

The Economic Influence in New Media Communication Strategy

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Abstract: This journal's research focuses on China, Russia, exploring the economic influence development of these three regions under the influence of China's new media communication strategy. With the continuous development of the Internet and new media, China's approach to information dissemination has significantly enhanced its economic influence. This article will analyze the impact of new media communication strategies on the economic effect of various regions from the perspectives of China, Russia and provide prospects for future development trends.

Keywords: China, Russia, Europe, new media, communication strategy, economic influence.

1. The Shaping of Economic Influence by China's New Media Communication Strategy

1.1 Development and Communication Strategy of New Media in China

China's new media development has been nothing short of extraordinary. The rise of the internet and mobile technologies in China has facilitated the growth of numerous digital platforms, including social media, video-sharing sites, online news outlets, and e-commerce platforms. As a result, Chinese citizens are now more connected than ever before, and the information flow has become rapid and far-reaching.

One of the crucial aspects of China's new media strategy is the tight integration with the government's goals and policies. Chinese authorities recognize the power of new media in shaping public opinion and influencing societal attitudes. Therefore, they have established strict censorship and content control measures to ensure that the information disseminated aligns with the official narrative. This approach aims to maintain social stability, control the narrative on sensitive issues, and promote positive images of the country both domestically and internationally.

The Chinese government's emphasis on "Internet Sovereignty" also plays a significant role in the development of new media. This concept emphasizes that each country should have the right to regulate and control its cyberspace as it sees fit. As a result, China has taken measures to establish a closed internet ecosystem that is relatively isolated from the global digital space. Major international social media platforms, such as Facebook and Twitter, are blocked in China, and domestic alternatives, such as WeChat and Weibo, have taken their place.

Furthermore, China's new media strategy extends beyond domestic borders, targeting the international audience as well. The Chinese government has invested heavily in international media outlets such as China Global Television Network (CGTN) and China Radio International (CRI). These media platforms operate in multiple languages and aim to promote China's perspectives and narratives globally. They provide an alternative news source to counter Western media dominance and offer a Chinese perspective on global events.

China's active presence on international social media platforms cannot be ignored either. Chinese diplomats, state-owned media, and influencers maintain an active presence on platforms like Twitter and YouTube, reaching out to audiences beyond China's borders. The use of digital diplomacy and public diplomacy via these platforms helps in projecting a positive image of China and facilitating the sharing of Chinese culture, achievements, and initiatives with the international community.

However, China's new media strategy has also faced criticism and challenges. The censorship and information control practices have raised concerns about freedom of speech and human rights violations. Some argue that these practices limit critical thinking and

restrict access to diverse opinions and information. Moreover, there have been accusations of disinformation campaigns and government-backed propaganda on social media, which has raised questions about the credibility and objectivity of Chinese media outlets.

In conclusion, China's new media development and communication strategy have been instrumental in shaping the country's image and influencing public opinion both domestically and internationally. The government's proactive approach to control and regulate information flow has allowed it to maintain a firm grip on the narrative and steer public discourse in line with its priorities. However, this strategy has also raised concerns about freedom of speech and the diversity of information available to the public. As China continues to expand its presence on the global stage, the impact of its new media strategy will continue to be a topic of debate and scrutiny.

1.2 The impact of new media on the Chinese economy

The development of new media in China has not only profoundly impacted the domestic economy but also played an increasingly important role on the international economic stage. Firstly, new media has driven the rapid development of the digital economy in China. The Internet and mobile payment technologies have brought enormous opportunities to China's e-commerce and financial industries, promoting changes in consumer shopping behavior and the rise of digital business models.

Secondly, China's new media has also become a key force driving Chinese enterprises to enter the international market. Chinese companies can better promote their products and brands through new media platforms and interact and communicate with global consumers. At the same time, China's new media has also played a positive role in attracting foreign investment and promoting the "Belt and Road" initiative.

1.3 The performance of China's new media communication strategy on the international stage

China's new media communication strategy has achieved significant results on the international stage. The Chinese government has improved the voice and influence of China's international media by investing in constructing media platforms such as China Radio International (CRI) and China Global Television Network (CGTN).



These platforms spread China's policy propositions, cultural values, and economic achievements in multiple languages, enhancing the international community's understanding and recognition of China.

At the same time, Chinese new media is actively promoting Chinese culture and products on international social media platforms. China's social media giants such as Sina Weibo, WeChat, and Tiktok have many users among overseas users. Through these platforms, the influence of Chinese culture and products has expanded rapidly.

Overall, China's new media communication strategy has established a more positive image of China on the international economic stage, enhancing the international community's recognition of China's financial strength and potential.

2. The Performance of China's Economic Influence in Russia

2.1 History and Current Situation of Sino-Russian Economic Relations

China and Russia are traditionally friendly neighbors, and the economic relations between the two countries have been continuously deepening in the past few decades. With the rise of the Chinese economy, economic cooperation between China and Russia has become closer. China has become an important trading partner and source of investment for Russia, while Russia has provided China with abundant energy resources and market opportunities.

2.2 The influence of new media in Russia

The influence of new media in Russia has been significant, shaping various aspects of the country's society, politics, and economy. New media, including social media, online news platforms, and digital content creation, has become an essential tool for communication and information dissemination in Russia.

Communication and Information Dissemination: New media platforms have become popular channels for Russians to access news and information. Social media, in particular, plays a crucial role in disseminating news and opinions. Platforms like VKontakte (VK) and Odnoklassniki have large user bases in Russia, where people share news, engage in discussions, and participate in online communities. In recent years, Telegram, a secure messaging app, has gained popularity as a platform for news channels and influencers to share content and engage with their audiences.

Political Influence: New media has become a vital space for political expression and activism in Russia. Independent voices and opposition figures utilize social media platforms to voice their opinions, organize protests, and mobilize support. Despite government efforts to control the digital space, new media has provided a platform for political dissidents and activists to challenge the status quo and express their grievances.

State-Controlled Media: While there is room for independent voices on some platforms, the Russian government maintains a significant level of control over the media landscape. State-controlled media outlets, such as RT (Russia Today) and Sputnik, disseminate the government's perspective on international events and promote a positive image of Russia globally. These outlets have also leveraged social media and online platforms to reach a broader international audience.

Disinformation and Fake News: Russia has been accused of using new media and online platforms to spread disinformation and fake news to manipulate public opinion both domestically and internationally. There have been instances of coordinated disinformation campaigns aimed at sowing discord and confusion, particularly during elections and major geopolitical events.

Business and Economy: New media has also impacted Russia's economy, particularly in the e-commerce sector. Online marketplaces like AliExpress and Yandex.Market have gained popularity among Russian consumers, contributing to the growth of the country's digital economy. Moreover, social media platforms have become essential for businesses to reach and engage with their customers.

Digital Sovereignty and Internet Regulation: Similar to China, Russia has adopted measures to assert digital sovereignty and increase its control over the internet within its borders. The government has implemented laws and regulations that require internet companies to store data of Russian users on servers within the country, making it easier for authorities to access and monitor online activities.

2.3 Promotion of China-Russia new media cooperation on the Economy of Russia

China-Russia's new media cooperation has positively influenced the development of Economy of Russia's economy. Firstly, Chinese and Russian companies can better showcase their products and services through new media platforms, expanding their overseas markets. Secondly, further media cooperation has promoted cultural and tourism exchanges between China and Russia, increasing personnel exchanges between the two countries. These will help Russia attract more Chinese investment and tourists.

Implementing China's new media communication strategy in Russia has promoted the in-depth development of economic cooperation between China and Russia and enhanced China's influence in the Economy of Russia's economy.

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