

Exploring Chinese Media's News Reports Characteristics to Other Countries and Promotion Paths from the Perspective of the "Belt and Road" Perspective

----Take Pakistan as an Example

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Abstract

Pakistan is a staunch supporter and practitioner of China's Belt and Road Initiative. Analyzing the characteristics of Chinese media coverage of Pakistan can provide effective suggestions for improving Chinese media's reporting capabilities.

Keywords

The Belt and Road, Chinese media, news coverage, feature enhancement, Pakistan.

1. Introduction

We choose Pakistan as an example to explore the characteristics and problems of Chinese media's reporting to countries along the Belt and Road, so as to improve our media's discourse ability to report to countries along the Belt and Road. The reason for choosing Pakistan is mainly due to the special friendly relations between Pakistan and China and the exemplary role played by Pakistan in the major strategic projects of the "Belt and Road". Pakistan is China's strongest ally country and the strongest supporter and practitioner of the Belt and Road Initiative. By analyzing the manifestation of the reports on Pakistan, we can understand the deficiencies in China's media coverage of countries along the Belt and Road, and put forward corresponding suggestions.

2. Features of Chinese Media Reports on Pakistani News

Through investigation, we found that in terms of information sources, the number of people actively searching for Pakistan-related information in online media was not large. Chinese people's information about Pakistan mainly comes from media reports. Subject to China's national conditions, foreign-related reports mainly come from national government media and mainstream websites, and its Central Television News is undoubtedly the main information channel. We use CCTV's 2018 news report on Pakistan as an example to analyze the construction of the national image of Pakistan by our media. CCTV includes 15 channels under CCTV. The information source is comprehensive and authoritative. The search keywords include "Pakistan", "Belt and Road", and the time limit is less than one year, in the form of web news and video news. Through the analysis of CCTV News' Pakistan-related topics, methods, sources, and other factors, the following representative characteristics are summarized the following.

2.1. More Focused Topics

Chinese reports on Pakistan generally focus on a few limited topics, such as counter-terrorism, terrorist attacks, explosions, accidents, and exchange of state visits. These topics account for more than 80% of the total reports to Pakistan. Style, character, nature and other reports are not many. An independent and sovereign country is composed of many factors, including population, geography, environment, and system. In news reports, not all content will enter the scope of the topic, and the media only selects some of them for reporting. A BBC radio news editor said, "News is the story we put into our news program. It is not news without entering the news section." "Different agendas and issues determine the reporting angle, reporting attitude, and reporting context. Selection of sources and interviewees." [1] Limited topic setting forms a "frame" for news reports, and the media selects a part or some side of the reporters to report within the scope of the framework. In this process, A comprehensive, in-depth understanding and analysis of the subject of the report is omitted.

2.2. News Discourse Lacks Changing Times

By analyzing the content of the Pakistan-related reports, it was found that the CCTV reports used in different occasions were concentrated in a few terms, mainly to explain the friendship between China and Pakistan and economic cooperation between the two sides. The high-frequency words that appear are "friendship", "communication", "cooperation", "exchange", "support", "affirmation", "appreciation", "economy", "promotion" and other positive words. With the advancement of China's Belt and Road Initiative, "China-Pakistan Economic Corridor", "China-Pakistan Destiny Community", and "All-weather Strategic Partnership" have also become high-frequency words.

According to Stuart Hall, "Mass media operates in a specific code system. It is a coding / decoding mode. The premise is that the discourse is coded. In the coding process, cultural and social Combining reality with the production of discourse, and taking into account the subject's cognitive ability and different interpretation strategies." [2] CCTV is China's most discourse-oriented and most advanced media, and it is also the most popular in the minds of Chinese people Authoritative media. In terms of information reporting, CCTV often starts from the overall national strategy, combines the traditional Chinese discourse model and the development needs of the international situation, and adopts discourses with distinctive characteristics of the times and in line with historical development trends in line with China's national conditions. Chinese people's reports on CCTV are generally easier to accept. In terms of the meaning of things, CCTV is an enhanced and one-way decoding method, which is determined by China's national conditions and media characteristics.

Cognitive theory holds that people's understanding of things stems from the acceptance of information, and information is often concentrated in certain high-frequency words. Lippmann's mimic environment theory holds that media and media information transmission construct a mimic environment, that is, an information environment, and people can easily equate the cognition of reality with the information environment, thereby forming a stereotype cognition of something under the influence of the media. In the context of the "Belt and Road", the relationship between the two countries has added new contents. As part of the state machine, the media should review the situation and keep pace with the times, and use new words to record and reflect the changed objects and objects. The media reporting ability is also part of the country's soft power. The national strength is developing, and the media must keep pace with the development of the country.

2.3. Limited Sources of Information and Insufficient Timeliness of News Reports

In reporting on China-related foreign affairs and economic and trade exchanges, because the Chinese media have first-hand information, they can respond quickly and directly. When reporting relevant news in Pakistan, CCTV news mainly comes from local news compiled and compiled by Xinhua News Agency Islamabad. The editing of news is restricted by the professional level, cultural background, and personal preferences of the editing staff. At the same time, the editing equipment, local transportation, communications, and public security will also affect the editing and writing of news. At present, the mainstream Chinese media in Pakistan mainly include the Xinhua News Agency Islamabad Branch, Guangming Daily Islamabad Workstation, China International Broadcasting Station, and People's Network. The relevant news was quickly returned to Chinese media, but the world's four major news agencies-the Associated Press of the United States and United Press International, Reuters of the United Kingdom, France-Presse, have permanent reporters in Pakistan. In contrast, the media in China have a large gap in terms of technical equipment, personnel organization, writing efficiency, professional operations, etc., and they are relatively lagging behind in reporting on some major events. The main aspect is to forward and quote information from local or western media. "A reporter wrote an analysis of the main reasons for the low originality rate of Chinese correspondents in international reports: first, insufficient human resources; second, there are more administrative tasks, and sometimes they have to rely on the West in order to meet the domestic publication volume requirements The media; compiling foreign news, after all, saves much time and effort than in-depth interviews; third, subjective slack. "[3] Compared with western countries, China's foreign journalists tend to be younger in age, which means reporting The lack of experience and the lack of knowledge reserves, meanwhile, Chinese journalists abroad have a short life abroad, have limited knowledge of the country, and cannot establish sufficient and reliable channels of information sources, which will adversely affect the timeliness of news reports.

3. Improvement Measures

3.1. Chinese Media should Reflect Deficiencies and Defects of Western Media in China Reported to be Learn and Improve

The media in any country is affected by the cultural traditions and values of the host country. The differences in media activities indicate cultural differences among different ethnic groups. US-led Western countries the media produced in the capitalist period of rapid development, its media operations primarily governed by the laws of the market economy, the goal is to maximize the pursuit of economic efficiency, so the value orientation will try to cater to the tastes and needs of the audience. Performance in terms of media coverage, is based on the mentality of those adventures and winners, select some negative reports which can not truly reflect the social reality and the public status, in order to attract audience attention.

Chinese media and Western media has different values, the Chinese media is evolved under the influence and guidance of traditional Confucianism, although deeply influenced by western countries journalistic professionalism, but in the social function of news, choice of subject matter, in terms of concept News value orientation has always been inseparable from the constraints of traditional Chinese cultural values. Many countries along the "Belt and Road" are small and weak like Pakistan. China, which has developed from poverty and weakness, has many similarities with these countries. The Chinese government and people hurt by the Western media, Chinese people familiar with the truth "Do unto others do not impose on people". During reporting the "Belt and Road" countries, Chinese media should reflect China suffered being reported in Western countries, the process of being ignored, distorted,

discredited reality, Set attention issues based on our own cultural values, break through the scope of Western media agenda setting, and find our connection with the wider world at a broader and deeper level.

3.2. Strengthening the Construction from the Technical and Personnel Perspectives to Improve the Ability to Disseminate Foreign-Related Reports

Adopt new technologies in news writing to improve timeliness. Today's digital communication technology is developing rapidly, and news robots have emerged to enable fast and efficient news production. Robot writing is a new type of AI automation technology. It is mainly used in the modularization of some objective information such as finance, sports, and weather. It is more suitable for real-time reporting of natural disasters and social emergencies in foreign-related reports.

In terms of news communication, mainstream media should cooperate with new media. Compared with traditional newspapers and TV news, the new media technology has strong sociality, which can realize fast and effective attention and retransmission. The "Belt and Road" initiative involves 65 countries and regions. It is very different from China in many aspects, such as life customs, cultural beliefs, and political system. Many Chinese people do not have a high awareness of these countries. Today, the number of Chinese who have settled abroad for a long time is increasing. Many people use public numbers to record their knowledge of local information in order to achieve interaction with the country. These public numbers can provide direct and rich first-hand information. For example, the more influential public accounts on Pakistan include "People in Pakistan", "Little Stone Chat Pakistan", "Beard in Pakistan", "Pakistan Image", "A Teacher Comes to Pakistan" and so on. The authors are all Chinese who have lived and worked in Pakistan for many years. They have a deep feeling for Pakistan. Their understanding of Pakistan is from the perspective of the bottom and the civilians. They describe in depth and specific aspects from the local customs and social life. These messages carry the imprint of personal life, focusing on the subtle things of daily life, complementing the grand themes of CCTV, which is a very useful supplement to understanding and realizing Pakistan.

Although the new media provides a wealth of information sources, the journalists' authoritativeness, professionalism, and stability cannot be replaced in foreign-related news coverage, and the journalistic capabilities and personal strength of foreign-related journalists should be strengthened. Cultural literacy is the key to improving foreign-related reporting. Fan Jingyi, a well-known journalist in China, advocates that journalists should have culture. He believes that the impetuous and superficial nature of the media lies in the lack of culture. In his opinion, those journalists he admired, from Wang Tao, Zhang Taiyan, Liang Qichao, Zhang Jishang to Mao Zedong, Qu Qiubai, Zou Taofen, Xi Yiqun, Hu Qiaomu, Qiao Guanhua, etc., are all well-educated and talented cultural people, their character and talent are perfectly unified in their bodies and pens. For foreign-related correspondent, not only understand the history and culture of their country, but also the language and culture of the country in which you reside. Understanding the history and culture of your country allows reporters to view our country and other countries at a higher level. Understanding the culture of the country which they worked in can better news editing and write more influential news works.

4. Conclusion

In the context of the continuous advancement of the "Belt and Road" strategy, our country needs a large number of interdisciplinary, historical, and culturally literate talents. In the new era, the goal of the journalist talents of the party and country is "a high-quality all-media compound expert with family feelings and an international perspective." A deep understanding and

recognition of history and cultural context can have a high international perspective and independent thinking and expression.

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