Study on Cross-Cultural Communication Function of North-China Herald in the 1860s

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Abstract. North China Herald is the first commercial English newspaper founded by British businessmen in Shanghai. Its editorial group is closely related to the British business community. Based on the historical materials of North China Herald's newspapers and magazines, this study discusses the role of public opinion in modern British trade with China and analyzes the basic views of foreign businessmen on China. Focusing on the interpretation of the historical materials of the North China Herald, this paper collates the public opinion of the North China Herald towards China after the Second Opium War, studies the changes in the attitude and position of foreign businessmen towards China at that time, and judges the function realization of North China Herald in cross-cultural communication.

Keywords: Chinese; Cross-Cultural Communication; 1860s; North-China Herald.

1. Introduction

After the Second Opium War from 1856 to 1860, the attitude of foreign businessmen towards China changed dramatically. North China Herald's hot reports and its public opinion towards China also showed a certain orientalism. News reports portrayed China as another. At the same time, China's industrial economy has developed rapidly and reached a certain level. On the eve of the Boxer Movement, the trend of thought of nationalism in Chinese society has been ready to move, and the influence of nationalism on China's business activities has been deepening. During the Second Opium War, North China Herald made a lot of negative reports on the collapse of the Qing army and the arrest of Qing officials. Especially after the British army captured Guangzhou, a lot of reports tended to lead readers to have negative attitudes toward China.

As early as the early stage of the Second Opium War, North China Herald made tendentious reports on the "Arrow Incident", "the fall of Guangzhou" and "the capture of Bashali". Therefore, it can be judged that North China Herald's position towards China is getting tough and calls on readers to agree with its negative position. Under the background of the development of China's national industrial economy, the Chinese industrial economy stimulated by the Westernization Movement has made outstanding contributions to light industry (including textile, food, and other industrial fields). North China Herald and the British businessmen represented by North China Herald have expressed their firm and tough positions. Exploring North China Herald's understanding of the trend of Chinese people buying Chinese goods will help us understand the details of early Sino-foreign exchanges, Re recognizes the economic issues in international exchanges.

North China Herald's discourse of orientalism and colonialism reflects the modern Sino-British relations and discourse construction at the cultural level. As a new type of media, North China Herald's style was deeply influenced by the European academic environment and European sinology research. A large number of news reports during this period had the shadow of imperialism ideology. Especially in the context of the Second Opium War in the 1960s, Sino-British relations became more complex, and nonimmediate news communication activities became more common in newspapers when readers were in different semantic networks in the process of participating in reading and emotional connection. Influenced by nationalism, they showed different behavioral characteristics, showing the unique cross-cultural communication background of the late Qing Dynasty. Based on the text sorting of the North China Herald, this study explores the cross-cultural communication function of the North China Herald between China and the West.

2. Literature Review

2.1 North-China Herald

Academics usually think that North China Herald has been the "spokesman" of the British government for a long time, but its essential attribute as a commercial newspaper is often ignored. As the first English newspaper of British businessmen in Shanghai in the middle of the 19th century, North China Herald showed the most core public opinion appeal of British businessmen in China. It is a global business newspaper facing overseas Chinese in Shanghai, based in Shanghai, and facing the world. After the signing of the Nanjing Treaty, the trade deficit between China and the UK continued. The weight of tea dumped to the UK in Shanghai alone increased nearly three times from 1847 to 1853, and silver flowed to China continuously. North China Herald's chief writer believed that the root cause of the trade problem was many restrictions brought about by the Nanjing Treaty.

Academics regard North China Herald as a tool of public opinion in the process of British overseas colonization, mainly based on the North China Herald's position on China. North China Herald has appealed to the British people to attach importance to the exchanges with the Qing government since its inception. The early writers were mainly missionaries, diplomats, businessmen, and doctors, among which Medhurst, W. H. North China Herald's basic position is to safeguard Britain's commercial interests, and he is critical of the practices of the late Qing government. The main writer used editorials as a sharp weapon to refute current events, strongly opposed the restrictions on British trade in China imposed by the Nanjing Treaty, and proposed to revise the Treaty to emphasize the protection of British interests in China.

After the outbreak of the "Yaro Incident", North China Herald carried out a follow-up report for the first time, although it did not pay enough attention to this news event at first, and even regarded it as a special case. However, North China Herald published a news comment on November 15, 1856. At that time, the British navy had begun shelling Guangzhou, officially stating the newspaper's main position: North China Herald not only supported the British military action but also emphasized the improvement of the status of foreigners in China. Through this comment, North China Herald has established the basic image of its colonial newspapers. China is more often portrayed as a barbaric and semi-civilized transition. This narrative model has a far-reaching influence and has an important impact on the cognitive model of some British people towards China today.

2.2 Image of China

The variation of China's image in western society is closely related to the content construction of newspapers such as North China Herald: North China Herald has built China into an arrogant, barbaric, and semi-civilized country, and has observed many issues such as British retail smuggling and the establishment of Chinese customs from the perspective of foreign nationals in China in the Sino-British trade exchanges. North China Herald often conducts debates, and even provides readers with a platform for debate, The "letters from readers" section is specially set up. Newspapers do not interfere with the content of letters from readers, and they are contrary to the opinions of newspapers and periodicals.

From the perspective of readers, B. Edan, the French consul in Shanghai at that time, attached great importance to the influence of the North China Herald among foreigners. In fact, in addition to publishing general business information, North China Herald also maintained a good relationship with intellectuals and objectively established a circle of newspaper-reading intellectuals including businessmen, missionaries, sinologists, diplomats, etc. In addition, North China Herald also requisitioned the Mohai Library as a platform for advertising and paid attention to the Beijing News of the Qing government and China research conducted on various subjects (including regular Shanghai market reports, Shanghai tea trade, and prospect reports, etc.) in the collection and writing of manuscripts. North China Herald met the practical needs of British society, published the names of foreigners and their families on the front page, and established a list of foreigners stationed in Shanghai.

From the perspective of content, North China Herald paid full attention to the report on Chinese culture, published a large number of articles on Chinese topics, and conducted an in-depth study of Chinese history, geography, and religion. In 1850 alone, North China Herald published Note on the Condition And Government of the Chinese Empire in 1849, General Description of Shanghai And Its Environments, History of the Conquest of China by the Manchu Tartars, and other articles. At the same time, North China Herald has greatly influenced overseas sinology research. Bao Ning, then Governor of Hong Kong, was keen on translating Chinese poetry. For example, Chinese poetry has become the private hobby of diplomats stationed in China. In the reports on current events in China, the Taiping Heavenly Kingdom, the Small knife Association, etc. attracted North China Herald's full attention, including Secret Societies in China, The Chinese Rebellion, Anti Missionary Riots in Kuangsi, etc.

3. Findings

3.1 North-China Herald as Commercial Newspaper

Generally speaking, North China Herald is a commercial newspaper, which is mainly based on the fact that most of its contents are discussing trade issues. In particular, the main body of the newspaper is Western businessmen, whose appearance is closely related to the expansion of the British Empire-led Western forces overseas, and is regarded as a node of the British imperialist communication network. In the modern news history of China and after several revisions, the newsprint is the English newspaper that has been running newspapers in China for the longest time. Based on the historical materials of the North China Herald newspaper, it is not difficult to find that the archives of the British House of Commons, letters of key figures, and other contents occupy most of the space of North China Herald. Although the public opinion of this newspaper played an important role in the modern British trade with China, it is arbitrary to simply summarize North China Herald as a commercial newspaper. Specifically, North China Herald not only pays attention to British trade in China, but They are also more concerned about the attempt and practice of British trade formulation in China.

As a newspaper for overseas Chinese in Shanghai, North China Herald meets the needs of foreigners in Shanghai. From the perspective of readers, North China Herald fits in with the psychological aspirations of British overseas Chinese. In its 1850 publication, North China Herald wrote: It is fortunate, that Free-trade is no longer in the category of experiments, nor a dubious problem yet to be solved, as the busy activity of our port during the last four months, at the very dullest season in its very partial application here, amply attests.

What is reflected here is the debate between protectionism and liberalism in the business activities of British imperialism, which turned its attention to the world in the process of seeking private interests. Protestant missionaries coming to China in the 19th century were deeply involved between China and the West, which greatly affected China's modernization process. As far as North China Herald's news practice is concerned, the so-called "sinology of the place of emigration" or "missionary sinologists" have published several articles in newspapers run by foreigners such as North China Herald. North China Herald's news activities are regarded as a kind of fieldwork, and North China Herald has provided them with information materials based on Chinese fields.

North China Herald is the representative of a series of newsprint launched by North China Herald. As far as the business management model is concerned, North China Herald's business is separated from its editorial business. For example, Shanghai New News, and other newspapers have played a great role in promoting modernization in the lives of Shanghai citizens, making newspaper reading and newspaper reading a part of their cultural life. As far as the North China Herald's promotion of Shakespeare's plays is concerned, the spread of Western works of art in China depends more on the newspapers run by these foreigners in China, The promotion of such plays as Hamlet, Merchant of Venice, Macbeth, Romeo and Juliet in Shanghai cannot be separated from the promotion of North China Herald. From the perspective of reading, North China Herald's knowledge system and construction are based on the introduction of Western learning. Its purpose is to develop Shanghai,

serving the UK, and act as a pioneer in developing China. At the beginning of North China Herald's newspaper operation, it added a lot of localized information, such as "learning Shanghai dialect", "Shanghai market price list" and other columns, These contents provide valuable political historical materials for the study of Shanghai's economic development in the late Qing Dynasty and the Republic of China. To some extent, what North China Herald presents is the interaction between news and history. In addition to dramatic art, the news newspaper North China Herald also focuses on presenting the musical sound of the isolated island period in Shanghai. The information about setting up concerts, musicians, bands, and other contents in the "Voice of Readers" column is full of pages, presenting the real social life scene of Shanghai in the isolated island period. North China Herald's promotion of these arts is not only to enrich the spiritual life of businessmen in China but also to serve British business activities in China.

3.2 North-China Herald as Cross-Cultural Communication

North China Herald played a special role in the cultural exchanges between China and the West, which affected the understanding of the Chinese image of Western businessmen in China. At the same time, the Chinese newspapers founded by North China Herald Museum affected the understanding of Chinese people about western social life. At the same time, it also shaped the reality of modern Chinese Western exchanges. The information exchange network it built between 1850 and 1866 is of high research value.

North China Herald first promoted cross-cultural communication in the economic field. As an English newspaper corresponding to the demands of global trade, North China Herald is not only the front line of the British commercial bourgeoisie in promoting products, but also objectively promotes the exchange of trade activities between China and foreign countries and deepens mutual understanding. It can be seen that newspapers serve as an intermediary bridge to promote economic exchanges between China and foreign countries. On August 3, 1850, the front page of the first issue of the North China Herald pointed out that ship routes were an important economic issue for British businessmen in China. Among the existing ships, the Banyan took 99 days to arrive in London from Shanghai, the Confucius took 115 days, and Panama took 125 days. Previously, in the 1850s, Dyson had sailed from Liverpool, England, to Shanghai for 23 weeks. These records were in the diaries or correspondence files of the British and American people. As a regular journal, North China Herald provided readers with a sense of stability of free transportation in time psychologically. Readers could obtain trade information promptly through reliable information sources.

Secondly, North China Herald's newspaper activities also witnessed the continuous optimization of global traffic conditions. From the perspective of the information delivery system, the mode of trade between China and foreign countries had been initially improved only in 1850. The shortest trade route between Shanghai and London mainly goes through the Panama Canal, which takes 41 days. In the past, it took 51 days to go through the Suez Canal. On May 8, 1850, Science magazine published in the United States became the main news source of the North China Herald about San Francisco. The San Francisco crowd took place on May 4. The magazine was delivered to Shanghai on July 15 and published in North China Herald on August 10. In this way, it takes 69 days to travel from the United States to Shanghai, which objectively indicates that the continuous optimization of traffic conditions has promoted the timeliness of information transmission.

North China Herald has narrowed the psychological distance between Chinese and foreign readers. Protestant missionaries who came to China in the 19th century traveled between China and the West, conveying advanced western science and technology, and spreading excellent traditional Chinese culture to western society, to promote Western readers to form a more accurate, true, and comprehensive Chinese cognition. The history of classical Sinology is divided into three stages: The Jesuit period, the French Sinology school period, the British and American school period, etc, The first two stages were characterized by highlighting the reading and use of literature, forming a "missionary Sinologist" and giving birth to the so-called "Sinology of the place of emigration". In 1872, Zilinxi Newspaper hired missionaries in China as correspondents to collect domestic news in

China. At the same time, Chinese society has rapidly produced social trends of thought such as "the spread of western learning to the east", and the "westernization movement" has been carried out in full swing.

North China Herald has rich sources of information, with obvious characteristics of cross-cultural communication. For example, on March 17, 1851, the Daily News and The Englishman published in London reported the report of the North China Herald. One day later, the Freeman newspaper in Dublin, Ireland followed suit. Two days later, the Standard newspaper in Scotland and the Watchman newspaper in Britain tracked the report. Almost all the content reproduced in these newspapers was the repeated publication of the relevant articles of North China Herald, It shows that western newspapers rely on North China Herald's Chinese reports and regard them as reliable sources of information. The active editing of other newspapers around the world not only reflects the basic characteristics of North China Herald's highly newsworthy content, but also proves the practical value and communication value of this newspaper on December 4, 2022, and highlights the cross-cultural attribute of North China Herald.

3.3 Knowledge Dissemination on North-China Herald

The missionaries who came to China in the 19th century had a great influence on China's modernization process mainly in terms of science and technology. From the perspective of China's modern history, the establishment of new newspapers and periodicals such as the North China Herald mainly affected China's knowledge dissemination activities. Taking the mid-nineteenth century as an example, the number of Chinese newspapers and periodicals established in China is rare. The main channel for westerners to run newspapers in China is to establish English newspapers for foreigners in China to read. In the local chronicles of this period, foreigners in China were keen on collecting documents produced by local official systems. For example, according to the records in Yi Shi Ni, the governor of Zhejiang province told the British captain in the 22nd year of Daoguang to read the map of the Yellow River and the Yangtze River.

To sum up, North China Herald's publication activities initially reflected the formation of the Chinese and foreign knowledge communication network. As a precious material, North China Herald's spread in the Chinese world and the English world is also quite distinctive, Another example is that the global political, commercial, medical, and educational intellectuals communicate with each other through newspapers. For example, in August 1851, North China Herald's mid-story about a ship crash was quickly reprinted by the British Standard and Hull. This news event widely reported by the global media reflects that North China Herald and other newspapers have established an export-oriented information output network and regard it as an important infrastructure for knowledge dissemination.

From the perspective of knowledge sociology, North China Herald's news reports can be seen as a process of knowledge production, which helps us rethink the role of media, open knowledge boundaries and imagination, focus on the organization mode in the mobile network, and return to academia in the normative and autonomous knowledge production. For example, the North China Herald and an article entitled "Erroneous Notices of China and The Chinese" were published on August 17, 1850. Although this article discusses the standardization of Chinese terms, it contains an attitude toward China and its culture. From this event, we can see that the spread of knowledge also includes the influence on attitude. According to newsletter from Shao Futang (Li, 2018), modern Chinese history reflected in the North China Herald showed its speciality, as it contributed to a high quality for English-speaking businessmen in Shanghai(Lubot, 1973; Fries, 2018).

As an important intermediary for foreigners to understand China and even the whole of East Asia, North China Herald has become important evidence for other media to connect with the world. From the perspective of the British, North China Herald is the knowledge dissemination tool of the imperial strategy. North China Herald not only enhances the richness of information exchange networks but also enhances the richness of information exchange networks, At the level of knowledge sociology, it also involves the reader circle of different cultural circles. The use of information in the context of

incomplete adaptation has generated a steady stream of knowledge echoes and formed a global information network with the imprint of new imperialism.

4. Discussion

Among history of the North-China Herald, this newspaper in the 19th Century revealed a good tradition for publishing and recalled for transition of Chinese journalism to the new age (Li, 2020: 1-2). North China Herald, as an important medium of communication between China and the West, its most valuable news reports are often translated into reprints in multiple languages. North China Herald's information dissemination network reflects that the English-speaking world has a relatively diversified information base in understanding China. As material materials, North China Herald's text hides an important experiment in global communication. As an important text for understanding China and even the whole of East Asia, North China Herald has created an information forest. Its distribution mode with a stable publishing cycle is conducive to the global circulation of information.

First of all, for the western world, the social situation of China in the 18th century entered the global public sphere through the description of Jesuits and influenced the western world's view of China at the ideological and cultural level. On a certain network node, North China Herald used a relatively open and periodic way of communication to access the global information network. In the modern British trade with China, North China Herald played a media role, facing the overseas Chinese in Shanghai, and Spreading Chinese knowledge. North China Herald's influence is not limited to the foreign society in China, and the voice of Chinese people has gradually increased since the 1970s.

As a prominent subject in recent years, intercultural communication is manifested as the internal tension of culture and is the inheritance and development of the concept of the "Cultural Wave" in cultural anthropology. From the perspective of cross-cultural theory, Westerners understand the current situation of Chinese society through North China Herald, which is a cross-cultural communication attempt to transcend ethnocentrism. Culture is an interactive existence. The process of reading the North China Herald is to transcend the framework of ethnocentrism. The open development facing him can find the common values and values between cultures. North China Herald's distortion of China's image in the report can be seen as an externalization of orientalism, or simply understood as ethnocentrism.

Moreover, for Chinese society, the Qing government, under diplomatic difficulties in the last decade of the Qing Dynasty, was unable to cope with the complicated situation of global communication. In what sense was the world? What kind of concept was the communication? Such knowledge was unknown to Chinese society at that time. As newspapers are news media with timeliness, the number of articles signed by Chinese people is gradually increasing, which highlights the position of the North China Herald as an important intermediary between China and the West.

From the perspective of media geography, the North China Herald, one of the earliest mass newsprint in Shanghai, is a specific media form under a specific geographical background. In the localization adaptation of Western-style newsprint, North China Herald has a deep impression on the western newspaper industry in terms of translation content, news concept, and speech position. It more intensively reflects the Chinese view of foreigners in China in the 1960s and 1970s, which is one aspect of the expansion of foreign forces in China, especially cultural infiltration.

In a word, for the Chinese people in this period, it has gradually become the trend of the times to understand the outside world through newspapers and recognize Chinese criminal law. Many Chinese newspapers launched by the North China Herald have effectively supplemented the lack of channels for Chinese society to understand the outside world.

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