Vol.7 Iss.2 2026 Communication & Education Review
https://doi.org/10.37420/j.cer.2026.019

# Research on the New International Communication Order and China's Role in the Context of the Rise of the "Global South"

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**Abstract:**
*The international situation is changing rapidly, and the traditional "center-periphery" pattern is being gradually broken, developing countries are rising, and the ranks of "Global South" countries are expanding to reshape the new international communication order in multiple fields. With China's growing international influence, Western hegemonic countries have felt an unprecedented crisis, and as a result, a series of acts that damage China's national image have emerged, especially on overseas international platforms dominated by the United States (Facebook, Twitter, etc.). In the era of algorithms, big data and cloud computing have gradually become important driving forces and competitive forces in international communication. However, algorithms are a double-edged sword. On the one hand,They guide positive emotions and steer the public opinion landscape. On the other hand, they endanger national data security and monopolize the international communication order. This article attempts to analyze how China is building its national image amid multiple risks and opportunities in the face of the ever-changing international communication landscape. What is the specific logic behind it? At the same time, what restraints have international social media platforms imposed on China in the process?*

**Keywords:**
*Global South, algorithmic logic, database, information verification mechanism, public opinion landscape*

## 1 Introduction

Since the 1950s, the international situation has undergone profound changes, and the convening of the Bandung Conference in 1955 was a crucial turning point for Asian and African countries to transform their historical roles; as of April 2025, the Global South has been expanding, influencing the reshaping of the new international order in various fields. In recent years, overseas social media platforms have become an important field for international communication. International social media platforms, as the infrastructure and public opinion platform for global information dissemination at present, form their underlying algorithmic logic through data classification, tagging and restructuring, interactive ranking and circle recommendation. Algorithms, as the new gatekeepers and arbiters of the international information flow, have gradually evolved into a new form of power that intervenes in the international communication of the national image.

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Now we are entering the algorithmic era, with big data and cloud computing expanding and deepening the application scenarios of artificial intelligence algorithms. In the field of international communication, through algorithmic media platforms such as Tiktok, Twitter and Facebook, one can see the diverse angles and numerous scenes of China's national image. However, due to the intervention of platform algorithms, on the one hand, there are positive effects such as consolidating mainstream ideology, leading positive emotional orientation, controlling the international public opinion landscape, and accurately grasping audience preferences; on the other hand, there are also negative effects such as algorithmic bias, fabricating and manipulating unfavorable public opinion, endangering national data security, and monopolizing the international communication order. Under such circumstances, what impact do the algorithms of international social media platforms have on the current global information flow, what impact do the logic of platform algorithms have on the construction of China's national image, what value bias will they have on China-related public opinion, and how to leverage China's mainstream values to guide the algorithms of Western media platforms and enhance China's ability to guide international public opinion in the era of intelligent media have become new research topics.

## 2 Review of the Literature

### *2.1 Studies on the new international order*

#### *2.1.1 New forms of colonization in the digital Age*

In the digital age, new forms of colonization have emerged, namely hegemonic form characterized by "algorithmic colonialism", which is disrupting the traditional international communication order and also brought opportunities and challenges to the traditional "peripheral states". Algorithmic colonialism uses language as a medium to construct a new colonial hegemonic system through a series of manipulations such as data monopoly and rule-making.

As China's international influence continues to rise, domestic scholars are paying more attention to how China will respond to the new order of international communication. Under the global linguistic hegemony, Zhu Xiaojun and Wang Xueqin conducted a comparative study of the current linguistic turn of digital imperialism, and empirically confirm that it presents different real landscapes in multiple dimensions. For example, in the linguistic construction of technological power, the so-called "value neutrality" merely masks the actual inequality, placing the Latin alphabet in the core area of the system and pushing out non-Latin letters such as Chinese characters from the core area, resulting in a recognition accuracy of up to 98% for English but more than a rate of 30% misunderstanding for Chinese; At the same time, it presents the reality of data and algorithms seeking hegemony together. The corpus, as the soil where current data technology takes root, has become a new colonial battlefield. Multinational technology companies utilize algorithms to control databases to "homogenize" the people, leaving non-English-speaking countries in a predicament of "no data available-backward technology-lost market". Finally, in terms of emotional colonization, digital imperialism leverages mainstream social media platforms to carry out a shift from symbolic coding to emotional colonization, manipulates through hashtags, sets democracy against color revolution, limits the flow of "whole-process people's democracy", and prioritizes Western knowledge systems.

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### *2.1.2 Ideas of communication in the new international order*

International communication ideas are facing a paradigm shift amid the profound transformation of the international order and the rapid rise of the Global South. The existing ideas have a certain promoting effect, but due to the increasing competition among countries, they also show certain historical limitations. In the dissemination of ideas, Liu Xinlu and Liu Jing, in Paradigm Evolution and Meta-Issue Construction, reconstruct meta-issues by extending from academic discussions to political issues, and recognize that the paradigm shift of ideas is based on the core of in-depth involvement of the subject and theoretical transformation.

## *2.2 A review of studies on international communication in china*

At present, scholars focus on the reconstruction of the agency of narrative subjects in international communication, advocating a logical chain of “empathy-consensus-symbiosis” to promote the leap of discourse systems from interpretive to constructive; Empirical research also places greater emphasis on cross-cultural acceptance measurement and the influence of platform algorithm mechanisms, highlighting the deep integration of technology empowerment and humanistic values.

### *2.2.1 Algorithmic power affects China’s external communication*

In the current context where global concerns are increasingly differentiated and complex, and international communication carriers and production content are constantly changing, China is actively transforming its external communication paradigm, conducting precise communication targeting specific objects, regions, and categories, and converting algorithmic power into a driving force for external communication. The first step in international communication is to change the communication concept. Algorithmic power is always in line with “technology for good”, as scholars He Shiqing and Xu Yingda proposed in The Evolution of Data Productivity for Good that algorithmic power under digital empowerment pursues private interests, with technology supremacy at its core, and is prone to form a new type of power centered on digital technology and data information, without legal regulation and technological control. It will seriously threaten digital justice and trigger deeper social problems. Therefore, it is necessary to change the concept and seek "resilient value"; Use algorithmic techniques for precise dissemination along the nudge path to meet the needs of audiences in different regions and countries. In Research on Personalized Customization and Precise Push Strategies of Xinhua Live Platform, scholar Wang Xia proposed that Xinhua Live, in combination with the distribution mechanism of political news and multilingual push strategies, significantly enhances the communication effect.

### *2.2.2 Challenges and threats to China’s external communication*

Since the Belt and Road Initiative was proposed, the US media have attempted to China. Scholars have seen China's image process from both macro and micro perspectives. Initially, US media reports presented a positive and neutral image of China, including an economic power, an infrastructure builder, a practitioner of multilateral cooperation, and a strategic layout for international relations, but there was an implicit sense of skepticism and vigilance towards China. However, as China’s international influence has grown, Western reports on China have presented an excessive negative image construction, especially after the Sino-US trade war, which has severely tarnished China’s image. In A Corpus Diachronal Analysis of China's Image in U.S.

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Media Coverage of the Belt and Road Initiative, scholar Niu Guiling believes that media discourse can express and record international public opinion, and its attitudes, views and emotions can also become part of public opinion. However, the international public opinion pattern dominated by Western media is not friendly to China's positioning and often has hostile overtones; For this reason, it is necessary to build media platforms with international influence to make China more competitive and have a say in the international public opinion landscape.

### *2.3 Questions raised*

This article attempts to address the question of how international social platforms construct China's national image through algorithms in the context of platform-based empowerment:

Q1:What is the underlying logic of the algorithm?

Q2:What positive impetus will algorithmic power bring to China's national image?

Q3:What are the value biases and restraints of international social media platform algorithms on current international China-related public opinion?

## 3 Research Methods

This paper uses content analysis and in-depth interviews as research methods in an attempt to address the above issues.

### *3.1 Content analysis*

#### *3.1.1 Hypothesis building*

Based on the above questions, the corresponding assumptions is proposed. As China's international influence continues to rise, the image of China constructed by international social platforms is showing an increasingly subjective tendency.

To substantiate this hypothesis, this study uses content analysis to sample the population and create questionnaires.

#### *3.1.2 Sampling methods*

This hypothesis corresponds to an international media platform.

First, representative sampling is conducted on such media, selecting the U.S. social media platform Twitter. The reason for this selection is its broad international influence and because it uses the United States as a context to impact the new international communication order and deeply penetrate it. Therefore, it is highly representative.

Using random sampling, we selected 1 200 high-frequency posts related to "China" from October 1, 2023 to January 31, 2024. These posts covered China-related issues such as the Israeli-Palestinian conflict, the Belt and Road Initiative, and the Global South, and spanned four thematic areas: politics, economy, technology,

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and culture. Three trained coders conducted double blind reviews based on the Uniform Coding Manual to ensure that the reliability coefficient Cohen's Kappa was ≥ 0.85. In order to better reflect the overall situation, this study used the construction period method, selecting the period from October 1, 2023 to January 31, 2024 as the population and forming a construction week with an 8-day period to ensure the balance of the sampling distribution for the construction week sampling.

### *3.1.3 Encoding table*

In this study, the time dimension of the variable is reduced to pre-Southern Rise and post-Southern Rise. Reducing the variable of posts to have a strong political flavor (including topics related to national politics), a certain political flavor (related to national politics but mixed with personal emotions), and no national politics (based only on personal emotions) can also be reduced to positive posts, neutral posts, and negative posts.

*Table 1 Coding of Twitter Posts on China Before and after the Rise of The Southern Nations*

| Post types | Emotional tendencies | Before the Global South's rise | The Rise of the Global South |
|---|---|---|---|
| Strong political overtones | Positive | 271 | 311 |
| | Proportion | 61% | 4% |
| | Neutral | 124 | 415 |
| | Proportion | 30% | 6% |
| | Negative | 49 | 6534 |
| | Proportion | 9% | 90% |
| | Total | 444 | 7260 |
| | Total share | 37% | 60% |
| Certain political overtones | Positive | 138 | 330 |
| | Proportion | 50% | 13% |
| | Neutral | 82 | 653 |
| | Proportion | 30% | 26% |
| | Negative | 56 | 2526 |
| | Proportion | 20% | 61% |
| | Total | 276 | 3509 |
| | Total share | 23% | 29% |
| Unrelated to national politics | Positive | 300 | 718 |
| | Proportion | 62.5% | 54% |
| | Neutral | 110 | 321 |
| | Total | 23% | 24% |
| | Negative | 70 | 292 |
| | Proportion | 14.5% | 22% |
| | Total | 480 | 1331 |
| | Total share | 40% | 11% |

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## *3.2 In-depth interview method*

### *3.2.1 Outline of the interview*

The interview questions are mainly divided into three parts.

**Part one:It mainly involves basic information about the interviewee**

1. How old are you? Gender, education, occupation

2. How long have you been following such topics?

3. Why do you pay attention to related events?

4. Does paying attention to such events have an impact on your thoughts?

**Part two:Reduce the research questions to interview questions, including their views on such events, specific strategies and corresponding approaches, etc.**

1. After paying attention to such events, would you post related remarks on public Internet platforms?

2.Why do you post your opinions on public Internet platforms? What else do you do besides paying attention to events related to China?

3.Do you think you mix in your personal emotions when Posting related posts? Are your opinions objective facts?

**Part three:Preparation mainly involves questions that might dig deeper.**

1.Excluding some national political factors, can the international initiatives of China and even the Global South be objectively evaluated?

2.Would you view other countries from a neutral and comprehensive perspective for the sake of your own country?

During interviews and research, researchers strive to avoid the four ethical issues and deviant behaviors emphasized by the scholar culture Alan Brightman: (1)causing harm to the research participants; (2)Not using consent documents or materials from informed parties; (3)Invasion of the privacy of research participants; (4) Deceiving research participants. And if the respondents have any questions they are unwilling to answer or are dissatisfied with during the interview, they can remain silent or choose to quit halfway. Interview materials that respondents did not wish to disclose were not included or cited in this study.

### *3.1.2 Selection of interviewees*

In this study, 20 authors of popular tweets will be selected as interviewees. These authors should have different representativeness, such as covering different nationalities, different positions, different environments, etc.

Sampling method: Purposive sampling was used to select appropriate subjects, followed by intensity sam-

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pling, with the aim of screening out individuals with high information density and intensity for the study.

Notes: The time and location of the interviews are flexible and not fixed. The interview locations are mainly online, and in-depth interviews are mainly conducted using social tools such as Twitter. With the interviewee's consent, the entire interview will be recorded with a voice recorder. At the same time, in order to ensure the authenticity of the information, researchers need to establish a good research relationship with the respondents. Finally, after converting the voice recorder to text, integrate, categorize and analyze the original data.

# 4 The algorithmic logic of current international social media platforms

## *4.1 Database support: data collection and categorization*

With the continuous development of information technology, data has gradually become an important factor in international competition, especially in the current era of the continuous rise of artificial intelligence. As the fundamental support of algorithms, data is becoming an important force driving the continuous progress of various industries. Databases not only provide the function of storing and managing data, but also support efficient data access and processing to meet the requirements of AI algorithms for data volume and speed. In the age of digital intelligence, building databases helps to form “systematic collection, dynamic organization, interactive service”, especially with the continuous emergence of massive data and the need to build international communication capabilities, which requires the media industry to accelerate data collection and use algorithms for the operation of international social media platforms.

In the era of big data, by using big data to build a database, we can integrate and summarize a large amount of data, and further maximize the potential value of the data. Build new reporting methods based on databases. For example, mainstream media such as Xinhua News Agency and People’s Daily use databases to integrate users' habits for more precise push, and also discover valuable news behind the data.

## *4.2 Tagging configuration: fun affinity restructure*

In contrast to the traditional Chinese sense of messaging and classification based on blood ties, the inherent logic of algorithms breaks the traditional design. People set aside blood ties, geographical ties or professional ties and reunite more based on their own interests and hobbies, and form certain social organizations or even power structures based on these.

In international communication, especially on international social platforms, the tagging configuration of databases is no longer just a technical issue, but rather a targeted push of the same set of content through different channels, forms, and groups based on data. For example, on Twitter, for some users in the United States, the algorithm specifically pushes remarks that are unfavorable to the “Global South” countries, further tagging the users and further consolidating the group's ideological perception.

## *4.3 Human-machine interaction: precise feedback from users*

User feedback in human-machine interaction essentially turns the black box problem of "machines not understanding human language" into a database project that can be explained by data. Label and configure the

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information in the database so that the machine is no longer just a machine but serves people. For example, in traditional design feedback, when a user complains “stuck”, the machine has difficulty understanding and can only reply that it has been recorded and is waiting to be processed. Now, however, through human-computer interaction, when users respond, tagging is configured to break it down into "play failure" as intent, “5G” as environment, “repeat click” as behavior, and “late at night” as scene. Simple complaints are more complex and precise, and the machine can handle them through systematization instead of simply collecting the problem. Human- machine interaction brings about a new closed loop. The old closed loop endpoint was “replied”, while the new closed loop endpoint emphasizes "handled".

### *4.4 Stratified recommendations: enhancing user stickiness*

Unlike traditional individual collaborative filtering based on user portraits or distribution of attention streams based on social graphs, circle recommendation is based on “interest groups” as the basic unit. By identifying, clustering and feeding back the collective preferences of specific groups, it matches users with content and further promotes deep binding between users and the platform, making users feel that “this platform has my own world”.

The first step of circle recommendation is to enhance the user’s emotional identity, from simple consumption to identity. By consistently delivering content aligned with users’ interests, the platform creates a sense of being understood, reinforcing users’ virtual identity. Despite the inevitable information cocoon, this mechanism fosters strong user attachment.However, from the user's perspective, the information cocoon precisely provides a sense of security. The user feels that they are already in their comfort zone and are less willing to leave, enhancing user stickiness; next is structural stickiness. The personal information that users accumulate over time within the platform, such as likes, comments, online friends, etc., is hard to let go of easily, so this represents user stickiness. Emotional stickiness and structural stickiness enhance the user stickiness brought by circle recommendations.

## 5 Algorithmic Constraints on China’s National Image Construction

### *5.1 Solidifying anti-china stereotypes and generating political bias and discrimination*

The algorithmic power of international social media platforms and large language models is reinforcing anti-China stereotypes. Encoding inheritance with historical bias in databases, cognitive biases in human-computer interaction, and power inequality in international communication are all factors that solidify anti-China stereotypes.

As AI technology continues to be embedded in the global information infrastructure, algorithms have evolved from mere technical tools to power weapons with social construction functions. In recent years, negative stereotypes about China on international social media platforms have shown systematic, repetitive and resilient characteristics.First, because social platforms rely on algorithms that “learn from data,” historical biases embedded in the data—96% of which originates overseas—are reproduced under the guise of technological neutrality.Second, cognitive bias in human-computer interaction reinforces algorithmic stereotyping: users tend to trust and share algorithm-generated content that aligns with their preexisting views, while ignor-

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ing or doubting content that does not. Finally, there is the inherent inequality. Developed countries and developing countries have never been able to truly achieve fairness. Algorithmic technology is mostly controlled by Western countries, both now and before. Although China has achieved some say in the international arena, the West has always held an advantageous position in algorithmic technology, which leads to the situation on overseas social platforms, posts that are beneficial to China's national image have always been blocked or even deleted.

### *5.2 Falsifying and manipulating unfavorable public opinion to monopolize the new international discourse order*

Led by the United States, Western countries have leveraged their media networks, algorithmic hegemony, and implicit control over social platforms to construct a narrative system that produces, filters, and disseminates content aligned with their strategic interests.

International discourse power is a core dimension of state power in the era of globalization. As digital technology is deeply embedded in the entire chain of information dissemination, the power structure of the international public opinion landscape is undergoing profound changes. The U.S. international media and its affiliated institutions have long served as the "main force" for the U.S. government to spread rumors. These institutions, ostensibly waving the banner of liberal democracy, are actually spreading the ideology of hegemonism for the United States. Even former employees of Liberty Radio have revealed that most of their materials are provided by the State Department, and the usual tactics include but are not limited to fabricating, distorting and making up.

The most significant issue is that the United States uses its algorithmic technology to fabricate and manipulate false public opinions about China, while Western countries utilize algorithmic technology to collect and integrate user profiles, screen and push content that aligns with users' values and perceptions. This algorithmic cage categorizes users and creates a mirror-like perception for them. Take the BBC for example. When telling stories about China, it always deliberately adds a skewed filter to visually guide users and depict the negative image of China, further monopolizing the construction of China's external image.

### *5.3 Stratified recommendations weave the international information cocoon, polarizing the public opinion environment*

Circle recommendations embed users into algorithm-identified Quyuan communities through the distribution of similar content. Driven by group identity and emotional polarization, intra-circle consensus is repeatedly reinforced, making it difficult for heterogeneous information to penetrate. In international communication, this mechanism combines with cultural bias and algorithmic hegemony to form an information cocoon with national boundaries.

The information cocoon, proposed by Sunstein, refers to the situation where an audience focuses only on the information they are interested in or the areas that make them feel happy, and over time confines themselves in a cocoon-like cognitive space. In the era of algorithmic recommendations, this phenomenon has expanded to the international sphere. International social media platforms are mainly controlled by American tech giants, and their algorithms are inevitably implanted in the Western cognitive framework of China, mak-

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ing “anti-China political correctness” the dominant value of the leading international social media platforms. As a result, information related to China is amplified and spread by the algorithms, polarizing the public opinion environment.

## 6 Conclusions and Discussions-Strategies to Counter Algorithmic Value Bias on International Social media Platforms

We conducted in-depth interviews to explore how the rise of the Global South affects the new international communication order and how international social platforms shape China’s image. Our findings offer partial answers to these questions. In the process, we found that other dimensions such as the high degree of identity of the poster with the country and the height of their own rational thinking have a subtle influence on the individual's speech on social media platforms. During my online interviews with representative tweets on Twitter, their responses verified my idea:

“We cannot deny that the Southern countries are rising rapidly, while China is constantly putting forward some constructive initiatives, but that seriously threatens our country’s position in the global world, and I have to guess with the greatest malice whether China wants to replace us by courting other countries?”

“I think the United States is undeniably an advanced capitalist country, but it is very arbitrary and conceited in some political and economic aspects. It should learn from China and other Southern countries. After all, facts show that the Belt and Road Initiative has greatly promoted the development and progress of neighboring countries.”

“Rather than objectively and rationally commenting on the new order of international communication or making a separate assessment of the countries of the Global South, I may have mixed in more of my personal emotions. After all, it is difficult for anyone to objectively criticize the shortcomings of their own country.”

### *6.1 Actively participate in the formulation of algorithmic governance rules for international social media platforms and use algorithms for image building*

In the current environment, with the continuous development of Internet technology, many international social platforms rely on new technological forces such as algorithms and big data to build the national image. How are algorithms constructed? Algorithms are gradually becoming an important channel for influencing human cognition. Although algorithms always claim to be “value- neutral,” in fact, they deeply involve the two-way interaction between the technical architecture and social power. Algorithms rely on vast databases, yet the vast majority of information in current databases contains Western ideology, with very few Chinese corpora. This not only leads to the generation of text with Western consciousness, but also subtly influences the cognition of the audience, thereby affecting the international discourse power pattern. Multinational companies such as Disney have used film and television resources to inject Western ideology and spread it widely, causing many teenagers to develop “Western fetishism”, “money worship”, “hedonism” and other trends of thought; In the new international communication order, algorithmic technology is mainly controlled by Western countries, which leads to duality in reporting on the social, political, economic environment and international situation, showing a certain tendency. For example, on international social media platforms such

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as Twitter, posts related to China are restricted or even blocked in an attempt to block China's normal international dissemination.

Traditional dissemination involves multiple responsible parties, but in the Internet age, algorithms rely on large language models that involve non-human actors other than human subjects. Big data, for example, is influenced by Western corpora. When generating topics related to the Belt and Road Initiative and China-ASEAN, the data mainly refers to international social platforms such as the mainstream Western media (CNN, BBC), and the framework of the development of international issues, making it difficult for developing countries to gain international discourse power and constantly generating false statements such as the "China threat theory", It has greatly undermined China's international image building. As a result, in the algorithmic age, China actively participates in the formulation of algorithmic governance rules for international social platforms, using new technologies to reshape its national image and gain international discourse power.

Xunzi once said: "Law is the beginning of governance." The first step in our country is to strengthen the supervision and regulation of foreign large language models through laws and regulations. Although developers always claim that the algorithm is neutral, studies of international social platforms reveal that it is dualistic and carries the historical and cultural context in which the developers are located; So even if we can't neutralize the source of information, we can regulate and review its use through laws and regulations.

In addition, efforts have been made to strengthen the model of building the national image. China should project its national image through the lenses of civility, Eastern values, responsibility, and socialism. In terms of politics and economy, we will continue to deepen political reform and strengthen social and economic development; In terms of the ecological environment, the "Five Development concepts of innovation, coordination, green development, openness and shared benefits" and "sustainable development" demonstrate China's green and sustainable development concepts. Meanwhile, the proposal of "a community with a shared future for mankind" further demonstrates China's image as a major country that is peaceful, friendly, cooperative and win-win, and comprehensively refutes the "China threat theory".

### *6.2 Promote the overseas expansion of China's international communication platforms and international services*

In recent years, digital platforms have rapidly emerged as powerful new actors in international communication. Because of its different underlying logic, it operates differently from traditional platforms in terms of screening, verification and dissemination. To enhance the quality and efficiency of international communication, it is imperative to re-examine and deeply explore the communication characteristics and practical approaches of these digital platforms, and to explore how to enhance the quality and efficiency of international communication through international platforms.

Flexibly apply algorithms to accelerate overseas expansion. Digital platforms themselves are supported by a large amount of data, and algorithms can be utilized to enhance the effectiveness of communication. On the one hand, algorithms act as tools to summarize users' usage data, preferences, etc., generate user profiles, and drive digital platforms to enable precise content targeting. On the other hand, it also marks, traces the user usage data, and controls the process of collecting and summarizing. The overseas expansion of Chinese digital platforms has broken the platform monopoly pattern dominated by Western countries. With further develop-

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ment, Chinese digital platforms have shown multi-dimensional overseas expansion, presenting an advanced development from content export to "virtual-real integration", from content export to integrated virtual-physical presence, from technology transfer to business model export, and from solo ventures to collaborative internationalization.

In the future, as a new driving force for international communication, digital platforms should integrate Chinese elements and Chinese values to shape China's image as a major country. First and foremost, we need to enhance the availability of technology. Compared with Western countries, the development of AI technology in our country is not perfect, and there is a mismatch between technology and planning. Therefore, our country first needs to enhance technological upgrading and innovation, improve the intelligence level of AI technology, and promote more people to use our platform through more concise and clear steps as much as possible; Second, product availability must account for cultural and regional differences. Simply replicating domestic strategies abroad will result in user attrition. Therefore, improving product availability, developing different products according to different national populations, meeting user needs, can continuously expand its own influence.

### *6.3 Introduce fact-checking mechanisms to avoid the manipulation of public opinion*

In the wave of deep digitalization of the Internet, society is trapped in an unprecedented narrative dilemma. The revolutionary development of big data, algorithms and artificial intelligence has driven the information load in the online media ecosystem to grow exponentially. Data overload leads to sensory overload, false information constantly erodes users' cognition, constantly undermines the credibility of the media, and affects the construction of external image. Therefore, it is necessary to implement fact-checking mechanisms to avoid public opinion manipulation.

The construction of a country's image cannot do without news media. However, at this time, news media are facing dual challenges. On the one hand, with the development of AIGC, emerging technologies are reshaping the production process of news, greatly promoting the efficiency of news gathering, editing and broadcasting. On the other hand, the profitability of the news media requires it to seek certain economic gains, thus giving rise to a series of behaviors that go against journalistic professionalism, such as "attracting attention" and "clickbait". In this context, in the "post-truth era" , fact-checking has undergone a structural transformation. At the same time, research shows that in international communication, fact-checking can reduce the audience's misunderstanding of information, ensure that the public is aware of the core facts of events, and improve the accuracy of information; It can help eliminate conspiracy theories and rumors and act as a supervisor for politicians, journalists and other public figures; Not only can it reduce the likelihood of politicians making false statements, but it can also reduce users' propensity to share false information on social media.

The subjectivity and bias in fact-checking in international communication cannot be ignored. Western countries often exhibit Orientalism—a mode of thought and discourse that shapes their portrayal of China. Western media reports on China are biased, and their Orientalist discourse is concentrated on a series of issues such as politics, economy and diplomacy. For instance, in politics, many studies have analyzed the " Yellow Peril" in the US media and the US media's exaggeration of the "China threat" from an orientalist perspective,

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suggesting that China's political and economic success poses a threat to democracy worldwide; Economically, studies have examined how Western media frame China as engaging in unfair competition, with the U.S.-China trade war serving as a manifestation of this bias. In diplomacy, scholars argue that Western media have depicted China as a rule- breaker when reporting on the South China Sea issue, and even made unauthorized visits by politicians to Taiwan in 2022, seriously undermining China's sovereignty; During the pandemic, some scholars have noted that some countries have split the East and the West and labeled the novel corona virus as the "Chinese virus". The existence of these biases is precisely ironic to the journalism professionalism they advocate.

Fact-checking focuses on verifying and analyzing objectivity and sources from a content perspective. Objectivity mainly examines the facts themselves, the relationships between the facts, and further distinguishes whether the facts themselves have political bias, whether they merely state the facts, and whether there are opinions; Source verification, on the basis of objectivity, examines the evidence provided in the facts. In the Xinjiang Cotton incident, in response to the smear campaigns against China by the United States, Xinhua correspondents conducted on-site investigations and, through real video records, strongly counterattacked the false reports by the United States.

In the midst of the amid unprecedented global transformations, China's rapid rise has become a "serious threat" to Western countries. However, the rise is unstoppable. China must constantly enhance its own strength, align its communication capacity with its global standing, and shape an excellent image of a major country.

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