

The influence of cultural differences on international news communication

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Abstract. In the long process of social development, culture is a kind of spiritual treasure house of the nation, it is a spiritual connection connecting different nations and regions. However, due to the different language background, in the different cultural background, it is easy to produce cultural differences, resulting in unpredictable consequences. In today's increasingly complex world situation, it is necessary to focus on different national cultures in the news report for deeper discussion. In view of this, this paper makes a comprehensive analysis of the cultural differences in international news communication for reference.

Keywords: cultural difference; international news; spread; impact.

1. Introduction

Culture is the comprehensive reflection of social morality, law and knowledge, as well as the skills and corresponding habits that people possess in social customs and beliefs. Only when different cultures communicate with each other can they have their survival value. The rise of international news communication reflects an important aspect of the development of human society. With the development of social economy and society, international news communication has become an effective means of communication. In the international news communication, cultural differences are its outstanding characteristics. Relevant staff should be able to select news suitable for their national consciousness according to their own national conditions, and make their national image be effectively displayed through cross-cultural communication.

2. Main contents of international news communication

International news exchange includes three levels: One is to introduce the important results abroad, improve the visibility and image of our country; Second, the social development of our country to present abroad; The third is to let the local people learn about the development status, customs, culture and social development of different countries through the media, from which they can draw relevant knowledge and experience and learn about foreign cultures so as to promote social development.

(1) Different cultures lead to different forms of news transmission

With the continuous improvement and development of the society's productivity, and on this basis, the news communication system of our country has got further development. In this era, Chinese journalism is constantly adapting to the changes of the market economy, adhering to the policy of "Party newspaper", and constantly enhancing its own communication power in the process of development. Especially in

China, news reports emphasize more on language expression. Therefore, readers must

Have certain cultural literacy to better understand the content of news. This kind of cultural consciousness makes the message conveyed more obscure, which has a great relationship with our traditional culture. Western media, on the other hand, tend to adopt straightforward expression techniques, pay attention to the accuracy of language, and convey clear messages with intuitive language under its own internal cultural implication.

(2) Different cultures lead to different thinking of news communication

Due to the particularity of different cultures, it is inevitable that there will be some differences in the process of information and culture integration, which will lead to significant differences in the understanding of things in different countries. Under the influence of various cultures, people's way of thinking is also very different, and this mode of thinking has a different impact on news

communication, so that it has different connotations and information. In the expression and choice of news events, there are different judgments on the value of news. At the same time, because of the different cultural environment, the news media will have different responses and influences on the dissemination of news.

In news reports, the most direct reflection is that different news media have different views on the same thing. This characteristic determines that the continuous dissemination of news media will be affected by the current social environment, especially in the international news. Different countries pay different attention to the interests in the development process, so they pay different attention to news reports. Cultural differences lead to the difference in people's thinking patterns, which reflects the difference in the public's acceptance level of news. Influenced by Confucianism for a long time, Chinese society attaches a high degree of importance to social values and family, while the traditional concepts of Western countries pay more attention to social values such as democracy. This difference in thinking mode leads us to have different views when facing news and information. Due to different cultural backgrounds, people's understanding of news reports has certain deviation.

3. Comparison between world mainstream media and domestic media

(1) Comparison of Chinese and Western news communication and reporting concepts

From the perspective of communication, news is a two-way information transmission to readers through the selection, processing and re-creation of media as the medium. The differences between Chinese and western understandings of news reports are mainly reflected in their different understandings of news reports, that is, they form a kind of habitual thinking to guide behavior in daily life. Although both Chinese and Western cultures deal with the news based on facts, the two countries have very different views on this issue.

Journalists will never forget that the life of news is the truth, and neither Chinese nor Western culture can shake this fact. No culture can contradict it. However, there are still great differences between China and the West in the way of reporting news events, which is related to the traditions of Chinese and Western culture and people's way of thinking. For most Chinese people, they are better at grasping the overall characteristics of things and are more willing to observe things from a macro perspective. Therefore, Chinese news reports pay more attention to the overall situation behind the events rather than specific events. In terms of the goal of news report, Chinese news communication pays more attention to "the truth hidden behind

"The news facts", while Chinese news lays more stress on "facts", while Western media

Pay more attention to the news facts and attach importance to the objective of news events.

(2) Comparison of Chinese and Western news communication writing concepts

The writing process of news report is actually a writer's ideological activity, and writing is closely related to the social and cultural environment, and personal cognition and way of thinking are also affected to some extent. Chinese culture attaches great importance to people, morals, art, human relations and unity; Western civilization, on the other hand, lays emphasis on material, science, belief, individual freedom, and different Embodiments. In the aspect of news writing, Chinese journalists pay more attention to dig out the psychology, emotion and thought of the characters, and express and depict the characters by expressing the psychology, emotion and thought of the characters. The purpose may be to express the meaning of the characters, it may be for some special groups, or it may refer to the common psychology of the Chinese people. However, in the process of writing, western journalists tend to pay attention to the characters' language, clothing, actions, and so on, and tend to show the characters' personalities incisively and vividly.

Chinese character news reports can be said to have strong epochal characteristics, because they always use a way with the spirit of The Times to carry out the beginning and end of character reports. In addition, according to the inner spiritual outlook of the characters, from all aspects of the role of comparative literary depiction. Mu Qing, a famous Chinese journalist, once said, "It is interlinked with the thoughts and emotions of the hero.

In the West, people often start from the character characteristics of the characters, such reporting methods often highlight the character characteristics of the news figures, often describe the action, conflict and other details to win. Malligan said, "Be dramatic! Be dramatic! The Associated Press reporter Relmai Morin also once said, "You need to collect details like facial expression, tone of voice, posture." It is precisely because of this kind of ideological domination that many western media tend to ignore the subjectivity of interviewees in interviews, thus causing the audience to have a kind of indifference to the narrative object. These problems can be seen in famous Western reports such as Interview with Kissinger and the death of "Old Paperboy" Roy.

China has a history of thousands of years and its news writing styles are also diverse, so there are more restrictions on the use of structure, manner, language and style. In China's decades of journalism practice, the once-popular "Xinhua style" has become mainstream because of its simplicity, accuracy and completeness. Its rustic style has been welcomed by the masses. However, there is a downside to this, which is that the stylistic limitations are so great that the press release has to look like a press release, and the feature is a feature, which gives journalists great limitations. In terms of style classification, Western norms are more extensive, not limited to a certain type of style, advocating that different types of articles can communicate with each other. Break traditional limits, learn from each other and seek more creative news reporting.

4. Chinese cultural differences in international news communication coping strategies

(1) Consolidating the cultural foundation and correctly understanding the impact of cultural differences

In international news exchange, only by dealing with the differences between different countries, especially different countries and different national cultures, can news propaganda be better carried out. To strengthen the cultural cognition of the audience is an important content of journalism and communication studies. And you can't judge news reports from other countries only from your own perspective. Secondly, in the international news exchange, we should constantly innovate under different cultural backgrounds. Abandon traditional cultural concepts, understand other cultures with an open and inclusive attitude, and look at the deep meaning of things from an objective perspective. In terms of the function of news, we should combine the differences between Chinese and Western cultures, take into account the psychological and cultural cognition of Western readers, and find a balance between positive and negative aspects. Fourthly, we should adhere to the principle of "independence" in news propaganda, rather than simply using the ideas of Western media for propaganda and governance.

(2) Strengthen the sense of cultural identity and constantly improve the closeness of culture

In international news communication, strengthening the affinity for culture can shorten the psychological distance between different cultural subjects and facilitate the acceptance of readers from different cultural backgrounds. Only in this way can we promote our cultural communication and exchange as well as our cultural influence to a higher level, thus enhancing our country's soft power. Only with this psychological basis can news information be conveyed to readers of all nationalities. In the international news exchange, we should fully recognize the different social morality, social cognition and value system, and at the same time follow the "people-oriented" communication concept. In the news report, we should always integrate the humanistic spirit into the news report, so as to enhance our national identity. Only in this way can we make better use of the international exchange of information and different cultural exchanges. In addition, the enhancement of cultural identity and the improvement of cultural intimacy can effectively integrate emotional factors into the news, effectively stimulate people's emotional factors, enable people to accept the news content at the spiritual level, and trigger their thinking about themselves, the society and the world, so as to effectively promote the generation of cultural identity and ensure the continuous improvement of the effectiveness of cultural content communication.

(3). Coordinate the relationship between domestic culture and international relations

When we carry out international news communication, we should neither blindly pursue individualization and liberalization, nor only take our own national culture as the standard of measurement. We should constantly reconcile the two. On the premise of adhering to traditional cultural values, personalized news communication should be realized. When carrying out international news propaganda, we must base on the excellent local culture and absorb the essence from all over the world. The traditional culture of our country is a profound national culture, but with the increasingly integrated global pattern, the traditional culture already has some differences with current social environment. In the face of this situation, when we carry out international news exchange, we must be soberly aware of our cultural situation in the process of globalization, and adhere to our own national cultural bottom line. At the same time, we should also highlight the advantages of Chinese culture and not be in opposition to Western culture, so that we can better display our own culture in the world, and fully reflect our respect for foreign culture.

5. Closing Remarks

To sum up, in the context of the development of the new era, journalists should pay attention to the cultural differences of different countries. With the integration of the global economy and the constant changes of the international situation, the connotation of international news communication has become richer, but due to cultural differences, its effects on language are also different. Therefore, to carry out international news exchange in this background, we must adhere to the premise of basic principles, constantly innovate communication methods. Effective methods can make international news communication in order to better inherit and strengthen cultural exchange between countries, but also reflect its own cultural advantages, strengthen our soft power, promote the effective promotion of our international position.

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