

The Construction of International Communication Discourse System from the Perspective of Media

Tianyi Chen

School of International Studies, Communication University of China, Beijing 100020, China

amethyst_chen@foxmail.com

Abstract. With the aim of showing a true, three-dimensional and comprehensive China, eliminating the inherent prejudice and misunderstanding in the West, and enhancing the recognition of the international community to China, we will explore the construction of an international communication discourse system in the perspective of media. Firstly, it analyzes the requirements of the times faced by the international communication discourse system under the current international situation; Secondly, it further analyzes the problems existing in the process of international communication discourse system and the principles of problem generation; Then according to the problems it faces and the causes of the problems, it analyzes the future development direction of the international communication discourse system with the help of there-media path; Finally, the paper puts forward strategies such as systematic arrangement, scientific research and highlighting innovation in the construction of international communication discourse system from the perspective of integrated media.

Keywords: Financial media, International communication, Discourse system, The mission of the times, Cause analysis, Build strategy.

1. Introduction

At present, the rapid development of the globalization economy has provided various countries and regions with deeper communication opportunities, especially in the fields of politics, culture, science and technology. Various countries have diversified ideas and interests [1, 2]. In this international environment, we should constantly strengthen China's international communication capacity building and improve our international communication discourse system. Establishing China's national image is an urgent need for international communication in the era of media integration [3]. At present, there are also many experts and scholars studying the construction of international communication discourse system. For example, Li Yujie [4] proposed the construction of communication discourse system, which takes the country as the main body and advocates breaking out of the inherent Western discourse system and shaping a "Chinese plan" with autonomy, so as to enhance China's international discourse power competition. Based on the existing modern Chinese discourse system, Jia Wenshan et al. [5] associate the discourses of different periods in China with the global Chinese discourse system, and describe the global Chinese discourse system. Although the above two arguments have played a role in promoting and promoting the construction of China's international communication discourse system, it is urgent to establish an influential international communication discourse system under the current environment of rapid development of science and technology.

Financial media is a new type of media propaganda concept, which integrates the advantages of radio, television and paper media, and can supplement the shortcomings of different media in content and publicity, so as to realize the integration of resources, content, publicity and interests. With the characteristics of multiple subjects, diverse content, fast communication speed and strong interactivity, financial media is a new force to spread China's international image and break the current international public opinion of "the west is strong and the west is weak". Therefore, from the perspective of integrating media, this paper proposes to explore the construction of the discourse system of international communication under the perspective of integrating media.

2. Construction of international communication discourse system

2.1. Analysis of the requirements of the international communication discourse system

Financial media era background is the cornerstone of future national development, the macro background does not need to say much, here respectively from our country to establish the international communication discourse system of the era mission and practice is necessary for two angles, analysis of its micro-angle of the era requirements.

First: The establishment of the international communication discourse system is an era mission endowed by our country's characteristic socialism.

At many Party Central Committee meetings, state leaders have emphasized the promotion of China's international communication capacity building, which provides clear guidance for the construction of international communication discourse system, so the construction of international communication discourse system is the due obligation of China's social development.

On the basis of Marxism, China has built a road of socialist development with characteristics, and the unique charm and strength of Marxism's communication and diffusion also call for the construction of China's international communication discourse system. Marxism and socialist thought have great tension in themselves. In the process of the communication of the international discourse system, it is very important [6] to have the ability of international communication. Since the 19th National Congress, telling Chinese stories well and spreading Chinese voices well is the requirement of enhancing China's international discourse power and expressing the tension of Marxism. To sum up, the establishment of China's international communication discourse system is an inevitable requirement of The Times and social development.

Second: China practices the road of socialism, which itself has a certain capacity for international communication. Here, its international communication capacity can be simplified into a country's narrative capacity and assimilation capacity. China has a long history, a vast territory, a highly developed culture, and a relatively perfect social system. Therefore, its international influence is centered on China and spread to neighboring countries, forming a unique Chinese cultural circle in China. The cultural circle also influences the surrounding countries to follow suit, such as Japan, Laos, Vietnam, etc. take the initiative to accept China's ideas and culture, and establish their own national system. Since the Industrial Revolution in modern Western countries, the productivity of Western countries has increased [7] significantly. Along with the transformation of economic structure, Western countries have also promoted the change of their political systems. Whether in ancient China or in Western countries, the narrative ability and assimilation ability of a country are based on the comprehensive national strength. Since the development of socialism with Chinese characteristics, the national economy has developed rapidly, the political system has become more and more perfect, and the national conditions of our country have gradually developed from the initial "standing up" to "getting rich" and then to "becoming strong". The gradually stronger national strength also provides a strong backing for China's construction of the international communication discourse system. In the process of China's international discourse power transmission, many countries have learned from the values and concepts of China's socialist road, bringing certain confidence to the construction of China's international communication discourse system. This result shows that China's characteristic socialist road has gradually entered the international stage. On the whole, it has a strong assimilative ability. On the international stage, China highlights the concept of peaceful development and international sharing, which can effectively promote international peace and further enhance the cohesion among all ethnic groups in China. Therefore, it is inevitable for China to [8] build an international communication discourse system in the practice of socialism with Chinese characteristics.

2.2. Analysis of the existing problems and causes of the international communication discourse system

A country's discourse power in the world is an indicator to describe its "soft power", and a country's strong "soft power" is based on its strong "hard power". Therefore, the foundation of China's construction of the international communication discourse system is to continuously enhance its "hard power". Although since the reform and opening up, China's economic, military, diplomatic and other strengths continue to increase, but for the Western developed countries, China is still a developing country [9], there are still large deficiencies in the research and development of high-precision technology, China's comprehensive national strength needs to be further enhanced.

At present, the rapid development trend of economic globalization, in the complex diplomatic environment, the construction of international communication discourse system needs to make an accurate judgment on the world economy, politics, military and other forms. Especially in the environment of financial media, the birth of new media brings great convenience for the dissemination of international discourse power and the establishment of a more comprehensive international discourse system of communication, which enables the rapid spread of our ideas of freedom, democracy and independence and expands the scope of discourse power. Financial media is also a tool for people to freely express their opinions and a platform [10] for social public opinion to gather. When disseminating the international discourse system, it is necessary to strictly control its communication orientation to avoid some people with intentions to incite public emotions, malicious rumors, and even divulging state secrets, which will have a negative impact on the communication of China's discourse power and even cause international political conflicts. To sum up, under the environment of financial media, it has brought great convenience to the construction of China's international communication discourse system, but also brought certain resistance and challenges. Due to the different historical inheritance of different countries, there are certain differences in the People's Daily behavior norms, lifestyles and perspectives on things. When constructing the international discourse system, if the history and linguistic expression forms of different countries are not taken into account, the wrong understanding [11] of the international discourse power will occur. In summary, the current political and economic situation in the world makes it difficult for our country to build the power of international communication. At the same time, the integration of the media environment and the history, culture and linguistic expression among various countries are also obstacles to our country's construction of the power of international communication.

2.3. The future development direction of the international communication discourse system with the help of the financial media path

Financial media is a kind of media operation mode that integrates radio, television and Internet to enhance the means and value of different media methods. Financial media is highly recognized by users, which can realize the compatibility between resources, publicity and interests, reduce media labor costs, improve the ability of original works, and improve social and economic benefits. Under the path of financial media, the future development direction of China's international communication discourse system is as follows:

First: At present, the external communication position of China's international communication discourse system has begun to take shape. The emergence of financial media can further integrate China's international communication discourse power, make it form a relatively complete system, and strengthen the establishment of the communication platform of the international communication discourse system. Since the "Belt and Road" deep cooperation initiative was put forward, China has formed deep cooperation and exchange relations with many countries along the "Belt and Road" from the government to the people. In the face of the current status of international cooperation and exchange, it is necessary to make use of this trend to promote further cooperation between different industry subjects and expand economic exchanges between China and the international. On [12] the basis of mutual benefit, Strengthen China's "soft power", broaden China's international communication subjects by means of media mapping, and establish a three-dimensional and multi-

dimensional open ecosystem for international cooperation. With the advantage of integrating media, we will build a network and large-scale economic structure and build the image of China's media.

Second: The development of the Internet of Things makes mobile terminals popular all over the world. In the face of this trend, when constructing China's international communication discourse system and international discourse power, we should not only make full use of international social platforms and media, but also establish more independent communication platforms, so that more people in the world can hear the "voice of China". Compared with Western countries, China's Internet still belongs to the new generation despite its rapid development due to its relatively late start time. In the face of the Western mainstream media [13], the spread of China's international discourse system is inevitably limited, resulting in the lack of Chinese discourse on the international stage, it is difficult to attract more audiences. The emergence and application of financial media has built a communication platform for China's international discourse system, which, combined with virtual reality, 5G communication and other technologies, has been rapidly popularized around the world, creating a form of global new media overclocking. When disseminating China's international discourse system, it can push content of the international discourse system that is more in line with their needs for users and mobile terminals in different countries. To enhance China's influence in the world and enrich China's international image. In the process of spreading China's international discourse system to the outside world, the financial media undertakes the task of telling China's story well, spreading China's development and ideas to other countries in the world, providing good development ideas for latecomers, establishing a good international order, and seeking common international development.

2.4. Strategies for the construction of international communication discourse system from the perspective of financial media

From the perspective of financial media, the establishment of international communication discourse system with Chinese characteristics needs to systematize international discourse and highlight the guidance of international communication discourse system. While practicing the development path of Marxism, China is also actively innovating and forging ahead, and drawing on the previous experience and results to formulate a path conforming to economic laws and political ideology for the development of our country. In the process [14] of continuous study and deep comprehension, China gradually systematizes China's international communication discourses, so that it is under the vision of the financial media. For the development of other countries in the world, and to show our country's ideological face and strong "soft power" to the world.

From the perspective of financial media, it is necessary to carry out scientific research and highlight its innovation when constructing the discourse system of international communication. As a platform for the international communication discourse system to be presented to the world, financial media plays a promoting role in the construction of the international communication discourse system. China adheres to the road of socialism with characteristics. In this process, socialist thought, as a relatively perfect and constantly developing ideological system, is worth scientific and systematic research, so as to further enrich the thought and provide long-term support for the development of China's socialist road with characteristics. Socialist thought is not simple. Only through continuous analysis and establishment of internal logical relations can Marxism be transformed into discourse and presented to the world through financial media [15]. In the vision of financial media, it spreads China's ideology and theory to more audiences, so that more countries and people can hear "China's voice". When it accepts the discourse from China, it also becomes a member of the main force of China's international discourse transmission. In the face of China's international discourse communication objects, it is necessary to conduct scientific research on China's ideology and system from different angles, Spaces and ways, so as to realize the innovation of international communication discourse and further improve the construction of China's international communication discourse system.

With the development of financial media technology, the politics and policy of China's international communication discourse system are very obvious in the world. The application of financial media in the world can fully integrate diplomatic resources, increase the number of ways to achieve diplomatic means, and strengthen the communication between international media. Financial media has standardized the operation mode of the international communication discourse system to a certain extent, and also highlighted the authority of China's international communication discourse system in the process.

In the middle of the last century, some communication scholars put forward a new theory of innovation and diffusion, in which the combination of interpersonal communication and media communication is an effective way to expand the discourse system of international communication. However, from the perspective of integrating media, the construction and dissemination of China's international communication discourse system needs the cooperation of multiple resources, so as to build a more perfect international communication discourse system and enhance its communication intensity. In order to better build China's international communication discourse system and enhance its dissemination scope and international influence, we should strengthen the technology improvement of financial media, seize the blank field of foreign social media, and enable financial media to seize the international market, intervene in communication theories and skills, and spread China's international discourse in multiple directions and dimensions. When using financial media to spread China's international discourse, it is necessary to pay attention to the professionalism of the communication platform of financial media, instead of focusing on the number of recipients, and reducing the authority and professionalism of international discourse transmission, so that the discourse system of international communication is far from "pan-entertainment".

From the perspective of financial media, the construction of the international communication discourse system needs to change the original "one-way indoctrination" mode, hand over part of the communication rights to the users of financial media, make some users become the subjects of international discourse communication, give full play to the communication power of the masses, realize the two-way linkage between the government and the masses, and jointly establish an international communication discourse system that is close to reality and close to the masses. When using Rongmedia to disseminate international discourse, it is necessary to disseminate Chinese ideas strictly and accurately. At the same time, when disseminating Chinese international discourse, it is necessary to follow the easy-to-understand principle, so that the audience can more easily understand its content and the depth of ideas contained in it, improve the reception efficiency of international discourse audiences to a large extent, and integrate China's international communication discourse system into the Rongmedia in a fragmented way for communication. To further expand the scope of influence of China's international communication discourse system. At the same time, it is also necessary to consider the differences in the audience groups of international discourse, infiltrate China's international discourse system from multiple perspectives according to different strata and religions when the international discourse is disseminated by the financial media, so that the international discourse audience can receive it from different angles, build a discourse system of international communication in different dimensions, and according to the feedback of different users of the financial media, Further optimize the current discourse system of international communication, and timely change the transmission channels and expression methods of international discourse.

3. Conclusion

In the face of the current international situation, the construction of international communication discourse system is an effective way to establish a footing with the world. As the second largest economic system in the world, China's rapid development has attracted more international attention. Spreading the socialist ideological system and culture with Chinese characteristics to the world, driving the sustainable development of the more backward countries, and promoting international world peace has become one of the development goals of our country. Therefore, it is very important

to build an international communication discourse system with Chinese characteristics. From the perspective of financial media, this paper puts forward the strategy of constructing the international communication discourse system, which provides guidance for China's international discourse communication and further enhances China's influence in the world. A perfect and sound international communication discourse system can show China's comprehensive national strength to the world, and enhance China's ability to confront the Western system. The construction of China's international communication discourse system is a rigorous and complex systematic project. This paper fully analyzes the ideological content of the international communication discourses of the problems, carries out a deep interpretation, and puts forward the strategy of establishing China's characteristic communication discourse system from the perspective of financial media. However, the current social situation is changing rapidly. In the face of this situation, the construction of China's international communication discourse system should be fully combined with the national conditions and international status quo. Therefore, in the future construction of the international communication discourse system and communication discourse, more scholars and the public should participate in order to jointly enhance the influence of China's discourse in the world. To promote China's renovation and economic development, and to drive the common development of some countries in the world.

References

- [1] Heng Wang, Lijun Wang, Hongwu Liu. Discourse System of Building China-Africa Community with a Shared Future -- Summary of the 8th Session of China-Africa Think Tanks Forum * [J]. Library Forum, 20, 40 (1): 105-110.
- [2] Shi Xu, Don Junhua. The Cultural Turn of artificial Intelligence and the construction of global intelligent discourse System [J]. Modern Communication, 2019, 42 (5): 13-18.
- [3] Zhu Jidong, Liu Aitong.
- [4] Li Yujie. The Logical Turn and Discourse Upgrade of China's International Communication [J]. Journal of Henan University (Social Sciences Edition), 2021, 61 (6): 129-134.
- [5] Jia Wenshan, Liu Changyu. Constructing "Global China" discourse System from Three Dimensions of China's International Discourse System Construction [J]. Journal of Xi 'an Jiaotong University (Social Sciences Edition), 20, 40 (5): 134-143.
- [6] Wang Hongtao. From "Translation Poetics" to "Comparative Poetics" and "World Poetics" -- The Path and orientation of Constructing the international discourse System of Chinese Literary Theory [J]. Chinese Comparative Literature, 2021, 124 (3): 176-188,75.
- [7] Li Chunyan, Tao Xihong. [7] Discourse System Transformation of Chinese National Image Communication in New China [J]. Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition), 2021, 42 (4): 171-176.
- [8] Li Xu, Hou Huaiyin. [8] Construction of subject system, academic system and discourse system of educational management. Journal of Education, 202, 18 (4): 59-70.
- [9] Wang Tingguo. Logical purport of the construction of discourse system of thematic publishing from the perspective of 5G technology [J]. Journal of Henan University (Social Sciences Edition), 2021, 61 (1): 151-156.
- [10] Liu Yimin, Song Hongxia. On the Construction of theoretical discourse System of Chinese Physical Education in the New Era [J]. Journal of Wuhan University of Physical Education, 2021, 55 (8): 19-25.
- [11] Li Huixun. [11] Discourse System and path of rule of law of Human Rights Protection in China in the new Era [J]. Journal of Shandong Police University, 2019, 32 (4): 27-32.
- [12] Chen Hao. Problems and Countermeasures of Radio and Television engineering technology from the perspective of Integrated media [J]. Television Technology, 202, 46 (3): 149-152.
- [13] Peng Li. The innovation of news report planning in the perspective of integrating media [J]. Television Technology, 2022, 46 (8): 177-180. (In Chinese)

- [14] Liang Li, Sun Rong. [14] Construction of community public sphere from the perspective of financial media [J]. Journal of Shanghai Academy of Administration, 2021, 22 (3): 85-92.
- [15] Li Dan. Analysis of Production and Communication Efficiency of short news Videos from the perspective of Financial Media [J]. Television Technology, 202, 46 (1): 81-84.