

# People-to-People Exchange of China-Mongolia-Russia Economic Corridor: A Media Globalization Perspective

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**ABSTRACT:** The phrase “Media Globalization” naturally refers to the interaction of media with developing global political, economic, and cultural patterns of interconnection. The relationship between nation and culture, specifically as it relates to the China-Mongolia-Russia Economic Corridor, has deeply rooted the mutual admiration of civilizations. On the one hand, China-Mongolia-Russia public diplomacy was created as a result of reflections on actual experience in international advocacy and general diplomacy, which can advance cultural exchange among nations through media cooperation. On the other hand, a humanistic pattern of respect and trust has been developed as a result of media globalization, particularly in the new media. It encourages the development of a state-of-the-art digital public diplomacy model and the upkeep of long-lasting harmonious relationships between actors from the government and civil sectors.

## 1 INTRODUCTION

All academic fields can benefit from understanding the concept of globalization, although as one might anticipate, there isn't always agreement among theorists on how to define and comprehend the phenomenon. Many others agree that new and unheard-before global tendencies are emerging, notwithstanding the suggestion of some theorists, such as Hirst and Thompson, that we may be entering nothing more than an advanced stage of internationalization [1]. Held and McGrew, for example, contend that we were witnessing entrenched and enduring patterns of worldwide interconnectedness [2]. Moreover, Marshall McLuhan coined the expression “Medium is the Message” in his book *Understanding Media: The Extensions of Man* [3]. He prophesied that print culture would soon be replaced by technological interdependence by fusing this idea with the notion of a global village. Even though globalization may not have advanced humanity as far as McLuhan once predicted, it has nonetheless for many people ushered in a new era in which collectivism is replacing individuality and local issues are more understood in the perspective of global institutions. These principles served as the cornerstones for McLuhan's exploration of the idea of the “global community”. Therefore, it is commonly acknowledged that new media has expedited the process of globalization and spread its tentacles into every sphere of society. Below, we shall go into greater detail on media globalization, concentrating on the people-to-people exchange of the China-Mongolia-Russia Economic Corridor. Along with some of concerns that possibly media globalization is not taking shape as previously understood in contemporary thinking, the

concentration of conventional media and the impact of new media will also be taken into consideration.

## 2 THE EMERGENCE OF NEW MEDIA

Initially, we should begin with a brief overview of the emergence of new media. Since the late 20th century, the development of cable and satellite service, made possible by digital technology, has enabled global media to pursue horizons. Printed media gives the world's literate population an understanding of what is happening both locally and globally. People can also enhance their understanding of issues around the globe by accessing available electronic media, such as radio, television, film, and the Internet. Such is the new global media's effect, people situated all over the globe can obtain information on, and indeed discuss with one another, the same issue all at once. The emergence of new media has had a tremendous impact on the world's population. The Internet, of course, has proved to be the most significant tool in reshaping global communication. The Internet, as a new media model, has accelerated processes of globalization which were arguably already beginning to develop. Meanwhile, the possibilities offered by the Internet have become central to much media development since its inception as a commercial medium. Such examples can be seen in mobile phone applications, video game technology, and even television. Compared with old media, such as the traditional print industry and television broadcasting, the Internet offers audiences a distinctive experience. No longer are audiences forced to passively digest whatever information a limited number of sources

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can provide for them. They can now access very specific sources of information whenever and wherever they are. As Vorderer stated, less than ever before, the audience's use of the media could be described as reception [4]. In addition to the almost vast range of choices the Internet has to offer, it is also the most useful available medium for obtaining up-to-date information since news stories can be published within minutes of an event occurring. In some areas, the Internet has almost replaced paper publications and televisions and radio broadcasts, establishing itself as a new multi-media [5]. People can not only communicate with others from their own community but can also engage with anybody anywhere in the world who has Internet access as well. People can speak freely on the internet, upload pictures and videos, and share information globally. At the same time, the Internet has proved useful in promoting the development of a global economy among nation-states. Some of the widely known websites, such as Google, BBC, Facebook, Twitter, which all display their homepages in different languages to accommodate local people, local characteristics, and different cultures. The Internet's unique efficiency in crossing language barriers has been central to its role in accelerating the development of globalization.

### **3 MEDIA COOPERATION AND CULTURAL EXCHANGE**

Due to the willingness of capital investors to tap into media industries, "the emergence of new media conglomerates has seemingly accelerated this process bringing the most dramatic happenings into our homes on a daily basis" [6]. Media companies operate in increasingly transnational arenas through conglomeration, seeking and creating new consumers worldwide. It is not uncommon for media publications and broadcasts to be distributed directly to countries without any alterations to the original content, even where the recipient countries do not share the same language or culture. In most cases, however, the original format is adapted or remade to suit target markets, which can result in media products that are essentially cultural hybrids. In other words, media organizations find themselves operating and impacting both global and local levels. Hence, the linkages have been built between global trend and local culture, integrating the west with the east.

In-depth globalization leads to both cultural integration and convergence as well as cultural friction and conflict. International communication serves as the foundation of public diplomacy, as is well recognized. When conducting humanities exchange activities, elites should consider both the government-led mode and the media's communication channels [7]. That is to say, mass media plays a crucial role in public communication as well as in person-to-person interactions. First and foremost, the journalistic media should give full play to their advantages, disseminate accurately and truly become a link for information exchange among countries. China, Mongolia and Russia, with their deep historical ties, geographic

proximity, cultural affinity and close political and economic ties, have great potential for cooperation. The increasingly close media collaboration between China and Russia has built a broader platform for information exchange, and enhanced mutual understanding. In July 2018, "the 15th China (Manzhouli) North International Science and Technology Fair" was reported by Russian mainstream media, for instance, *Chita Aridus TV Station*, *Chita City Window Newspaper* and *Chita Earth Newspaper*, and so forth. The documentary film "Russian Confucius Institute - Cultural Communicators on the Belt and Road", which was jointly produced by the China-Russia mainstream media, was screened on new media platforms in conjunction with the expansion of humanistic exchanges along the China-Mongolia-Russia Economic Corridor. What is worth mentioning, The China-Russia program's production team paid visits to Confucius Institutes in Russia. To recreate the current state of Confucius Institutes and document the dissemination of the Chinese language, literature, and culture among Russian students, the Confucius Institute of Moscow State University served as the primary character.

In addition, there are many points of cultural convergence in the China-Mongolia-Russia Economic Corridor. With the establishment of strategic partnership, the exchange and cooperation between media are deepening and strengthening, such as cooperation in movies and TV series, book publishing, and art performances [8]. One such example of this cultural convergence is the seven episodes Russian-language animated film "Journey to the West" presented by *China Centre TV Station* was broadcast on Russian new media platforms in 2021. The "Journey to the West" is one of the four great classical Chinese novels, which tells the mythical story of a long journey to the Western Heaven to fetch the Buddhist sutras. At the same time, the bilingual version of the interactive book also entered the classroom of the Russian Cultural Centre and was well accepted by teachers and students. China and Russia attach great importance to a wide range of exchanges in the humanities, including the use of new media platforms to promote the dialogue of classical literature and mutual broadcasting of media programs. For another example, with the joint efforts of Chinese and Mongolian media, Sino-Mongolian film and television interactions have also achieved fruitful results. Some excellent Chinese TV dramas, such as "Beijing Youth", "Ordinary World", and "Parental Love", have been translated into Mongolian and set to break into Mongolia's TV series market, which reflects family ethics, urban emotions, and entrepreneurial inspiration are also well received by Mongolian audiences. Subsequently, the next priority is to realize localized dissemination of media products for target audiences, improve media service capacity, and guide public media products to export and import.

Last but not least, China's media should actively seek cooperation with local media, create media cooperation mechanisms in mutual visits of journalists, joint creation, manuscript sharing, and personnel training. China and Russia declared 2016 and 2017 as "the Year of Russian-Chinese Media Exchanges" and achieved remarkable

outcomes. During the event, bilateral media forums and round-table summits were held, more than 200 media collaboration projects were carried out, a long-term mechanism of Russian-Chinese media cooperation was established, and journalistic exchanges and cooperation forms were deepened. Among them, the projects “China Breeze” and “China Watch” by *Rossiia* and *China Daily*, as well as the joint column “Perspective Russia” by *Rossiia* and *Global Times*, were outstanding achievements of Russian-Chinese media collaboration, which were successful examples of localization transformation and reflected the cultural integration in the context of globalization.

#### 4 THE DIPLOMATIC ROLE OF NEW MEDIA

As mentioned above, digital public diplomacy rejects the monologue model of traditional public diplomacy, creating an external public opinion sphere conducive to launch the national initiative. However, the effectiveness of digital public diplomacy cannot be overestimated, as there is a gigantic gap between promise and reality, which is therefore reduced to utopian illusion [9]. With the development of information technology, traditional media such as newspaper, radio, and television can no longer meet the information needs of public in the mobile Internet era. New media are becoming more and more real-time, complex, and interactive in international communication, and digital public diplomacy is also known as a novel type of new public diplomacy. Therefore, how new media technology changes the practice of human communication has become the focus of media communication research. There is much evidence to suggest that recent advances in media technologies and the increasing concentration of media ownership are, at least in part, responsible for driving and facilitating many of the processes that academics recognize as being characteristic of globalization. We can observe the increasing need for nation-states to adopt the neoliberal capitalist ethos of the west to compete in the global economy where advertising and consumption take precedence above all else. Likewise, it is not difficult to identify signs that we are moving towards an increasingly homogenized global society on a cultural level, where we share a collective identity as a direct result of being exposed to media messages.

In China-Mongolia-Russia Economic Corridor, introducing the Belt and Road Initiative (BRI), localized communication through new media and social networks is undoubtedly the most targeted pathway. On the one side, *Russia Newspaper* and *China Pictorial* have extended their cooperation to new media, disseminating the content of *China Pictorial* through the social media accounts of *Russia Newspaper* and attracting Russian youth audiences. On the other side, *HuanQiu Net*, the international information portal of *China's Global Times*, organized authoritative think-tankers in the relevant fields to discuss issues related to BRI. Meanwhile, the content published through the Globe's client, WeChat, and Microblog channels to create an innovative diplomacy model of “Internet plus” People-to-People Exchange. In a word, the

communication chain of new media widens the path of information communication and dissemination and realizes the diversification and globalization of cultural expression. At the same time, the penetration and integration of Internet media in the humanities have made social media a new field of global communication. New forms of media diplomacy have emerged, building an all-media diplomacy pattern of “Internet plus” with international influence. Through social media, such as Facebook, Instagram, Twitter, and TikTok, which are prevalent among young generations, digital diplomacy can be carried out with language expressions that connect China and abroad. It has to some extent expanded the dimension of foreign communication and demonstrated diplomatic wisdom.

#### 5 CONCLUSION

In today's society, despite evidences suggest that the Internet has been popularized as a public infrastructure and we are living in an ever-shrinking social space, the fact that vast sections of the world's population do not gain access to the same media outlets like the people in the wealthy world. This potential limitation to theories of globalization, commonly referred to as the “digital divide”, is starkly illustrated by Van Dijk, who contends that globalization is just a deepening process rather than a widening one [10]. This, of course, is not to say that those without access to electronic media will not be indirectly affected by media globalization. Furthermore, one should not assume an entirely passive audience. The same media outlets which are credited as contributing to globalization, and more specifically new media, have also proved useful tools in facilitating flows of cultural penetration. Nevertheless, while one may care to observe these other possibilities enabled by the new media, one cannot deny the global impact they have had or the increases in communication that they have brought. The benefits and dangers that the new media foster is open to dispute, but their global reach is indisputable, as political, economic, and cultural changes trickle down throughout society.

To conclude, in the context of globalization, the construction of China-Mongolia-Russia economic corridor, humanities collaboration and the cultural identity is an essential factor in determining the prospects of cooperation. The cultural identities of the three countries have both differences and common bases. The humanities cooperation between China, Mongolia and Russia should follow the principle of multicultural identity and strengthen exchanges and cooperation in the areas of personnel training, scientific research, internationalization platform and think tank construction in addition to media cooperation, so as to provide humanistic foundation and intellectual support for the construction of China-Mongolia-Russia Economic Corridor. China has taken the initiative to assume the responsibility of great power and make public diplomacy with Chinese characteristics oriented to people-to-people exchanges. As good neighbors and mutually beneficial economic and trade partners, China, Mongolia, and Russia, are close in geography and culture, and frequent people-to-people

interactions are sure to create a new pattern of openness, diversity, and win-win situation along the Belt and Road, strengthen the sense of community through the foreign discourse system of the Community of Human Destiny, practice the concept of public diplomacy, and realize diplomacy for the public.

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