



Enhance the Precision of Multidirectional International Communication of New Media



Introduction

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Background

- Amid a century of unprecedented great change, the international political landscape is changing, the global economy is becoming more volatile, and frictions among global communities keep rising. International people-to-people exchanges face both opportunities and challenges.
- The advent of the all-media era of "everything is media" has made people-to-people exchanges in the field of new media increasingly prosperous.

Problems

However, at present, new media all over the world are faced with the problem of homogenization and roughness of communication, which greatly reduces the communication effect, and further leads to the obstruction of in-depth people-to-people exchanges.

- From the perspective of channels and forms, new media brings diverse types of channels but producers generalize all social platforms and distribute content on the same topic in only one or two forms on various platforms.
- From the perspective of audience and content, new media expands the range of potential recipients who will be affected, but the communication content exerts the same influence on receivers with different cultures, occupations, educational backgrounds and living environments.
- From the perspective of disseminators and technologies, new media occupy the mainstream of communication work in various countries, but the diversity of transmitters and technologies has also led to the problem of non-specialization, and the content produced is not fine, not deep, not accurate.



Proposal

Proposals

Based on the above background and status quo, this proposal proposes "precision communication" from the perspective of producers, receivers, platforms and channels to promote international cultural exchanges in the all-media era.

Producers

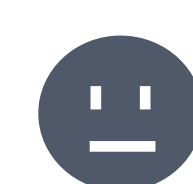
- Media producers: work in their adept disciplines and produce more content related to what they are skilled in.

Receivers

- Media producers: take the political stand, history, culture, and media policies of the target country into account.
- The academic industry: use country research as a foundation to support the model construction of local values, historical and cultural traditions, communication mechanisms, and further portraits of different countries and regions respectively.
- Media producers: establish a three-dimensional, multi-circle, and targeted communication pattern for different types of audiences.
- ◎ collect new media background data statistics and conduct statistical analysis on these data
- ◎ use algorithms to achieve personalized recommendations of information content by media based on users' interests.

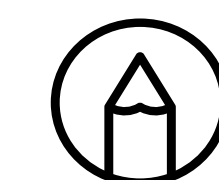
Platforms and Channels

- Media producers: actively integrate into the platforms of other countries, and enter the mainstream market of the country with the help of local communication mode.
- Media producers: use big data technology to conduct market research and data analysis analyzing the dominant communication forms of the platform in different areas.



Role

- As a group of members of the CCIPE, we strive to break down the barriers to the efficiency of international exchange and to make it broader and deeper. And it's our responsibility to explore a better mechanism for international people-to-people exchange.



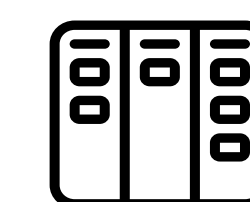
Obstacles

- Target country data acquisition faces enormous difficulties.
- Rising costs brought by precision communication would make the operation and production difficult to sustain.



Strategies

- The establishment of data intermediaries can be used to address the difficulty of data acquisition.
- The AARRR model can be used to improve the operation and management of new media in response to the rising cost of producers.



Conclusion

By promoting research updates, production innovation and operational innovation in a coordinated manner, and maximizing communication precision and effectiveness:

- break down old cultural biases and correct old misunderstandings
- break through the existing limitations of international people-to-people exchanges
- form a sound multilateral interaction mechanism
- help the prosperity of international people-to-people exchanges.



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