



# A Study on the Path to Enhance the International Communication Power of English Websites of Generation Z Mainstream Media—Taking Xinhuanet as an Example

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## Abstract

International communication power is an important component of a nation's soft power. With the rapid development of the Internet and increasing international exchanges, the media are playing an increasingly important role in building the image of the country. By creating English-language websites for mainstream media and improving the global communication capabilities of these websites, we can effectively promote Chinese stories and culture, allowing the world to hear and understand the voice of China. Based on this premise, this paper uses Xinhua.com as a case study to analyze the specific performance of mainstream media English websites of the Z generation in terms of international communication ability. It also explores ways to enhance the international communication power of these websites by focusing on communication talents, discourse expressions, and video formats. The aim is to provide valuable insights for improving China's mainstream media's international communication power.

## Keywords

Generation Z, mainstream media, English websites, international communication power

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## Introduction

The report of the 20th Party Congress emphasizes the need to strengthen international communication capacity and comprehensively enhance the effectiveness of international communication. We will deepen the exchange and mutual appreciation of civilizations and promote Chinese culture to the world more effectively. With the rapid development of internet information technology, the media is playing an increasingly important role in the international dissemination of Chinese culture. As China's modernization progresses, it is crucial for the mainstream media to thoroughly study the spirit of the 20th National Congress. Additionally, they should further integrate media resources on the existing foundation in order to effectively convey the Chinese story and promote Chinese culture. This will enable the world to hear and truly understand the voice of China. Therefore, enhancing the international communication capabilities of mainstream media English websites is an important research topic addressed in this paper.

## **1. Specific performance of the international communication capacity of the English websites of the mainstream media of Generation Z**

### **1.1 Diversified means of communication and intelligent content production**

In recent years, China's media has made great progress in building its international communication capacity, and its awareness of taking the initiative to set issues and its confidence in participating in international public opinion competitions have all increased significantly. Especially in the dissemination of Chinese culture, the mainstream media have adopted diversified means and intelligently produced a variety of forms of communication content, and their international communication capacity has gradually increased (Shen Haixiong, 2023). For example, in 2021, the English website Xinhua reported and spoke highly of the ecological restoration of Guangyang Island, which was planned and constructed under the leadership of China Architecture Design and Research Institute Co Ltd, a subsidiary of China Construction Technology Group, under the title "Guangyang Island Witnesses Green Development of Yangtze River Economic Belt". In 2023, an English-language report entitled "Zibo, Shandong: Rural Cinema, Lighting up the Cultural Star" was launched. This report depicts the lively scenes of people watching public service films in Xihe Town, Zibo City, Shandong Province during the Chinese New Year of the Rabbit, showing overseas readers the spirit of rural China in the new era.

### **1.2 Audience participation interactive discourse expression convenient**

Against the background of the rapid development of Internet information technology, the media are gradually developing towards the trend of integration, and increasingly deeper links have been established between mainstream media and social networks, with new mainstream media playing an increasingly important role in the dissemination of online content (Zhang Yingting, 2023). At present, the international communication power of China's media has been successfully built. New means and new functions have led to an increasing demand for international audiences to participate in interaction and a gradual increase in their motivation to do so. At present, with the launch of Xinhua's English client, international users can log on directly to the client and watch news reports anytime and anywhere. The mainstream media's organic integration of new technology and media enriches the experience of international users and further enhances the speed of information dissemination in the international arena, making the expression of the discourse more and more convenient (Hu Hui, 2023).

### **1.3 Gradually forming international brands**

With the gradual strengthening of the construction of international communication power, China's mainstream media gradually occupy a place in the international public opinion arena (Zhang Liuchao, 2022), and gradually close to the international brand. Some mainstream media are cooperating with other countries' media, and have also opened overseas video channels on their English websites, making it more convenient for users to use. For example, at the 2nd World Internet Conference, Xinhua News Agency held an online cultural exchange event to spread Chinese culture better and faster by constantly leveraging its own media advantages and accelerating effective integration with other media. On May 10, 2023, Xinhua's "Light of National Products - Global Sharing" original IP was officially launched, aiming to integrate international communication power, innovate the language system, face the network and overseas, tell Chinese brand stories, and spread Chinese brand culture.

## **2. The path to enhance the international communication power of the English websites of the Z generation mainstream media—Xinhuanet as an example**

### **2.1 Leveraging "diversified" communication to promote mutual appreciation of civilisation**

In the process of telling the Chinese story well, communication channels have always been of paramount importance. Xinhuanet can build further cooperation with relevant foreign language institutes, share the practical experience of operating Xinhuanet's English website, and start effective communication on multicultural exchange. On the one hand, with foreign language colleges taking the lead and Xinhuanet's English website as a media channel, we can join hands with the world's leading universities, educational institutions and international organisations to carry out international academic exchange activities (Wang Bingcan, 2022). At the same time, the joint formation of international academic organisations and the creation of high-end brands will allow more Chinese academics to participate

in academic research and spread Chinese stories and culture through the Xinhua English website. On the other hand, using the Xinhuanet English website as a platform, the School of Foreign Languages will engage in cultural exchanges and interactions with universities in other countries, so that international friends can further understand the respectable, relatable and lovely image of China and spread Chinese culture. In addition, the School of Foreign Languages should take on the role of "translator" of the Chinese language, translate the articles about the Chinese story reported on the English website of Xinhua into multiple languages, and use the media platform to effectively disseminate and tell the Chinese story. At the same time, we will focus on communicative communication, select symbols from the excellent Chinese culture that have international common sense and common conventions for cross-cultural translation, build a communication content system with a clear position and integration between Chinese and foreign countries, and promote multi-cultural exchanges.

## **2.2 Aiming for "international" standards to cultivate excellent communicators**

In order to tell the Chinese story well in the country, the key is still to cultivate outstanding international talents. For one, Xinhua and relevant universities should strengthen cooperation, study the spirit of the 20th Party Congress in-depth, focus on the goal of international talent training, combine the needs of international audiences and the characteristics of international media, take international standards as reference, accelerate the cultivation of composite talents and cultivate students' international vision, while also strengthening students' national and cultural self-confidence, bringing their own strengths and advantages into play to tell Chinese stories to international audiences and better disseminate Chinese culture (Wang Feng & Zang Jiayi, 2022). Xinhua will also participate in the design of the international talent training curriculum in universities, and give relevant advice from a professional perspective, such as including the cultivation of an international perspective, the learning of professional foreign language skills, the learning of Chinese culture, and the cultivation of "storytelling" skills in the education curriculum, so as to cultivate international talents to meet the current needs of mainstream media development from multiple perspectives. Secondly, Xinhuanet should encourage the development of international media. Secondly, Xinhua should encourage its staff to learn more about Chinese culture, such as traditional Chinese culture, including opera, ancient poetry, velvet flowers, Chinese costumes, calligraphy, and ink painting, and conduct regular internal Chinese culture learning and exchange activities to deepen their knowledge and understanding of traditional Chinese culture. We can also organize field trips and study trips for staff to observe the production process of ceramics and visit revolutionary memorial sites. This will allow them to deepen their emotional experience, appreciate the charm of Chinese culture, and cultivate their cultural confidence. Xinhua also needs to organize more internal learning competitions and actively encourage staff participation. This will help them clearly identify the differences between Chinese culture and Western culture, as well as discover and leverage our cultural strengths. Then, from a practical point of view, media communication tools can be used to help a larger international audience understand Chinese culture and listen to the Chinese voice. At the same time, it is important to actively attract international talent, enhance talent training and assessment, and expand the talent pool.

## **2.3 Change the expression of the discourse to tell a good Chinese story**

When promoting and reporting Chinese stories on the English website, Xinhua should not only enrich the content, but also change the way of expression, find the right entry point for the story, and then start from the emotional level to show the warm and relatable side and tell the Chinese story well. Firstly, after choosing a good topic for the story, you should gain a deeper understanding of the content of the story, and then find an entry point from which to focus on the core and key points, combining the ideological values of "civilisation, progress, freedom and harmony", from the shallow to the deep, and deeply analyze the ideological essence of the story. Secondly, to change the way of expression, when talking about China, you can start from the perspective of a certain character and elaborate on the actual life experience and the changes around you in a witty and humorous tone, so as to tell a good story about China and show a relatable and respectable image of China at the same time. Telling the Chinese story well means incorporating the Chinese position, Chinese discourse, and Chinese logic into the selected story, always grasping the core element of "what to say to the world", choosing a way that is easily accepted and understood by overseas audiences, and optimizing the form of expression of the story, so that overseas audiences can understand the Chinese story and hear it clearly.

## 2.4 Innovative video forms to enhance integrated communication capabilities

According to the current presentation form of the content reported on Xinhua's English website, most of them are pictures. Video is the main focus, and the application of elements such as animation and charts is not wide enough. At present, with the continuous innovation and development of social media, users of social platforms have more requirements for the presentation form of information, i.e. personalization and diversification (Tao Yiping, 2023). Under such circumstances, in order to tell the Chinese story and spread Chinese culture, it is necessary for Xinhua to innovate the video format and effectively integrate elements such as micro-documentaries, micro-animations, and dynamic charts with the video content. Firstly, it can learn from the broadcasting mode of serial dramas and produce a series of Chinese story videos in the form of serials, and the video content should have plot episodes to improve the attractiveness of the videos; secondly, it can organically combine elements such as small animations and non-foreign heritage culture with the video content to innovate the presentation form of the video content and increase the fun of the video content, and also spread Chinese traditional culture; Thirdly, elements such as live interaction, Chinese animation and games can be combined with videos in the form of storytelling, from shallow to deep, so that overseas audiences can also become more aware of Chinese culture and spread it.

## 2.5 Expanding effective new channels for external communication

Communication channels are an important element in the process of enhancing the international communication power of mainstream media websites in English. Nowadays, the world media landscape has undergone profound changes, and the rapid development and popular application of Internet information technology provide convenient and fast channels for the dissemination of Chinese stories and Chinese culture. In this regard, mainstream media such as Xinhua should grasp the opportunities of the times and make the promotion of integrated development and the construction of faster and better online communication platforms an important focus point for the construction of international communication channels (Duan Menghan, 2023). It is necessary to concentrate existing resources and build a media matrix for foreign communications. Xinhua and other mainstream media should also clarify their own characteristics and advantages and fully apply digital technologies such as artificial intelligence technology and cloud computing technology to build intelligent international communication channels. In the process of building international communication channels, we should focus on "special brands", take a differentiated route, build special media channels, and highlight the features of Xinhua's international communication.

## 3. Conclusion

To sum up, under the background of the Internet, China's mainstream media are gradually diversifying their means of communication in the international arena, producing content in an intelligent manner, and expressing their discourse more conveniently, gradually forming an international media brand. In order to tell the Chinese story well and spread Chinese culture internationally, we need to continuously improve the international communication power of mainstream media websites in English, and the specific measures are as follows: leveraging on "diversified" exchanges to promote mutual appreciation of civilization; aiming at "international" standards to train excellent communicators; We need to transform the language of expression to tell the Chinese story; innovate video formats to enhance the ability of integrated communication; and expand effective new channels for foreign communication.

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