

Innovation of Ideas and Strategies in International Communication of Higher Education from the Perspective of Developing Communication

Guan Huang

Xi'an Polytechnic University, Xi'an 710600, China.

Abstract: As one of the important subjects of national international communication, the international communication of higher education is becoming more and more important in the new era, but there is still room for improvement and optimization in the aspects of development vision, participation consciousness and narrative mode. Since its birth, self-communication has paid attention to the close correlation between communication and development. Its main communication methods have evolved with the development of political, economic and cultural characteristics in different times, forming a paradigm mainly represented by modern mode, dependent mode and diversified mode. The innovative observation of diversified mode provides the effective reference for our higher education international communication profession. The development trend of education internationalization creates a high-level strategic position for the community of human destiny. There is a need to effectively develop a connected communication system to facilitate grassroots organisation and staff participation and to improve cohesion with the public. Based on this, this paper analyzes the and analyzes the concepts and strategies innovation of international communication in higher education, in order to enhance our higher education internationalization development and communication influence.

Keywords: Communication; Higher Education; International Communication

Introduction

At present, the overall strategy of the great rejuvenation of the Chinese nation is closely intertwined with the major changes never seen in world history, and the strengthening of China's international communication ability is becoming more and more important, and the goal of establishing diversified subject communication is becoming more and more urgent. This requires us to continuously strengthen the construction of the matrix of international communication ability, and obtain the world discourse power consistent with China's national strength and international status, so as to establish a stable and powerful external public opinion background for the reform and development of socialism with Chinese characteristics, and make great contributions to the establishment of a community with a shared future for mankind.

1. Current situation and problems of international Communication of higher education

1.1 The strategic goal of international communication of higher education from the perspective of education internationalization is not clear

A country's international status is a comprehensive measure of its comprehensive national strength, international influence and influence on other countries. It is also an important means for a country to participate in global governance. For a long time, Western countries, relying on their strong advantages in platforms, technologies and channels, have continued to transmit values and attempt to control and influence international voices. As dual centers of high-level talents and professional knowledge, universities are the main force to establish academic status and resist western academic hegemony. However, there are still some problems in the international communication of China's higher education, such as weak theoretical foundation and unclear international communication path from the perspective of localization, which are disjunction and gap with the existing international status formed by China's comprehensive national strength. This is mainly reflected in the following aspects: many universities do not fully understand the significance, value

and necessity of international communication, lack the overall design of strategies and measures under the goal of building a first-class university, and cannot confidently, fully and vividly tell high-quality Chinese stories from the perspective of universities. Secondly, as for the content of international communication, many universities are limited to describing activities and events, and cannot focus on the basic functions of talent training, scientific research, social service, cultural inheritance and education internationalization for in-depth analysis, shaping and extensive dissemination. Finally, based on the achievements of talent training and scientific and technological innovation from the perspective of internationalization communication of universities, It is difficult to serve as an effective application and practice subject for developing countries to cope with global development challenges.

1.2 The international communication participation is not sufficient under the pattern of education globalization

The limited number of participants, the insufficient understanding of participation and the insufficient depth of participation caused by the lack of interaction in the process of international exchange are also important factors affecting the effectiveness of higher education communication. At present, the cost of international communication in universities is obviously lower than that of domestic publicity, although some universities have set up special administrative organs. post setting, International communication lacks proper incentives and guarantees, and it is impossible to realize integrated utilization and synergistic effect of existing resources. the basic communication power and interactive communication efficiency cannot be fully utilized. Universities have a high quality teaching staff and a strong reserve of international exchange talents, and a large and diverse group of "tellers" of Chinese stories. However, the current universities generally adopt the traditional administrative top-down information communication mode, and the efficiency and role of grass-roots communication have not been fully utilized.

2. The idea and strategy innovation of international Communication in higher education

2.1 Further clarify the strategic goals and visions of international communication of higher education

From the perspective of development and communication, communication aims at development and the way of development is communication. The international communication design of colleges and universities must make clear the strategic tasks under the background of specific national, regional, school and world events, and consider the strategies and measures in the vision of promoting the realization of national strategies. The United Nations calls on all mankind to work together to reduce poverty, protect the world, and seek equality and development for all, which are development goals widely recognized by the world. The vision of building a community with a shared future for mankind proposed by China also focuses on human development. The key is coordination and connectivity, cooperation and exchanges, mutually beneficial cooperation and green development. This is the consensus approach China and the world have adopted to address the complex international issues facing people in the new era. Promoting comprehensive, coordinated and sustainable development and building a community of shared future for mankind go hand in hand is the concept to follow and implement the international communication of higher education under the background of the new era of internationalization. The progress of communication development is inseparable from the listening, understanding and cognition of both stakeholders. Give full play to the special function of higher education in promoting the realization of the Sustainable Development Goals in the fields of knowledge transfer, technological innovation and social development, encourage the higher education community and all sectors of society to attach importance to global development issues, form consensus, conduct consultations, seek cooperation and seek reasonable solutions, and create a sense of public and collective responsibility. Only in this way can we further promote the steady development and effect realization of international communication of higher education.

2.2 Strengthen the scope and depth of higher education elements to participate in international communication

In the era of omnimedia, all people can publish their own voice at any time through the Internet or mobile terminals, realizing the production, processing and release of media content, forming the sound field of public opinion and even the butterfly effect. With the continuous development of modern technology, the social participation attribute of information transmission is significantly improved. Under the action of decentralization, the role of gatekeeper continues to weaken, and the audience changes from the role of passive

receiver to become the integration subject of audience and disseminator. Each element of higher education can effectively improve the breadth and depth of participation in international communication. On the one hand, it is to optimize the communication path, procedure and method, improve the awareness among communication elements and the efficiency of bottom-up communication. On the other hand, it is necessary to actively absorb and utilize the bottom-up communication efficiency to effectively transition the information transmission method from one-way transmission to interactive communication.

2.3 Accurately grasp the dialectical relationship between excellent traditional culture and the perspective of international communication

In the process of carrying out international communication, colleges and universities need to have a deep understanding of the characteristics of cross-cultural communication, the characteristics of localization and globalization interweave to form a diversified communication paradigm, fully grasp the dialectical relationship and intrinsic value between nationality and world, and be able to tell Chinese stories to the world with more characteristics and effects. Therefore, in the practice of international communication for the content of excellent traditional Chinese culture, colleges and universities need to pay attention to its unique value and charm, it is necessary to deeply plant in the fertile soil of China, highlight Chinese characteristics, and build cultural symbols and brands with Chinese characteristics internationally through differentiated positioning and international expression.

Conclusion

To sum up, in the process of human civilization development, international communication is an important way to promote our country's foreign communication. Through the study of development communication, it can be seen that the communication concepts advocated by it, such as sustainable development, multi-subject and diversity, Therefore, in the practice of international communication, colleges and universities should have a more scientific and comprehensive understanding of the purpose, means and object of communication. Only in this way can they participate in exchanges and interactions with the world extensively based on a more macro vision pattern, and carry out a positive dialogue with the world, so as to jointly promote the exchange and development of human civilization.

References

- [1] Liu BC, Wang TY. On the International Communication System of Chinese Education—Based on Lasswell's 5W Communication process Theory [J]. *Comparative Education Research*, 2023, 45(01): 3-13.
- [2] Li M, He JW. Concept and Strategy innovation of International Communication in universities from the perspective of Development Communication [J]. *Journal of Zhejiang University (Humanities and Social Sciences)*, 2022, 52(05): 142-150.
- [3] Zhang YC, Hong XT. Current situation and Issues of Higher Education Internationalization in Chinese News Communication -- Based on the analysis of International Curriculum and International Exchanges in 84 Universities [J]. *Science and Technology Communication*, 201,13(03):86-88.

Project Fund: 1. 2022 Shaanxi Provincial Communist Youth League and Youth Work research project "On the Construction of Professional Competence Evaluation Index System and Cultivation Path of College Communist Youth League Cadres Based on Competency Model" Project No. 20220102.

2. "Going to Shaanxi" university science and technology volunteer service project "Cloud Dream Builder - Science Popularization Enlightening Help Education Volunteer Service Project"

About the author: Guan Huang (1988-), male, Han nationality, Xi 'an, Shaanxi Province, lecturer, master degree, graduated from Chang 'an University, majoring in administration. His research direction is higher education management and journalism communication.