

Analysis of International Communication Strategies for China's Anti Poverty Discourse

Wu Lei

College of International Law and Sociology, Sichuan International Studies University, Chongqing, 400031, China
wulei13023@163.com

Keywords: China; Anti poverty discourse; International communication

Abstract: As a member of the world, China's anti-poverty cause has always been closely linked to the fate of people around the world, but its anti-poverty cause is not widely disseminated internationally. Therefore, how to tell China's anti-poverty story well and enhance China's voice in international public opinion is an important and urgent practical issue. On the basis of analyzing the current situation of international dissemination of China's anti-poverty discourse, this article proposes to enhance the international dissemination effect of China's anti-poverty discourse by constructing diversified dissemination subjects, multi-level dissemination content, and multiple forms of dissemination methods.

1. Introduction

Currently, China is in a critical period of realizing the great rejuvenation of the Chinese nation. The development of a country cannot do without the world, and the development of the world also cannot do without China. Since the reform and opening up, the CPC has united and led the people to combine the basic principles of Marxism with China's specific reality in the practice of revolution, construction and reform, creating an earth shaking development miracle in the history of human social development. From the important thought of the "Three Represents" to the scientific concept of development, from the targeted poverty alleviation strategy to the rural revitalization strategy, the CPC has led the people to embark on a road of overcoming poverty with Chinese characteristics, so that hundreds of millions of farmers can completely shake off poverty and become prosperous together. Therefore, the achievements of China's anti-poverty cause have attracted the attention of the world. It is worth paying attention to how to use anti-poverty discourse to promote the results internationally. Therefore, it is necessary to conduct relevant research[1].

2. Current situation and existing problems in the international dissemination of China's anti poverty discourse

Poverty alleviation is a major measure to solve the main contradiction in Chinese society, and it is also a great undertaking. At present, the poverty alleviation campaign has entered a sprint period of tackling tough challenges and removing obstacles, and the task of poverty alleviation in deeply

impoverished areas is still very arduous. After achieving comprehensive poverty alleviation in 2020, China still needs to consolidate its achievements and prevent poverty from returning. Poverty is a global problem, especially in many developing countries where it cannot be solved smoothly for a long time. Therefore, winning the battle against poverty is not only a major event for China, but also an important part of human development and progress. Therefore, China's anti-poverty cause needs to be understood and supported by people from all over the world. At the same time, in the process of international communication, other countries have a certain degree of misunderstanding about China's anti-poverty cause, and even some people have created a lot of negative international public opinion about China's anti-poverty efforts. If these negative public opinions cannot be broken and more people can understand China's poverty alleviation cause, it will have a significant adverse impact on China's integration into the world. For example, in the eyes of some foreign media, China's poverty alleviation mainly relies on government leadership and top-down approach; Most poverty alleviation cadres come from government agencies, state-owned enterprises, and public institutions; Most of China's poverty alleviation funds come from government grants and other sources. These misunderstandings have had a negative impact on China's anti-poverty cause and limited the international dissemination of China's anti-poverty discourse[2].

Overall, in international communication, the international dissemination effect of China's anti-poverty discourse is not ideal. Specifically, China's anti-poverty discourse does not occupy a dominant position in the international discourse pattern and has not taken the initiative in discourse. Although some Western media have given positive attitudes to China's poverty governance cause as a whole, they have not truly recognized the tremendous achievements made by China in poverty reduction. However, some Western media intentionally overlooked China's achievements in poverty alleviation and instead tarnished the efforts of the Chinese party and government from various aspects. Overall, the current anti-poverty discourse in China lacks a certain degree of discourse power in the international dissemination process. Many related reports have a certain gap between the description of anti-poverty achievements and the facts, resulting in poor dissemination of anti-poverty stories in China and even being misunderstood by many people. Figure 1 is a schematic diagram of the current international dissemination of China's anti-poverty discourse[3].

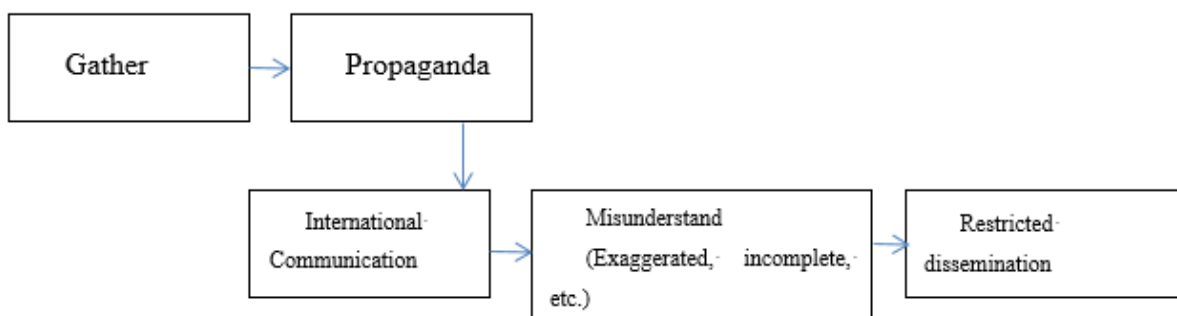


Figure 1: Schematic diagram of the international dissemination status of China's anti-poverty discourse

3. International communication strategies for China's anti-poverty discourse

3.1. Establishing diversified communication entities

To enhance China's voice in international public opinion and tell the story of China's anti-poverty campaign well, it is necessary to create diversified communication subjects. Table 1 shows the main components of diversified communication subjects in the international dissemination of anti-poverty discourse.

Table 1: Main Composition of Diversified Communication Subjects in International Communication of Anti-Poverty Discourse

Diversified communication subjects	News media
	Government departments (mainly referring to external publicity departments)
	Social organizations such as enterprises
	Social masses
	Professional talent team

Diversification of communication subjects is conducive to consolidating the position of China's media in international communication. Therefore, in the process of international dissemination of China's anti-poverty discourse, it is necessary to strengthen cooperation and communication between external propaganda departments and various media institutions, and focus on mobilizing media institutions to participate in the international dissemination of China's anti-poverty stories. News media is the main medium for disseminating news and information, and is the main channel for external publicity and information communication. Therefore, in the international dissemination process of China's anti-poverty discourse, news media is irreplaceable. Meanwhile, as an important national information dissemination agency, news media can timely release information on the development of China's anti-poverty cause and related policies. News media can also use their platform advantages to interpret and interpret China's anti-poverty discourse. Government departments, enterprises and other social organizations can also leverage their advantages to participate in the international dissemination of China's anti-poverty discourse[4].

On the one hand, by releasing relevant information to the outside world through government departments, enterprises and other social organizations, we can enhance the influence of China's anti-poverty work on a global scale; On the other hand, information on China's economic development status and achievements in poverty alleviation and development work is disseminated to the outside world through relevant government departments and social organizations such as enterprises. From the perspective of communication studies, in order for foreign audiences to have a more comprehensive and accurate understanding of the achievements of China's anti-poverty cause and its impact on the international community, it is necessary to convey China's voice and tell the story of China to people around the world through various forms. We also need to strengthen cooperation and communication between external propaganda departments and various media organizations; We need to strengthen cooperation and communication between relevant government departments and social organizations such as enterprises. At the same time, it is also important to focus on cultivating a group of versatile talents who are proficient in both Chinese and English, as well as have an international perspective and the ability to participate in international competition[5].

It is worth mentioning that the content of communication is an important factor in the success or failure of communication activities and the effectiveness of their results. In the process of international dissemination of China's anti-poverty discourse, attention should not only be paid to conveying the basic goal and requirement of China's achievements in anti-poverty and their impact on the international community to foreign audiences, but also to conveying the rich connotations and values contained in China's anti-poverty cause to foreign audiences. One is to convey to foreign audiences the rich connotations and value concepts contained in China's anti-poverty cause; The second is to convey to foreign audiences the rich connotations and value concepts contained in China's anti-poverty cause; Thirdly, to convey to foreign audiences the rich connotations and value concepts contained in China's anti-poverty cause; The fourth is to convey to foreign audiences the rich connotations and values contained in China's anti-poverty cause. When conveying the rich connotations and values of China's anti-poverty cause to foreign audiences, attention should be paid

to the combination of multiple forms of communication. For this purpose, the basic goal and requirement of China's achievements in poverty alleviation and their international impact can be conveyed to foreign audiences through various forms such as text, pictures, and videos; On the other hand, the basic goal and requirement of China's achievements in poverty alleviation and their international impact can be conveyed to foreign audiences through various media forms such as radio, television, the internet, and newspapers [6].

3.2. Fully leverage the role of existing media resources

In the international dissemination of China's anti poverty discourse, it is necessary to make full use of existing media resources, allowing China's existing news media to fully leverage their advantages, and report on the achievements of China's anti poverty cause and its impact internationally. Especially, we need to leverage the role of traditional media such as television, radio, and newspapers in external propaganda, integrating China's anti poverty discourse into these traditional media, so that foreign audiences can have a more comprehensive and authentic understanding of China's anti poverty cause[7].

For television, it is important to fully utilize its information dissemination function. Due to the intuitive and timely nature of television media, it can better attract the attention of foreign audiences in the international dissemination of China's anti poverty discourse. In addition, television media can also showcase the achievements of China's anti poverty cause through vivid and vivid television programs. Columns such as "National Poverty Alleviation Day Special Program", "2020 China Poverty Alleviation Achievements Series Report", and "National Poverty Alleviation Award Special Program" can effectively showcase the achievements of China's anti poverty cause. Meanwhile, for broadcasting, it is necessary to fully leverage its role in external propaganda[8].

On the one hand, the achievements of China's anti poverty cause are publicized to the outside world through broadcasting as a medium; On the other hand, the achievements of China's anti poverty cause can also be introduced to foreign audiences through broadcasting as a medium. For example, the Central People's Broadcasting Station can spread China's anti poverty story to the world by broadcasting programs such as the "National Precision Poverty Alleviation Ten Year Answer Sheet" and "Decisive Battle Against Poverty". Newspapers have the characteristics of continuity and stability, as well as strong timeliness and liveliness, which can timely convey the achievements of China's anti poverty cause to foreign audiences. For example, when introducing the "China Decade of Poverty Reduction and Poverty Alleviation Answer Sheet" and the "2020 China Poverty Alleviation and Poverty Alleviation Award Special Program" to foreign audiences, the achievements of China's poverty reduction and poverty alleviation cause can be demonstrated by providing a detailed introduction to the "Decade Answer Sheet" and the "National Precision Poverty Alleviation Decade Answer Sheet"[9].

3.3. Strengthen the integration of media resources and leverage the synergy between different media

Table 2: Main Media Resources in International Communication of Anti Poverty Discourse

Media resources	Television
	Broadcast
	Newspaper
	Network
	New Media

In the international dissemination process of China's anti poverty discourse, it is necessary to

strengthen the integration of media resources, broaden external communication channels, and improve the effectiveness of external communication.

Based on Table 2, firstly, it is necessary to strengthen the integration of existing media resources. Due to the differences between various media, it is necessary to integrate existing media resources, complement each other's advantages, and form a synergy. At the same time, different types of media resources can be combined and cross used. Table 2 shows the main media resources in the international dissemination of anti poverty discourse. Secondly, we should actively explore new ways of external communication in the era of new media. In the new media era, the way of external communication is also changing. For example, China's anti-poverty discourse can be spread through WeChat official account, microblog, Tiktok and other emerging media channels. When carrying out the international dissemination of China's anti-poverty discourse, new media platforms such as WeChat official account and microblog can be used as one of the external dissemination channels of China's anti-poverty discourse, and this channel can be used to strengthen the international dissemination of China's anti-poverty discourse. With the development of internet technology and the popularization of mobile internet technology, the internet has become one of the important platforms for people to obtain information and communicate. Therefore, it is necessary to strengthen the application of Internet technology in the international dissemination of China's anti poverty discourse, and actively explore ways of external communication in the new media era. Only by continuously exploring external communication methods in the era of new media can we better convey China's anti poverty discourse to foreign audiences[10].

At the same time, attention should also be paid to the adjustment of media relations and the synergistic effect between different media. The international dissemination of China's anti poverty discourse should not only leverage the role of traditional media in external propaganda, but also pay attention to the synergy between different media. For television media, their main function in the process of external dissemination is to disseminate the achievements of China's anti poverty cause to the outside world. When international dissemination of China's anti poverty discourse, attention should be paid to the synergy between different media, such as targeted dissemination based on the characteristics of different media, while also leveraging the complementarity between different media. For example, the Central People's Broadcasting Station can spread China's anti poverty discourse in a targeted manner, conveying the achievements of China's anti poverty cause to the world in different languages; Newspaper media, on the other hand, can spread China's anti poverty discourse in a targeted manner, conveying the achievements of China's anti poverty cause to the world; At the same time, when promoting China's anti poverty discourse internationally, attention should also be paid to the complementarity between different media, in order to play a synergistic role among them. For broadcasting, as a traditional media, radio and television have strong stability characteristics. In external propaganda, radio and television can showcase the achievements of China's anti poverty cause by introducing its achievements; At the same time, the values reflected in China's anti poverty discourse can also be demonstrated by introducing it. This not only allows foreign audiences to have a more comprehensive and authentic understanding of the achievements of China's anti poverty cause, but also enhances their sense of identification with China.

3.4. Strengthen the innovation of media products and improve the effectiveness of external communication

In the process of international dissemination of media products, it is necessary to continuously innovate the forms of media products and strive to improve the effectiveness of external communication. Especially in the international dissemination of China's anti poverty discourse, it is necessary to continuously strengthen the innovation of media products, enhance the dissemination

and influence of China's anti poverty discourse, and make it an important way for foreign audiences to understand China's anti poverty cause. Specifically, we need to continuously strengthen the form innovation of media products. For example, the Central People's Broadcasting Station can enhance the dissemination effect of China's anti poverty discourse by producing audio, video, animation and other forms. In addition, the dissemination effect of China's anti poverty discourse can also be strengthened by adding music elements to broadcasting and animation elements to television. For example, the Central People's Broadcasting Station can use new media technology to produce more new media products, and through these new media products, enhance the dissemination and influence of China's anti poverty discourse internationally. For example, new media products such as the "National Precision Poverty Alleviation Decade Answer Sheet" and "Winning the Poverty Alleviation Campaign" can effectively showcase the impact of China's anti poverty discourse on the international community.

3.5. Pay attention to the international dissemination of China's anti poverty discourse, and improve the dissemination and influence of China's anti poverty discourse

In the current international communication pattern, China's media does not have an advantageous position. Therefore, in future communication, we should fully leverage the advantages of China's mainstream media, and improve the international visibility and influence of China's mainstream media by publishing more news reports on China's anti poverty cause. At the same time, we should actively leverage the cross-cultural communication capabilities of Chinese media in international communication, and strive to make more foreign audiences understand China's anti poverty cause and poverty alleviation policies. In addition, we should fully leverage the strong public opinion advantage of mainstream media in China in international communication, and continuously improve the influence and dissemination of China's anti poverty discourse in the international community by publishing relevant reports on China's anti poverty discourse. We should utilize new media technology to produce more new media products. As a national level broadcasting media, the Central People's Broadcasting Station has strong political and technological advantages. In the international dissemination of China's anti poverty discourse, the Central People's Broadcasting Station can fully leverage the advantages of new media technology and produce more new media products.

3.6. Strengthen the construction of talent teams for external communication

Talents are the key to international communication. By carrying out a series of external publicity work, China's anti poverty discourse can be better disseminated internationally, thereby producing good dissemination effects.

On the one hand, it is necessary to strengthen the training of international communication personnel for China's anti poverty discourse, encourage relevant personnel to learn more foreign languages, actively participate in various foreign language learning and training activities, and enhance their understanding and application ability of China's anti poverty discourse. At the same time, it is necessary to help them broaden their international perspective and increase their understanding of China's anti poverty cause through relevant training activities and other means. On the other hand, it is necessary to strengthen the management of international communication personnel for China's anti poverty discourse. For personnel engaged in the international dissemination of China's anti poverty discourse, an effective management system should be established to guide them to consciously abide by relevant laws, regulations, and national policies. At the same time, it is necessary to establish an effective incentive mechanism to encourage them to actively carry out international dissemination of China's anti poverty discourse. By continuously enhancing their influence, discourse power, and awareness of discourse power in the international dissemination of

China's anti poverty discourse, we aim to enhance their understanding and grasp of the development achievements of China's anti poverty cause and its international impact.

At the same time, when carrying out international dissemination of China's anti poverty discourse, it is also necessary to pay attention to strengthening understanding of the needs and interests of foreign audiences. Although China's anti poverty cause has achieved great success, foreign audiences still have a certain degree of misunderstanding and prejudice towards the development of China's anti poverty cause. Firstly, it is necessary to understand the needs and interests of foreign audiences towards the achievements of China's poverty alleviation efforts and their impact on the international community. Secondly, it is necessary to pay attention to understanding the needs and interests of foreign audiences in terms of the problems and solutions to China's anti poverty discourse. By understanding the needs and interests of foreign audiences in these areas, we can better carry out international dissemination of China's anti poverty discourse.

3.7. Establish a sound mechanism for external communication

Firstly, in the international dissemination process of China's anti poverty discourse, it is necessary to establish and improve the external dissemination mechanism of China's anti poverty discourse. (1) We should establish a sound external publicity mechanism for China's anti poverty discourse, enhance the awareness and ability of external publicity departments to promote China's anti poverty discourse internationally; (2) We should fully utilize modern information technology to establish a sound information dissemination and feedback mechanism for China's anti poverty discourse; (3) We should establish a sound external communication mechanism for China's anti poverty discourse, and establish information communication and feedback mechanisms between departments and various communication subjects. By continuously improving the external dissemination mechanism of China's anti poverty discourse, it can effectively enhance the international influence of China's anti poverty discourse, thereby enhancing China's discourse power in international public opinion and telling a good story of China's anti poverty.

Secondly, it is necessary to enhance the awareness and ability of the external propaganda department to internationally disseminate China's anti poverty discourse. At present, China's external propaganda department has realized the importance of the international dissemination of China's anti poverty discourse for China's economic development, social stability, national unity, and other aspects, and has also taken relevant measures and efforts. However, compared with the achievements of China's economic and social development, and especially with developing countries around the world, there is still a certain gap in the international dissemination of China's anti poverty discourse. The external publicity department should recognize the importance of international dissemination of China's anti poverty discourse, fully leverage the important role of the external publicity department in the international dissemination of China's anti poverty discourse, and thereby enhance the awareness and ability of the external publicity department to carry out international dissemination of China's anti poverty discourse. Therefore, the external propaganda department should focus on enhancing the awareness of international dissemination of China's anti poverty discourse, and clarify the importance and necessity of strengthening the international dissemination of China's anti poverty discourse; At the same time, it is necessary to enhance the international dissemination ability of China's anti poverty discourse by the external propaganda department, actively play its role in the international dissemination of China's anti poverty discourse, and continuously enhance China's anti poverty discourse power worldwide.

Thirdly, it is necessary to strengthen the international promotion of China's anti poverty discourse and fully utilize modern information technology to establish a sound mechanism for information dissemination and feedback. (1) Strengthen the international promotion of China's anti poverty discourse and create a favorable public opinion environment for its international dissemination. Especially, we should attach great importance to the construction of information communication and

feedback mechanisms between the external publicity department and other relevant government departments, between the external publicity department and news media, and between the external publicity department and foreign audiences; (2) When using modern information technology to establish information release and feedback mechanism, we should fully consider the differences in cultural background, thinking mode, value orientation and other aspects between different communication subjects, so as to establish an international communication relationship of mutual respect, equal dialogue, seeking common ground while reserving differences, and common development. By establishing a sound mechanism for information dissemination and feedback, it is possible to effectively promote information sharing and exchange among various communication entities, thereby enhancing the international influence of China's anti poverty discourse. In addition, it is necessary to fully utilize modern information technology to monitor various public opinions generated during the international dissemination of China's anti poverty discourse in real time, and analyze and judge the monitored public opinions in a timely manner, thereby providing important references for China's anti poverty discourse to achieve good influence internationally.

Thirdly, establish a sound mechanism for information communication and feedback between external publicity departments and various communication entities. To comprehensively improve the international dissemination effect of China's anti poverty discourse, it depends not only on the communication skills and means between the external propaganda department and various communication subjects, but also on the information communication and feedback mechanism between the external propaganda department and various communication subjects. If there is a lack of effective information communication and feedback mechanisms between the external propaganda departments and various dissemination entities of China's anti poverty discourse, it will lead to the inability of China's anti poverty discourse to be effectively conveyed internationally, and its effectiveness will be greatly reduced, making it unable to fully gain recognition and attention from other countries. Due to the rapid development and progress of modern information technology, the emergence of various internet platforms and new media has made communication between people from all over the world more in-depth and extensive. These have also provided technical support for the international dissemination of China's anti poverty discourse. Only by utilizing modern information technology can China's anti poverty discourse be effectively transmitted to various parts of the world, Let governments and people around the world see the tremendous achievements and rich experience of the Chinese government and people in poverty alleviation, providing corresponding reference and inspiration for their anti poverty work. In the current era of the Internet, everyone is a spokesperson for news. Whenever major events occur internationally, there will be a large amount of media coverage, which will quickly spread widely around the world. If modern information technology can be fully utilized to timely publish and publicize China's anti poverty discourse in international media and platforms, it can enable audiences around the world to understand China's anti poverty discourse in a timely manner, promote China's anti poverty cause widely, and make China's anti poverty policies and measures more recognized and concerned. To comprehensively evaluate the international dissemination effect of China's anti poverty discourse, it is necessary to establish a sound information feedback mechanism, understand the audience's level of understanding of China's anti poverty discourse, as well as the audience's acceptance of China's anti poverty discourse in different countries and cultural backgrounds. On this basis, we should continuously improve the strategies and means of spreading anti poverty discourse, and better play the important role of anti poverty discourse in dissemination. Overall, it is necessary to continuously optimize China's international communication strategies and means of anti poverty discourse, establish a sound information communication and feedback mechanism, in order to effectively enhance China's voice in international public opinion, let more people understand China's anti poverty policies and tremendous achievements, and provide reference and reference for the global anti poverty cause.

4. Conclusion

With the continuous deepening of global integration, the achievements of China's anti poverty cause have been recognized and respected by people around the world in the context of economic globalization. However, at the same time, it also faces some challenges. Some countries and people lack corresponding information channels or are deceived by malicious propaganda from Western countries, which hinders their understanding of China's anti poverty policies and anti poverty cause. There are even many misunderstandings. In international public opinion, foreign media often fail to correctly understand China's anti poverty story, which not only has a negative impact on the development of China's anti poverty cause, but also damages China's international image and national interests. As a responsible major country in the world, it is necessary and responsible for China to strengthen the promotion of its anti poverty policies and cause, fully utilize various information channels, and leverage the advantages of current internet platforms and new media to strengthen the promotion of anti poverty discourse. Let all countries and people in the world fully realize the great efforts and achievements made by the CPC, the government and the Chinese people in this century's anti-poverty project. In this regard, China needs to actively take measures to build diversified communication subjects, multi-level communication content, multiple forms of communication methods, and improve external communication mechanisms, tell China's anti poverty story well, establish a responsible national image, and contribute China's strength to promoting the construction of a community with a shared future for mankind.

References

- [1] Cao Xiping, Qiu Fahua. *The Evolutionary Theory, Historical Experience, and Practical Purpose of Anti Poverty and Prosperity with Chinese Characteristics*. *Journal of Zhejiang University of Technology (Social Sciences Edition)*, 2022, 48 (4): 427-434
- [2] Shi Haibo, Lv Kaiyu. *Anti poverty strategy after 2020: discourse switching, top-level planning, and academic exploration [J]*. *Journal of China Agricultural University (Social Sciences Edition)*, 2020,37 (3): 88-100
- [3] Jin Jing, Liu Wenjing. *Organizational Mobilization, Governance System, and Social Guidance: The Discourse Effect in Public Governance of Poverty in China*. *Journal of Northwest University (Philosophy and Social Sciences Edition)*, 2021, 51 (2): 50-61
- [4] Wu Zhenlei, Kang Yanyu, Wang Zerun. *The enlightenment of anti-poverty theory with Chinese characteristics on poverty reduction in low-income countries along the "the Belt and Road" [J]*. *Learning and Exploration*, 2022 (3): 107-116
- [5] Zhao Zelin, Lin Jie. *Tell a good story about poverty alleviation and build an international discourse that matches the Chinese economy*. *Journal of the Party School of the Taiyuan Municipal Committee of the Communist Party of China*, 2023 (4): 42-45
- [6] Qin Xiaoru, Wang Gang, Liu Yinxi. *Opportunities, Challenges, and Paths for China to Enhance its International Speech Power in Anti Poverty*. *Inner Mongolia Social Sciences*, 2021,42 (3): 1-8
- [7] Chen Yue, Han Haitao. *The Chinese Road and Historical Experience of Overcoming the "Poverty Trap" - A Discussion on the Construction of Chinese Characteristics Anti Poverty Discourse to Break the "Trap Theory"*. *Theoretical Introduction*, 2021 (9): 72-81
- [8] Hu Bo. *The Construction of China's External Discourse System for Poverty Alleviation: Problems, Components, and Paths [J]*. *Journal of Zhejiang University of Technology (Social Sciences Edition)*, 2022, 48 (6): 650-655
- [9] Cao Xuanzi, He Mingxing. *Chinese style poverty alleviation in world media: a study based on ten years of news coverage by Effe News Agency [J]*. *Comparison of Economic and Social Systems*, 2023 (3): 162-171
- [10] Zhou Mengjie, Lu Jinting, Zhang Ye. *Mobilization and Coexistence: A Study on Anti Poverty Communication under the Theory of Actor Network: A Field Study Based on Shiba Dong Village in Xiangxi [J]*. *Future Communication*, 2022, 29 (5): 27-36.