

References

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Communication strategies of environmental discourse of Chinese media

Abstract. *This study investigates the communication strategies used in Chinese media to frame environmental issues, analyzing how these strategies influence public perception and policy-making. It employs a mixed-methods approach, combining content analysis and interviews with media professionals, to uncover the intricate dynamics between media practices and environmental discourse in contemporary China.*

Keywords: *communication strategies; media practices; environmental discourse.*

Коммуникативные стратегии экологического дискурса китайских СМИ

Аннотация. *В статье рассмотрены коммуникационные стратегии, используемые в китайских СМИ для освещения экологических проблем, и дан анализ того, как эти стратегии влияют на общественное восприятие и выработку политики. Использован смешанный подход, сочетающий контент-анализ и интервью с профессионалами СМИ, чтобы*

раскрыть сложную динамику между медиапрактикой и экологическим дискурсом в современном Китае.

Ключевые слова: коммуникативные стратегии; медиа; медиапрактики; экологический дискурс.

Communication strategies of environmental discourse refers to various means and methods of communication used in discussions on environmental issues, with the aim of effectively conveying information about environmental protection, climate change, and sustainable development. These strategies involve how to disseminate environmental information among the public, how to form effective communication among different audience groups, and how to increase the attention and understanding of environmental issues through various media channels. The dissemination strategy of environmental discourse not only focuses on the transmission of information, but also involves the way of dissemination, the symbols used, language and images, and how these elements affect public perception and behavior [1, p. 82].

The core of these strategies lies in understanding and shaping the public's perception and attitude towards environmental issues. They include the use of storytelling, emotional appeals, presentation of scientific facts, as well as the proposal of initiatives and solutions [2, p. 153]. For example, an effective environmental communication strategy may use captivating stories to depict the specific impacts of climate change, or convey complex environmental data through visual art. The choice of strategy often depends on the target audience, and different groups may require different methods to arouse their interest and participation. With the development of technology and social media, the dissemination strategies of environmental discourse are also constantly evolving. The rise of digital media provides a new platform for the dissemination of environmental information, but also brings challenges such as information overload and the spread of false information. In addition, environmental communication in the context of cross-cultural and globalization requires consideration of communication strategies in different cultural and social contexts. Therefore, understanding and adapting to these changes is a crucial part of developing effective environmental communication strategies [3, p. 445].

Narrative Approach: Chinese media often adopts the narrative approach in environmental communication, which aims to raise public awareness of environmental issues by telling specific and real-life stories.

For example, the media may report on how a region is affected by climate change, or showcase how a community has successfully implemented sustainable development measures. This approach makes complex environmental issues easier to understand and resonate with through

engaging stories and emotional connections. On January 10, 2024, China Industrial Network published an article titled “Overachieving Commitment Goals and Making Significant Progress in Slowing Climate Change”, stating that China is vigorously developing non fossil energy, promoting clean and efficient utilization of fossil energy, promoting low-carbon terminal energy consumption, continuously optimizing energy structure, and steadily advancing low-carbon transformation, making outstanding contributions to the global green and low-carbon energy transformation. Continuously improving the quality and stability of the ecosystem, steadily enhancing the carbon sequestration and sink capacity and level of the ecosystem.

Faced with the severe challenges of the global climate crisis, China will continue to uphold its commitment to addressing global climate change, provide Chinese wisdom and strength to promote global climate governance, demonstrate the responsibility of a responsible major country, increase efforts to address climate change with the greatest determination, and continuously make greater contributions to building a community with a shared future for mankind.

Data Visualization: when reporting on environmental issues, Chinese media often uses data visualization technology to transform complex environmental data into charts, information graphs, or animations to visually display the trends and impacts of environmental changes.

For example, using maps to display the distribution of pollution, or using charts to display climate change data. This strategy enhances the communication effect of information through visual elements, allowing the audience to understand and perceive environmental issues more intuitively. In an article titled “Climate Risks Continuously Aggravating and China Actively Adapts to Climate Change” published in China Environment Daily on January 11, 2024, it was pointed out that from 1961 to 2020, the annual average ground temperature in China rose at a rate of 0.26°C per decade, with a slight increase in annual precipitation and a significant increase in precipitation over the past decade, showing significant spatial differences and obvious seasonality. Affected by climate change, extreme weather and climate events such as extreme temperatures, floods, typhoons, droughts, wildfires, etc. in China are becoming more and more severe. From 2004 to 2022, meteorological disasters in China caused an average of 283 million people affected and an average annual direct economic loss of 310.546 billion yuan.

Research shows that in the future, the average annual temperature in China will continue to rise, and annual precipitation will increase in most areas. Extreme weather and climate events may increase and intensify in most areas, and the impact and risks of climate change faced by natural ecosystems and socio-economic systems will further intensify.

Interactive and Social Media Engagement: With the popularity of social media, Chinese media has begun to use these platforms for interactive dissemination of environmental topics. This includes using social media platforms such as Weibo and WeChat to post environmental news, conducting online discussions, or collecting public opinions through online surveys. This strategy not only expands the scope of information dissemination, but also encourages public participation and feedback, thus forming a broader social discussion on environmental issues.

During the COVID-19, China Central Television (CCTV) frequently released the latest information related to Wuhan and the epidemic on these social media platforms, becoming an authoritative source of information. For example, the #Joint Campaign Against Epidemic #launched by CCTV News has generated a huge amount of discussion and reading on Weibo, demonstrating the powerful role of social media in disseminating important and urgent information. In addition, China Central Radio and Television Station also tried to cooperate with short video platforms such as Tiktok to launch interactive topics related to popular culture and young users, such as the topic of “Hello Moon”, which is a cooperation between “CCTV News” and Tiktok, attracting a large number of young users’ attention and participation. This cross-platform cooperation and content innovation reflect the strategy and flexibility of Chinese media in environmental discourse dissemination.

With the continuous advancement of technology, especially the development of artificial intelligence and big data, it is expected that more innovative and efficient communication methods will emerge. These technologies can not only help media analyze and predict audience behavior more accurately, but also provide personalized content recommendations, thereby more effectively guiding public attention and participation in environmental issues. Meanwhile, with the increasing public environmental awareness and the intensification of global environmental issues, it is expected that Chinese media will play a more important role in guiding the public to understand and participate in environmental protection. Therefore, the media needs to constantly explore more diverse and in-depth content creation methods, such as combining storytelling, data visualization, and interactive participation, in order to more comprehensively and profoundly demonstrate the complexity and urgency of environmental issues.

In the future, Chinese media will increasingly focus on diversity and inclusivity in environmental discourse communication strategies. With the deepening of social diversity and globalization, the media needs to seek broader international cooperation to more comprehensively reflect and respond to global environmental issues. This means that the media will strengthen cooperation with international media, share resources and

experiences, and focus on communication strategies in different cultural and social backgrounds. In addition, with the rise of a new generation of young audiences, Chinese media needs to better utilize digital media and social platforms to create content that caters to the tastes and habits of young people, in order to attract their attention and participation in environmental protection topics. Through these efforts, Chinese media can not only enhance their own influence, but also make greater contributions to global environmental protection.

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Цифровые медиа в Китае и Беларуси: тенденции развития

Аннотация. В статье, на основе данных официальной статистики, годовых отчетов и социологических опросов, обобщается современное состояние развития цифровых СМИ в Республике Беларусь и Китайской Народной Республике с акцентом на феномен медиаконвергенции в процессе оцифровки традиционных СМИ: газет, радио, телевидения и интернета. Согласно проведенному сравнительному анализу явлений и тенденций развития цифровых медиа в обеих странах в 2023 году, предложены направления дальнейшего развития.

Ключевые слова: цифровые медиа; Китай; Беларусь; медиаконвергенция; тенденции развития.