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Ecological political strategic communication of China

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Аспирант

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Over the past two decades, China has actively responded to the environmental challenge, involved sustainable development into national policy and strategy. Since 2012, when "Ecological civilization" was listed as one of the five goals in the country's overall development plan, "Green" has been new modes of development and mainstream of lifestyle in daily life. Key tenets of eco civilization are served as basic principles, tasks or goals involved in the energy policy. Furthermore, in an instruction in December last year, Xi called for the development of eco civilization through the rule of law, with backbone regulations to be established as soon as possible.[3] The world is witnessing in-depth development of economic globalization and regional economic integration, China will foster opening-up, promote the investment-oriented path of opening-up. In this situation, it is important that ecological SC will promote identity, participation, coordination and collaboration among countries or organizations. The "Belt and Road" Initiative was raised when the global economy and geopolitical situation were undergoing profound changes.[2] In this article, we based on this initiative, research about definition of eco SC and its goal setting and channel choice in China.

Strategic communication (SC) is an emerging paradigm, which is addressed as a converging concept and is related to many disciplines. However, the strategies of various communications disciplines are similar and they always share common purposes. Many experts tried to examine the nature of SC, they defined this concept in different ways, which are determined by the professional areas of organizations. In this article, we according to K. Hallahan from Colorado state university, define SC as the purposeful use of communication by an organization to fulfill its mission.[1] Based on the definition of SC, we define ecological SC as the purposeful use of communication relating to ecological issues by an organization to fulfill its mission.

Hallahan identified six specialties commonly found within organizations, and in this article, according to the development and implement of eco SC in China, we focus on the political communication. On a national level, we discuss about ecological SC in China, which is practiced in the political communication of the "Belt and Road" Initiative. Goal setting is one of the underlying concepts behind SC. In China, the purposes of eco SC are various, however, according to goal setting, eco SC can be basically divided into two kinds: SC of pure environmental policy and SC of other policy relating to environmental issues. Nowadays, with the enlargement of international cooperation and the increasing importance of green development, Chinese companies pay more attention to eco SC in order to promote understanding of Chinese environmental policy. It should be part of staff training of both Chinese and foreign companies, which will strengthen strategic dialogue. There is other important purpose of specialty "political communication" addressed by Hallahan: "To build political consensus or consent on important issues involving the exercise of political power and the allocation of resources in society. On the international

level, this includes communications in support of public diplomacy and military stabilization”.[1] The best example is practiced in the SC in support of the “Belt and Road” Initiative. Green “Belt and Road” is inseparable from desert management and ecological restoration. Over 60 countries and regions along the "Belt and Road", over a billion people are affected by desertification, these local ecosystems are fragile. Thirty years ago in China, there was desertification in the Kubuqi Desert, the experience of Kubuqi Desert management could be shared among countries and regions along the "Belt and Road" in this platform even in Eco Big Data platform. [4]

Channel choice is also underlying concept. In China, channels of eco political SC are various, such like culture platform, nongovernmental, not-for-profit, and governmental agencies, as well as corporate etc. Two examples as follow: 1.China Low Carbon Alliance (CLCA), a nongovernmental organization which is set up with the support of the NDRC and dedicated to integrating resources, establishing cooperative platforms. CLCA assists the government, enterprises and organizations in addressing climate change by providing communication channels and cooperative platforms and promoting low-carbon concepts among the general public. Alliance has official website and online platform on Wechat. In the international platform, alliance was invited in the COP23 to show its achievement.[5] 2.“Belt and Road” Green Development International Alliance. On May 14. 2017., it was proposed by Chinese president Xi on the opening ceremony of the "Belt and Road" International Cooperation Summit. Now the Ministry of Environmental Protection of PRC is working on setting up alliance and establishing Eco Big Data platform. Goals of alliance include setting up an international platform to share the ideas, policies and practices of green development in all countries so as to jointly raising the level of regional green development; carrying out discussions and dialogues at the international and regional levels. [6]

In conclusion, eco SC is the purposeful use of communication relating to ecological issues by an organization to fulfill its mission. In Chinese context, there are two kinds of goal setting -communication of pure environmental policy and communication of policy relating to environmental issues. Alliances as a kind of platform tend to be the channel of eco political SC.

Источники и литература

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