "patterns," utilized immersive rendering and image search technologies to extract ancient architectural, ceramic, and textile embroidery motifs from the Palace Museum. Through digital innovation, it presented cultural connotations and contemporary artistic interpretations, offering international visitors a cross-temporal immersive art experience. The Sanxingdui archaeological site became a model of cultural-tourism integration by creating immersive VR/AR experiences. During the 2024 National Day holiday, activities like the "Discover Sanxingdui" sacrificial pit excavation VR experience and cultural market attracted 165,390 visitors, marking a 21.36% year-on-year increase. These practices not only revolutionized cultural communication methods but also validated the core tenet of Embodied Cognition theory—— that cognitive construction relies on body-environment interaction, with cultural understanding arising from experiential learning rather than passive indoctrination.

This "policy-practice" transformation echoes the core requirement of "shaping a credible, lovable and respectable image of China", marking the shift from "I speak, you listen" to "empathy and experience" in communication concepts, pursuing emotional penetration and identity transformation, so as to further dissolve prejudice and build trust.

2.2 From Solo to Chorus: Ecological Change of Communication Subjects

The global communication landscape is transitioning from an official-dominated "solo" model to a collaborative "chorus" of diverse voices. Civilian forces, particularly independent media creators and ordinary citizens, are demonstrating remarkable communicative vitality and unique value. This transformation stems from technological empowerment enabling individualized dissemination, coupled with audiences' growing detachment from "official narratives" and their increasing affinity for "peer narratives" and "outsider perspectives".

In the realm of short videos, content created and shared by international individuals in China continues to attract global attention through authentic observations, forming a significant cultural communication hub. TikTok Videos tagged with the hashtag "#China Travel" have reached nearly 90,000 posts with total views approaching 1 billion, covering diverse themes from daily life to technological innovation and social culture. Vivid scenes like "Exploring Changsha's Street Snacks," "Experiencing Hotel Robot Services," and "Heartwarming Moments on Guangzhou's Streets" have resonated widely among overseas audiences through their authentic, relatable storytelling. For instance, British traveler Elise's vlog documenting her visit to Yuelu Academy and tasting Changsha cuisine received enthusiastic responses, while British couple Taz and Libby's video about Chinese hotel robot delivery services went viral for its humor and charm. These personal perspectives showcase China's digital lifestyle, friendly atmosphere, and cultural blend of tradition and modernity, serving as vital windows for international audiences to understand contemporary China. This phenomenon not only demonstrates the powerful influence of short video platforms as cultural media but also highlights the crucial role of firsthand experiences and immersive interactions in fostering cultural understanding.

Global online influencers have conducted on-site visits to China for creative projects, with their firsthand experiences effectively dispelling negative stereotypes long cultivated by Western media. In 2024, German TikTok blogger "baozi in China" Robert Adolf explored Guizhou Province, sharing insights into Jia Bang Terraces, the Miao ethnic group's Drum Festival, as well as grassroots cultural phenomena like "Village Super League" and "Village BA". These videos sparked overseas audiences' keen interest in China's rural development, with comment sections frequently featuring praises such as "unexpectedly authentic China" and "genuine Chinese perspectives".

Such practices demonstrate that content driven by real-world experiences can more effectively convey the vibrant grassroots culture and modern progress of China, fostering cross-cultural understanding.

The policy actively guides and leverages grassroots creative forces to integrate them into the international communication system. The "14th Five-Year Plan for International Communication" explicitly proposes building a diversified foreign publicity matrix, emphasizing precise communication strategies of "personalized approaches for each individual and tailored policies for each region." Relevant departments open resources and provide collaboration channels for grassroots creators. For example, the 2024 International Short Video Competition collected 4,452 entries from over 60 countries and regions worldwide, with total views exceeding 2 billion on platforms such as TikTok, Kuaishou, Twitter, TikTok, and YouTube. This new ecosystem of collaborative communication between authorities and the public is becoming increasingly mature. Not only does this ecosystem amplify the volume of communication, but it also achieves a "roundabout approach" in building trust—— When information comes from "insiders" or "third parties," its persuasiveness far surpasses that of direct official statements.

2.3 From Symbolic Piling to Value Resonance: The Deep Evolution of Communication Content

The production of international communication content is moving beyond the simple accumulation of traditional symbols such as the Great Wall, pandas, and qipao to explore in-depth narratives that resonate with universal human values. This evolution unfolds along two directions: the modern expression of traditional culture and contemporary China's global narrative.

On one hand, traditional cultural symbols are being revitalized through modern technology and creative expression. Chinese games have successfully created globally influential cultural products by combining classical literary treasures with cutting-edge technologies. In August 2024, the phenomenal domestic action RPG "Black Myth: Wukong" was released worldwide. Featuring stunning visuals crafted with Unreal Engine 5, rich Chinese cultural elements, and profound mythological philosophy, it received widespread acclaim from global players (96% positive rating on Steam) and won multiple awards including the 2024 TGA Game of the Year. Its global sales performance was strong, reaching 20 million copies on September 20, 2024, and surpassing 22 million copies by April 23, 2025, with overseas sales accounting for about 30%. The game has become an important window for global players to understand Chinese literature, art, and thought—— Overseas players showed great enthusiasm for the Chinese mythological system and cultural elements showcased in the game, actively seeking out materials related to "Journey to the West" and sharing cross-cultural reading experiences. The deep Eastern aesthetics and the cultural core of "bearing responsibility and resisting fate" embodied by the "Tianmingren" concept resonated emotionally with global players, with related derivative videos gaining significant attention. The success of "Black Myth: Wukong" has explored innovative pathways for Chinese culture to "go global."

On the other hand, "People's Livelihood Narratives" demonstrate remarkable cross-cultural resonance. By focusing on the daily lives, career struggles, and community solidarity of ordinary Chinese citizens, these documentary-style works resonate globally through their universal human warmth and authentic emotional storytelling. In 2023, viral short videos documenting Chengdu Universiade volunteers serving athletes in multiple languages garnered over 5 million views each, with keywords like "professionalism," "friendliness," and "youthfulness" dominating social media discussions. These vivid portrayals showcased China's younger generation's openness and vitality. Similarly, environmental governance documentaries like National Geographic's "Green Miracle: China's Kubuqi Desert" have gained international recognition. The film chronicling desert tree-planting efforts reached audiences across 160+ countries and regions, highlighting ordinary people's enduring commitment to environmental transformation. This transcends ideological divides to create profound humanistic connections that inspire global admiration and shared emotional resonance.

In practice, communication strategies increasingly emphasize regional segmentation by conducting precise analysis of cultural psychology and information preferences across different regions, enabling customized content production and channel distribution. For the Southeast Asian market, focus is placed on shared concerns like the "Lancang-Mekong Cooperation" and "Traditional Medicine Sharing"; for African audiences, development narratives such as "China-Africa Production Capacity Cooperation" and "Skills Enhancement Programs" are prioritized; while for Western knowledge communities, dialogues are predominantly centered on cutting-edge fields like "AI Governance" and "Climate Response Technologies". A notable example is the short video creation and dissemination workshop for developing countries, organized by China's Ministry of Commerce and hosted by Yunnan International Economic and Technical Exchange Center, which has consistently attracted participants from Panama, Cambodia, South Africa, Tanzania, and other nations. Media professionals from these countries noted that China's advancements in aerospace, agriculture, and ecological conservation serve as vital windows for

mutual understanding. This audience-specific narrative refinement effectively enhances communication precision and explores value commonalities in cross-civilization dialogue.

3. The Coordination Mechanism of Four-Dimensional Capacity Building: System Support for Communication Effectiveness

The transformation of China's international communication paradigm requires robust capability systems. Currently, the development of international communication capabilities focuses on the coordinated advancement of "four-dimensional competencies": cultural appeal, image affinity, persuasive discourse, and public opinion guidance. These four dimensions mutually reinforce each other through systematic synergy, collectively forming the core competitiveness in global communication.

3.1 Innovative Expression of Cultural Appeal: Carrier Renewal and Value Exploration

Enhancing the contemporary appeal and cultural resonance of Chinese heritage hinges on revitalizing its profound values through innovative platforms. Digital technologies now offer groundbreaking pathways for cultural preservation. The Dunhuang Academy's "Digital Patron" initiative employs VR and AR to create immersive virtual cave explorations at the Mogao Caves, allowing users to experience the artistic brilliance of murals while tracking participants' contributions through blockchain. The intelligent animated film **Ne Zha: The Rise of the Demon Child** has emerged as a flagship example of Chinese cultural outreach in 2025. Building upon its predecessor **Ne Zha: The Rise of the Demon Child**, this sequel masterfully blends Ne Zha's defiant spirit—"My fate is determined by my own will, not heaven's decree"—with themes of familial redemption. Utilizing cutting-edge 3D animation, it crafts an Eastern visual spectacle that resonates with modern audiences. After its global streaming debut, the film sparked international fascination through Ne Zha's narrative, sparking cross-cultural discussions about Chinese mythology.

The film and television industry has increasingly become a vital platform for projecting national identity and shared values. The sci-fi blockbuster *"The Wandering Earth 2"* has sparked global discussions through its grand narrative, stunning visuals, and profound vision of a human community with a shared future. The film achieved remarkable worldwide success: grossing \$5 million in North America, boasting a 78% fresh rating on Rotten Tomatoes, and earning a 7.8 rating on IMDb. Its portrayal of the "Mountain Moving Project"—embodying collectivism and self-sacrifice—ignited ethical debates on platforms like Reddit regarding "Eastern solutions versus Western individual heroism", generating over 50,000 posts that objectively advanced international dialogues about Chinese values. These examples demonstrate that cultural influence thrives through innovation rooted in tradition and expression born from creativity, transforming culture from museum exhibits into everyday life and propelling it forward from history to the future.

3.2 Hierarchical Strategy of Image Affinity: Precise Positioning and Emotional Connection

To shape a friendly image of China, it is necessary to implement refined and segmented communication strategies, and adopt differentiated narrative frameworks and communication channels for audiences with different regions, groups and cultural backgrounds.

To developing countries in the Global South, China emphasizes sharing development experiences and showcasing mutually beneficial cooperation outcomes. Take the Mombasa-Nairobi Railway as an example: constructed with Chinese assistance under Chinese standards, it became Kenya's first new railway since independence, hailed as the nation's "century project" and "flagship initiative". The documentary **My Railway, My Dream—Chronicles of China's Construction of the Mombasa-Nairobi Railway** aired on Kenyan national television, attracting over 6.5 million viewers on its premiere day. Through firsthand accounts from more than a dozen locals, the documentary narrates the railway's construction journey and demonstrates the China-Africa win-win cooperation philosophy. For developed countries in the Global North, China focuses on establishing professional dialogues and trust through advanced topics like technology and environmental protection. The Sino-European joint research project "China-Europe Green Hydrogen Partnership" in carbon neutrality achieved collaborative results published in **Nature* Energy* in 2024, recognized by the European Commission as a flagship cooperation case, effectively countering some "China environmental threat theory" noise.

In targeting the global Gen Z audience, China's international cultural dissemination increasingly emphasizes aligning with their aesthetic preferences and digital social habits. Cultural content like "Kucha Dance" that blends traditional heritage with modern flair, showcased on social media platforms such as Instagram Reels and TikTok, has garnered over 100 million views and 20 million interactions worldwide. In 2024, China's Ministry of Foreign Affairs launched the "Global Youth China Tour" initiative, inviting young leaders from multiple countries to visit China in depth. Participants spontaneously became secondary nodes for "China's narrative" dissemination. The

essence of this tiered strategy lies in "one country, one policy" and "one group, one approach," using language that resonates with target audiences to discuss topics they care about, ultimately achieving emotional connection and engagement.

3.3 Grammar Optimization of Discourse Persuasiveness: Conceptual Translation and Theoretical Support

Enhancing the persuasiveness of international discourse hinges on building a robust communication framework and refining expression strategies. Chinese diplomatic language now prioritizes constructive and inclusive phrasing – such as "resolving differences" and "building broad consensus" – replacing traditional confrontational rhetoric.

The international interpretation of China's political concepts increasingly emphasizes cultural adaptation and contextual alignment to enhance cross-cultural communication precision and acceptance. For instance, the Chinese reform metaphor "crossing the river by feeling the stones" is easily understood in Sinophone countries like Vietnam and Laos due to cultural proximity, while Western interpretations often adopt expressions such as "policy pilot zones" or "gradual reforms" that better align with their political and academic discourse systems. Official standardized translations support this approach, aiming to reduce ambiguities and establish authoritative interpretations. Systemic concepts like "whole-process people's democracy" are typically explained through concrete case studies. These practices demonstrate that effective global communication requires not only precise terminology translation but also authentic narratives and contextual adaptation to lower the threshold for conceptual understanding, thereby fostering global recognition and resonance with Chinese ideas.

The construction of discourse systems requires solid academic foundations. In recent years, core concepts such as "the multi-ethnic unity pattern of the Chinese nation" and "a community with a shared future for mankind" have been systematically incorporated into domestic university curricula and disseminated through international courses and academic exchange programs. For instance, the Ministry of Education's 2025 initiative to promote "Multilingual Digital Global Dissemination of Excellent Chinese Culture Courses" aims to develop multilingual digital courses promoting Chinese culture as public cultural products for global dissemination, serving both domestic educators and international Chinese language education. At the academic level, Chinese scholars are exploring knowledge production pathways for political science conceptual systems. Research indicates that contemporary Chinese political science concepts have emerged through empirical observations, traditional cultural exploration, and unique knowledge production processes in official policy documents. A preliminary conceptual framework integrating state theory, party theory, government theory, governance theory, and democratic theory has been established to achieve systematic political science knowledge production. These curriculum developments and academic research provide crucial theoretical foundations and talent reserves for internationalizing and academicizing key concepts, thereby facilitating the construction and dissemination of China's academic discourse system.

3.4 Algorithmic Adaptation of Public Opinion Guidance: Ecological Reconstruction and Trust Empowerment

In the algorithm-driven social media era, effectively guiding international public opinion requires deep integration into platform rules and strategic innovation. The construction of communication matrices increasingly exhibits "decentralized" characteristics. Official institutions are gradually transitioning to behind-the-scenes "content supporters," focusing on providing high-quality materials, data, and essential dissemination support for grassroots creators. Practice shows that content created by grassroots creators based on authentic experiences often triggers higher user engagement on overseas platforms due to its personal perspective and down-to-earth appeal. For instance, China Global Television Network (CGTN) collaborated with overseas promotional partner Yidian Tianxia. Through refined social media operations, they achieved 4 billion cross-channel exposures, reduced channel traffic costs by 38%, gained over 2.36 million new Facebook page followers, increased social media interaction rates by 19%, and expanded promotion channels to more than 20 languages. Such collaborations aim to precisely reach target audiences. The synergy between official and grassroots efforts, multi-level decentralized communication networks, and empowering grassroots creative forces represent viable pathways to enhance international communication effectiveness.

To address international concerns, enhancing transparency and credibility in major projects and sensitive issues through technological innovation has become an effective practice in international communication. In the field of cross-border infrastructure, the China-Kyrgyzstan-Uzbekistan International Multimodal Transport has pioneered digital applications. In March 2023, the first digital "China-Kyrgyzstan-Uzbekistan" multimodal freight train departed from Lanzhou New Area. This train leverages the Lanzhou New Area's multimodal transport information platform and integrates JD Technology's capabilities to achieve an innovative "consolidation and distribution" model. The "Digital Train" is supported by a multimodal transport digital foundation and blockchain technology,

enabling intelligent recommendations for optimal "time-route-price" transportation solutions while allowing real-time tracking of cargo status, transport routes, and progress. Such practices improve logistics efficiency and enhance the timeliness and transparency of next-generation international freight trains through technological means. Regarding global issues like environmental monitoring, China's scientific data sharing services also play a significant role. For instance, the National Marine Science Data Sharing Service Platform offers multiple models including online public access, conditional sharing, and offline services. Since its online portal system launched in May 2018, it has averaged approximately 20,000 monthly visits and provided sharing services to over 20 countries including the United States, Germany, Japan, and South Korea. These objective and professional data-sharing services support global users in understanding and researching marine environments, promoting international scientific exchange and cooperation.

4. Three-Dimensional Objectives and Structural Challenges of Communication Capacity Building

The capacity building of China's international communication serves multiple strategic goals such as enhancing discourse power, optimizing the public opinion environment, and identifying a community with a shared future. In fact, its realization process requires both innovative approaches and a realistic recognition of structural challenges.

4.1 Discourse Power Matching: Multi-Dimensional Path and Power Imbalance

To enhance China's international discourse power commensurate with its comprehensive national strength, sustained efforts must be made across multiple dimensions including institutional and symbolic power. At the institutional level, China actively promotes reforms and improvements in the international rule-making system. For instance, under the UN framework, it advocates for digital governance regulations. The 2024 Global Initiative on AI Governance received joint signatures from over 140 countries, incorporating principles like "human-centered approach" and "AI for good" into regulatory frameworks of multiple nations, thereby strengthening developing countries' representation and voice in global AI governance. On the symbolic front, significant progress has been made in promoting Chinese cultural symbols' international recognition. The Spring Festival, as a vital traditional cultural symbol of China, continues to gain global influence. By the end of 2020, nearly 200 countries and regions had embraced the festival as a national or partial public holiday. Through active participation in formulating global governance rules and advancing the international recognition of cultural symbols, China has established an effective pathway to enhance its global discourse power.

However, China still faces significant challenges in shaping the international agenda. According to data from SimilarWeb, a digital market intelligence firm, traffic on major English-language news websites remains highly concentrated among European and American media outlets, which maintain substantial influence in global discourse. Despite China's ongoing efforts to promote international cooperation and share development achievements—such as establishing over 3,000 collaborative projects under the "Belt and Road" framework and systematically releasing the "Belt and Road Green Development Outlook Report" emphasizing sustainable growth—the narrative framing of China-related issues in international public discourse still frequently exhibits imbalances. This imbalance in discourse power reflects deep-seated structural disparities—China has yet to establish globally influential news clusters, widely adopted academic rating systems, or culturally recognized evaluation standards. Consequently, China's issue communication sometimes remains susceptible to preconceived frameworks by external parties. To enhance international communication effectiveness, it is essential not only to sustain solid cooperative outcomes but also to deepen efforts in building an autonomous discourse system and influencing international rating standards.

4.2 System Construction of Favorable Environment: Emotional Capital and Institutional Cost

To cultivate a favorable international public opinion environment, the key lies in accumulating "emotional capital" and reducing the "institutional costs" of cooperation, with major international cooperation projects serving as core vehicles. Take the China-Laos Railway as an example: This project not only represents a significant infrastructure connectivity initiative between China and Laos but also serves as a vital bond for mutual understanding between the two peoples. During construction, Chinese enterprises prioritized community engagement. In Banhan Village, builders helped pave roads that villagers affectionately called "Friendship Road" and "Happiness Road." The railway's operation has improved living standards along its route, with some villagers earning income through participation and gaining deeper understanding of China. As Lao Deputy Prime Minister Gi Chhao noted in August 2025, the China-Laos Railway stands as a landmark achievement of pragmatic cooperation. Since its launch, it has boosted regional economic collaboration and accelerated development along the route, transporting 10.07 million passengers and over 12.6 million tons of cargo in the first half of 2025. These efforts deepen bilateral friendship and create a more positive atmosphere for cooperation. Similarly, China's medical aid programs and livelihood

projects in other countries have garnered goodwill by addressing local challenges. These practices demonstrate that pragmatic cooperation focused on shared development and improved livelihoods serves as an effective approach to accumulating positive sentiment, reducing collaboration costs, and fostering a favorable international public opinion environment.

4.3 Value Resonance of the Community with a Shared Future: Pragmatic Cooperation and Cognitive Gap

The foundation for advancing the international recognition of the vision to build a community with a shared future for mankind lies in deepening practical cooperation across various fields and making its tangible benefits clearly visible. In the public health sector, China and ASEAN have continuously strengthened collaboration through initiatives like professional training programs to enhance regional response capabilities. In November 2023, the China-ASEAN Public Health Science and Technology Cooperation Center organized a specialized training session on zoonotic disease prevention, inviting participants from Cambodia, Laos, Myanmar, Thailand, Vietnam, and other countries. Such cooperation aims to collectively improve the detection and response capabilities for emerging and re-emerging infectious diseases, reflecting the deepening of regional public health collaboration. In the technological domain, China actively promotes cooperation and sharing in aerospace technology. During the China-Central Asia Summit in May 2023, China pledged to open its BeiDou Navigation Satellite System (BDS) civilian services to Central Asian countries, providing high-precision positioning, navigation, and timing support. These capabilities will be applied to agricultural modernization, disaster prevention and mitigation, environmental monitoring, and other livelihood sectors, boosting local socioeconomic development. This marks concrete steps toward building a "Digital Silk Road" and a "Technical Community". By addressing common challenges and meeting developmental needs, these practices transform grand visions into tangible, mutually beneficial cooperation, laying a solid foundation for conceptual alignment.

However, there remains a significant divide in the understanding and acceptance of the "community with a shared future" concept among Western developed countries. According to 2025 Pew Research Center data, only 32% of people in 10 high-income European and American countries—including Canada, France, and Germany—understand this concept. Most interviewees equate it with "Chinese-style globalization" or a "geopolitical tool," reflecting deep-seated value differences and cognitive gaps—tensions between Western individualism and Chinese collectivist philosophy, as well as strategic suspicions about China's intentions. Bridging this divide requires narrative approaches and practical solutions that find the greatest common ground between civilizations and systems. For instance, emphasizing "the right to coexist as humanity" on climate change; highlighting "the universality of technological ethics" in AI governance; and showcasing the universal value of "life first" in pandemic cooperation. Only by transforming grand concepts into tangible, perceptible, and beneficial cooperative outcomes can we gradually dispel misunderstandings and build consensus.

5. The Direction and Optimization Path of Improving International Communication Ability

In recent years, China has achieved remarkable progress in international communication capabilities as its comprehensive national strength continues to grow and global engagement deepens. From overseas implementation of large-scale infrastructure projects to the global popularity of cultural symbols, from technology exports to governance experience sharing, the international visibility of China's narratives has steadily increased. However, given the three-dimensional strategic goals and structural challenges in building China's discourse power, optimizing public opinion environments, and fostering a shared future for humanity, it is imperative to adopt systematic and targeted strategies to break through existing constraints. This will drive the transformation of international communication from "scale expansion" to "efficiency enhancement".

5.1 Talent Upgrading Strategy: Build a Multi-Skilled Communication Team

Talent is the cornerstone for implementing all strategies. We must launch a specialized "International Communication Officer" training program to cultivate a versatile talent pool with language proficiency (especially in rare non-major languages), cross-cultural communication skills, expertise in specialized fields like technology, environmental protection, and cultural tourism, as well as exceptional digital literacy (including content creation, data analysis, and platform algorithm mastery).

5.2 Regional Coordination and Linkage: Drawing a Panoramic Map of National Image

To address regional disparities, we must vigorously promote collaboration between eastern and western regions to build a "National Image Communication Community". The core lies in establishing a sustainable cooperation mechanism between developed eastern areas and resource-rich western regions. In terms of content, joint efforts should focus on producing high-quality comparative and thematic works, such as the collaborative documentary *From Lujiazui to Mogao Grottoes: China's Dialogue Across Time* and the short video series *Shenzhen AI

Meets Sanxingdui's Mysterious Symbols*, skillfully bridging modernity in the east with historical narratives in the west. Regarding channels, we should facilitate partnerships between central foreign publicity platforms like CGTN and People's Daily Overseas Edition with provincial international communication centers in Sichuan, Shaanxi, and Yunnan to establish content aggregation channels, share overseas media resources, and achieve coordinated content distribution. For talent development, we need to explore an "Eastern Talents Supporting Western Regions" initiative, regularly dispatching core teams from eastern media organizations and planning agencies to assist local communities in story discovery and staff training, while leveraging rich cultural expertise from western regions as content support.

5.3 Content Innovation Incentive: Fund In-Depth Narrative and Multiple Themes

Establish a national "Contemporary China Narrative Innovation Fund" with an initial scale of 1-2 billion yuan to fundamentally transform the thematic structure and narrative depth of content production. The fund should prioritize funding, rewarding, and overseas promotion of high-value themes including cutting-edge scientific innovation, achievements in ecological civilization construction, vibrant rural revitalization practices, social governance innovations, and diverse youth culture. Simultaneously, form an advisory panel composed of seasoned foreign media professionals, sinologists, and cultural scholars to conduct pre-assessment of major project topics, scripts, and narrative techniques. This panel will provide "cultural translation" consultation to ensure Chinese stories are told in ways that resonate globally, effectively enhancing content acceptance and emotional resonance.

5.4 Technology Base Integration: Create Barrier-Free Digital Experience

To completely break down digital barriers, it requires top-level design and strong implementation to create a user-centered accessible digital environment. The primary task is to comprehensively integrate and upgrade the "Changyou China" one-stop international version APP or mini-program. Drawing on successful local experiences like Shanghai's "One Code Tour," we should elevate it to a national platform that integrates essential functions for visiting China, including visa consultation, flight/hotel bookings, transportation (high-speed rail, subway, buses), scenic spot reservations, multilingual guides, electronic payments, emergency assistance, and multilingual customer service—truly realizing "one platform, one entry point, seamless travel across China." Simultaneously, we must vigorously promote payment convenience by requiring major payment institutions to increase acceptance coverage of foreign card payments at merchants from the current level to over 80%. Service points should also be established at major entry ports to provide temporary digital identity registration and payment solutions for short-term visitors. This approach aims to eliminate the "digital divide" at its root, enabling international tourists to seamlessly integrate into China's digital lifestyle and personally experience its efficiency and convenience. Ultimately, this will shape a genuine, multifaceted, and comprehensive modern image of China.

6. Conclusion: Towards a New Paradigm of Civilizational Dialogue

The contemporary transformation of China's international communication fundamentally represents a profound paradigm shift in civilizational narratives. As global audiences resonate with Sun Wukong's destiny in "Black Myth: Monkey King", international travelers share authentic experiences through spontaneous short videos (#RealChinaMoments), and youths worldwide marvel at ancient Chinese art through the "Digital Dunhuang" exhibition— These phenomena collectively signal a fundamental transformation: China is evolving from a passive responder to an active communicator in global discourse, transitioning from a "debater" to a "voice-maker" that provides ideas, defines agendas, and contributes solutions. This evolution is rooted in the deep integration of communication strategies and practices that embody the vision of shaping a "credible, lovable, and respectable" image of China.

Going forward, the breakthrough development of China's international communication capacity will depend on the continuous forging of three core capabilities:

Cultural Transcoding Power: We specialize in creatively transforming the essence of Chinese civilization—such as Dunhuang art and Confucian philosophy—into contemporary cultural symbols and value expressions that resonate with global digital natives. For instance, we developed the "Metaverse Palace Museum" where users can participate in artifact restoration through VR gear, or adapted *The Analects* dialogues into AI-powered interactive games that help players grasp the concepts of "Ren" (benevolence) and "Li" (propriety) through immersive scenarios. The key to transcoding lies not in simplification, but in profound symbolic innovation and contextual adaptation.

Emotional Savings Capacity: Cherish and sustain the deep interpersonal connections forged through sincere interactions, community collaboration, and attentive care. Each cataract patient cured, each local engineer trained, and every community suggestion adopted serve as units of emotional currency. Establish a "Social Impact

Assessment System for International Cooperation Projects" that incorporates emotional capital accumulation as a key performance indicator (KPI), steering projects from an "engineering-focused" approach to a "people-oriented" direction.

Common Value Convergence: While preserving its developmental path and cultural identity, China adopts a constructive approach to bridge the gap between its core values like "right to development" and "right to survival" and other civilizations' fundamental concerns. This involves identifying, building, and continuously expanding shared value foundations that can be understood and accepted by all nations. For instance, in AI governance, it emphasizes "technology for good" over "technological hegemony"; regarding climate change, it highlights "our shared home planet" rather than "burden-sharing responsibility"; during global pandemic response, it champions "life first" instead of "institutional superiority". Only by achieving this common ground can the vision of a community with a shared future transcend political rhetoric and become a tangible human consensus.

Only by deepening these three capabilities can China transcend traditional geopolitical communication frameworks and establish a new paradigm of international communication. This paradigm, guided by the principles of civilizational equality and mutual learning, as well as shared human welfare, will elevate China's global standing and national image. It will contribute China's irreplaceable strength and wisdom to addressing global trust deficits, advancing reforms in global governance, and promoting the building of a community with a shared future for mankind.

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