

A Brief Analysis of New Media Pushing “The Belt and Road” Initiative

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Abstract: In 2013, President Xi put forward the strategic ideas of “Silk Road Economic Belt” and “21st Century Maritime Silk Road” during his visit to central Asia and South Asia, which gained extensive attention from the international community. To promote the implementation of the “The Belt and Road” initiative, it is necessary to not only build good infrastructure to promote economic and trade exchanges between countries, but also create a good public opinion environment to enhance exchanges and mutual trust between countries. New media, as one of the main channels of information communication in the current era, plays an important role in spreading the culture of “The Belt and Road” initiative and promoting economic cooperation among countries with its characteristics of flexibility, interactivity and high efficiency. Exploring the role of new media in promoting the political, cultural and economic aspects of the “The Belt and Road” initiative will be of great significance to mastering the power of discourse of the Silk Road and strengthening the exchanges and cooperation among countries along the route.

Keywords: “The Belt and Road” initiative, new media, communication, cooperation

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1 Introduction

In September 2013, during his visit to Kazakhstan, President Xi put forward the concept of international cooperation on jointly building the Silk Road Economic Belt. In October of the same year, President

Xi delivered a speech to the Indonesian parliament, vowing to build the “21st Century Maritime Silk Road” with ASEAN countries. After more than a year of planning and discussion, the central economic work conference in December 2014 determined “The Belt and Road” Initiative as a national strategy and became an important economic plan. The formal proposal of this strategic concept not only conforms to the trend of economic globalization, but also strengthens the political, economic and cultural exchanges and cooperation between China and countries along “The Belt and Road” Initiative, which is of great significance for the future development of the world economy. With the rapid development of economy and technology, the era of new media has come. With the wide application of new media, great changes have taken place in the way of information acquisition and dissemination. This paper will focus on the role and ways of new media in promoting and spreading the “The Belt and Road” Initiative, so as to create a good environment for the successful implementation of “The Belt and Road” strategic concept.

2 What is “New Media”

With the development of science and technology, the traditional communication media are greatly challenged. New media based on Internet technology and mobile communication technology has become an important hub of information acquisition and communication in today's world.

The concept of “new media” was first proposed in 1967 by P. Goldmark, director of the technical research institute of CBS television network. However, the definition of new media is still controversial in the academic circle. For example, UNESCO believes

that new media are network media, which are communication media based on digital technology and carried by network^[1]. The Wired's definition of new media: communication from all people to all people^[2]. According to the professor Xiong Chengyu, director of new media communication research center of Tsinghua University, new media (or digital media, network media) is the sum of media that play the communication function based on computer information processing technology and the Internet^[3]. Jiang Hong of Shanghai Jiaotong University, and Jian Xu said: new media refers to the late 20th century in the world of science and technology under the background of great progress, appeared in the field of social information transmission based on digital technology can make the information transmission greatly expanded, propagation speed greatly accelerate the dissemination way, greatly enriched, quite different new media with traditional media^[4]. According to the interpretation of many experts and scholars on the concept of new media, the author believes that the so-called new media should be compared with traditional media such as newspapers, radio and television, which is a new form of media developed after the traditional media. New media, based on new digital and network technologies, make communication more precise and objectified. Its specific forms should include Internet, mobile phone, mobile TV and IPTV.

Supported by today's advanced science and technology, new media has more abundant means and ways of communication than traditional media. The emergence of new media not only has an important impact on the field of communication, but also will have an important impact on all aspects of social life. New media has changed the traditional way of information collection, existence and dissemination in a new way, and has exerted an important influence on the behavior of individuals, society and the government. Compared with the previous communication methods and channels, the information dissemination of new media has greatly increased its influence on public opinion, and has become an important position for the publicity of public opinion. New media gives us a wider and more convenient space for public opinion expression. Therefore, in the process of promoting the national "The Belt and Road" strategy, we should make full use of new media and make it a bridge for exchanges and cooperation between China and countries along the Belt and Road.

3 The feasibility of new media to push the construction of the "Belt and Road"

The "Silk Road Economic Belt" and the "21st Century Silk Road" remind people of the beautiful story of the friendly exchanges between the Chinese people and the people of the world in history. The inclusiveness of the ancient Silk Road has brought together various ethnic groups and cultures, and economic and trade exchanges have flourished. "The Belt and Road" initiative advocated by China today is equally inclusive. It will reconnect the Central Asia and the Eurasian continent, promote economic and cultural exchanges and integration, push each other's cooperation to a new height, and become a new engine for world economic development.

With the widespread use of the Internet, mobile phones, and wireless networks, new media, as the most advanced media in the modern era, has broken the boundaries between traditional media, between regions, between administrations, and between communicators and recipients. New media will also become an important force in promoting economic and cultural exchanges and cooperation. "The Belt and Road" inherits the fine traditions of the ancient Silk Road and the Maritime Silk Road and will become a road of friendship, a road to culture and a road to trade. The new media will lay a solid foundation for the smooth implementation of "the Belt and Road" strategy with its unique advantages.

Firstly, the new media can vividly and comprehensively promote "the Belt and Road" with its rich expression. The support of the people around the Silk Road for "the Belt and Road" strategic concept is the key factor in determining whether "the Belt and Road" can be quickly promoted and built to have a deeper level of development. The new media is in various forms, and it can express the related content of "The Belt and Road" in the form of words, pictures and videos, and can be integrated into one. The new media has made the rigid documents and materials lively, so that people in the countries along the route can choose the way they like to understand "the Belt and Road" content, so that they can more accept relevant resources and information, so that they can Really understand that "the Belt and Road" is a road to friendship for the benefit of the general public along the line. At the same time, the new media can also enable countries along the line to find content that fits the reality of the country from each

of information. Each country starts from the national conditions and develops a development strategy that is in line with national interests. Therefore, all countries along the route can participate in the construction of “the Belt and Road” with a positive attitude.

Secondly, the new media can expand the influence of “the Belt and Road” with real-time information dissemination. Compared to traditional media, new media can process, process and publish information anytime, anywhere. It is not limited by time and geography, and it can realize the rapid sharing of resources among the public through diverse and rapid communication channels. “New media interprets and expresses culture in an intuitive and intuitive way”. Therefore, it is possible to use the new media to spread the various measures, activities, and various things that have taken place during the construction of “the Belt and Road” strategic concept to the people of the countries along the route so that they can grasp in real time. The process of building “the Belt and Road” has spurred their enthusiasm and initiative in participating in “the Belt and Road” construction. At the same time, it can enable various countries to find common points of interest and cooperation and fusion, and focus on expanding the consensus among them, thereby expanding the influence of “the Belt and Road” in the world and promoting the smooth construction of “the Belt and Road”.

Thirdly, the new media, with its interactivity, can attract more people to participate in the construction of “the Belt and Road”. Compared with the one-way flow of traditional media from the media to the audience, the new media uses its advanced technology to make information flow from the media to the audience and then from the audience to the media. This gives the audience more initiative to enjoy a higher level of interactive fun. Therefore, in the construction of “the Belt and Road”, the broad masses of people along the line can freely express their opinions and suggestions for the construction of “the Belt and Road” in the broad platform provided by the new media. At the same time, the public can also criticize and correct the plans and plans formulated around “the Belt and Road”. The new media enables the general public to truly participate in the construction of the “Belt and Road”, so that they can feel the joy of being a participant rather than a bystander. Finally, “the Belt and Road” will become a road of cooperation and win-win for all countries along the line.

Fourthly, the new media can improve the voice of the Silk Road in China with its efficient transmission speed and great scope of communication. The judgment that “there is no war between big powers in the nuclear age” is still valid, and international politics has become a world of “discourse power politics” to a certain extent^[5]. “The Belt and Road” as a big country strategy with important influence and role, China must have the right to speak in order to properly interpret and guide public opinion. New media has a fast route of communication and a rich way to spread, as well as its widely distributed audience. Therefore, the new media plays an important role in mastering public opinion orientation and publicity. In the process of building “the Belt and Road”, China must make good use of new media. In this way, we will strengthen the publicity of the policies and policies, expand the influence of “the Belt and Road” and create a good atmosphere for public opinion. Only by issuing your own voice and mastering the right to speak can we ensure that the construction of “the Belt and Road” is justified and recognized and supported by people all over the world.

The new media, using its characteristics different from traditional media, can better strengthen international cooperation and be recognized by the general public. Therefore, cultural exchanges and economic and trade cooperation complement each other, creating a good international atmosphere of harmony and win-win, and truly become a bridge connecting countries along the line.

4 The new media to push the path of the “Belt and Road” construction

The ancient Silk Road carries mainly the tasks of humanities exchange and commercial trade. At present, “the Belt and Road” proposed by China is a combination of politics, economy, trade, culture and technology. The new media is a shuttle and a news express on this road, conveying a variety of harmonious sounds with human values and economic cooperation. In the construction of “the Belt and Road”, we must make good use of new media, strengthen the ties between the countries along the line, enhance the voice of China, and tell the story of the Silk Road so that the new media can really help the construction of “the Belt and Road”.

Firstly, countries along the route should realize the sharing of resources between new media and strengthen mutual connectivity. The purpose of “the Belt and

Road” proposal is to strengthen the links between countries along the line and form a community of interests to promote rapid and stable development among each other. Therefore, countries and regions along the route should change the link between traditional and new media. Collaborate on new media technologies such as network information sharing, webcasting promotion, and TV program opening. Through this cooperation, we will strengthen resource sharing among countries and give full play to the advantages of each country. In the end, the message on “the Belt and Road” “Information Highway” will be realized. Vigorously promote the spirit of Silk Road, spread positive energy, promote friendly exchanges between countries, and achieve win-win results.

Secondly, China should hold high-end media forums on a regular basis to strengthen pragmatic cooperation between new media in various countries. Strengthen media exchanges between countries along the route, and hold high-end media forums such as the Silk Road Economic Belt Cooperation Forum and the China-Asia-Europe Expo Media Forum. In the forum, the current status and problems of traditional media and new media development in various countries will be exchanged. According to the current situation and the need to face the construction of “the Belt and Road”, media representatives from all countries can cooperate in the development of radio and television and the development of new media technologies. Negotiations and dialogues on the formulation of media policies are respected differences and finding common ground of interest and cooperation. We will deepen the pragmatic cooperation between countries in the field of new media, so that the media of all countries can recognize the spirit of “dialogue, mutual benefit, and win-win” and jointly cultivate the friendship of the people of the countries along the Silk Road.

Finally, we use the new media to strengthen the promotion of the “Belt and Road” and adopt the “bring in and go out” strategies for in-depth publicity. The government must increase funding and technology investment in new media, build a multilingual new media platform, and seize the multilingual dissemination of highlands. Authorized media will be stationed in the countries along “the Belt and Road” to develop new media services represented by Internet TV, Internet

broadcasting, mobile TV, and mobile broadcasting. Use new media technology to strengthen the development and production of the “the Belt and Road” program content, continuously enrich the content and form of new media cooperation, increase the intensity, depth and breadth of new media exchanges in neighboring countries, and use authoritative media to vigorously promote countries along the route. Promote and realize the strategy of “going out”. At the same time, we actively organized activities on the construction of “the Belt and Road” and sincerely invited media from various countries along the line to come to China for interviews and exchanges. In this way, we will establish a long-term mechanism for media cooperation and attract the attention and participation of foreign media so that they can take advantage of their own advantages. Through new media technology, it can be quickly and efficiently disseminated to the people in the country, so that “the Belt and Road” strategic concept can be deeply rooted in the hearts of the people, thus gaining more support and understanding, and creating a good public opinion atmosphere for the smooth construction of “the Belt and Road”.

In conclusion, as the most convenient way for information dissemination and communication today, new media will use its own characteristics and advantages to convey the concept of cooperation, mutual benefit and mutual benefit to the countries along “the Belt and Road”. It will also set up a bridge connecting the hearts of the people along the line, telling the new story of the Silk Road and creating a new glory of the Silk Road.

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