

Research on the Path of Shaping the International Image of the Communist Party of China

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ABSTRACT

With China's rise in the international arena, shaping the image of political parties has become a focus of international attention. How to tell the story of the CPC to the world and gain recognition and learn from China's governance experience is a crucial part of China's internationalisation process. Although "the image and prestige of the party directly affects the destiny of the party, the state, the people and the nation", the CCP still has deficiencies in shaping and spreading its international image. Based on the historical experience, we should focus on the international image shaping countermeasures of the CPC since the 18th National Congress in the aspects of "party construction, value export, diplomatic practice communication, media communication methods, and object demand", in order to enhance its influence and appeal, so that the outside world can better understand, recognize and follow the CPC.

KEYWORDS

Communist Party of China; Shaping; International Image Building.

1. INTRODUCTION

In recent years, the CPC has attracted much attention on the international stage. Since the 18th National Congress, the international image of the CPC's century-old party has continued to develop and improve, and its importance has become increasingly prominent. This image is not only a reflection of foreign policy and international relations, but also a symbol of the CCP's role in global affairs. Therefore, this study aims to explore the current situation of the CPC's international image shaping of the centuries-old party, so as to provide references and lessons for China to better shape its international image in the future.

2. THE CURRENT SITUATION FACING THE CONSTRUCTION OF THE INTERNATIONAL IMAGE OF THE COMMUNIST PARTY OF CHINA IN THE NEW ERA.

The CPC stands on the cornerstone of socialism with Chinese characteristics entering a new era, and assumes heavy responsibilities. The Party has made decisive achievements in high-pressure anti-corruption and livelihood fight against poverty, demonstrating a steady and confident governing ability and showing vigorous vitality to the world. Foreign people's perception of the party has gradually become more rational and objective, and their evaluation of it has become more and more positive, pushing the international image towards a better development. However, some western politicians are still damaging the Party's international image by distorting facts and discrediting the Party, bringing about serious problems.

2.1. Favourable Environment : The Increase of Foreign People's Goodwill Towards CPC

Since 2020, under the strong leadership of the Party Central Committee, China's anti-epidemic struggle has achieved great results, triggering foreign people's positive evaluation of the CPC to increase. Developed countries have begun to change their views of the CPC, recognising its governing ability and international status. Shen Dawei, a U.S. expert on China, noted that the CPC has shown an optimistic and open-minded outlook on governance and has strengthened its governing position by adapting its policies. Developing countries have more similarities with China and are therefore more able to view the CPC objectively. According to Julio Rios, director of Spain's China Policy Observation Centre, China is committed to building a fairer and more balanced society with fuller rights in all aspects. Overseas research on the CPC has been increasing, even forming "overseas CPC studies", which has helped build a vivid and three-dimensional international image of the CPC.

2.2. Serious Challenges: Sharp Ideological Struggle in the Context of Pluralistic Values

In the contemporary social landscape, the competition between the ideologies of capitalism and socialism remains intense. Chinese socialism has shown strong vitality in the international arena, which has attracted the attention and attacks of capitalist countries. Western developed countries actively promote individualism and universal values, and use new media to create public opinion hotspots and attack China. Some Western media maliciously distort facts, accuse China of failing in the epidemic and blatantly incite anti-China sentiment. At the same time, in the name of universal values, some people are spreading anti-Marxist ideas to shake trust in the CPC. Historical nihilism is often used to deny the glorious achievements of the CPC. We must be highly alert to the damage to China's image by such organised and politically intentional acts.

In the face of the complexity of the CPC's global evaluation, we need to clarify the goals and strategies of international image building, proactively right the party's name, reverse negative public opinion, end the spread of rumours, and break the outside world's prejudice against our image. Building the international image of the CPC will help promote Sino-foreign exchanges, enhance dialogue in different contexts, and give the world a deeper understanding of the Party's history and the rise of the Chinese nation.

3. THE REALISTIC PATH OF SHAPING THE INTERNATIONAL IMAGE OF THE CHINESE COMMUNIST PARTY

Marxist political parties have been facing the challenge of negative public opinion since the beginning of their birth. Therefore, it is one of the traditions and characteristics of Marxist political parties to clarify the strategic significance of party image shaping and to actively promote the construction of party image. Marx and Engels once pointed out that "Communists should openly articulate their views, goals and intentions to the whole world in order to refute all kinds of slander". In the new era, strengthening the CPC's international image building needs to be carried out comprehensively from the main body of the party, the international environment, communication channels and other aspects.

3.1. Continuously Strengthening the Party's Self-construction

The basis of the party's image shaping lies in the effectiveness of the party's initiative and self-construction. The international community's perception of the CPC depends on the effectiveness of its governance and the results of its own construction. To build the image of the CPC as a major party in the East, it is necessary to maintain the party's advancement and purity and to lead the people forward in the journey of the new era. The overall image of the party and the individual image of party

members are united in the construction of the party's image, and it is necessary to have the courage to make a self-revolution, improve its quality, uphold the original mission, respond to the people's demands, and promote the construction of a positive image. The CPC needs to demonstrate the theoretical, historical and practical logic of its development and growth through various means, so that the international community will fundamentally recognise and appreciate its three-dimensional image.

3.2. Turning from Real Politics to the Export of Values

China's external communication lacks autonomy and independence, and is often constrained by realpolitik demands, with form prevailing over content. Communication should step out of the political circle and focus on the long-term dissemination of values. The CPC aims to serve the people and puts forward the concept of "harmonious world", which is a universal value. Foreign communication should plan the agenda, packaging the party's philosophy in various events, and displaying an image of self-confidence, tolerance, democracy and harmony.

3.3. Focus on Diplomatic Practice Communication

Carrying out diplomatic communication is an effective path to enhance the image of the Communist Party, focusing on action to speak, borrowing foreign media to spread the voice, the effect is more profound and effective. Inter-party diplomacy realises point-to-point communication between political parties, which produces point-to-point effects after media coverage, enhances mutual trust between political parties and shapes a good image. The CPC has rich experience in inter-party diplomacy, which can be utilised as a good opportunity to shape its image. Diplomatic communication is not only limited to leaders, but also to groups and individuals, to enhance understanding through learning, exchanges and charitable activities, and to convey the good image of the CPC. In addition, the Communist Party can cultivate spokespersons, such as experts, scholars, entertainment stars and business leaders, who can create a "two-tier communication" effect in their respective fields and influence people in other countries.

3.4. Improving the Communication Methods of the Media, and Comprehensively Use of a Variety of Propaganda Media

In foreign propaganda, not only should we consider the subject-object influence, but also pay attention to the strategic approach, Xi Jinping pointed out that we need to innovate foreign propaganda, and tell China's story well. In the network era, to achieve image shaping, we need to constantly innovate communication methods, grasp the initiative of public opinion, and shape the Party's international image. In terms of form, it is necessary to integrate traditional and emerging media, and use diverse communication technologies to create a three-dimensional image. In terms of media, it is necessary to combine official propaganda with civil interaction to form a broad information dissemination matrix. In terms of content, it should combine the party's historical resources and real achievements, and use new media to show the party's century-long struggle, highlight the charm of governance, and achieve long-term communication effects.

Enhancing national strength is the foundation of the Party's international image, and cooperation with other countries to solve global problems is an important element. In the face of the complex international situation, it is necessary to build up an image that dares to take responsibility and strengthen the Party's construction; to convey the true voice and advocate the community of human destiny; to avoid information silos, innovate communication methods, and expand positive public opinion channels. Through these efforts, the image of the CPC will be more appealing and promote the steady development of party building.

3.5. Making a Greater Contribution to Human Development on the Basis of the Needs of the Object

The international image of the CPC is closely related to the perception of foreign people. Despite the complexity and diversity of foreign populations, we can demonstrate the responsibility of a large Eastern party by safeguarding the interests and well-being of people around the world. General Secretary Xi Jinping pointed out that besides focusing on the well-being and development of the Chinese people, the CPC is also committed to the cause of progress for all mankind. Therefore, we should build up a world image as a major party in the East, while handling relations with Western powers, emphasising the inclusiveness of China's excellent traditional culture, and seeking cultural resonance in the common pursuit of a better peace. In dealing with developing countries, it is important to highlight co-operation, strengthen the exchange of experience and establish friendly relations. When dealing with neighbouring countries with historical problems, it is necessary to take the initiative to occupy the moral high ground and reduce deliberate public opinion speculation. In addition, we can strengthen dialogue, cooperation and exchanges with other political parties by hosting international conferences and other means to demonstrate the CPC's pursuit of common development for mankind.

4. CONCLUSION

As China's relationship with the world grows closer, the CPC's international image-building has become crucial. Under the leadership of the Party, the Chinese people are united in their endeavours, and China's influence in the international arena has been increasing. However, it also faces questioning and smearing, so it needs to better showcase the Party's voice, wisdom and programmes, and present the international image of the CPC in the new era in an objective, comprehensive and three-dimensional way. We should make full use of the platform of political party diplomacy, respect cultural differences, enhance the right of foreign-related discourse, improve the propaganda mechanism, strengthen academic research support, and attach importance to the propaganda and education of the Party's image. This will help boost China's cultural confidence and the international discourse power of political parties, counter inaccurate statements and build a sound international image-building mechanism.

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