

Research on the Cultivation of the Public Diplomacy Awareness of College Students in the Context of New Media

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Abstract: Making solid progress in public diplomacy is the Party and the State's development goals for the future and the necessary road to achieve China Dream. In addition, college students are an important force to promote the China's public diplomacy. Therefore, it is of great significance to deepen college students' theoretical consensus on and internalize their behavior consciousness of public diplomacy.

1. Introduction

To promote China's all-round opening up and to transform China's foreign strategies, the Belt and Road Initiative (BRI) is an inevitable choice for China under the new era. In addition, it is both inevitable and necessary to deepen, strengthen and internalize the college students' public diplomacy awareness. In this paper, the author has analyzed the cultivation of the public diplomacy awareness of college students who are living in the context of new media.

2. In the context of new media, college students are facing with new requirements for public diplomacy awareness

Table 1 Comparisons between public diplomacy and its related concepts

	Public diplomacy	Traditional diplomacy	People-to-people diplomacy	Public affairs	International communication
Behavioral agent	Government and non-government behavioral agent	Government behavioral agent	Non-governmental behavioral agent	Government behavioral agent	Government behavioral agent
Target population	The public of other countries	The government of other countries	The public of other countries	The domestic public	The government of other countries and the domestic public
Purpose	Creating conditions for the realization of national interests	Maximizing national interests	Improving sino-foreign relations	Domestic governance	The communicating of ideology and the achieving of political aims
Ways of behavior	Communication, public relations, cultural exchanges	Parley, negotiation, threat of military force	Cultural exchanges	Public administration and public management	One-sided propagation and inculcation
The role of government	Participation, adjustment	Direction-leading, instruction	Limited guidance	Direction leading, instruction	Direction-leading, instruction
The processing of information	Openness, authenticity	Privacy, confidentiality	Openness, authenticity	Selectivity, authenticity	Selectivity, fraudulence
Source of power	Institutional soft power, cultural soft power, etc.	Economic hard power, military hard power, etc.	Institutional soft power, cultural soft power, etc.	State administrative power	Economic hard power, military hard power, etc.

Diplomacy has always been considered quite honorable, secret, and difficult for the public to reach.

However, with the rapid development of new media technologies, more and more ordinary people are able to participate in diplomatic interaction through new media.

Table 2 Strategic framework of public diplomacy for “the Belt and Road”

Project variable		Basic content
Behavioral agent and behavioral object	Behavior-implementing agent	Various types of government behavioral agents and non-governmental ones
	Behavioral object	The general public inside and outside “the Belt and Road”
Strategic connotation		Promoting Silk Road culture, conveying a message of Silk Road friendship, telling stories of the Silk Road, and carrying forward the spirit of Silk Road
Objectives and ideas	Objectives	Short-term objectives: to eliminate misunderstandings and raise awareness of “the Belt and Road” Medium-term objectives: to strengthen the foundation of public support and enhance strategic mutual trust among countries Long-term objectives: to strengthen the consciousness of community and to resolve the dilemma of China's rise
	Core ideas	The win-win community of shared interests with peaceful cooperation The open and inclusive community of shared civilization with mutual learning and mutual tolerance The revival and developmental community of shared future with mutual benefit and prosperity

3. The progressive cultivation of the public diplomacy awareness of college students in the context of new media

Public diplomacy has become an indispensable part of the current national education. In addition, college students under the new era are the future masters of the nation. Therefore, the progressive cultivation of their consciousness of public diplomacy are of significant importance for their own development.

3.1 To actively build a practice base for public diplomacy cultivation

Only being applied to real practice, can theoretical knowledge be tested and improved. One can start from the following aspects to explore and build a practice base for public diplomacy cultivation.

First, incorporate public diplomacy into the culture system of schools, which can enrich students' after-school life and make it more colorful.

Second, actively create exchange opportunities for university students to “go out” and actively build a platform for college students to participate in various exchange activities that are from home and abroad.

Third, actively coordinate with government departments and foreign affairs departments to obtain policy support and the like. Based on which, provide real practice places for college students to visit activities, listen to lectures, participate in foreign-related activities, and take internships.

Table 3 The overseas speeches and the overseas signed articles on the Belt and Road Initiative (BRI) by President Xi Jinping

Titles of speeches/articles	Places/medias of publication	Date of publication
"Working Together to Forge a New Partnership of Win-win Cooperation and Create a Community of Shared Future for Mankind"	United Nations	September 28, 2015
"Work Together to Promote Openness, Inclusiveness and Peaceful Development"	Guild Hall	October 21, 2015
"Jointly Write a New Chapter of China-Vietnam Friendship"	The Vietnamese National Assembly	November 6, 2015
"Forging a Strong Partnership to Enhance Prosperity of Asia"	the National University of Singapore	November 7, 2015
"Work Together for a Bright Future of China-Arab Relations"	the Arab League headquarters	January 21, 2016
"Jointly Build a Great New Silk Road"	The Supreme Assembly of Uzbekistan	June 22, 2016
"Enhanced Partnership for Greater Momentum of Growth"	APEC CEO Summit	November 19, 2016
"Jointly Shoulder Responsibility of Our Times, Promote Global Growth"	The World Economic Forum in Davos, Switzerland	January 17, 2017
"Build a Global Community with a Shared Future"	The Dutch newspaper NRC Handelsblad	January 18, 2017
"Work Together for Common Prosperity Through the Gateway to Europe"	The Belgian paper Le Soir	March 23, 2014
"Friendship and Cooperation Bring Better Life To Both China and Europe"	South Korea's "Chosun Ilbo", "JoongAng Ilbo" and "Dong-A Ilbo"	March 29, 2014
"Good Wind for Sailing"	Mongolia's Odrin Sonin, Onoodor, Zuuni Medee, National Post	July 3, 2014
"Gallop Toward a Better Tomorrow for China-Mongolia Relations"	Tajikistan's "Народная газета" and "Huo Waer" National News Agency	August 21, 2014
"Let Sino-Tajik Friendship be as The Wings of Eagles"	Maldives' "Today Evening News", SunOnline	September 10, 2014
"Close Friends and Partners for Development"	Sri Lanka's "Daily News"	September 14, 2014
"Be Each Other's Dream-chasing Partner"	The Hindu, Dainik Jagran	September 16, 2014
"Towards an Asian century of prosperity"	Pakistan's "Jang" and "Daily News"	September 17, 2014
"Long live China-Pakistan friendship"	Sovetskaya Belorussia	April 19, 2015
"Play the Movement of Chinese-Belarus Friendly Cooperation"	Vietnam "Nhân Dân"	May 8, 2015
"Work Together to Create a Better Tomorrow for Sino-Vietnam Relations"	Singapore's "The Straits Times" and "Lianhe Zaobao"	November 5, 2015
"Jointly Build on Achievements and Strive for a Bright Future for China-Singapore Relations"	Saudi Arabia's Al Riyadh	November 6, 2015
"Be Good Partners for Common Development"	Egyptian "Al Ahram"	January 18, 2016
"Let China-Arab Friendship Surge Forward like the Nile"	Iranian "Iran"	January 19, 2016
"Work Together for a Bright Future of China-Iran Relations"	Czechic "the Pravo daily"	January 21, 2016
"Time to Renew and Energize China-Czech Ties"	Serbian newspaper "Politika", Telegraphic Agency of New Yugoslavia	March 26, 2016
"Enduring Friendship and True Partnership"	Rzeczpospolita	June 16, 2016
"Setting Sail for Full Speed Progress of China-Poland Friendship"	Uzbekistan's "Narodnoye Slovo" and Jahon Axborot agentligi	June 17, 2016
"A Glorious New Chapter in China-Uzbekistan Friendship"	The Supreme Assembly of Uzbekistan	June 21, 2016

3.2 Promote multi-channel propaganda and strengthen the psychological identity of college students towards public diplomacy

Practice has proved that, to popularize the public diplomacy consciousness of college students, it is fundamental to promote multi-channel propaganda of and have college students deeply understand and closely experience public diplomacy.

3.3 Construct a multi-level education system and deepen the theoretical consensus of college students on public diplomacy

First, in order to popularize the public diplomacy education, government should integrate all kinds of resources from the overall situation, improve the education system, and bring public diplomacy education into the civic education system to strengthen the consciousness of public diplomacy of each citizen.

Second, for foreign-related majors, colleges and universities should actively launch courses related to public diplomacy and incorporate them into their teaching program.

Thirdly, the non-governmental organizations and social organizations that provide foreign language teaching and provide services for university students to study abroad should infiltrate public diplomacy in teaching, let students understand the basic connotation and essential tasks of, and lay a theoretical foundation for public diplomacy.

4. The effect-evaluating of the public diplomacy awareness of college students

For the evaluation index system of the effect of cultivation for the public diplomacy of college students, assign each measure index a score of 1 to 10 under standard assignment, among which, 1 and 10, respectively representing “very poor” and “very good”, are extremums. Obtain the value of the 12 measurement indexes according to their degree of compliance. Then, use the Delphi method and consult the relevant experts to obtain high-accuracy results through collective judgment. Then, take these results as the final weight of the 12 measures. Use the calculation formula (2) to quantitatively evaluate the effect of cultivation of public diplomacy of college students after determining the measurement index, index standard value and index weight of the effect of cultivation for the public diplomacy of college students.

Specifically, the index weight formula for evaluating the effect of cultivation for the public diplomacy of college students are as follows:

$$\{W_i | I = 1, 2, \dots, n\} \sum_{i=1}^n W_i = 1 \quad (1)$$

In formula (1), “ W_i ” represents the weight value of the evaluation index of the effect of cultivation for the public diplomacy of college students, where: $0 < W_i < 1$; $i = 1, 2, \dots, n$.

“ n ” represents the number of weight index for evaluating the effect of cultivation for the public diplomacy of college students.

The calculation formula evaluating the effect of “the Belt and Road” public diplomacy is as follows:

$$E = P_1 W_1 + P_2 W_2 + \dots + P_n W_n$$

5. Conclusion

In short, to realize the cultivation of college students' public diplomacy consciousness with the connotation of “dialogue, responsibility and harmony”, the step-by-step advancing of psychological cognition, personal experience, and behavioral consciousness and the organic combination of propaganda methods, education system, and practical mechanism are needed.

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