

# 中国的全球传播

## 从主要发达国家到金砖国家，到“一带一路”国家

胡正荣

中国传媒大学 校长  
国家传播创新研究中心（教育部人文社科重点研究基地） 主任

Three Stages of China's Global Communication: From Major Developed Countries to BRICS  
to The Belt and Road Countries

Prof. Hu Zhengrong  
President, Communication university of China  
Director, The National Centre for Communication Innovation studies

# 一、中国全球传播的“三阶段”

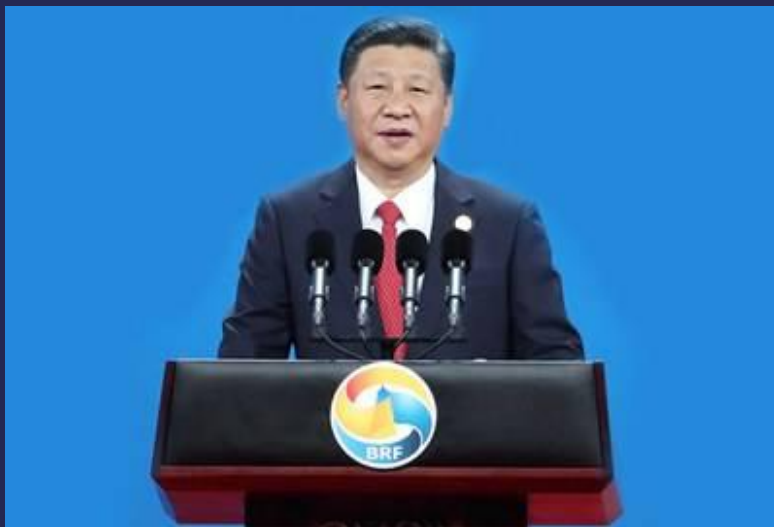
- 起步阶段：主要面向发达国家，服务于发达国家主流社会阶层。如2000年以来中国政府提出的文化走出去政策，2004年提出中国传媒走出去，2008年开启中国国际传播能力建设第一期工程（2008-2013年）。

## I Three stages of China's global communication

- **Early stage:** targeting major developed countries in the West, including Chinese government's culture going-out policy since 2000, media going out strategy since 2004, and the building of China's international capacity project since 2008

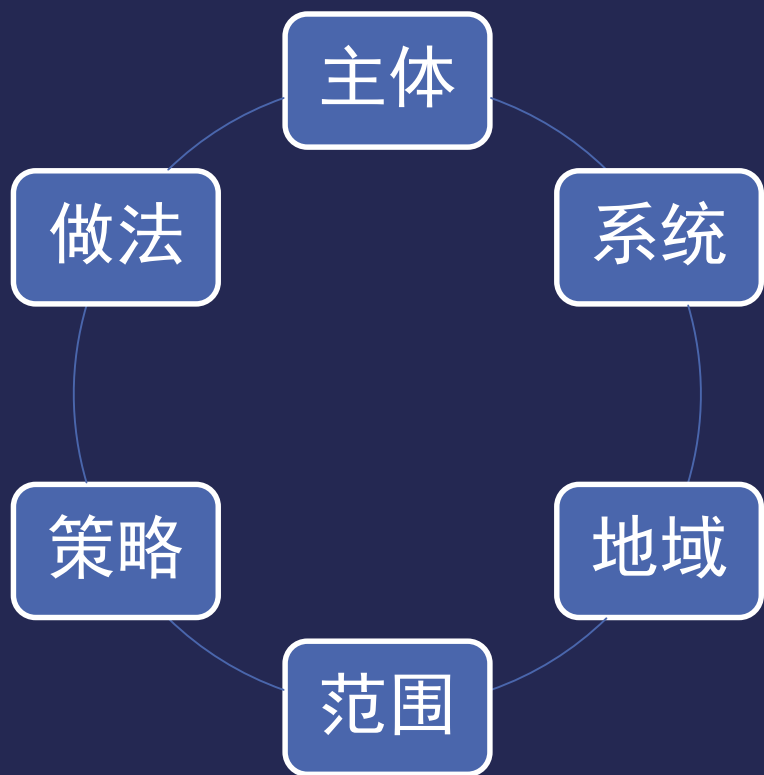
- 拓展阶段：2011年提出“大国是关键、周边是首要、发展中国家是基础、多边是重要舞台”的外交政策，随之拓展了国际传播的地域与范围等。BRICS的合作交流更多是这个时期的实践。
- **Expansion stage:** the new diplomatic policy - “big countries are key, neighboring countries are principal, developing countries are foundation, multilateral diplomacy is important platform” announced in 2011, and the scope of china’s international communication expands. In this stage, collaborations and exchanges inside brics countries prosper.





- 走向全球传播阶段：2013年9月和10月，中国国家主席习近平在出访中亚和东南亚国家期间，先后提出共建“丝绸之路经济带”和“21世纪海上丝绸之路”（以下简称“一带一路”）的重大倡议，并于2017年初在联合国日内瓦总部提出了“共同构建人类命运共同体”这一时代命题，继而需要中国的全球传播。
- **Towards global communication:** president xi jinpings announced china's proposal of the belt and road initiative in 2013, and put forward the new concept of forging a community of shared future for mankind in 2017, where china's new global communication is founded.

## 二、中国全球传播的主要变化



## II Major changes of China's international communication



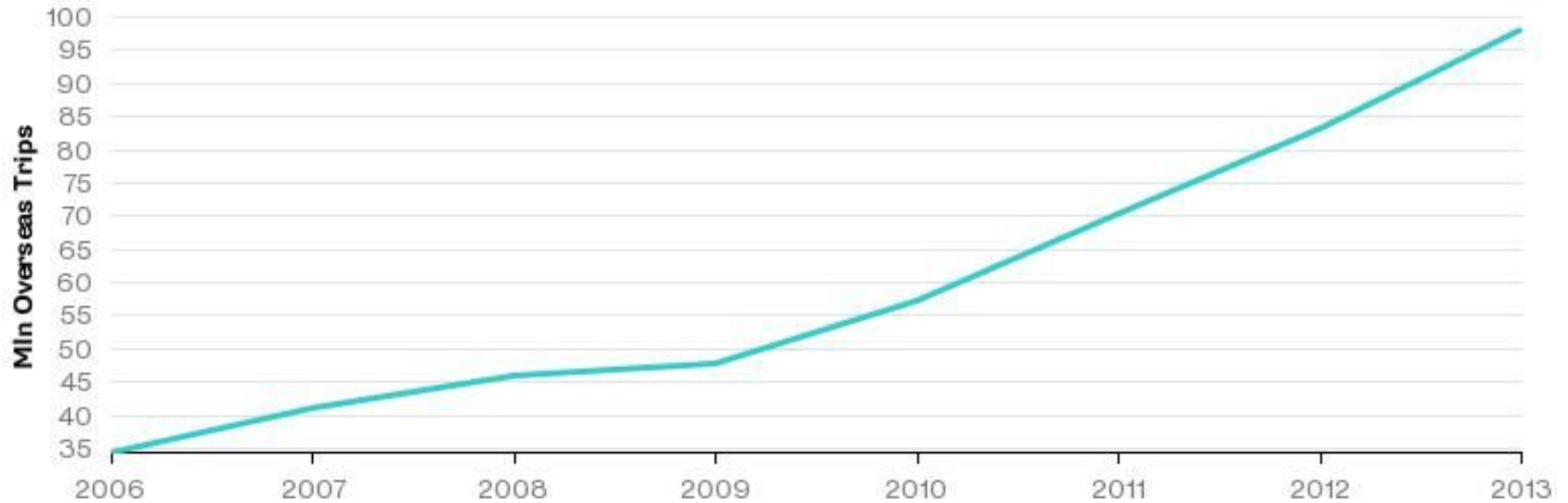
主体：从单一到多元（政府、企业、媒体、大学、个体等）和精准化

Agencies: from single to multiple, including government, enterprises, media and cultural organizations, universities, and individuals



# Chinese Tourists

Chinese tourists made than 100 million overseas trips in 2014



Source: China National Tourism Administration

Bloomberg 

系统：垂直管理、各司其职（术业有专攻）、分工协调、国际合作

System: vertical administration, professionalism, cooperation on a basis of division of labor, and international collaboration





## 地域：全覆盖和“一国一策”

Regions: global reach – looking to both west and east, north and south;  
“one country, one policy”



截至2016年12月31日，全球140个国家（地区）建立512所孔子学院和1073个孔子课堂。

By the end of 2016, 512 Confucius institutes and 1073 Confucius classrooms are established in 140 countries (regions).

范围：对象精准化（不同社会阶层和主体）、匹配需求与供给（包括语言、渠道、内容等多个层面）

Scope: targeted audience, matching demand and supply (e.g. language, platform, content, etc.)



策略：围绕互联网思维，注重“时、度、效”

Strategies: catching the internet way of thinking, highlighting the timing, rhythm, and effectiveness of global communication

做法：提升跨文化传播能力，锻造融媒体传播技能

Practice: advancing intercultural communication capacities, developing new media communication skills

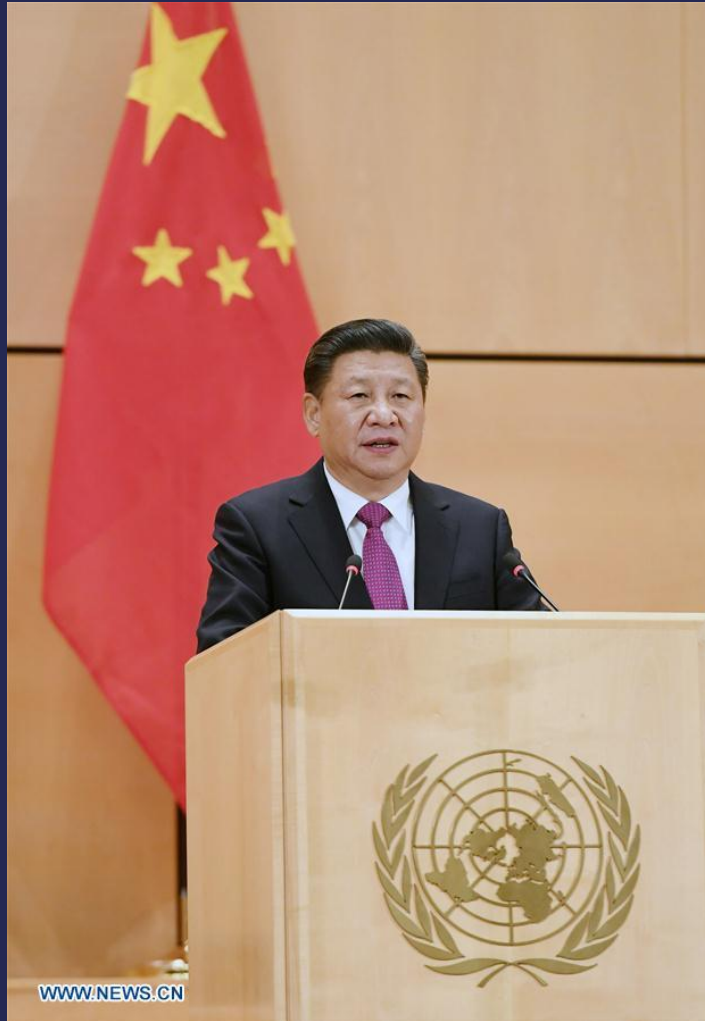


## 三、讨论

- 中国全球传播的政治哲学与价值核心：人类命运共同体

## III DISCUSSIONS

- The core sprit of China's global communication: the community of shared future for mankind

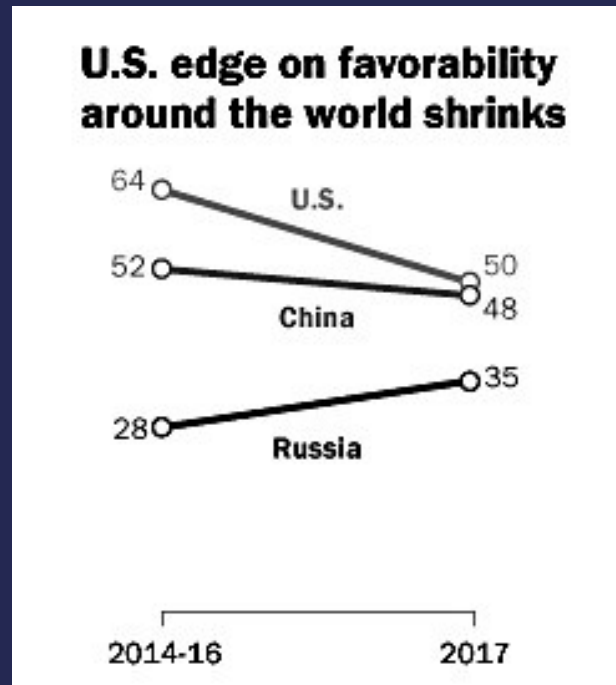


人类命运共同体的基本遵循：平等和主权原则、国际人道主义精神、和平共处五项原则等，最终要追求的是建立公正合理的国际秩序。  
——《共同构建人类命运共同体——在联合国日内瓦总部的演讲》，  
习近平，2017年1月18日

Principles should guide us in building a community of shared future for mankind: equality and sovereignty, international humanitarianism, And the Five Principles of Peaceful Coexistence, etc. to establish a fair and equitable international order is the goal mankind has always striven for.

-- *Work Together to Build a Community of Shared Future for Mankind*  
Speech by H.E. Xi Jinping At the United Nations Office at Geneva  
18 January 2017

- 中国全球传播的力量结构（软、硬、软硬链接）
- China's global communication capacity: matching hard power and soft power



皮尤调查：“全球最受欢迎国家，中美争第一”。美国皮尤调查中心近期发布的一项研究报告分析了中美俄三国在全球的受欢迎度。结果显示，中美美誉度目前基本持平，且近几年，中国明显缩小了与美国的差距。

- 中国全球传播的效果判定：标准与方法
- How to measure and judge the effectiveness of China's global communication?



谢谢大家！

THANKS!

WWW.HUZHENGRONG.NET

HUZHR@CUC.EDU.CN

HUZHR@HOTMAIL.COM