

An Analysis of the Competition for the International Discourse Power of Media——From the Perspective of the comparison among China, the United States and Russia

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Abstract: the discourse power of the media, that is, the influence of the discourse transmitted by the media in the audience. To a certain extent, the content disseminated by the media can determine the trend of social public opinion or affect the orientation of people's values. The media has become a “fourth right” independent of a country's legislation, administration and justice. Based on the theory of communication, this paper compares and analyzes the present situation and development process of the mainstream media in China, the United States and Russia, and probes into the mechanism of promoting the right to speak in Chinese media, which is suitable for the existing national conditions of China and Chinese characteristics.

"Media diplomacy refers to the interactive relationship between news media and modern diplomacy, and the continuous development of mass communication and the growth of public interest in international affairs have had an impact on diplomacy," Yule Cohen pointed out in the book Media diplomacy. At the national level, the right to speak is related to a country's dominance of the core value system and ideology, and embodies the cultural soft power of a country. It is important to master the voice of international media, to cultivate or influence international public opinion, to establish a good international image, to reduce the negative impression of the people and to enhance the comprehensive national strength of our country through the international media, including the Internet, radio, television, film, books and newspapers, audio-visual media, and so on, to cultivate or influence international public opinion, to establish a good international image, to reduce the negative impression of the people, and to enhance the overall national strength of our country. In the event of major events at home and abroad, we hope that Chinese media can master the initiative by winning the voice, but in fact, the Chinese media's voice is far weaker than the mainstream of the West.

1. An Analysis of the reasons why the American Media has the right to speak internationally

In the United States, the media is a corporate operation mode, not directly under the leadership of the government, mostly in the form of corporatization and privatization, it is a completely commercial operation, they do not necessarily only represent the voice of the government, more often they stand in their own position in expressing ideas and guiding public opinion. Its consumers are the general public, and the choices and preferences of the people are the factors that the American media need to be fully studied and considered. Therefore, the invisible supervision of the American media gives a tight valve to the self-restraint of the American media.

1.1 The media in the United States is closely related to the big companies.

Any media industry in the United States needs to have at least any important business media, and any significant business media needs to have at least one subsidiary in a large industry. Many listed companies jointly invest in multimedia industrial groups, which makes the interest relationship between them become very complex. The cooperative relationship between these multinational listed companies and media industry groups has also added more color in globalization and expanded their international influence to the major TV media groups in the United States.

1.2 Language can be said to be the "medium" of the media.

English is a common language in developed and most developing countries in the world, which clears up many obstacles for it to spread information in various languages. With the rapid expansion of English, it has achieved not only that it is an economic benefit, but also that it is a cultural and political value, or that it has created and directly affected our social values. Overseas Chinese speakers account for about 1/4 of the world's Chinese population at present, but in today's world, the amount of network information using overseas Chinese as the carrier to spread language symbols accounts for only about 5% of the total amount of communication. Therefore, for the vast number of overseas Chinese audience consumers, the influence of Chinese media on them is very little, and not even for some places at all. In the era of economic globalization, how American traditional cultural and artistic products are widely favored by many foreigners and how the values of modern American traditional culture are widely disseminated in the world are closely related to the growing and growing development of modern English in international exchanges.

1.3 The support policy of the US government also provides the conditions for the media to seize the right to speak.

In this external environment, with the help of the strong economic and social and political status of the United States and its extensive influence in other international trade organizations, the American government can actively promote other cultural and artistic product industries to enter the new international trade market by using the rule mechanism to promote multilateral international trade, and thus provide its trade protection in foreign trade policy. In the internal development environment, the United States has created conditions for the sustainable development and progress of the domestic cultural industry from the aspects of foreign capital, market, employment, policy, tax, supervision and so on, and has created a good living environment for the development of the domestic cultural industry market.

2. A probe into the struggle for the right of speech in the International Public opinion Field of "Russia Today"

Russia Today (RT), the autonomous non-profit media promoted by the government of the Russian Federation, is a dark horse in the international public opinion field. RT has attracted the attention of the international community to reshape Russia's external image, target the audience and compete directly with the western mainstream media. Western politicians and mainstream media, in particular, seeing it as a strong competitor and try to suppress it politically. The United States has forced it to register as a "foreign agent," and there have been calls from Britain, France, Australia and other countries to prove the influence of the RT in another way.

2.1 The target audience is clear: mainly in the United States and Western Europe, taking into account the rest.

From a national and regional point of view, RT reports mainly cover Russia, the United States, Europe, the United Kingdom, Ukraine and China. But RT has a clear target audience, namely, the United States and Western Europe. As studied earlier, it is in these two regions that Russia's national image is under increasing pressure from a negative trend, and it is here that it brings together the mainstream Western media. Therefore, the United States and Western Europe are the target audience of RT, but also their main battlefield to reshape the image of the country.

2.2 Stable content structure: based on International News and highlighting its diplomatic Conception

The establishment and development of RT is based on the basic principles of serving Russian diplomatic strategy, which directly determines the communication strategy and communication content composition of RT. Therefore, both Russian news and English news, international news is the first.

2.3 Emphasize Russia's sense of existence and focus on the protagonist of the national image

In the process of transmitting Russian voice, RT mainly uses two kinds of protagonists to speak: one is the president of the country, the other is the foreign minister and spokesman. According to Russia's foreign policy concept, the president is the decision maker of foreign policy, the foreign minister is its implementers, both are spokesmen of the national image, shouldering the mission of introducing Russia to the international community and explaining Russia's position. As a result, they became the protagonists in the RT report. To sum up, RT has a clear intention of external communication, and the news structure it pushes to the audience is simple and stable, which fully embodies its spirit of journalism professionalism and the communication strategy of accurate national image reconstruction.

3. The present situation of Chinese mainstream Media's right to speak in the Field of International Public opinion

The current situation of Chinese mainstream media in the field of international public opinion can be studied through its performance in different major events. The participation of China as the main body of major events can be divided into three categories: major events involving only China, major events related to China and other countries, and major international events that have little or no relevance to China.

3.1 Only involving major events in China, the voice of the mainstream media in China has gradually increased.

Only major events involving China, domestic and foreign mainstream media reports are very active. On the basis of sending reporters directly to China to interview and report on the spot, the overseas mainstream media attach great importance to the voice made by the mainstream media in China. The reports of the mainstream media in China often become the source of the foreign media directly or reprinted by the foreign media. In these reports of major events involving Chinese affairs, the voice of the mainstream media in China has become one of the important voices in the field of international public opinion.

3.2 In the major event reports related to China and other countries, the voice power of the mainstream media in China is still in the game stage with the voice power of the mainstream media abroad.

In major events related to China and many parties, the mainstream media in China usually exist as "sources" in mainstream media reports abroad. In the South China Sea Arbitration case reported by BBC on July 8: us officials urged respect for the arbitration results, BBC quoted mainstream Chinese media as saying, "Chinese state media published an editorial on Tuesday that the United States may use the arbitration results to put pressure on China, adding to tensions in the South China Sea. The editorial also warned that China should be 'ready to refuse and counter the other hand of any military pressure. In the major international events closely related to China, the mainstream media in China firmly occupy the role of "source" in the whole public opinion field. This is also related to the status and unique attributes of Chinese mainstream media in Chinese media. In major international events involving China, the information released by China's mainstream media, especially comments and opinions, is often seen by the overseas media as an attitude and release of the Chinese government, so it is often quoted by the overseas media in relevant reports.

3.3 In the major international events with weak or unrelated relevance to China, the voice of the mainstream media in China is slightly weak.

In major international events with little or no relevance to China, the mainstream media in China have a weak voice. For example, in the Belgian bombing, in addition to Xinhua News Agency, Chinese mainstream media quoted more reports from overseas media. On March 22, 2016, after a series of terrorist attacks in Belgium, < People's Daily > published only the spokesman for the

Ministry of Foreign Affairs: China strongly condemned the series of terrorist attacks in Brussels on March 23. The China Daily reported on the terrorist attacks in Belgium from 22 to 23 March. From the incident to 24:00 on 23 March, the China Daily published a total of 13 manuscripts. Among them, seven are news reports and photo reports collected by China Daily, and one is a personal contribution from five articles sent by other organizations. There are slightly more articles collected by reporters at the scene of China Daily than People's Daily, but it can also be seen that other types of contributions account for a large proportion of this major international event report, which has little to do with China, but it can also be seen that other types of contributions account for a large proportion of this major international event report, which has little to do with China.

4. The method of constructing the right of speech of Chinese mainstream Media in the Field of International Public opinion

Generally speaking, the Chinese media is not as strong as the western countries in fighting for the right of international voice. How to give full play to their advantages, overcome their disadvantages, make use of opportunities and eliminate threats will be the key to the success or failure of the competition for international voice in the future. In order to achieve this goal, in a nutshell, the Chinese media need to go further in the following areas to compete for the right of international voice:

4.1 Strengthen the intensity of International Communication and enhance the influence of Comprehensive Communication

The strengthening of international communication by mainstream media in China is the basis of building their own right to speak in the field of international public opinion. The first important point of the Chinese mainstream media in the international public opinion is the voice of the Chinese mainstream media. This requires China's mainstream media to step up external communication, especially in some major events, it is necessary to take the initiative to "speak out". The "presence" of major events is the first step in the construction of the right to speak in the international public opinion field. At the same time, on the basis of "never absent" major events, we should increase the quantity and volume of external communication. From the increase of the number of reports to the increase of the volume of reports, it is an important link to gradually enhance the voice power of Chinese mainstream media in the field of international public opinion.

4.2 In the international public opinion field, the Chinese mainstream media should take the initiative to use the overseas mainstream media platform to carry on the dissemination.

International public opinion is not just one kind of public opinion, it needs to treat these overseas mainstream media differently. Reprint and reprint my favorable report to strengthen our public opinion. In the international public opinion field, the Chinese mainstream media should actively use the overseas media, especially the overseas mainstream media to spread my voice. To find out the negative reports of foreign media, we need to report each other in the first place, and turn the direction of public opinion to my favorable direction. In the field of international public opinion, the western mainstream media have occupied a strong voice for a long time, and they are often biased in the reporting of events related to me. When it is found that the Chinese mainstream media should come forward and respond to the negative reports of the foreign media, the truth is often more and more clear. In the process of this argument, the Chinese mainstream media will not be absent, but will also deepen the understanding and impression of the foreign audience of the Chinese mainstream media, and can also change the "stereotype" accumulated by the western audience for a long time. At the same time, the adverse guidance of public opinion in the international public opinion field will be reversed.

4.3 Making active use of new media and reverse the passive situation of strong voice power of western mainstream media in the era of traditional media.

In the era of media integration, new media occupies a very important position in the construction

of discourse power in international public opinion. Chinese media need to attach importance to and strengthen to seize the right to speak of new media. This not only requires China's mainstream media to strengthen its dissemination on internationally renowned social media and pay attention to enhancing its voice in it. It is also an excellent opportunity to improve the international public opinion field in the traditional media era to realize the "bend overtaking" under the condition of "west strong and weak", which should also contribute to the dissemination platform and channel of new media, such as international well-known social media. At the same time, it is necessary to expand the influence accumulated by the new media to the field of traditional media opinion, and enhance the right of Chinese media to speak in the whole international public opinion field.

Of course, national image is a dynamic concept, which will change with politics, economy, culture, science and technology, humanities and so on. External media is only an important part of national image shaping, and can not replace other communication behaviors such as public relations, public diplomacy, cultural exchange and so on. The most important thing is that the mass media should adjust its communication strategy in time according to the changing needs of the audience, and realize the goal of shaping the national image by expanding its own influence.

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