

Study on CGTN's English Communication on Latin America in the Context of the Belt and Road Initiative

Jing Bi¹, Ziyi Feng²

¹ School of English Language, Literature, and Culture, Beijing International Studies University, Beijing 100024, China;

² School of English Language, Literature, and Culture, Beijing International Studies University, Beijing 100024, China.

Abstract

This paper takes the English reports about “Latin America” in the CGTN’s official mobile application from 2021 to 2023 as the research object, with a total of 89 pieces of valid data collected. Methods of content analysis and case studies are used to analyze communicators, messages, media, and audience, aligning with Lasswell’s 5W model. The following features are obtained: in terms of communicators, CGTN is authoritative and professional, and the subjects in the report are diverse; in terms of messages, it covers a wide range of topics and highlights the common values of mankind; in terms of media, it is in line with the audio-visual communication method in the new media era; in terms of audience, the content is audience-oriented. The suggestions for enhancing bilateral cooperation based on these findings are likely to be valuable for policymakers and stakeholders involved in China-Latin America relations.

Keywords

The Belt and Road Initiative (BRI), CGTN, international communication, 5W model.

1. Introduction

With the rapid development of globalization, the world has broken the closed and isolated state of each other and become a closely connected whole. Since the 18th National Congress of the Communist Party of China, President Xi Jinping has made an important strategic conclusion that the world is undergoing momentous changes unseen in a century and proposed a series of initiatives such as building a “community with a shared future for mankind”, building “a new type of international relations” as well as jointly building the Belt and Road with others.

Since then, China and Latin American countries have achieved fruitful results in exchanges and cooperation in economic, political, cultural, and other fields. As a result, China-Latin America relations have reached a new level. On November 17, 2017, Panama became the first Latin American country to join in the construction of the Belt and the Road. As of October 2022, 22 countries in Latin America have signed cooperation documents with China on jointly building the Belt and Road.

Over the past few years, trade between China and Latin America has grown significantly. At present, China has become Latin America’s second largest trading partner and the largest and the second largest trading partner of many Latin American countries. In addition, cultural communication between China and Latin America have also been effectively promoted under the framework of BRI. The series of achievements all demonstrate the importance of international communication to China-Latin America relations. Based on the above background, studying the status and strategies of domestic mainstream media’s international communication to Latin America under the background of BRI is crucial, which can also reflect overseas responses to BRI.

In recent years, China-Latin America relations have continued to develop, and the interests of both sides have become increasingly integrated. China and Latin America have held many high-level talks in international events related to BRI, which reflects the broad international influence of BRI. It also shows that BRI will become a new driving force for China to deepen cooperation with Latin American countries. But at the same time, it must be realized that in the field of global public opinion, there are still many negative voices that badmouth BRI. Some stereotypes and new concepts, such as “China Threat” and “sharp power” etc., are impacting all walks of life in Latin America.

It is an arduous task for Chinese official media to spread BRI’s original purpose in Latin America. Analysis of its communication status and effects will be helpful to evaluate the influence of Chinese media in Latin America and the cognition and response of Latin American to the BRI. As the flagship of China’s international communication, China Global Television Network (CGTN) is extremely authoritative and influential. Analyzing the status and effects of CGTN in Latin America will help promote information transmission and cultural exchanges among countries. The paper adopts quantitative and qualitative research on CGTN’s reports on “Latin America” in the last three years (2021-2023). It will first be conducted quantitative study through data retrieval and then for content analysis. Although the local languages in Latin America are mainly Spanish and Portuguese, CGTN’s current reports on Latin America are still mainly in English. Therefore, this paper just takes its English reports as the research object by categorizing different topics and presenting trends through charts, while case analysis can conduct in-depth analysis.

2. Theoretical Framework: Lasswells’ 5W Model

Lasswell’s 5W model is one of the earliest and most influential models of communication. It was first published by Harold Lasswell in his book *The Structure and Function of Communication in Society*, with the aim to organize the “scientific study of the process of communication”. Lasswell’s model analyzes communication in terms of five basic questions: “Who”, “Says What”, “In What Channel”, “To Whom”, and “With What Effect”, being described as “a linear and unidirectional process” of communication.

2.1. Who: Communicators

The communicator serves as the initiator of communication activities. In mass communication, communicators can be individuals, i.e. editors, reporters, directors, hosts, producers, etc., as well as entities, such as newspapers, radio stations, television stations, publishing houses, film companies, etc. Communicators are responsible for gathering, organizing, selecting, processing, and disseminating information in the communication process. They serve as gatekeepers, a concept initially introduced by Kurt Lewin (1948). According to Kurt, “these gatekeepers are tasked with monitoring and filtering the flow of information.” The role of a gatekeeper is influenced by political, legal, economic, social, cultural, informational, organizational, audience-related, technical, and personal factors.

During the production and distribution of information, communicators oversee the content of communication as a subsystem within the broader social framework. They operate under the fundamental system of the society they live and serve as a mechanism for social regulation. Consequently, the examination of communicators is often referred to as control analysis.

2.2. Says What: Messages

Message serves as the focal point of communication activities and encompasses all information conveyed to the audience through mass media channels. It possesses four key characteristics: immediacy, publicity, transparency, and appeal. Messages in mass communication are directed towards the broader society and operate within a dynamic and open system reflective of

societal changes. Adapting to the evolving social landscape, messages must be flexible and responsive, adjusting promptly to societal developments. Content in mass communication targets the general public, necessitating that communication methods, timing, and spatial considerations align with public receptivity. Currently, mass communication is transitioning towards specialization and decentralization.

2.3. In What Channel: Media

Information is transmitted through language, text, sound, graphics, pictures, images, etc. Media is a fundamental part of the communication process and the material means by which the act of communication can be realized. The medium also refers to the material entity that disseminates information symbols. Communication scholar Wilbur Schramm (1949) mentioned in his classic book *Introduction to Communication Studies*: “The medium is the tool inserted into the communication process to expand and extend the of information transmission”. We can call it mass communication media, which includes newspapers, magazines, radio, television, movies, books, etc. The study of media is called media analysis.

2.4. To Whom: Audience

The audience plays an active role as information receivers, processors, and feedback sources in communication activities. In interpersonal and organizational communication, both the communicator and the recipient coexist, with their positions sometimes interchangeable under specific conditions. Communication interactions primarily occur face-to-face, enabling timely feedback and adjustments to communication content and methods. Within mass communication, the audience—comprising recipients or readers—serves as the collective term for individuals receiving information across various media platforms, which includes newspaper and book readers, radio listeners, and audiences of movies and plays. The examination of recipients is known as audience analysis.

2.5. With What Effect: Effects

The field of communication effect research examines how information transmitted from communicators to audiences through the media influences changes in perception, behavior, and other aspects. This type of research primarily investigates the ability of mass communication to alter audiences’ existing beliefs and opinions, while also considering the broader social and cultural impacts of mass communication. Effectiveness research has consistently been the most enduring, contentious, and practical aspect of communication research. While few comments under reports from CGTN mobile applications could be collected, the effect will not be discussed in the paper.

3. Analysis of CGTN’s English Reports on Latin America

This paper conducts a qualitative analysis of the content of 89 reports. The analysis will be demonstrated in terms of communicators, messages, media, and audience.

3.1. Sample Overview

It has been found that CGTN published 89 English reports related to “Latin America” from 2021 to 2023 originated from CGTN APP. This paper analyzed the changes in the number of CGTN reports involving Latin America from 2021 to 2023 through year-by-year searches. The results show that the number of relevant reports in three years does not present an increasing trend year by year, with the number of reports in 2021 and in 2022 the highest, reaching 31 respectively; while the number in 2023 the lowest, only 27. Among the 89 sample articles, 3 articles were from Xinhua News Agency, one from Reuters and French Press Agency (AFP), and one from Xinhua News Agency. The remaining 84 articles were original articles by CGTN, with an originality degree of approximately 94.4%.

3.2. Communicators

The communicator of these reports is CGTN. Because CGTN is an international media organization directly under the State Council, it aims to provide global audiences with accurate and timely news coverage as well as rich audiovisual services, promoting communication and understanding between China and the world, and enhancing cultural exchanges and mutual trust between China and other countries.

Headquartered in Beijing, CGTN has three production centers, located in Nairobi, Washington D.C. and London, all staffed with international professionals around the world. Adhering to the principles of objectivity, rationality and balance in reporting, CGTN endeavors to present information from diverse perspectives.

Within these reports, it also includes heads of countries, international organizations and professionals in certain sectors. For example, President Xi and Chinese State Councilor and Foreign Minister Wang Yi are common communicators. In addition, American president Joe Biden and Argentinian President Alberto Fernández are included. As for international organizations, the United Nation Economic Commission for Latin America and the Caribbean (ECLAC), the Pan American Health Organization, the United Nations Food and Agriculture Organization (FAO), and the International Food Industry Federation (IFIF) etc., are also included. In terms of professionals, there are Wilber Alarcon, a canine handler from the Central American nation's anti-narcotics police, Dr Francisco Moreno Sanchez, head of the COVID-19 program at one of Mexico's main hospitals Oilseeds from Confederation of Agriculture and Livestock of Brazil etc.

3.3. Messages

Judging from the subject and content, these reports are relatively concentrated in the fields of politics and economics. They are mainly news reports and there are also some comments and investigative reports involving politics, economy, international relations, etc. Through content analysis of 89 news reports, those involving finance, trade, project cooperation and other topics are classified as economic, while those involving policy introductions, dignitary visits, international conferences and other topics are classified as political. Reports on food security, livelihood, women and children are classified as social, while those involving disease and environment are classified as ecological. Comprehensive reports include economic, political, and other information together. Totally, there are seven categories, that is, political, economic, comprehensive, social, cultural, ecological, and technological topics.

Through analysis, it can be concluded that among the collected news report samples, there are relatively few reports involving cultural information. As shown in Figure 1, economic, political, and comprehensive reports account for the highest proportion, with 47 articles in total, accounting for 52.8%. There are 15 articles about ecological information, accounting for about 16.9%, and social, cultural, and technological reports account for 12.4%, 11.2% and 6.7% respectively.

Among economic reports, relevant reports focus on the economic cooperation between China and Latin America in the context of BRI, such as "China a key partner in Latin America's renewable energy infrastructure" in 2021, "China to strengthen exchanges, mutual learning with Latin America: Chinese FM" in 2022, "China-Latin America economic links" in 2023, etc. The above reports are from the perspective of BRI driving the common economic development of China and Latin America, many of which are about China's role in promoting China-Latin America relations. In addition, there are some reports on specific countries and specific fields in the economic theme, such as "Argentina to greatly benefit from spirit of Silk Road in Latin America", which focuses on the Silk Road reached between China and Argentina. China is Argentina's second-largest trading partner in Latin America after Brazil and a key market for exports such as soybeans and beef. China-Argentina cooperation can help offer jobs, implement

hydropower projects, and invest in the digital economy and nuclear energy. These reports all elaborate on the importance of BRI to economic development in Latin America.

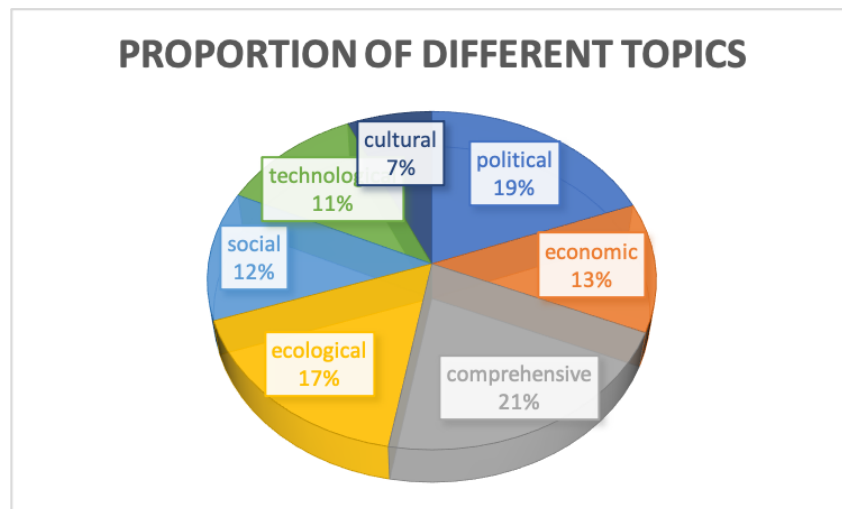


Figure 1: Proportion of different topics

Among political reports, the tone of the reports is positive and grand, and the content is mostly related to speeches by political leaders from various countries, international forums and international visits. English reports such as “How Brazil’s elections impact Latin America” and “Latin American leaders hold summit with Brazil back in the fold” positively elaborate on the impact of Brazil’s return to CELAC, including energy cooperation, environmental protection and developing a low-carbon and green economy, etc. Other reports convey the positive attitude of Chinese political figures to the Latin American people. For example, the English report “Xi delivers written remarks at 15th China-Latin America Entrepreneurs Summit” conveys to Latin American the positive voices of Chinese high-level officials on China-Latin America cooperation. In addition, some reports also promote the concept of “a community with a shared future for mankind”, such as the English reports “Chinese FM elaborates on China-Latin America relations” and “China-Latin America and Caribbean ties to enter new era of equality, openness, mutual benefit”, etc. They explain the importance of “community with a shared future for mankind” from different angles. And the construction of BRI is an important aspect of it.

Among social issues, women and children are worth to be noticed, such as English reports “Women across Latin America protest for safe abortion access”, “Latin American women fight against gender-based violence”, “UNICEF: Children migrating through Latin America in record number”. These reports describe the struggles of women and children in Latin America for security. Food safety is also a focus with several articles such as “Severely food insecure people in Latin America, Caribbean increases by 0.5 million between WFP says”.

Among technological topics, it can be seen that Xiaomi and Huawei are popular in Latin America. Huawei’s annual cloud summit highlights how Latin America has become a vital market for the Chinese tech giant.

Among ecological reports, there are still many reports related to “COVID-19” and “vaccine”. From 2021 to 2022, reports on environmental protection and science and technology have increased. This is because the convenience brought by scientific and technological progress to mankind has contributed to the emergence of the “global village” proposed by McLuhan (1964). However, the increasingly severe environmental problems have also become an important international issue. In the English reports “Wildlife populations face fast decline in Latin America” and “Dengue is hitting Latin America due to climate change”, the risks posed by climate change to animals, plants and humans highlighted. In addition, the report “Global Action

Initiative 2022: Sustainable in Latin America” explores Latin America’s new contributions to protecting the climate environment.

3.4. Media

CGTN not only has a wide range of channels, it also has reports that combine texts, pictures, and videos.

Firstly, CGTN, delivers digital content through CGTN Digital, which is accessible via CGTN.com, CGTN mobile applications, YouTube, Facebook, Twitter, Weibo and other social media platforms, with over 150 million followers across the globe. CGTN’s TV channels are available in more than 160 countries and regions worldwide and has incorporated English, Spanish, French, Arabic, Russian TV channels and CGTN Documentary. For this paper, all the sample reports come from CGTN mobile applications which are commonly used in the Internet era.

Secondly, these reports have different styles in terms of forms, such as texts + pictures or texts + videos. As shown in Figure 2, video + texts reports account for the highest proportion, with 59 articles in total, accounting for 66.3%. There are 26 articles containing pictures and texts, accounting for about 29.2%. There are only two texts reports, one live-streaming and one texts + video + picture. For most reports, the time limit of videos ranges from 50 seconds to 5 minutes and the number of pictures included are 1 to 3.

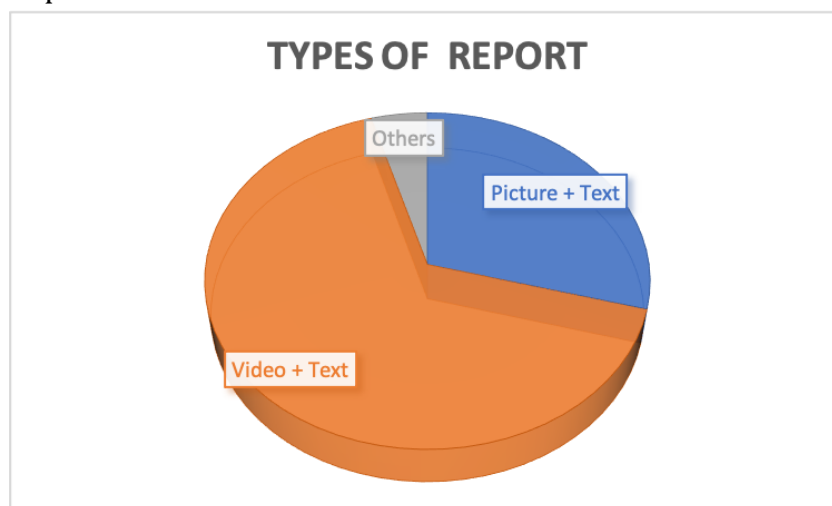


Figure 2: Types of report

3.5. Audience

The audience of CGTN’s reports are various. It not only includes foreigners, but also Chinese. In terms of foreigners, people from Latin America and other nations will learn some latest news in the world. For Chinese, people who have interest in international politics, economy, science, and technology and so on can read news on CGTN mobile applications.

According to statistics by Liu, Mao and Wu (2020), nearly half of the Latin American audiences surveyed have some familiarity with the BRI, but half of the audience is still less familiar with this initiative. Regarding different groups, about half of the government staff, university students and teachers say they do not understand BRI. Business people and media staff generally have a higher awareness of it, while most other citizens are not familiar with the initiative and express a strange or vague attitude. Excitingly, most respondents express a positive and optimistic attitude towards the future of BRI in Latin America. Some interviewees point out that many Latin Americans’ understanding of China is still stuck in the 1990s and is seriously out of touch with the actual development of China. Overall, the general audience in Latin America has limited understanding of China and BRI, reflecting that the dissemination and implementation of BRI in Latin America needs to be further improved.

4. Comments on CGTN's Communication Status in Latin America

In recent years, the flagship publicity media represented by CGTN have been actively exploring, innovating, and practicing communication work towards Latin America. CGTN fully leverages the advantages of media platforms, focuses on Brazil, Argentina, and other countries, with other media continue to make efforts to actively implement media public diplomacy, innovatively carry out media activities and actively expand communication scenarios. This paper used content analysis to conduct research and analysis on the reports published by CGTN on "Latin America", and conclude the following findings based on Laswell's 5W mode.

4.1. Communicators related

China Central Radio and Television Station CGTN and the European and Latin American Language Program Center jointly released the "China in the New Era" multi-lingual overseas broadcast program list. A large number of high-quality programs that reflect the ten-year span of the new era will be communicated through the CGTN multi-lingual platform and meet overseas audiences. The key programs released this time include documentaries, feature films, integrated media interactive products, etc. There are big-picture narratives depicting the grandeur of the new era through small insights, and there are also creative and exquisite video metaverse products. There are both "We" speakers and the whole "They" perspective. It analyzes China from a macro and theoretical perspective, and also appreciates China's style from cultural aspects such as art and food. All programs adopt international perspectives and integrated media expressions to show China's development and changes, allowing the world to understand the China's progress. Key programs such as "The Story of China in My Eyes" and "Panorama Decoding the Way of China" observe changes in China's development through the perspective of foreign hosts, reporters, and foreign youths.

4.2. Messages related

Due to the cultural differences between high and low context, China external communication often selects news related to political construction and economic achievements. Among the 89 selected reports, about 52.8% are related to economics and politics. Therefore, it is difficult for global citizens to sympathize with China's profound cultural heritage and peaceful and friendly diplomatic attitude, which may lead to the solidification of audience's stereotypes about China.

4.3. Media related

In terms of reporting format, the 89 samples are mostly presented in the form of "short text + pictures / short videos". On the one hand, CGTN focuses on the selection of pictures and the processing of text descriptions. The number of pictures is controlled to less than four, and the text descriptions are mostly short sentences, which are easy to understand. On the other hand, CGTN focuses on using diversified forms of reporting and presentation.

In addition, concerning Generation Z, CGTN also launches the "Chinese Story Box", an interactive media product with thousands of vivid stories. This product adopts the gamification form that is more popular among young overseas users, creating a video metaverse for digital natives to explore the mysteries of China through avatars. The stories in the box allow overseas young people to understand today's China at their fingertips and perceive the daily concerns of China's Generation Z.

Objectively speaking, Latin America has long been influenced by the United States, which will inevitably cause concerns and doubts in the process of promoting BRI by China and its partners. According to the current public opinion environment in Latin America, China's international communication strength is relatively weak. It is impossible to cooperate with Western mainstream media and give a positive response or interpretation to issues related to China and BRI.

4.4. Audience related

Mainstream media have also attached too much emphasis on domestic publicity rather than international publicity on international affairs, which makes China's international communication unable to achieve good results. At present, there is a lack of audience research on Latin American from all walks of life in China. The Chinese media's BRI reports on Latin America lack pertinence and fail to segment audiences and identify their respective characteristics and effective communication channels. There are many countries in Latin America, each with different national conditions and new changes in the political ecology. According to statistics, Latin American respondents of different ages and occupations have obvious differences in their understanding of BRI and their preference and recognition of China and Chinese culture. Different levels of education also affect Latin American audiences; therefore, it is urgent to carry out targeted communication design and media planning for audiences of different countries, ages, educational backgrounds, etc. in the region.

China and Latin America are thousands of miles apart and their cultural and social systems are quite different. This has become a geographical barrier for the people of both sides to understand each other deeply. In the process of interpersonal communication, cognitive differences and differences in history, culture, customs and habits will inevitably arise. Many people's understanding of China still rests on the traditional and conservative image of the country in the past.

Meng (2019) suggests that regional cultural competition is embodied in the spread of Chinese culture in Latin America, which competes with European, American, Japanese, and Korean culture. Owing to historical and geographical factors, Latin America has been deeply influenced by European and American cultures. Notably, the United States possesses significant experience in cultural outreach in Latin America and benefits from favorable geographic positioning, impacting politics, market economies, and the cultural industry in the region. Additionally, Japanese, and Korean cultures have gained popularity across numerous Latin American countries, with Japanese animation and cuisine, Korean pop music, dance and online gaming experiencing notable acclaim, thus intensifying cultural competition. However, China faces a "cultural deficit," with its total cultural trade significantly lower than that of the United States, Japan, South Korea, and other nations. These countries generally employ a commercialized cultural export model as the primary approach, which encompasses the export of films, television dramas, animation works, and other cultural products.

5. Suggestions for Mainstream Media Communication in Latin America

With a clear understanding of the current situation and problems of mainstream media communication in Latin America shown by CGTN, the following measures can be taken for presenting a true, multi-dimensional and panoramic view of China towards Latin America.

5.1. It is essential to fully mobilize the existing resources in Latin America, and all parties should make efforts to carry out BRI communication activities.

China is the initiator of BRI. Domestic mainstream media, think tank scholars, etc. should cooperate with all walks of life in Latin America as soon as possible to explore and optimize how to tell the Latin American true story of BRI, not only the grand narrative of stories between countries, but also micro-specific stories among ordinary people in both sides. Only by paying attention to the fate of individuals can the two enhance the attraction and appeal of international communication. It is also important to pay attention to the dynamics of key groups such as political leaders, think tank scholars, and media professionals in Latin America, and actively communicate and cooperate with them, who are all potential BRI public opinion leaders.

At the same time, it is necessary to enhance our international communication capabilities and foster cooperation with Latin American nations within the realm of journalism. Taking the Overseas Edition of People's Daily as an example, we will leverage print media as the core, alongside overseas websites, and news applications, to promote Chinese culture through a multifaceted approach. Mainstream media should comply with new media intelligent and video trends, use new media technology to diversify communication content. Finally, the voices of Chinese media and popular culture will enter the Latin American market in a harmonious and friendly manner, thus shortening the people-to-people distance between China and Latin America. Meanwhile, it can draw valuable insights from the successful experiences of the United States, Japan, and South Korea to enhance its foreign economic development and elevate the cultural industry. Leveraging mass media and educational exchanges, China can disseminate ideas, culture, and values imbued with its distinctive characteristics. Culture can be integrated into the commercial system, which can flexibly respond to market demand and make effective adjustments.

In response to the fact that the trade value between China and Latin America accounts for a relatively small part of China's economic growth, the Chinese government can rebalance its investment in economic, trade and cultural exchanges. Beyond governmental entities, private institutions, enterprises, groups, and individuals could familiarize themselves with Latin America, conduct extensive research, and utilize diverse channels to promote Latin American culture and other aspects. This initiative aims to deepen the Chinese people's comprehension of Latin America, fostering a greater willingness to engage with Latin America in dialogue and exchange. By doing so, they can naturally introduce their own culture to Latin America in a more amicable manner.

5.2. It is significant to employ effective communication skills in BRI communication process.

As a national mainstream media, CGTN delivers first-hand news to domestic and international audiences after hot topics arise, seizing the opportunity, and continuously publishes reliable, targeted, cutting-edge, overall, focused, and relevant news during the subsequent development of the event, which can help create a credible, professional, and friendly national image of China. When faced with some international conflict issues, CGTN is often able to respond directly to relevant issues without making biased analyses. Moreover, it lists facts and opinions from different angles and analyzes them one by one to draw conclusions in order to safeguard the country's image. For example, when some people spread rumors about "China Threat" through BRI, CGTN has the obligation to stand for the true significance of BRI that is beneficial for the development of BRI partners. It is believed that CGTN is also good at using two-sided message communication skills, that is, prompt one's own point of view and the opponent's point of view in communication, giving the audience a sense of fairness.

In the practice of international communication, the language used by Chinese media reports directly affects the acceptance of Latin American audiences. Media should adopt a multi-lingual reporting format that combines Chinese, English, Spanish and Portuguese, and increase the coverage of Spanish and Portuguese report proportion.

The development of new media has brought about major changes in the communication ecosystem, not only changing the communication media and communication methods, but also changing the way and habits of the audience receiving information. Coupled with the trend of younger audiences, the media continues to seek diverse youthful expressions. As an international publicity media, CGTN targets a global audience. However, due to differences in regional cultures, there are often errors in the interpretation of cultural symbols, resulting in poor communication effects. Therefore, CGTN innovates media to rejuvenate expressions, uses the interpretation of online popular culture to build a cross-cultural communication bridge, and

realizes the translation of cultural symbols. For example, the CGTN column “Learning Chinese” adopts a novel presentation method. It abandons the rigid teaching of ordinary characters and turn to some popular vocabulary such as “Heart & Love”, “Couch potato”, “Planting grass” and other popular words all in English. The choice of popular culture and entertaining learning methods has reduced the difficulty and boredom of Chinese learning to a certain extent, and has won the favor of a large number of foreign audiences.

5.3. It is crucial to actively expand communication platforms while innovating content.

Appropriate communication channels and platforms should be selected based on the differences in media contact habits of audiences in different countries. When expanding existing news dissemination channels in Latin America and distinguishing between different local mainstream media platforms, it is necessary to investigate the media’s position clearly before disseminating practices and develop a trustworthy media group.

At the same time, social media, as a driver of media integration, is also constantly leading the change in the tone of media communication. The reshaping path of the discourse system, that is, more down-to-earth, humane, and focuses on exploring a common meaning space for audiences at home and abroad, has also become a new mainstream media pioneer.

Additionally, mainstream media should continue to promote in-depth media integration, use 5G mobile technology to strengthen the “presence” of reporting, 8K ultra-high-definition vertical screen multi-viewing, etc. to enhance the adaptability of overseas communication platforms. VR creating a realistic atmosphere and experience, and AI technology can also be used to improve content productivity.

Furthermore, using big data, artificial intelligence and other technologies can build a precise, dynamic, and diversified audience identification and description mechanism, which is helpful to describe the dynamic appearance, characteristics, media use and changes in information of international communication audiences. Language barriers, cultural differences, ideological distinctions, and other factors in communication should be addressed to strengthen the adaptability of different communication types and channels. At the same time, algorithms is used to strengthen audience feedback, and the recommended content of platforms is set up to guide and shape the audience’s social cognition and then affect their emotions, motivations, judgments and behaviors. Through new technologies such as open-source data and social computing, the communication superposition effect of digital platforms is utilized.

5.4. It is necessary to conduct audience research for identifying appropriate communication platforms.

As BRI expands in Latin America, all walks of life in Latin America will have huge demand for information on BRI. Through extensive audience research, we can accurately grasp the national culture, the way of thinking and habits of the people in Latin America, and take overall consideration of politics and economics, culture, religion, and other fields. In this case, we will deeply explore topics that are in line with the concerns of local people and disseminate them in a refined and precise manner, striving to achieve “people-to-people connectivity” in Latin American countries.

At present, there is a slight lack of audience research in Latin America. Therefore, Chinese media and the community of scholars should segment audiences and identify their respective characteristics and effective communication channels based on different national conditions and new changes in the political environment as well as various ages, occupations, and educational background.

In conclusion, China and Latin American countries are both developing countries and face similar development stages and development tasks. Their cooperation is based on common

interests and mutual needs, and upholds the concepts of equality and mutual benefit, openness and inclusiveness, and win-win cooperation. Although Latin America and the Maritime Silk Road have a long historical origin and are inextricably linked, under the new situation, especially in the global communication system dominated by the West, the audience in Latin America has stereotype for China and BRI. And a public opinion environment conducive to promoting the construction of BRI in Latin America has not yet been created. Chinese Mainstream media such as CGTN are an important link to break through this communication dilemma and promote deeper cooperation between China and Latin America in the context of BRI.

6. Conclusion

It can be concluded that international communication plays a critical role in promoting bilateral cooperation between China and Latin America. In more than 10 years since BRI was proposed and promoted, the Digital Silk Road has laid a solid material foundation for international communication. Communications between Latin America and China will not only be conducive to the long-term stability and harmonious development of China-Latin America political and economic relations, but also shorten the psychological distance, and is more conducive to the implementation of the concept of a community with a shared future for mankind.

At the third Belt and Road Forum for International Cooperation in October 2023, many countries in Latin America and the Caribbean high-level representatives participated. President Xi Jinping announced China's eight actions to support the high-quality Belt and Road Initiative, which will provide broader space for countries around the world, including countries in Latin America, to achieve modernization, which is also a breakthrough of BRI in the practice of China-Latin America cooperation. Therefore, when affirming China's achievements in international communication in Latin America, it should be found out the difficulties and deficiencies and promptly adjust communication content and improve communication methods, thereby improving China's image in Latin American countries.

Acknowledgements

This paper is supported by Beijing International Studies University (Grant No. QYGB23A001): Specialized Projects on Regional and National Research – The Research Paradigm of Regional Studies from Perspective of Chinese Path to Modernization: A Case Study of Latin America.

References

- [1] J. Bi: Status, Prospects and Policy Suggestions of China-Latin America Economic and Trade Cooperation, *Intertrade*, (2015) No.3, p.37-40.
- [2] Y.A. Chen: Research on Approaches to Telling China's Story to Foreign from Perspective of International Communication, *International Journal of Frontiers in Sociology*, Vol. 5 (2023) No.9, p.137-142.
- [3] J.P. Gao: The Communication of Global Image of the Communist Party of China, *Journal of the Central Institute of Socialism*, (2022) No.1, p.171-176.
- [4] F. Jiang: The Foundation and Future of China's High-Quality International Communication, *Editorial Friend*, (2023) No.3, p.6-14+57.
- [5] Y. Liu, W. Mao, and X. Wu: Communication across the Pacific—A study on Audience Awareness of the Belt and Road Initiative in Latin America, *News and Writing*, (2020) No.6, p.84-92.
- [6] Y. Lu, L. Zhao: The Cross-cultural Communication Path of New Mainstream Media in the Era of Integrated Media to Tell Chinese Stories Well—Taking Xinhua News Agency as an Example, *Journalism Probe*, (2023) No.7, p.150-152.

- [7] Z.L. Luo, Y.L. Zhang: The Belt and Road Initiative and International Communication Capacity Building in the New Era, *Future Communication*, Vol.30 (2023) No.4, p.32-42.
- [8] W. Mao: The Current Situation and Effect of Xinhua News Agency's communication of the Belt and Road Initiative in Latin America, *Global Communication*, (2018) No.3, p.48-55.
- [9] X.Y. Meng: The Transmission Path and Improvement of the Spread of Chinese Culture in Latin America under the "Belt and Road" Initiative, *Journal of Jiangsu University (Social Science Edition)*, Vol.21 (2019) No.6, p.27-35.
- [10] Y.H. Peng: An Innovative Approach to the International Communication of Chinese Documentaries under the Threshold of Full Media, *Academic Journal of Humanities & Social Sciences*, Vol.6 (2023) No.13, p.45-49.
- [11] Y. Qin: Research on CGTN's Overseas Social Production Strategy and the Factors Influencing its Communication Effectiveness: Content Analysis Based on the Postings of CGTN's English Version Account on YouTube (MS. The University of Shandong, China 2023).
- [12] X.R. Shen, C.Y. Wen: Research on the Construction of National Image by CGTN from the Perspective of Integrated Media, *PR Magazine*, (2023) No.13, p.177-179.
- [13] X. Wu: The Current Situation and Effect of China Daily's communication of the Belt and Road Initiative in Latin America, *Global Communication*, (2019) No.3, p.56-63.
- [14] X. Xing, X. Yu: Research on Improving the International Communication Efficiency of New Mainstream Media from the Perspective of Global Exchanges - Taking CGTN's National "Two Sessions" Coverage in 2023 as an Example, *Journalism Lover*, (2023) No.8, p.41-43.
- [15] Y.P. Yan, S. Yu: On the Localization Strategies of International Chinese Cultural Communication in Latin America, *Journal of North China University of Water Resources and Electric Power (Social Science Edition)*, (2023) No.3, p.46-51.
- [16] B. Zhang: The Communication and Influence of "Xi Jinping: The Governance of China" in Latin America, *Studies on Marxism*, (2023) No.3, p.76-88.
- [17] H.X. Zhang: Research on Narrative Innovation of China's International Communication Flagship Media—Taking CGTN's Yunnan Wild Elephant Migration Report as an Example, *Science & Technology for China's Mass Media*, (2023) No.9, p.47-50.
- [18] P.S. Morales: International broadcasters and country image management: Comparing audience perceptions of China, Russia and Iran in Latin America, *Global Media and China*, Vol.6 (2021) No.1, p.100-115.
- [19] L.S. Zhima: Study on the Role of Cultural Soft Power in International Communication, *International Journal of Frontiers in Sociology*, Vol.6 (2023) No.19, p.139-146.
- [20] B.Y. Zhu: Innovatively Carry out Media Activities to Enhance CCTV's International Communication Influence in Latin America, *Global Communication*, (2023) No.1, p.51-57.