

International Recognition of Common Values of Humanity: China's International Communication

Yuanze Sun

School of Marxism, Shandong University, Jinan, 250000, China

631501010109@mails.cqjtu.edu.cn

Abstract. The common values of humanity are the shared values of human society and the value basis of building a community with a shared future for humanity. Enhancing international recognition of the common values of all humanity will help build consensus on the values of worldwide people and provide an ideological tool for reforming the global governance system in the new era. Through the concept logic analysis of international recognition of the common values of humanity, existing difficulties and era opportunities of international recognition of the shared values of humanity can be analyzed in reality, the ideological and the political elements structure, and building the path of the ascension of the shared values of humanity's international recognition in the diversified subject, a platform of globalization, new media and the specific content.

Keywords: The common values of humanity; international recognition; international communication.

1. Introduction

The common values of humanity, with peace, development, equity, justice, democracy, and freedom as their contents, condense the value positions and value aspirations of the peoples of all countries and are the "common value contents extracted from different value systems" [1]; they unite the value consensus of the different civilizations of humankind, and reflect the greatest common denominator of the value concepts universally shared by the people of all countries in the world. In today's world, the differences in the interests of different countries and peoples are still very significant. Still, such differences have not eliminated the existence of common interests, and "as long as human beings have common interests, they will inevitably have a common value orientation" [2].

"The recognition of values refers to people's recognition of a certain value or a certain type of value and the formation of corresponding values." [3] International recognition of the shared values of humanity refers to the state in which the common values of humanity have received wide recognition in the international community and have become recognized values in the international community. In internalization and absorption, on the one hand, "value recognition occurs between different value subjects, and is the activity and process of different value subjects to form common values for common value objects" [3]. Many subjects, such as national governments, enterprises, and people, have different understandings of the common values of humanity, which may be shallow or deep and are recognized to varying degrees. On the other hand, the international recognition of the common values of humanity is an ever-deepening and ever-developing process. Value identification is a long process from low to high, and the subject needs to go through three stages in turn: cognitive identification, emotional identification, and behavioral identification [3], in order to finally internalize the value concepts in the mind. In terms of externalization, the international recognition of the common values of humanity is an intrinsic requirement and prerequisite for building a community with a shared future for humanity. It requires the collective agreement of all humankind to become the "core" of a community with a shared future for humanity.

2. The Origins of International Recognition of The Common Values of Humanity

This paper will analyze the reality, ideological and political elements to construct a pluralistic structure in which the common value of humanity obtains to construct its own international recognition.

2.1. Objective Conditions for the Creation of International Recognition of The Common Values of Humanity

The international recognition of the common values of humanity goes hand in hand with the history of globalization. As the process of globalization progresses, the local and national self-sufficiency and isolation of the past have been replaced by interactions and interdependence among peoples in all areas. In today's world, the peoples of all countries are a community of shared destiny, and markets, capital, resources, information and talents are all highly globalized. Only when the world develops can countries develop; only when countries develop can the world develop [4]. In the era of globalization, the deepening pace of globalization in various fields such as politics, economy and culture are vigorously promoting the all-round ties among various regions and nationalities, and facilitating the gradual formation of common interests of mankind. It constitutes the objective conditions of international recognition of the common values of humanity.

2.2. Ideological Conditions for the Creation of International Recognition of The Common Values of Humanity

The universal value system of all mankind at the level of both logic of reality and moral feelings is the ideological element of the international recognition of the common values of humanity.

The similarities of human society create an underlying rational-logical consistency in the human value system. "Peace is the foundation of human development; development promotes the progress of human society; equity ensures that all countries have equal opportunities; justice keeps evil away from human society; democracy gives all countries more rights; freedom allows countries large and small to make their own decisions in the international arena" [5]. The underlying similarity of values among the peoples of the world heralds the possibility of international recognition of the common values of humanity.

In addition to the element of rational thought based on reality, there is also an element of moral emotion. When an individual or a collective reaches a high level of morality, the moral standards internalized in the heart can give rise to powerful moral emotions. With the gradual maturation of human moral concepts and the basic norms of international relations, the level of international morality in human society is also rising, providing moral emotional support in the realm of thought for the international recognition of the common values of humanity.

2.3. Political Conditions for the Creation of International Recognition of The Common Values of Humanity

The rising third-world countries, such as China, have an increasingly strong demand for the construction of a more equal and fair global governance system, which contributes to the political conditions of the international recognition of the common values of humanity.

From the perspective of the unite, along with the wave of globalization, the vast number of Third World countries are giving full play to their latecomer's advantage and achieving rapid national development. In line with their own development aspirations, the governments and relevant organizations of developing countries are striving to play a greater role in the international community in order to enhance their international status and international discourse. The enrichment and development of international actors in developing countries requires a change in the existing hegemonic logic and concept of power in international affairs dominated by the West and will inevitably contribute to the international recognition of the common values of humanity.

From the perspective of the international system, the universal demand for an equitable and mutually supportive global governance system and world pattern is now a strong and well-deserved voice in the international arena and is increasingly becoming a powerful source of motivation for promoting the international recognition of the common values of humanity. Developing countries have always been striving for the establishment of a just and rational new international order. Common goals give rise to common values. The common values of humanity, with "peace, development, equity, justice, democracy and freedom" as their core, reflect the unified consensus of the vast number of Third World countries in promoting the establishment of a new international order, and have an innate basis for international recognition.

3. The Dilemma of International Recognition of the Common Values of Humanity and the Reasons for it

The dissemination and acceptance of any kind of value cannot be achieved without difficulty, and common values of humanity are no exception. In the process of winning the universal support of the international community to the common values of humanity, there are both opportunities and challenges.

3.1. The Dilemma of International Recognition of the Common Values of Humanity

While there are opportunities for development, the promotion of international recognition of the common values of humanity also faces challenges in many areas. At the practical level, the opposition of anti-globalization voices, at the ideological level, the barriers between ideologies and irrational thinking, and at the political level, the obstruction of changes in the global governance system by some countries are challenges that cannot be ignored with regard to the international recognition of the common values of humanity.

First, at the practical level, inequality in globalization, anti-globalization and the pursuit of unilateral interests have a reverse stagnant effect on the international recognition of common values of humanity. While the wave of globalization has established the infrastructure and level of development of the international recognition of the common values of humanity, the opposing forces of globalization have acted as a brake on this recognition. Globalization has significantly increased the stock and volume of the common good of all mankind, but it has not solved the problem of the distribution of the common good. All countries wanted to derive more special benefits from the process of globalization than they did under the current conditions.

In the pattern of globalization dominated by the Western developed countries, the capitalist developed countries, led by the United States of America, have seized a great deal of benefits from the developing countries by virtue of their powerful political influence, their strong financial and monetary position, their developed high-end industries and a series of other means, resulting in an imbalance in the gains of all countries in the process of globalization. Based on these negative effects, developing countries are resistant to the current globalization system. At the same time, the transfer of industries from developed countries and the globalization of the economic crisis under globalization have also caused damage to a large number of people in developed countries, and the benefits gained by developed countries from globalization have not benefited all their people, which has led to the emergence of a populist wave of opposition to globalization among some of the people of these countries, which in turn has influenced the upper echelons of decision-making, and has contributed to the trend of anti-globalization, such as the British exit from the European Union and the U.S. trade war with China. The voices of anti-globalization from both developed and developing countries are slowing down the pace of globalization, hindering the continuous progress of the common good of mankind and constituting a major obstacle to the international recognition of common values.

Secondly, at the ideological level, the rise of irrational thinking and ideological barriers have weakened the dissemination of the common values of humanity. Under the profound change's unseen

in a century, traditional social ideologies have receded, while new irrational trends, represented by fanatical populism, anti-intellectualism and other ideologies, are spreading and warming up all over the world. "Irrationality is the crux of the current global changes" and "the irrationality of the strong rise of statism, nationalism and populism lies in the obsession with the center role of the state, the deification of the role of the underclasses, and the blind hatred of the elites" [6]. As an anti-globalization and isolationist ideology, irrational thinking has catered to the blind xenophobia and self-defense of many ordinary people in the face of the loss of their own interests as a result of the globalization process. Driven by irrational thinking, people's concepts have been distorted into a simplistic conflict of interests between "the enemy" and "us", and they tend to look at international relations from the perspective of a zero-sum game and advocate maximizing their own interests through beggar-thy-neighbor tactics. The rise of extreme right-wing forces in Western countries today is a direct result of the proliferation of irrational thinking. Under the propaganda and encouragement of the extreme right-wing political forces, not only are the common values of humanity regarded as "socialist political propaganda" and demonized, but international actors with populist tendencies also make all kinds of discordant voices in the international community, exacerbating the contradictions and tears in the reform of globalization and the global governance system, and causing damage to the international recognition of the common values of humanity.

Thirdly, at the political level, under the hegemonic mindset of the developed Western countries, they have monopolized the common values of humanity in the name of "universal values", slowed down the change of the global governance system and impeded the deeper development of common values and their international recognition. For a long time, out of the need to safeguard their own hegemonic status and international interests in all aspects, the developed countries in the West have packaged the values of the capitalist developed countries as "universal values" and sold them to the world. Based on the abstract humanistic perspective, universal value tries to put forward a value assertion beyond class, beyond nation, beyond ethnicity and beyond space and time, and takes "rationality", "human rights" and other concepts that have lost their realistic content as the ultimate form of human's common value. It sees only the unity of common values and ignores the diversity of understanding of what common values are and how to realize them in different times and spaces, and in fact disregards the suitability of common values in diverse nations and regions.

By a flat and simplistic abstract way of thinking, "universal values" confuse values and their forms of realization, describing values such as peace, development, equity, justice, democracy and freedom as uniquely Western concepts and emphasizing that they can be realized only in Western forms and paths. The ethnic and regional nature of the common values of humanity implies a diversity of forms of realization, and different regions and ethnic groups have the right to choose how to realize the common values of humanity in accordance with their own ways of thinking and cultural characteristics. Common values of humanity should be diverse, while universal values are exclusive. The universal values held by the West are entirely manipulated by a handful of countries: what is "universal values", what is in line with "universal values", and how to realize "universal values" — are all determined by the developed countries of the West. Through the interests hidden behind "axioms", the West is able to wield the stick of "universal values" and arbitrarily interfere in other countries out of its own interests. Relying on the powerful discourse power of the West in international affairs, the non-universal "universal values" intend to monopolize the definition of "the common values of humanity", interfere with the international community, especially developing countries, in the knowledge and discussion of the common values of humanity. "It also hinders the formation of any international recognition of any common values except "universal values".

3.2. Reasons of Dilemma of International Recognition of the Common Values of Humanity

"It has largely become part of the scholarly consensus that acceptance and diffusion of norm must be accompanied by appropriate diffusion mechanisms" [7]. The success or otherwise of international recognition of the common values of humanity is closely linked to the dissemination of information by advocates. It can be said that the current predicament of international recognition of the common

values of humanity is the result of the combined effect of the deficiencies of China, as an advocate, in the four areas of the main actor, the content, the platform and the medium in dissemination and diffusion.

At the main actor level, the main body of communication, which is dominated by official channels, lacks flexibility and relevance in external communication, making it difficult for it to play the "capillary role" of penetrating into daily life. In the era of new media, the main actor of communication of value discourse is no longer limited to professional media organizations, but shows the characteristics of multilevel and multifield, which can be roughly divided into three levels of the state, society and individuals, as well as many fields such as politics, economy, culture, science and technology, entertainment and so on. Different levels and fields of communication subjects have their own specific communication objects. In the face of specific communication objects, choosing the communication subjects that fit with them can make the communication more effective with less effort. At present, in the field of external publicity, the common values of humanity still relies heavily on political conferences, academic exchanges, official newspapers and magazines, and other official and semi-official communication bodies, which results in the target audience of the common values of humanity always being limited to the serious field, and the lack of communication bodies aiming at the general public, which makes it difficult to realize the downward sinking of the common values of humanity in the identity of the target audience.

At the content level, the focus on the propaganda and indoctrination of official ideology and authoritative political discourse lacks value resonance and emotional resonance and is prone to subjective political bias. The targets of communication have their own social backgrounds and interests, and even if they share the same conceptual kernel, the values behind them can only be recognized by the targets if the communication content matches their needs and lives. The lack of discourse content in the current conceptual communication stems from the fact that "discourse content lacks the necessary persuasive power, which affects the dissemination of concepts on a global scale" [8]. In the past, the explanation and propagation of the common values of humanity, which was focused on official political discourse, was too abstract, empty, and detached from concrete life, making it difficult to generate acceptance. In addition to the traditional serious discourse, further digging into the content of the discourse for different communication targets and different communication occasions will be more conducive to creating a sense of identification with the common values of humanity among multiple targets.

At the platform level, the role of globalization as a communication platform has not yet been effectively utilized, and the mechanism of mutual reinforcement between globalization and international recognition of the common values of humanity remains to be explored. The media is the basic tool for communication, but not the only one. International recognition of the common values of humanity cannot be realized through the media alone. Globalization in various fields is a powerful fulcrum for the overseas spread of the common values of humanity, such as economic reciprocity in the form of investment and loans, tariff reductions and exemptions, transregional synergy in combating transnational crime and natural disasters, and humanistic exchanges in the form of cultural dissemination and academic research. Although China has long been an active participant in the globalization process, the promotion of international recognition of the common values of humanity has yet to be deeply integrated into the practice of globalization.

At the media level, traditional media, such as news and conferences, are in decline, making it difficult for them to match the new media's ideological and value-advocacy impacts, and there is an urgent need to develop new ways of mass media communication. China's overseas discourse platforms have obvious shortcomings compared to those of Europe and the United States. "At present, the daily news information sent out by the four western mainstream news agencies - AP, HNP, Reuters and AFP - accounts for 80% of the world's total press releases, and the 50 western media multinational corporations occupy 95% of the world's media market" [6]. Weakness in the traditional media field, emerging media can be a favorable compensation. However, China's new media still needs to be strengthened in foreign communication. There is a big gap between the Chinese media

such as Xinhua News Agency and China Daily and some European and American new media such as Voice of America in the aspect of accounts of new media, numbers of audience and downloads, etc. Chinese overseas media cannot well carry out the international communication of common values of humanity.

4. Paths to the Enhancement of International Recognition of the Common Values of Humanity

The reality of international recognition of the common values of humanity provides an optimized direction for its spread. By digging deep into the root causes behind the current situation of international recognition of the common values of humanity, the paper analyzes the four aspects of communication subjects, content, platforms, and media as the paths to enhance the international recognition of the common values of humanity.

4.1. Grasping the Diversity of Communication Actors

At a time of deepening globalization, the scope of international actors has expanded significantly, and is no longer the exclusive domain of national governments; any person, organization or institution may participate in international exchanges and become an international actor. The plurality of subjects requires that, in the process of building international recognition of the common values of humanity, the single-mindedness of national governments should be broken, and the active role of multiple subjects in various fields should be given full play.

The diversity of actors is reflected in two aspects. In the process of international communication, governments, intergovernmental organizations and non-governmental organizations should be taken into account, so as not to unilaterally pursue the explicit output of the diplomatic service and government-sponsored organizations and neglect the play of the implicit utility of nongovernmental and private subjects. Secondly, it is essential to emphasize the existence of subjects that can promote international recognition of values in politics, economics, science and technology, culture, and in many other areas that are difficult to notice on a day-to-day basis.

4.2. Creating Targeted Communication Content

In order to promote international recognition of the common values of humanity, emphasis should be placed on optimizing the content of the external communication of the common values of humanity with regard to different audiences with different cultural backgrounds and social identities.

Like the subjects of international recognition of common values of humanity, the targets of international recognition of common values of humanity are also diversified. The diversity of actors is manifested in the plurality of fields and forms, while the different objects are a double-nested plurality structure, i.e., the world is a plurality of existences consisting of many different regions, ethnic groups and countries, and there is also plurality of objects within each region, country and ethnic group. In the process of building an international recognition of the common values of humanity, it is necessary to create means that are tailored to the general characteristics of the region, while also conforming to the identities and preferences of the targets of communication.

The COVID-19 pandemic, a far-reaching public health emergency, is an example. The geographical and ethnic diversity of communication targets means that different communication contents should be selected in conjunction with international audiences from different cultural backgrounds. For example, at the beginning of the pandemic, many small developing countries with imperfect logistics and weak medical reserves were eagerly concerned about whether they could afford the medical supplies necessary for the pandemic, so these countries could make use of the global medical supplies assistance to vigorously promote the common values of humanity with the theme of equity.

In the face of the multiplicity of communication targets within the same region, it is necessary to specialize the content of communication according to the social and psychological characteristics of

different international audiences. For example, the general public in the West is more sensitive to information about where the pandemic broke out and the special conditions in dealing with the pandemic, so the promotion of common values of humanity should be combined with more stimulating content; the Western elites are more agreeable to in-depth discovery of information, so it is more satisfying to them to incorporate the common values of humanity by emphasizing the importance of global cooperation into the macro-analysis of the COVID-19 pandemic.

4.3. Relying on Multidisciplinary Communication Platforms

In order to get rid of the narrowness of the international recognition of the common values of humanity in terms of publicity platforms, it is necessary to explore more channels for the export of the international recognition of the common values of humanity, relying on the platform shaped by the continuous and deepening development of globalization in many fields.

Globalization not only serves as a concrete manifestation of the common values of humanity in practice and is the basis for the transnational spread of the common values of humanity but can also be combined with the common values of humanity to apply the values to concrete initiatives and promote international recognition of the values.

The Belt and Road, for example, as an international cooperation project spanning the Eurasian continent and involving more than 60 countries, is a typical representative of globalization in practice, the core of which is the realization of interconnection and mutual access of the countries along the route, which greatly promotes exchanges and cooperation among Eurasian countries. It has greatly facilitated exchanges and cooperation among Eurasian countries. In the process of construction, The Belt and Road encompasses globalization practices at various levels, including the construction of logistics systems such as railroads and pipelines as infrastructure, international trade and commerce cooperation in import and export to promote mutual economic benefits, further interconnection of financial means such as investment and currency settlement, mutual trust and policy cooperation among governments, and civil exchanges as a cultural link. The above practices have strongly built up the capacity of the littoral countries. The above practices have helped to build the common interests of the riparian countries and deepen the communication and understanding among the people of the countries in the process of reaching common interests. Relying on mutually beneficial global cooperation rather than empty moral appeals, the people of all countries are able to feel the common interests in their mutual contacts and consciously generate the source of international recognition of common values of humanity. The Belt and Road construction provides a practical basis for the overseas dissemination of the common values of humanity, and the combination of the common values of humanity with the multidisciplinary practice of the Belt and Road will be more conducive to the formation of its international recognition.

4.4. Based on Composite Media

The spread of the common values of humanity should broaden the media and build a multilayered and effective way of shaping the international recognition of the common values of humanity. The new media is the sum of media that perform communication functions based on computer information processing technology and the Internet [9]. Compared with traditional media such as newspapers, magazines and television programs, the new media are characterized by flexible forms, fast dissemination speeds and diversified information contents, which can realize the all-round spread of information, and is an excellent channel for laying out the international dissemination of the common values of humanity.

The enhancement of overseas publicity function in the field of new media can start from three aspects: publicity platform, form, and team. First, building new media platforms with international influence can enhance foreign media capacity. The fact that China's discourse power in overseas media is weak highlights the urgent need to build new media platforms. For example, the TikTok video platform launched by ByteDance overseas has topped the charts of many countries' application markets with its characteristic short-video community ecosystems and gained the popularity of

consumers all over the world. New media platforms overseas can provide China's international communication with a highly expansive and deeply grassroots communication medium, expanding the scope of audience and depth of influence of the common values of humanity. Secondly, the new media "has greatly improved the passive status of the audience in the process of information dissemination in traditional media, and greatly improved the possibility and effectiveness of discourse dissemination in both the dimensions of time and space"[10]. Compared with traditional media such as newspapers, new media can present the common values of humanity in a more entertaining way, vividly and imaginatively, and significantly increase the attractiveness to the overseas public with new forms. Thirdly, the important role of new media in enhancing the international recognition of the common values of humanity has made it necessary for the work of international communication to improve the new media communication quality and to build a new media platform team with excellent knowledge of political theories and rich experience in the field of new media in various regions. There are specialties in the field, and the complicated network environment and new media culture overseas require it. In the face of different regions and nationalities, it is necessary to emphasize the cultivation of relevant media talents who are proficient in foreign languages, understand the national conditions of various countries and master the experience of new media.

5. Conclusion

The international recognition of the common values of humanity has three conditions: globalization, coherence of human rational logic and moral feeling, and change of the international order. It is faced with the triple opportunities of deepening global cooperation, rising calls for fairness and equality in the international community, and the rise of third-world countries, as well as the triple dilemmas of anti-globalization, the rise of irrational thinking, and Western hegemony. By reflecting on the current challenges to the international recognition of the common values of humanity, China can put forward the path of enhancement by diversified actors, globalized platforms, new mediums, and targeted content for further promoting the degree of international recognition of the common values of humanity.

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