



Benevolence, Responsibility, and Green Development: The Construction of China's National Image in the "Building a Community with a Shared Future for Mankind" Reports by *People's Daily* WeChat Official Account

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Abstract: The 20th National Congress of the Communist Party of China emphasized the importance of "Building a Community with a Shared Future for Mankind" as a crucial aspect of Chinese modernization, providing global governance solutions rooted in Chinese principles. In this context, the *People's Daily* WeChat public account has played a pivotal role in advancing this concept by utilizing its significant communication influence.

This study analyzes reports on the "Building a Community with a Shared Future for Mankind" from the WeChat public account of *People's Daily*. It selects relevant reports from 2013 to 2024 as the research focus. The study delves into how these reports shape the national image through four dimensions: a peaceful China characterized by benevolence, mutual benefit, and shared prosperity; a responsible China that is accountable, proactive, and pioneering; a flourishing China committed to environmental friendliness and green development. Regarding reporting strategies, *People's Daily* WeChat public account bases its reporting on facts. It actively reflects China's development trajectory, addresses global concerns, and offers a comprehensive portrayal of China's approach from various angles. This comprehensive depiction makes China's approach framework and essence clear and tangible.

Keywords: national image; Building a Community with a Shared Future for Mankind; news construction

Introduction

As an intangible asset, a national image serves as a crucial indicator of a country's comprehensive strength, holding immeasurable value for its development across political, economic, and social dimensions. The national image can be shaped and "should not be simplistically equated with the actual conditions of the country." ^[1] A positive national image domestically showcases China's historical culture and spirit, fostering self-identity and emphasizing its role as a cultural-psychological reality and vehicle for collective identification, which carries profound significance. On the international stage, a favorable national image enhances China's global prestige, promotes harmonious international relations, and expands broader space for international cooperation and exchanges. However, the current construction of China's national image lags somewhat behind its actual development. Against this backdrop, China urgently needs to strengthen its capacity to counterbalance western discourse systems. From the perspective of political communication, the national image portrayed in media "symbolizes national power and radiates an influence that 'hard power' struggles to achieve on other international actors." ^[2] As a key factor shaping China's international reputation, the mainstream media plays a pivotal role in external communication, making it imperative to enhance its dissemination mechanisms and systemic frameworks.

Therefore, this study takes the reports on "Building a Community with a Shared Future for Mankind" published on the WeChat public account of *People's Daily* as research samples. It aims to conduct an in-depth analysis of the content and strategies employed in constructing China's national image, elucidating China's vision for peaceful development, conveying China's stance and voice to the world, showcasing its new outlook, and establish a credible, appealing, and respectable national image of China.

I The Basic Connotation of Building a Community with a Shared Future for Mankind

On September 6, 2011, the concept of "community of shared future" was articulated in the white paper titled "China's Peaceful Development" issued by the State Council Information Office. On November 8, 2012, the report to the 18th National Congress of the Communist Party of China elaborated on the fundamental elements of the "Building a Community with a Shared Future for Mankind," stating that "we should take into account the legitimate concerns of others when pursuing our own interests and promote common development while seeking our own development." ^[3] This laid the groundwork and provided theoretical preparation for the further enrichment and development of the concept. In March 2013, President Xi Jinping first proposed the initiative of "building a Building a Community with a Shared Future for Mankind" at the Moscow State Institute of International Relations, addressing the international community. In September 2015, during the series of summits commemorating the 70th anniversary of the United Nations, President Xi expounded on its basic connotation: "We should foster partnerships built on equality, mutual consultation, and mutual



understanding, create a security architecture featuring fairness, justice, joint contribution, and shared benefits, and pursue open, innovative, and inclusive development that delivers benefits to all."^[4]

From the perspective of lexical structure, the concept of "Building a Community with a Shared Future for Mankind" is a compound term composed of "mankind" as the subject and "shared future" as the binding force.^[5] On January 18, 2017, in his keynote speech at the United Nations Office in Geneva, President Xi Jinping systematically elaborated the vision of building a community with a shared future for mankind, addressing the epochal question of "what is wrong with the world and what should we do" from historical and philosophical perspectives. This concept is rooted in the Chinese civilization's tradition of "harmony among all nations and unity under heaven," emphasizing the empathy of "do not do unto others what you would not have them do unto you." It opposes colonialism and cultural hegemony, advocates mutual learning among civilizations, highlights the interdependence and shared destiny of all countries, and promotes partnerships based on equality, mutual consultation, and understanding. It aims to build an open, inclusive, clean, and beautiful world characterized by lasting peace, universal security, and common prosperity. This vision transcends the traditional zero-sum mentality and presents China's approach to reforming the global governance system. Through practical initiatives such as the Belt and Road Initiative, and as China's engagement with the world deepens, the diplomatic strategy of "Building a Community with a Shared Future for Mankind" has gradually become more concrete, detailed, and profound in its participation in global governance. This reflects China's precise grasp of the characteristics of the times and global trends, "embodying a new worldview that balances China's pursuit of its own interests with the reasonable concerns of other nations and promotes common development while seeking its own progress."^[6]

II Quantitative Analysis of "Building a Community with a Shared Future for Mankind" Coverage

Data scraping using crawler software resulted in a collection of 437 texts on the referred theme published on the WeChat public account of *People's Daily* from January 1, 2013 to December 31, 2024 as the research sample. Through quantitative statistical analysis from three dimensions—temporal distribution trends, quantitative characteristics, and thematic classification—the study reveals the inherent features of these reports and analyzes the strategies employed in shaping the national image.

1. Trend in the Number of Reports

The number of reports serves as a key indicator for measuring media attention to a specific issue, with its frequency directly reflecting the level of media focus on the topic. By analyzing the publication dates of 437 report samples, the overall trend in report quantity exhibits an upward trajectory, with particularly notable reporting frequencies in 2018, 2020, and 2024, forming three distinct peaks in dissemination.

Over the past decade, the coverage data on the concept of "Building a Community with a Shared Future for Mankind" by *People's Daily* WeChat public account clearly reflects the dynamic trajectory of public attention toward this concept.

In the initial stage of the concept's proposal, from 2013 to 2014, there were only 13 related reports, which had not yet achieved a significant news dissemination impact. Starting from 2015, the frequency of reports exhibited a gradually increasing trend.

On January 18, 2017, President Xi Jinping delivered a keynote speech titled "Work Together to Build a Community with a Shared Future for Mankind" at the high-level meeting held at the Palace of Nations in Geneva, Switzerland. He proposed the Chinese approach: build a community with a shared future for mankind to achieve win-win cooperation and shared benefits. This pivotal event is closely linked to the significant increase in the number of related reports, fully demonstrating the high priority given to this topic by the WeChat official account of *People's Daily* and its markedly enhanced initiative in agenda-setting. The number of reports surged to 45 articles in 2017, quadrupling compared to 2016. This turning point in data signifies that the concept of "Building a Community with a Shared Future for Mankind" became a key topic and political focus in the communication framework of *People's Daily's* WeChat official account for the first time.

In 2018, the number of reports on related topics increased to 62 articles. On July 26, in his speech at the Plenary Session of the BRICS Johannesburg Summit, President Xi Jinping mentioned working together to build a community with a shared future for mankind. He emphasized at the meeting that the fundamental driving force behind the vigorous and enduring development of BRICS cooperation stems from our shared pursuit of greater development and improved well-being for our people, as well as our common aspiration for a world of lasting peace, universal security, common prosperity, openness, inclusiveness, and a clean and beautiful environment.

From 2020 to 2021, the number of reports increased significantly, forming a second peak in coverage. During this period, the world faced severe challenges from the COVID-19 pandemic, coupled with turbulent situations in multiple regions, posing serious threats to global livelihoods and security. China actively participated in pandemic response efforts, proposing forward-looking concepts that fully demonstrated the responsibility of a major country. It conveyed a strong willingness for international solidarity and cooperation to the global community. Against this backdrop, the concept of "Building a Community with a Shared Future for Mankind" gained prominent news value and played a pivotal role in shaping national image.

By 2024, the number of relevant thematic reports had risen to 64 articles, marking the highest level in nearly a decade and forming the third peak in coverage. The construction of a community with a shared future for humanity has achieved remarkable new breakthroughs that have drawn worldwide attention, garnering high-level international recognition and enthusiastic responses. An increasing number of countries have joined the ranks of building such a community, and the concept of a shared future for humanity has been incorporated into multiple UN General Assembly resolutions and multilateral documents.

2. Diverse and Rich Reporting Themes

The reporting theme, as a condensed expression and precise summary of the core content of news, profoundly reflects the focal point of news coverage. This study systematically explores the reporting themes under the topic of "Building a Community with a Shared Future for Mankind" through an in-depth analysis of its related reporting frameworks.

Based on the empirical analysis of the reported samples, this study categorizes their content into eight major thematic groups, specifically including: practical pathways of the "Building a Community with a Shared Future for Mankind" concept (103 articles), presentation of Xi Jinping's diplomatic thought and actions (112 articles), theoretical interpretations of the significance of Building a Community with a Shared Future for Mankind (45 articles), dynamic portrayals of domestic political ecology and social development (43 articles), international feedback and evaluations on the "Building a Community with a Shared Future for Mankind" concept (32 articles), progress and outcomes of major national events (34 articles), organization and issuance of declarations regarding significant national activities (41 articles), and coverage of other relevant important activities and declarations (27 articles).

As shown the statistics before, it reveal that reports exhibit diversified themes. The content primarily focuses on multiple dimensions, including practical explorations in building this community, theoretical interpretations of its significance, and international responses to this concept. These reports highlight the core value of the topic. Specifically, three major themes—practical cases of the concept, theoretical discussions on its significance, and international feedback and evaluations—account for a substantial proportion of the overall coverage.

An in-depth analysis of the reporting themes reveals the core strategies and communication priorities employed by the *People's Daily* WeChat public account in disseminating the concept of "Building a Community with a Shared Future for Mankind." On one hand, the account highlights the concrete implementation and practical advancement of this concept, presenting detailed reports on the actual actions and effective measures taken by China and the international community to promote its realization. On the other hand, it elucidates the theoretical connotation and practical value of the concept, demonstrating its profound significance in addressing global challenges and fostering common human development. By leveraging positive feedback and broad support from the international community, the account underscores the widespread recognition and high acceptance of the concept of "Building a Community with a Shared Future for Mankind" on a global scale.

3. The Reporting Genres Primarily Focusing on News and Commentary

In the reporting practice of Building a Community with a Shared Future for Mankind, the *People's Daily* primarily relies on two major journalistic genres: news reports and commentaries. News reports account for 66%, commentaries for 19%, feature stories for 8%, and other genres for 7%. It is evident that news reports and commentaries dominate the coverage, collectively outlining a multi-dimensional and comprehensive communication landscape of this concept.

News reports, leveraging their strengths in timeliness and information richness, focus on disseminating the latest developments, event progress, and concrete achievements related to the vision of "Building a Community with a Shared Future for Mankind." For instance, international cooperation projects such as the successful launch of the China-Europe Railway Express and the continuous advancement of the Belt and Road Initiative have become key highlights in news coverage, vividly demonstrating the practical outcomes and positive effects of building a community with a shared future for humanity.

Meanwhile, commentary-style reports focus on in-depth analysis and systematic elaboration of the core concept, profound significance, and practical pathways of "Building a Community with a Shared Future for Mankind." These commentaries present clear viewpoints and profound arguments, aiming to guide the public toward deeper reflection and understanding of this concept. They not only elaborate on the historical context and essential connotations but also clearly highlight China's pivotal role and significant contributions in this process. Furthermore, the commentaries actively address and analyze diverse international perspectives on this concept, striving to foster mutual understanding and consensus within the global community and to promote broader recognition and support for this vision worldwide. This reporting strategy, combining news coverage with commentary, ensures timely dissemination of information while deepening the interpretation of the concept, thereby providing robust public opinion support for the dissemination and practice of building a community with a shared future for mankind.

III. The National Image and Construction Strategies in the Reports on "Building a Community with a Shared Future for Mankind"

1. The National Image Constructed

The WeChat official account of *People's Daily* leveraged the theme of "Building a Community with a Shared Future for Mankind" to conduct reporting, successfully establishing a multidimensional and comprehensive framework for national image dissemination. Within this framework, it showcased China's responsible role in global governance through its commitment to peace, highlighted the unique value of the Chinese approach with strategic wisdom, elucidated viable pathways for modernization through the concept of green development, and promoted in-depth dialogue among diverse civilizations by fostering cultural confidence.

(1) A Peaceful China with Virtue, Benevolence, and Mutual Prosperity

"Virtue and Benevolence" originates from the outstanding traditional Chinese culture and serves as a vital gene of the national spirit. Both Confucianism and Taoism advocate treating others and engaging with the world with a benevolent heart. The construction of "Building a Community with a Shared Future for Mankind" requires upholding this concept, which manifests as mutual respect and equal coexistence among nations. "Mutual Benefit and Shared Prosperity" aligns with the reality of global interdependence and common development. Against the backdrop of economic globalization,

where interests are deeply intertwined, countries should balance each other's interests and advance hand in hand.

In the report *Wang Yi Responds to Hot spot Diplomatic Issues with Substantial Information!* (March 7, 2024), Foreign Minister Wang Yi addressed questions from journalists regarding China's foreign policy and international relations. The article vividly illustrates China's adherence to the diplomatic philosophy of "upholding virtue and benevolence for mutual benefit and shared prosperity."

"Upholding virtue and benevolence" is reflected in China's proactive approach to international disputes. In the face of the Palestinian-Israeli conflict, China has expressed deep sorrow over civilian casualties, called for an immediate ceasefire, ensured humanitarian assistance, and firmly supported the Palestinian people's legitimate right to national restoration, thereby advocating for international fairness and justice.

"Mutual benefit and shared prosperity" permeates China's engagement and cooperation with other nations. China actively promotes the stable development of major-country relations, exploring cooperation potential in Sino-U.S. and Sino-Russian relations to achieve common development. It facilitates multifaceted exchanges between China and Europe, with the China-Europe Railway Express serving as a bridge for economic and trade collaboration. China also supports developing countries through the Belt and Road Initiative, driving infrastructure construction and economic growth in participating nations.

Simultaneously, China advocates for the reform of the global governance system, practices multilateralism, and emphasizes equal participation of all countries in international affairs. It fosters consensus on building an equal and orderly multi-polar world, contributing to the vision of a community with a shared future for humanity. Through concrete actions, China exemplifies the profound essence of "upholding virtue and benevolence for mutual benefit and shared prosperity."

(2) Responsibility with Accountability and Pioneering Spirit in China

In terms of responsibility and proactive engagement, China stands as a global peace builder, actively participating in peace negotiation processes and contributing to regional stability. As a contributor to global development, China promotes trade and investment activities through the Belt and Road Initiative, fostering mutually beneficial outcomes. Simultaneously, China actively engages in global governance reforms, upholding the stability of the international order and offering its wisdom.

China has taken the lead in proposing the vision of "Building a Community with a Shared Future for Mankind", actively pursuing a path of green development, and pioneering the harmonious coexistence between humanity and nature. It has also vigorously advocated for a civilization perspective based on equality and mutual learning, hosting various cultural exchange activities to lead the trend of civilizational progress.

In the article *"Full Text of Xi Jinping's Speech at the BRICS Plus Leaders' Dialogue"* (October 24, 2024), China's profound reflection on major-country responsibility and commitment is vividly demonstrated. The speech underscores the significant implications of the rise of the "Global South" and emphasizes the need to pool collective strength in addressing challenges to peace and development. China has put forward a series of initiatives, including upholding peace, revitalizing development, and jointly advancing civilization, which are instrumental in building a community with a shared future for mankind. China will increase its investment, deepen cooperation and exchanges, prioritizing green development, extending support to developing countries such as those in Africa, working together to tackle shared challenges and achieve sustainable development goals.

In this report, China has demonstrated a distinct characteristic of "being responsible and proactive." When upholding its responsibilities, China proposed the Global Development Initiative and established a dedicated fund to promote practical cooperation. Adhering to the Global Security Initiative, it seeks to maintain peace and stability and facilitate conflict resolution. In its pioneering role, China has pursued an innovation-driven strategy, actively advancing global scientific and technological collaboration by establishing multiple innovation platforms. It advocates for mutual learning among civilizations through the Global Civilization Initiative and spearheaded the establishment of a think tank alliance. Moving forward, China will continue to contribute its wisdom and strength to help to build a community with a shared future for mankind.

(3) Environmentally Friendly and Green Development in a Prosperous China

The concept of environmental friendliness advocates abandoning anthropocentric thinking, respecting, conforming, and protecting nature, while seeking a balance between "ecocentrism" and "human well-being." Green development integrates ecological conservation into the core of development, proposing the synergistic advancement of economy and ecology through technological and institutional innovation. Its essence lies in "sustainable development," which ensures no harm to the living environment of future generations. Given the global nature of environmental issues, such as climate change and biodiversity loss, nations must collaborate to share ecological responsibilities and building a community with a shared future of humanbeings.

This article *Xi Jinping: "Ensuring Our Future Generations Can Gaze at the Starry Sky, See Lush Mountains, and Smell Fragrant Flowers"* (April 28, 2019) reports on the speech delivered by President Xi Jinping at the opening ceremony of the 2019 International Horticultural Exhibition in Beijing, China. He emphasized that the ecological environment should be protected as precious as one's own eyes, advocating for a harmonious coexistence between humanity and nature. He further proposed maintaining the overall balance of the earth's ecosystem, ensuring that future generations not only inherit abundant material wealth but also enjoy the beauty of nature—gazing at the starry sky, seeing verdant mountains, and smelling fragrant flowers.

The report provides an in-depth interpretation of the environmentally friendly and green development concepts, thoroughly analyzing their connotations and significance. It emphasizes that "a thriving ecology leads to a thriving

civilization, while ecological decline heralds the decline of civilization," highlighting the ecological damage caused by industrialization and warning humanity to transform its development model. The report advocates the notion that "lucid waters and lush mountains are invaluable assets," proposing scientific governance and systematic planning to achieve synergy between ecological conservation and economic growth. It promotes a green value system of "moderate utilization and restrained consumption," calling on society to adopt a simple, moderate, low-carbon, and eco-friendly lifestyle. Additionally, it underscores the importance of international cooperation in addressing environmental challenges, advancing green development under the Belt and Road Initiative, and leaving a beautiful homeland with blue skies, green lands, and clear waters for future generations.

2. The Construction Strategies of National Image

(1) Addressing Common Concerns of Humanity and Actively Implementing the Chinese Approach

The issue of "common concern to humanity" refers to global challenges that significantly impact the survival, development, and well-being of all humankind, requiring international collaboration to address, such as climate change, infectious diseases, poverty, and conflicts. These problems transcend national boundaries and necessitate joint efforts by all countries to safeguard future human development, foster international cooperation, and advance the progress of human civilization.

The relevant report from *People's Daily* WeChat official account presents China's image as a peaceful major country characterized by benevolence, mutual benefit, and win-win cooperation, addressing aspects such as fairness and justice, anti-hegemony, building a community with a shared future for mankind, promoting cooperation, and aiding developing countries.

Taking the report *Marching Hand in Hand Toward the Future! Xi Jinping on Building a Community with a Shared Future for Mankind* (March 23, 2023) as an example, President Xi Jinping demonstrates profound insights into the international situation and proposes new reflections on global governance and the concept of "Building a Community with a Shared Future for Mankind." This also serves as recognition of China's active role in global governance. On this basis, China not only conveys its own voice but also leads and exemplifies international cooperation through concrete actions, working together to address global challenges and driving continuous improvement and proactive reform of the global governance system.

(2) Supporting China's Narrative with Factual Reporting to Present a Comprehensive Picture of China's Solutions

The "China narrative" is grounded in China's own cognitive perspective, value system, and historical practical experience, articulating themes such as China's development process, cultural heritage, and social transformation. It aims to present a truthful, multidimensional, and comprehensive image of China, with its core characteristics emphasizing autonomy, objectivity, and comprehensiveness. In stark contrast, the Western narrative framework on China is often influenced by its own ideological biases and cultural prejudices, leading to one-sided interpretations and deliberate distortions. This manifests in exaggerated portrayals of the "China threat theory" or the deliberate neglect of China's developmental achievements, fundamentally differing from the intrinsic attributes of the "China narrative."

The WeChat public account of *People's Daily* employs diverse reporting methods to comprehensively showcase China's proactive practices in various fields, including economic and trade exchanges, cultural interactions, and global governance, guided by the vision of building a community with a shared future for mankind. These practices not only reflect China's spirit of responsibility in the global governance system but also provide a new paradigm for establishing a just and equitable international order.

For instance, in the report *Working Together to Build a Community of All Life on Earth—Xi Jinping Proposes the 'China Solution'* (October 12, 2021), the article elaborates on China's approach to building a community of all life on Earth by presenting President Xi Jinping's relevant concepts, propositions, and concrete actions in ecological conservation, such as participating in global environmental governance and promoting green development cooperation. This demonstrates the full picture and value of China's proposal.

(3) A Panoramic Depiction of the Complete Framework of the Chinese Approach

The concept of a "Building a Community with a Shared Future for Mankind" is deeply rooted in the fertile soil of Chinese philosophy, drawing upon the essence of ideas such as "harmonizing all states," openness and inclusiveness, and mutual benefit and win-win cooperation. Among these, "harmonizing all states" embodies the ancient wisdom of peaceful coexistence, openness and inclusiveness reflects a broad-mindedness that embraces diversity, and mutual benefit and win-win cooperation exemplifies the responsibility of collaborative progress. These philosophical insights endow the concept of "Building a Community with a Shared Future for Mankind" with profound cultural depth and practical guidance.

The article *Belt and Road Media in Action: People's Daily President: Never Forgetting the Original Aspiration and Responsibility* (December 17, 2014) vividly illustrates the contemporary application of these philosophical wisdoms. Taking Zheng He's maritime voyages as an example, the report highlights how peace and friendship were spread without occupying an inch of foreign land, serving as a historical testament to the idea of "harmonizing all states." Today, the 21st Century Maritime Silk Road upholds openness and inclusiveness, welcoming participation from countries along the route, actively learning from their experiences, respecting diverse civilizations, and promoting intercultural harmony. In terms of cooperative development, China-ASEAN trade and investment continue to rise, while concrete measures such as the establishment of the Silk Road Fund and the Asian Infrastructure Investment Bank (AIIB) strengthen cooperation with ASEAN and seek common development. These efforts translate the principle of mutual benefit and win-win cooperation into tangible actions, powerfully demonstrating the vitality and contemporary value of Chinese philosophy in building a community with a shared future for mankind.

IV. Conclusion

1. Shortcomings of "Building a Community with a Shared Future for Mankind" Reports

(1) The Imbalanced Distribution of Topics

The reports may exhibit an imbalanced distribution in its coverage of the theme of "Building a Community with a Shared Future for Mankind." Geographically, its reports tend to focus on domestic practices and cooperation with neighboring and developing countries, such as the construction of the "Chinese national community" and achievements in building a "China-Africa" or "China-Latin America community with a shared future." However, there is relatively less coverage of cooperation and concept dissemination involving developed countries, leading to uneven global perspective representation. In the economic domain, reports predominantly highlight trade cooperation and infrastructure achievements under the Belt and Road Initiative. While there is content on cultural exchanges in the cultural sphere, its depth and systematic approach fall short compared to economic reporting. Greater effort is needed to leverage culture in fostering global recognition of the concept of a shared future for mankind.

Additionally, the proportion of in-depth reporting to polarized content requires optimization. The public account features numerous theoretical interpretations and policy analyses, yet general audiences prefer accessible case studies and narratives to grasp the concept—content that remains relatively scarce.

(2) The Insufficient Multidimensional Construction of National Image

The WeChat official account of *People's Daily* has yet to present a comprehensive and nuanced portrayal of China's national image in its coverage of the concept of "Building a Community with a Shared Future for Mankind." In terms of content creation, the reports predominantly focus on macro-level policy interpretations and high-level conceptual elaborations. Taking the coverage of the Belt and Road Initiative as an example, the emphasis is often placed on strategic objectives and high-level meetings, while insufficient attention is given to the concrete details of project implementation or vivid case studies showcasing local livelihood improvements. This makes it difficult for users to tangibly perceive China's actual contributions to building such a community. Regarding dissemination formats, text-based reports remain the primary medium, with a lack of innovative and diversified presentations such as short videos or interactive infographics, hindering users from forming intuitive visual impressions and emotional resonance.

Moreover, there are shortcomings in user interaction, including insufficient and superficial feedback collection from audiences with diverse cultural backgrounds. The inability to promptly adjust reporting strategies based on user needs results in a lack of multidimensional perspectives in portraying the national image, making it difficult to achieve comprehensive and well-rounded communication effects.

3. Optimization Suggestions for the Construction of National Image in the "Building a Community with a Shared Future for Mankind" Reports

(1) Broaden International Perspectives and Ensure Balanced Regional Coverage

While focusing on domestic and developing country collaborations, it is essential to strengthen coverage of partnerships with developed nations to achieve a balanced international perspective. For instance, regular thematic reports could highlight Sino-European and Sino-American cooperative projects and achievements in fields such as science and technology, environmental protection, and public health, showcasing China's proactive role in advancing global affairs through multilateral cooperation.

A case in point would be in-depth coverage of China-EU green energy initiatives, demonstrating joint efforts in climate change mitigation and energy transition. Such reporting would help rectify the current imbalance in international perspective coverage.

Meanwhile, establish an international cooperation case database. Collect and organize typical cases of China's collaboration with different countries and regions under the guidance of the concept of "Building a Community with a Shared Future for Mankind", covering various fields such as politics, economy, culture, and society. By regularly publishing case analysis articles or videos, comprehensively showcase China's global cooperation achievements, thereby broadening and deepening international perspectives.

Furthermore, we should delve into the cultural sphere, excavate stories of civilizational exchanges, and highlight the role of culture in fostering consensus. A thorough analysis of the alignment between the concept of "Building a Community with a Shared Future for Mankind" and the cultural traditions and values of various countries is essential. For instance, exploring the commonalities between the Confucian notion of "harmony in diversity" and the vision of a shared human future, as well as identifying corresponding concepts in Western cultures. By adopting a perspective of cultural comparison and integration, we can enhance the depth of cultural reporting.

(2) Balancing the Field of Communication and Consolidating the Depth of International Image

To enhance the multidimensional presentation of China's national image in the coverage of "Building a Community with a Shared Future for Mankind" on *People's Daily* WeChat public account, optimizations can be made in three aspects. In terms of content, it is essential to move beyond the current focus on macro policy interpretations and high-level conceptual discussions by delving into the implementation details of initiatives such as the Belt and Road Initiative. For instance, stories about agricultural cooperation increasing yields in Cambodia or the Kenya railway project boosting local employment can vividly illustrate China's efforts to improve local livelihoods. Additionally, expanding coverage of international collaborations in culture, education, technology, and other fields will enrich the connotation of the national image.

In terms of reporting formats and content, we should move beyond the traditional text-based approach and create diversified communication products. By integrating short videos, comics, animations, and other multimedia forms, the core tenets of the concept can be transformed into engaging stories and case studies. For instance, producing a series of

short videos that highlight the personal experiences of ordinary individuals in international cooperation projects can effectively demonstrate the practical value of this concept. Such an approach not only enhances user comprehension and acceptance but also strengthens the appeal of the national image.

In terms of interactivity, a multi-channel feedback mechanism was established to collect opinions from both domestic and international users through methods such as public account comments and international social media surveys. After in-depth analysis of user needs, reporting strategies were dynamically adjusted to promptly address inquiries. This approach enhanced the communication perspective from the user's standpoint, thereby comprehensively shaping a multidimensional national image of China.

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