

Case analysis of China Three Minutes (China Mosaic) Facebook account for Chinese overseas communication as an example

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Abstract

The continuous improvement of China's comprehensive national strength gives it more voice on the international stage. The old Western capitalist countries led by the United States have stirred up enmity wrong and smeared China's image in the public opinion environment. In this case, it is of great significance to tell China's story well and increase China's influence overseas. With the continuous development of the Internet, many central media have adopted the "network parallel" mode, so that global users can have richer channels to see the multifaceted image of China. This article will select the Facebook account of China Three Minutes (China Mosaic) to analyze its overseas communication effect by the quantitative analysis method of symbol code, summarize its advantages, find the shortcomings, and explore feasible ways to tell the Chinese story well to the world.

Keywords

China three minutes, Chinese overseas communication, national image construction, Facebook, international communication.

In recent years, China's politics, economy, science and technology, military, culture and other fields bloom, China 5G, patent base stations in the world, FAST makes China radio astronomy leading the world for twenty years, Tiktok global downloads exceeded 2 billion, which means that half of the world's netizens are obsessed with TikTok. China's comprehensive national power makes it have more voice on the international stage, but inevitably attracts more spotlight, China's problems are often linked to international interests. Led by the United States, old western capitalist countries are more and more feel the threat of China, not only in economic, political, military blockade, also in the public opinion environment, smear Chinese image, in China and a lot of the third world countries establish good friendship relations, the United States and other countries, trying to grasp the direction of public opinion. In this case, it is of great significance to tell China's story well and spread China's image overseas.

China has long made unremitting efforts in overseas publicity, both in content and in form, to be loved by global users. With the continuous development of the Internet and the increasing improvement of new media platforms, there are more possible channels for overseas communication. Many central media have adopted the mode of "network parallel", which not only broadcasts programs on TV, but also on the official website. At the same time, they have registered official accounts on YouTube, Facebook, Instagram and other overseas media platforms, so that global users can have richer channels to see the multifaceted image of China.

In May 2015, "Three Minutes of China" (China Mosaic) was officially launched. Later, it was launched on YouTube, Facebook and Instagram and other overseas social media platforms. More than 100 programs received one million thumb ups and nearly 400 million views, which was of great significance for overseas audiences' recognition of China's national image.

This article will select the Facebook account of China Three Minutes (China Mosaic) to analyze its overseas communication effect by the quantitative analysis method of symbol code, summarize its advantages, find the shortcomings, and explore the feasible ways to tell the Chinese story well to the world.

1. Why choose the China Three Minutes (China Mosaic) Facebook account

China Three Minutes (China Mosaic) is a short English-language current affairs evaluation program based on hot topics in China, aiming to "respond to international concerns, spread the Chinese voice", and improved national foreign publicity. Mosaic means Mosaic, that each program is a small mosaic of China, and many mosaics put together presents an overall Chinese image. The program launched on China Network in 2015 and released on overseas social media platforms Facebook and YouTube. Each program selects a Chinese story to publish Chinese opinions, in the form of micro records, micro film, micro animation, micro interview, micro columns, content across culture, politics, economy, people's livelihood, foreign affairs, major events, so that netizens around the world can "micro" view China from multiple perspectives.

The program has aired for 320 issues since 2015, forming a relatively stable influence on the international stage. In terms of topic selection, "Three Minutes of China" has a strong breadth and depth, and a relatively comprehensive display of Chinese style. Each issue is planned by a senior international editor, and in-depth dig into the cultural core and give profound comments, which is the only choice for Chinese overseas communication case analysis.

Its main release platform in overseas for Facebook, Youtube and other social media, after comprehensive comparison of Facebook platform has more official, standard accounts, and column clear, update stable, thumb up to 8153590 people, the average play as high as 1 million, in the overseas audience information arrival degree is higher, analyze the account for understanding China's overseas analysis mode has representative significance.

2. Analysis of samples and screening criteria

China has always played an important role on the international stage, and the outbreak of COVID-19 has pushed China to the forefront. In recent months, the topics selected by China Three Minutes have attracted unprecedented international attention, and the comments section also shows a more diversified expression, and even group polarization. This article will select the short video program released by the "China Three Minutes" (China Mosaic) Facebook account in nearly 3 months, from the "Senior-friendly apps: Making technology more accessible" released on January 8, 2021, to the "Fusion knows no bounds" released on June 4, a total of 20 issues as samples, from the program topic selection, video content, comment content, broadcast, thumb up, forward data, etc.

3. Research methods

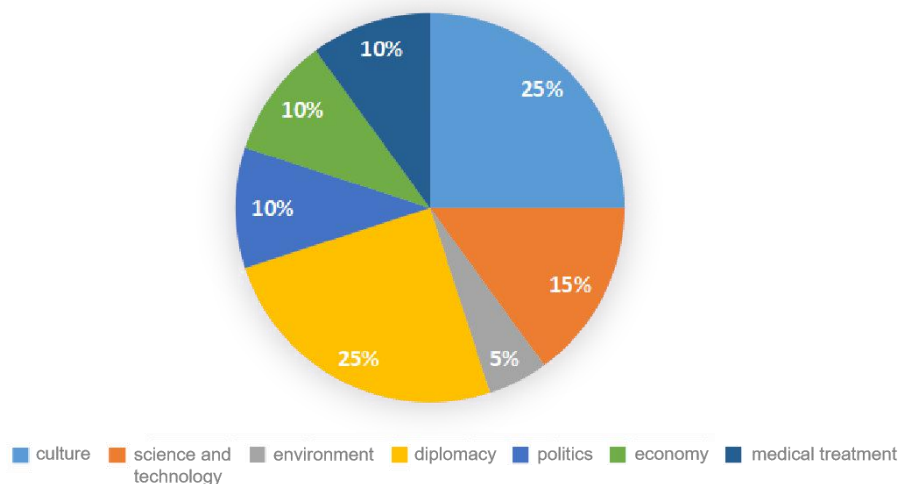
According to Hall's coding theory, 'The objects (information) of these times are various meanings and information organized in special ways and in the form of symbolic carriers, organized, like any form of communication or language, through the operation of codes within the semantic chain of a discourse.' [1] The production process of 'mass media needs to cover two major elements, the construction of information and the symbol of information. The theme, language and so on in a program are an organic whole. The symbols carry not only simple content or technical elements, but also the transmission of ideology and values behind

the symbols. China's image is macro-growing, for overseas users may want to know where to start, more likely to cause bias due to the guided reports of western media. According to Guo Qingguang, 'Symbols is an external form or materialized carrier of information meaning, and an indispensable essential element in the expression and dissemination of things. Its function is to carry and convey meaning.' [2] is that the symbol is the intermediary between the two, and is the carrier of information transmission. "Three Minutes of China" symbolizes China's grand issues, and uses the symbols to construct China's comprehensive and three-dimensional image. This paper will focus on the analysis of the discourse content of the program, combine with Hall's coding theory, extract the relevant topics, and summarize the symbols under each topic.

First of all, the author analyzed and classified the 20 programs, involving seven topics: culture, science and technology, environment, diplomacy, politics, economy and medical care.

Of the 20 samples, there were five cultural issues, three scientific and technological issues, one environmental issue, five diplomatic issues, two political issues, two economic issues, and two medical issues. The proportion of the issues to the total sample is as follows:

Distribution proportion of topics in 20 programs from January 8 to June 4, 2021



graph 1

As can be seen from the figure above, the topics of China Three Minutes are widely selected, and there is no serious tendency for a certain issue, and they are relatively evenly distributed, in order to make a more comprehensive presentation. Among them, cultural and diplomatic issues account for the largest proportion, reaching 25%, and then scientific and technological issues rank second with 15%, accounting for a relatively large proportion. At the same time, political, economic and medical issues are also more important, accounting for 10%. Compared with this, there are fewer environmental issues, accounting for only 5%.

Because of the high coincidence degree of program symbols and frames subordinate to diplomatic issues, cultural issues accounting for the first place are selected for symbol coding analysis.

3.1. Symbols of cultural relics

Fusion knows no bounds, 'Bizarre' Sanxingdui Ruins: A tale of cultural integration, and Chinese dance show recreates glamour of Tang Dynasty all select cultural symbols for display. Here, cultural relic symbols can be divided into two categories of material cultural

relics and intangible cultural relics.

The first issue of Fusion knows no bounds selects the traditional Chinese musical instrument erhu, but it is presented slightly different from the previous period. Erhu is certainly the main role of the program, but it is more important to ensemble erhu with other instruments, such as bass, drum shelf, Sanur and eight-string bass, to play a symphony integrating world music style. The erhu symbols here have been greatly transformed, different from the previous traditional, conservative, sharp and other labels, the erhu here symbolizes the inclusive characteristics of the traditional Chinese culture, that is, no matter with which country the musical instrument ensemble can be perfectly integrated. As Hova Brian, a world-renowned eight-string bass player, said, "I play my harmonies and add some Armenian styles, that sounds wonderful because we blend the two cultures." The essence of the erhu symbol is an open, inclusive and integrated value proposition here, which makes the traditional Chinese culture have more affinity for overseas audiences.

The cultural relic symbol selected in the first issue of 'Bizarre' Sanxingdui Ruins: A tale of cultural integration is a gold mask unearthed from Sanxingdui relics, which once caused hot discussion around the world. Different from ordinary and traditional Chinese cultural relics, gold mask for overseas people has more mysterious attraction, the from the ancient Chinese mask style strange, has a wide nose, eyes and obviously different characteristics of the Chinese traditional civilization symbol, let the overseas audience has a more comprehensive understanding of ancient Chinese culture. In the program, it introduces the important role of Sanxingdui cultural relics such as Golden Mask in the exchanges between ancient China and other countries, integrates the historical and cultural characteristics of West Asia, Central Asia, Southeast Asia and other places, and emphasizes the history of the Silk Road, presenting a new image of China that has had open, inclusive and active exchanges since ancient times." Understanding a world that is diverse and prosperous by equality and mutual learning. "This is the end of this program, naming that China will take greater responsibility in international exchanges in the future and promote the sustainable development of" Belt and Road".

Chinese dance show recreates glamour of Tang Dynasty selects the intangible cultural symbol, namely the dance drama of The Banquet in the Tang Palace, staged during the Spring Festival, as the incision. The story tells the story of the terracotta warriors resurrected into fat girls in the Tang Dynasty, chattering to the palace performance. The program emphasizes the restoration of the cultural details of the Tang Dynasty, such as the half-moon-shaped "oblique red" makeup and mouth to imitate the plump beauty of the Tang Dynasty, highlighting the freedom, publicity and confidence of ancient Chinese women, and more highlights the prosperity of the Tang Dynasty thanks to the open and inclusive attitude, allowing multiple civilizations to blend and coexist. Program also inserted an overseas netizens opposition comments and part of the screenshots of western media reports, the host directly do this show is want to global people to see the real datang culture, China for those who denigrate voice never escape, but will more face to face that our attitude, with the facts.

3.2. Character symbol

The first issue of Yuan Longping: Committed to benevolence and humanity's well-being tells the recent death of Yuan Longping, the father of hybrid rice, and builds a character symbol with a major role in global food security and the spirit of the Chinese nation. In addition to highlighting Yuan Longping's outstanding contribution to feeding the people of the world, the program focuses more on the ideological symbols behind the character symbols. For example, the outstanding quality of "tolerance loneliness, hard search" summarized by the host is also the consistent excellent spirit of the Chinese nation, and the "unswerving, cherish the world", "benevolence" word summarizes the Chinese national integrity, and naturally leads to China's

food aid, promoting the introduction of hybrid rice in dozens of countries around the world, to arouse the empathy of the overseas audience. People around the world are grateful for being able to eat well and eat well, which is well reflected in the comments section.

3.3. Festival symbol

Spring Festival 2021: Staying close despite the distance is the holiday symbol of the Spring Festival. Different from traditional festival programs, this program focuses not only on traditional customs such as making dumplings and pasting Spring Festival couplets, but also emphasizes the Spring Festival narrative under —— COVID-19 with special time background. Many Western media have fabricated and smear China's tough anti-line measures against the epidemic, and brought doomsday filters to China under the epidemic, such as BBC's news reports on China. In this program, borrow the Spring Festival this traditional festival new method, show China good measures for epidemic control, people resources home isolation, local isolation, the development of information technology let you can make video phone "cloud" reunion, and the government also gave the traffic package, coupons, welfare to employees and so on measures, to safeguard the rights and interests of the Chinese people, and the epidemic control in the international leading level, with the face of part of the western countries.

4. Communication effect analysis

Taking the 20 programs released on the Facebook account of China (China Mosaic) from the beginning of 2021 as a sample, the comprehensive analysis shows that it has a good international communication effect. The specific data are in the following table.

Total number of programs	Total number of users	Release form	Mean playback	Mean share	The average number of reviews	The average amount of praise
Issue 20	8.15 million	video frequency	1.37 million	100	122	21,000

Table 1

Compared with the same type of Facebook accounts, it has good data presentation. For example, the average video playback volume of People's Daily Facebook account has been 5,500, the average thumb up volume is 4,376, and the number of fans is 2.756 million. By contrast, China Three Minutes has a better communication effect.

A specific program is selected below for analysis. Yuan Longping: Committed to benevolence and humanity's well-being has 252 reviews, far above the average average and has some analysis space, so this is chosen as a case. Specific data are shown in the table below.

release time	Release form	amount of play	Share volume	Posted in	Positive reviews	Negative reviews	No comment amount	thumb up quantity	The first comment	Last Comment
2021-5-25	video frequency	5.52 million	406	252	136	78	38	54,000	2021-5-25	2021-5-26

Table 2

As you can see from the table, 252 comments excluding pictures, advertisements and other irrelevant comments, the remaining 136 are positive comments, 78 are negative comments, many comments section left "Rip", "Deepest condolences" and other tribute comments, such as user Yat Konyak comment said " His name is familiar to my clan name. Here in India northeast. May his departed soul rest in peace." He said that Yuan Longping has some influence in his hometown, and these comments can prove to some extent that the video plays a positive role in building an image that China attaches great importance to food security and cares for international interests for overseas audiences. A few negative comments are mostly related to the COVID-19 outbreak, some overseas netizens said Yuan Longping can solve the problem of food security why can not solve the COVID-19 outbreak, and netizens to "China virus" expressed strong hostility, generally think that all China's products, and it also provides a new idea after China overseas communication.

5. Conclusion

In fact, the success of China (China Mosaic) on the Facebook platform is not accidental, its success elements can be summarized as the following points.

First of all, from the perspective of platform selection, China Three Minutes choose the Facebook, YouTube and Twitter platforms that are popular in the West, and the platform itself has a large user base to explore. On the other hand, the open properties of social platform makes fission propaganda, secondary transmission become a reality, in the comments section, the China three minutes account operator will actively interact with users, timely guide the public opinion, such as when someone questioned the Taiwan issue, the account operator made the official response, with an objective and pertinent attitude won recognition.

Secondly, from the perspective of program form, based on the short and fast tonality of social media platform and people's fast-paced living habits today, each program is controlled at 3~5 minutes, and with interviews, animation, documentary and other simple expressions, vivid and rich audio and video materials, to build a Chinese "kaleidoscope mirror" for the majority of overseas users.

Moreover, from the perspective of content selection, from political, military, cultural, diplomatic, to medical care, social, sports, economy and other issues, there are macro and micro. Reviewing history is also based on reality, draw lessons and eulogize the achievements, and look more based on home and abroad. In addition, it is not the traditional official publicity method, but the new narrative method of new media, to tell stories for the audience, which greatly meets the overseas audience's peeping desire for Chinese culture.

In addition, the account has also effectively done a good job of subdivided users, fine operation. From the comments area, forward the situation is not difficult to see, in fact, Asian, African and Latin American countries have more active participation in the account, and the west is relatively cold, in view of this situation, the China three minutes account published content is also in expressing reasonable concern about the third world countries and strong willingness to cooperation, shows to carry out "Belt and Road", conform to the determination of determination and confidence of globalization.

Facing the global COVID-19 crisis and economic turmoil, China's image building on the international stage is even more important. To sum up, in the process of overseas communication, China should always take a firm position, and only after our clear goals can we do a good job in fine communication. On the other hand, we should also find similarities in the differences, deeply explore the common place with other countries in the Chinese culture, such as the common historical origins, similar values, and strive to win the sense of affinity of overseas audiences in the international communication, and always maintain an inclusive and open attitude. In addition, in the era of rapid iteration of the Internet, grasp the law of different media platform, explore new media new play is very important, in addition to Facebook, Instagram, YouTube and other western social media, in recent years TikTok (TikTok overseas), Kwai (fast overseas) in the international praise, this is also a new opportunity to do overseas communication in our China.

The Facebook account of China (China Mosaic) is not an isolated case. With the unremitting efforts of media workers to deepen the front line, it will continue to bring forth the new, truly tell the Chinese story well, and make a shining name card on the international stage.

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