

# Research on the External Communication Mode of Science and Technology Exhibitions

## -- Comparative Analysis of Reports of Large-scale International Science and Technology Exhibitions in China and abroad

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**Abstract.** Science and technology exhibitions are an important way to display the country's advanced achievements to the world. Based on public communication of science & technology, effective external communication is also a vital means to construct the Chinese international image worldwide. Combined with the actual situation and specific cases, this paper selects the reports of 7 Chinese and foreign media on 6 international science and technology exhibitions, which aims to explore the current situation and deficiencies of public communication of science & technology in China, through the comparative analysis of the content, methods and effects of the reports. Only in this way can we explore the communication mode of science and technology exhibitions that is more in line with China's national conditions, and contribute to the media power to promote the “go global” strategy of China's science and technology.

**Keywords:** Public Communication of Science & Technology; Communication Mode; Comparative analysis; Science and Technology Exhibitions.

### 1. Introduction

Science and technology constitute a primary productive force, and an exhibition carrying the crystallization of science and technology is an important form to show the scientific and technological strength of various countries. A world-class exhibition is a grand event for scientific and technological competition and exchanges. By showing the latest and strongest achievements, participants not only promote international economic and trade cooperation but also improve the national cutting-edge image in the field of science and technology, which attracts the attention of the global media.

With the characteristics of publicity, science, reality and guidance, public communication of science & technology has the function, value and significance of transcending national borders and achieving global communication, which has increasingly become the mainstream discourse of international communication. As a combination of both news value and social & economic benefits, the report of the annual international science and technology exhibition is full of not only scientific and technological knowledge but also the significance of current politics. Looking around, there are obvious differences in the coverage, topic setting and communication methods of Chinese and foreign media on large-scale science and technology exhibitions, so the external communication effects of the relevant reports are also different. However, due to the different national conditions, the research on public communication of science & technology needs a localized global perspective. Therefore, how to tell science and technology stories with national characteristics based on these exhibitions is of great significance for China's science and technology to “go global”.

As of March 31, 2022, CNKI shows domestic academic research on science and technology exhibitions is mostly concentrated in some specific fields such as economy, industry, agriculture, and science and technology. From the perspective of humanities and social sciences, especially communication studies, there is very little research on science and technology exhibitions. There are still gaps in the academic circles on how to make good use of high-tech fairs, especially those feasts held in China, for external communication.

In this context, this paper takes the communication mode of international large-scale science and technology exhibitions as the breakthrough point. Based on 4 exhibitions held abroad and 3 domestically, the author makes a detailed comparison of 4 major news agencies in the world and China's mainstream media in the propagating matrix in 6 feasts of science and technology, to explore the current situation and shortcomings of China's external communication in the field of science and technology exhibitions, as well as to promote the external communication of China's science and technology field.

## 2. Communication Situation of Sci-Tech Exhibitions in China and abroad

### 2.1 External reports on China International Science and Technology Exhibitions from China's mainstream media

Since the beginning of this century, China has held many international sci-tech exhibitions of various scales, as shown in Table 1. Among them, the first two in the table are the most famous at home and abroad, and they are held annually in the fixed city. At present, some exhibitions have opened overseas social platforms.

**Table.1** Part of China International Science and Technology Exhibitions

Title	Start Year & Venue	Status	Social Media	
			China	Overseas
China Hi-Tech Fair (CHTF)	1999 (annually) Shenzhen, Guangdong	The largest and most influential tech fair in China.	Weibo WeChat	Meta
World Internet Conference (WIC)	2014 (annually) Wuzhen, Zhejiang	A Chinese platform for international Internet sharing and co-governance.	WeChat APP	Twitter Meta
World Intelligence Congress (WITC)	2017 (annually) Meijiang, Tianjin	The world's first large-scale high-end communication platform in the field of intelligence.	Weibo WeChat Tik Tok Bilibili	/

Note: [1] Meta: Former Facebook.

[2] The abbreviations of World Internet Conference and World Intelligence Conference are both WIC. To distinguish the two, this paper defines the latter as WITC.

According to the survey, among China's mainstream media, *mainly Xinhua Agency, China Daily, and China Global Television Network (CGTN)*, there is an obvious imbalance in the distribution of internal and external communication on the above-mentioned exhibitions, which mainly presents the weak coverage of the external reports. For example, as shown in Table 2, the total of reports from China's mainstream media on CHTF has an obvious contrast.

**Table.2** China's mainstream media reports on CHTF

China's mainstream media	Xinhua News Agency	China Daily	CGTN
Internal reports	294	409	/
External reports	14	94	16

Specifically, in terms of the period, China's mainstream media does not report externally on the sci-technology exhibitions held in that year every year, so the overall situation is intermittent; in terms of density, the international reports are more intensive in the period from one week before the exhibition's opening to one week after the closing; in terms of methods, in addition to the traditional combination of text and pictures, CGTN's sci-tech reporting is most evident in the trend of new media integration, including live broadcasts, series of micro-videos, Vlog, etc., to bring overseas

audiences a more intuitive experience of participating in WIC; in terms of headline writing, those media tend to adopt a fixed format of time, place and main event, which often accompanied by specific data for global communication; in terms of content, those media mainly focus on the basic information of sci-tech fairs, such as time, place, exhibitors, number of countries, etc., and combine with China's relevant policy analysis, with *China daily's* 94 reports on CHTF for example, as shown in table 3; in terms of topics, it mainly includes four aspects: news of exhibitions, highlights of products & technology, exhibitors, achievements of exhibition, etc., which are more inclined to macro overview but lack of vivid and specific sidelights and participants's individual stories.

**Table.3** *China Daily's* Reports on CHTF

News of exhibitions	Information and highlights of products & technology	Exhibitors	Achievements of exhibitions
48	23	14	7

## 2.2 International reports on Foreign International Science and Technology Exhibitions from Overseas mainstream media

Many top technology exhibitions are still being held internationally, as shown in Table 4. These exhibitions are held in different countries annually with various social platform accounts, and they have unprecedented influence in the high-tech field.

**Table.4** Part of Foreign International Science and Technology Exhibitions

Title	Start Year & Venue	Status	Social Media
International Consumer Electronics Show (CES)	1967 (annually) Las Vegas, United States	The world's largest and most influential consumer electronics technology annual exhibition, the world's largest consumer technology industry event.	Meta Twitter YouTube Instagram Linkedin
International Funkausstellung Berlin (IFA)	1924 (annually) Berlin, Germany	The world's largest trade fair for consumer electronics.	
Mobile World Congress (MWC)	1995 (annually) Barcelona, Spain	The world's most influential trade fair for the mobile communications industry.	

Note: [1] Meta: Former Facebook.

From the number of pages, it can be seen that the international media attaches great importance to the publicity and coverage of the science and technology exhibition.

According to the retrieval data from, including *Associated Press*, *United Press International*, *Reuters*, and *Agence France-Presse*, four major news agencies in the world have reported strong coverage of international high-tech exhibitions, especially those near the venue.

**Table.5** *Reuters's* Reports on CES

News of exhibitions	Information and highlights of products & technology	The practical significance of science and technology	Social benefit
647	328	276	262

Specifically, in terms of the period, the four major agencies maintain a state of continuous updating year after year; in terms of density, the intensive coverage takes a long time from one month before the exhibition's opening to its closing, and the frequency is balanced; in terms of methods, the combination of text and video and pictures is the main usage; in terms of headline writing, editors often combine technology products with social problems, which is reflected as a fixed format of technology and problem-solving to introduce the practical value; in terms of content, the focus is mainly on the specific products, application fields, practical significance, social benefits and dynamic information, in the case of 1,513 reports on CES in *Reuters* technology section throughout 2021 as

shown in table 5; in terms of topics, in addition to directly related technology and financial sections, reports also involve other areas such as politics, business, art and sports, and Times Topics in *New York Times* is the most typical.

To sum up, the paper summarizes the comparison of reports on international science and technology exhibitions from China's mainstream media and the world's four major news agencies, as shown in Table 6.

**Table.6** Comparison of Reports on Sci-Tech Exhibitions between China and Foreign Media

Report characters	China International Science and Technology Exhibition Reports	International Science and Technology Exhibition Reports
Period	Low persistence	High persistence
Density	One week before the opening to one week after the closing	One month before the opening to the closing
Methods	Text and pictures, live broadcast, video	Text and pictures, video album
Headline writing	Time, place, event, with data	Technology and problem-solving, highlighting social benefits
Content	Basic information, such as exhibitors, participating countries, etc., with analysis of China's relevant sci-tech policies	Technology products, application areas, practical significance, social benefits and exhibition trends
Topics	Dynamic news, product highlights, exhibitors, exhibition achievements, etc.	Involving science and technology, economy, politics and other fields

### 3. Comparative Analysis of Communication Modes of Sci-tech Exhibitions in China and abroad

#### 3.1 Analysis of Content Focus

There are obvious differences in the content focus of China's and foreign mainstream media's external reports on science and technology exhibitions. When the local international exhibitions are coming, the foreign media represented by the world's four major news agencies will pay more attention to the unique "technological attributes" of events, mainly highlighting the core functions, application fields and social benefits of advanced technologies, which maintains humanistic care. Take *Associated Press's* reports on CES as examples, *Privacy, once hidden topic, gets attention at CES tech show* emphasizes the social problem of privacy leakage and the actual need to protect privacy at first, and introduces relative products and their functional roles to protect privacy; *CES tech show: Say no to junk food; machines make cocktails* focuses more on healthy diet issues, raised by a company that hopes to bring the technology convenience to those who like to drink alcohol but worry about their health. And a *Reuters* report on MWC named *With 3D printed 'steaks', Spanish startup eyes the mass market* focuses on issues of global environment and animal protection and interviewed a person in charge of the company that hopes to replace animal meat with things that are better for the earth. In addition, through sci-tech exhibitions, the media also report on social topics such as future life, gender equality, special groups, etc., so that the natural threshold between sci-tech reporting and audience understanding becomes lower and lower.

However, when international exhibitions are held in China, the official state media mainly generalize the fair information (such as the basic introduction and progress of exhibitions, the opening and closing ceremonies, policy changes, etc.) and pay more attention to the overall scale (such as the scale of entities and audience, turnover of exhibitions, etc.) and exhibitors (including special regions such as countries along the Belt and Road, a domestic province and city, etc.). On the overseas platform of *Xinhua News Agency*, reports on CHTF are the notice of the fair's official launch. For example, *23rd China Hi-Tech Fair kicks off in Shenzhen* reports the progress of CHTF and gives an overall introduction about the number of participants and the scale of the fair; while *China Daily* pays

more attention to the dynamic information and participating entities, and the participation of well-known companies and organizations, as well as special regions related to national policies. Although products are also focused, most of the reports just give an overview including participating scale and technology highlights, so the “small but beautiful” reports that focus on a certain technology product and tap its social benefits are less than those in foreign media.

### 3.2 Analysis of Communication Means

From the perspective of reporting means, both China’s and foreign media break through the limitations of traditional media<sup>[1]</sup>, and further integrate multimedia technology into one, which diversifies the audience's immersive “cloud” visiting experience. For example, CGTN films a series of “WIC Vlogs” for the World Internet Conference, by inviting its reporter Guo Meiping to appear in the Vlog to give a first-hand view of the exhibition dynamics, including a city tour of the venue, a one-day tour in the convention, etc. In *WIC Vlog: What is it like to exercise in a 5G+AI park?*, the reporter takes exercise to show 23 interactive displays in Wuzhen People's Park around the venue, with the support of 5G, AI, AR and other technologies. In another CGTN’s WIC Vlog, Guo experiences the latest technologies at the conference, and then she invites exhibitors to demonstrate the specific usage of certain technologies and the changes they bring to life. It can be seen that telling exhibitions from the reporter's first perspective strengthens the intimacy and dialogue, and the audience can more directly understand all aspects of the events. Recording Vlogs is a common method for CGTN, and live broadcasting of technology exhibitions is also another main method.

As far as the way international mainstream media report on sci-tech exhibitions, the world's four major agencies tend to adopt the method of integrating text and pictures and interspersing with video in the reports. Moreover, with more obvious new media characteristics, *New York Times* reports on CES also include interactive forms such as photo albums, slideshow, interactive Q. & A., and audio. For example, it has opened question-and-answer columns “*You Asked About CES 2018. We Answered.*” and “*CES Q. & A.: Our Reporter on the Best Consumer Tech of 2017*” by inviting the technology reporter Brian X. Chen to answer the audience's questions in real-time, and then the press has also summarized Q. & A. into articles. At the same time, *New York Times* also displays live photos in the albums and slideshows. Even if they are not on-site, the audience will experience an immersive “fingertip exhibition”.

Nevertheless, China’s and foreign media still have a lot of innovative room for sci-tech fair reporting means. Today, the unified application of new technologies such as Metaverse, AR, VR, and MR will also inject vitality into the media industry. Especially in sci-tech fairs, the reporter teams have more convenient conditions to use the modern technology to carry out more vivid, three-dimensional and interactive reports, and continue to move closer to the coverage of the China Two Sessions, which has been supplemented and updated by media technology year after year.

### 3.3 Analysis of Communication Effect

This paper analyzes the communication effect by comparing the data of “likes, comments and retweets” of sci-tech fair reports published by China’s and foreign official media on Twitter.

In general, China’s mainstream media are not only aphasia in the external dissemination of related exhibitions, but also lack post-maintenance, that is, interaction and feedback with the audience, so the overall effect is not good. CGTNGlobalBiz, CGTN's Twitter account, only posted 5 WIC-related content, and no users participated in likes or retweets other than one comment. For other exhibitions held in China, CGTNGlobalBiz offers no coverage. This is related to the overall positioning, update frequency, and reporting emphasis of China’s mainstream media overseas social accounts.

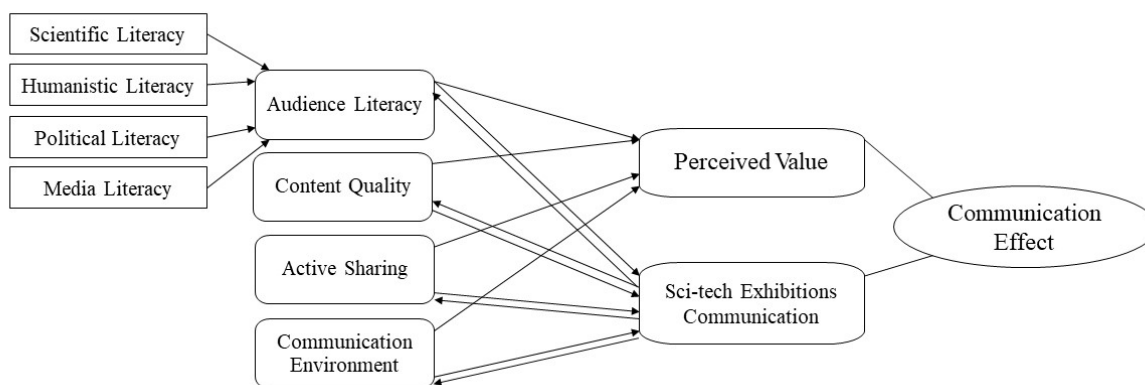
However, the tweets about international high-tech exhibitions published by foreign media’s Twitter accounts have been welcomed by global users, showing a good effect of high participation and interaction. Taking the content feedback about CES under the *Reuters*’ Twitter account @Reuters as an example, each tweet has an average of 10 retweets, comments or likes from users. Furthermore, except for a small number of positive comments, such as expectations and congratulations, the vast

majority of feedback is based on the relevant social issues and personal needs towards the reporting content, and then they give real positive or negative comments, most of which are passive. For example, more than 80% of the comments on the tweet about self-driving technology exhibited at CES show a negative attitude, believing that self-driving technology will only increase traffic accidents; in another tweet about Ivanka Trump’s speech, the comments show a one-sided negative mood, believing that the exhibition chose the wrong female representative, which is disrespect for outstanding women in the technology field, and Ivanka herself in technology. In general, although foreign media on overseas social platforms gain much interaction and good communication effect, the overall comments tend to ridicule or even question. When the content is about future technology application trends and political fields, negative public opinion is the most obvious.

#### 4. Countermeasures & Suggestions for Sci-Tech Exhibition Reports in China

##### 4.1 Build an Exhibition Communication Model to Achieve Accurate Dissemination

Sci-tech Communication Model is a general term for the ways and means of disseminating science and technology to the public in a specific social environment<sup>[2]</sup>. In the new media era, many factors affect the sci-tech news effect, such as media platforms, news content, and the quality of audiences. Therefore, based on the Communication Model of sci-tech news constructed by Qiang Tingting and Hao Chendeng, this paper proposes a new Communication Model of Sci-tech Exhibitions Reports in the New Media Era, whose factors include audience literacy, content quality, active sharing, communication environment and perceived value, as shown in Figure 1.



**Fig.1** Communication Model of Sci-tech Exhibitions Reports in the New Media Era

**Audience literacy** specifically includes the audience's scientific literacy, humanistic literacy, political literacy and media literacy. Scientific literacy refers to the most basic comprehensive ability of science and technology, that is, the degree of contact and understanding of exhibition reports on scientific and technological topics<sup>[3]</sup>; humanistic literacy refers to the quality and accomplishment shown in various cultural aspects centred on “people”, that is, the advanced values and norms formed based on their own culture<sup>[4]</sup>, are the basic requirements for the audience to receive information; political literacy refers to the degree of concern and understanding of national current affairs and politics, usually in recent events with relatively large domestic or international influence, such as the annual international science and technology exhibition; media literacy refers to the ability to select, question, comprehend, evaluate, create, produce and respond to various information in different media, which will directly affect the dissemination of sci-tech exhibitions.

**Content quality** not only emphasizes the integrity and accuracy of the news content but also focuses on the attractiveness, richness, readability and interest of reporting topic and content. Based on complete and detailed information, if sci-tech exhibition reports can make full use of the agenda-setting and highlight-mining of the content, the audience will have a richer feeling and experience.

**Active sharing** refers to the behaviour of the audience to actively disseminate the received news, including discussing and exchanging opinions with others, uploading and forwarding information to social platforms, etc. This is mainly based on the audience's interests and preferences, as well as the value recognition of the content. Proactively sharing relevant reports is a way of expressing insights and value for audiences who follow the current tech or politics sector.

**Communication environment** refers in this article to the news dissemination environment, which is the sum of many conditions existing around reporting activities. The individual media environment, the media environment and the social environment constitute a unified news dissemination environment. The former two constitute the internal environment, and the society and a certain international environment constitute the external environment of news communication<sup>[5]</sup>. The internal environment affects the real-time and effectiveness of news communication; while the external environment has a direct and indirect impact on the global communication of international exhibitions. For worldwide sci-tech exhibition communication is more trans-regional and transnational, its reports are bound to be affected by the international communication environment.

**Perceived value** refers to the overall evaluation of information content and its dissemination process after weighing the expected benefits perceived by the information recipients with the cost of acquiring the information in the process of news dissemination. When the audience feels identification with the reports, the perceived value will increase, and then it is easy to produce positive communication behavior; otherwise, it will be more negative.

To sum up, the communication model of sci-tech-exhibition reports in the new media era in Figure 1 shows that audience literacy, content quality, active sharing and communication environment will have a direct impact on the audience's perceived value, while the perceived value will have an intersecting and two-way impact on the dissemination.

Therefore, under the guidance of the scientific model, in the practice of China's external dissemination of sci-tech exhibitions, in addition to avoiding obscure scientific terminology and political style, it is necessary to systematically consider the target audience quality, specific content quality, preset topics attractiveness, the overall environment of the communication activities, etc., to promote the audience to use high-tech reports as a bridge to increase their recognition of the perceived value and the willingness to actively share with China's international sci-tech exhibitions.

#### **4.2 Unite Joint Departments and Other Countries, and Diversify Communication Subjects to Go Overseas**

**Multiple host units and competent departments promote.** Constructing the international image of China's scientific and technological development is not the responsibility of one party and cannot be accomplished overnight. When regional or even worldwide scientific and technological events are held in China, the relevant national, provincial and municipal ministries and departments in charge of science and technology, commerce, industry and information technology, network information and other relevant units or event organizers should establish a good interaction and cooperation mechanism with the news media and publicity departments in advance, to implement and deploy internal and external report planning for sci-tech exhibitions.

All parties attach importance to dissemination and collaborate on long-term development. Multiple government departments and scientific research institutions provide professional opinions and positive interactions, which will enable multiple communication subjects through the media, to promote hard-core technology products and the image of China's scientific and technological power to the world together. Moreover, it can effectively improve the actual problems such as "imbalance of proportion, loss of broadcast, aphasia of public opinion" that are related to the current external communication of China's sci-tech exhibitions.

**Multiple national mainstream news media cooperate.** "A single flower does not make spring, while one hundred flowers in full blossom bring spring to the garden." For regional and even global sci-tech exhibitions held in China, not only Chinese media but also worldwide media partners are required. China should strengthen exchanges with the countries where exhibitors and enterprises

belong, and use the resources of the central mainstream media in overseas branches or reporter stations to complementarily edit and jointly report. With the local influential media, we can deepen the cooperation between China and foreign countries in international communication. For example, during the 2022 Olympics and Paralympics Winter Games in Beijing (Beijing 2022), China's mainstream media interviewed Olympic athletes from various countries and told their life stories of continuous exercise and struggle for their motherland in multiple languages. *China Media Group* reported the Winter Olympics trip of Anna Shcherbakova, the daughter of Russian figure skating; *China Economic Net* interviewed Muhammad Karim, the only seeded player from Pakistan. Meanwhile, *KazInform*, the national news agency of Kazakhstan, can still maintain the update frequency of dozens of Olympics information every day, and the national news agency of Kyrgyzstan *Kabar* and other countries directly set up a column named *Window to China* on the homepage of their official website and updated the Winter Olympics English rolling coverage published by *Xinhuanet*.

It can be learned from Beijing 2022, during the sci-tech exhibitions, China can still deploy the cooperation and linkage of domestic and foreign media to change the communication pattern from one-way to two-way between countries and media, and even multi-directional communication internationally. Only in this way can we produce sustainable effects and form a dissemination matrix for propagating Chinese wisdom and solutions around the world, which is easy to strengthen global cooperation and let the globe accept China as a worldwide sci-tech power.

**Multiple domain opinion leaders involved.** Opinion leaders play an important intermediary or filtering role in mass communication, especially in sci-tech communication with knowledge thresholds and external communication that relies on information maintenance. For example, in the study of the influence of opinion leaders on the external communication of the Winter Olympics, Liao Bingyi, Wen Youwei and others used the examples of athletes' social media activities to demonstrate the influence and public opinion guiding the role of domestic and overseas opinion leaders in international communication. Thus, they believed an overseas communication network composed of opinion leaders continues to promote overseas dissemination, which can effectively reduce the cross-cultural communication barriers of the Winter Olympics and improve the communication effect<sup>[6]</sup>. Compared with official media, individual word-of-mouth communication is more convincing. During the sci-tech exhibition, the personal visits, topic discussions and even product promotions of opinion leaders such as technology experts and evaluation vloggers will break away from the single narrative of mainstream media and achieve accurate communication.

Therefore, multi-narrative and multiple creations will gradually weave a variety of nations, disciplines, media, and radiation groups by linking with domestic and overseas technological experts and scientific scholars, enterprises and institutions, and economic and cultural opinion leaders. The node network will effectively eliminate the barriers of cross-cultural communication and strengthen the multi-level communication power of sci-tech exhibitions.

**Multiple overseas platforms broadcast.** At present, China has formed the external communication pattern of "one agency, two stations and two newspapers" central-level mainstream media. On this basis, the coordination and cooperation of various subjects such as competent units, provincial media, etc. should also be strengthened, so that sci-tech exhibitions can not only "go global", but also "go flower roads". For example, China International Import Expo (CIIE), which is held annually in Shanghai, has a full range of international promotions such as the Sino-English official website and App, overseas social accounts, mainstream media global links, and Shanghai media's overseas channels. Beijing 2022 also covers all influential overseas social platforms such as Twitter, Instagram and Meta. It can be seen that China's leading host events have broken through the single channel of relying on the media, especially the central media, to form a strong external communication matrix, and the overseas response and communication effects are remarkable.

"Seeing talents and thinking together." The same kind of annual sci-tech exhibitions should also quickly improve various types of overseas broadcast mechanisms, which is a major career that is based on the present and lasts for a long time. Just like the opening of Weibo, WeChat and Application in China, it's necessary to open up overseas social platform channels for these fairs. Moreover, the

update frequency, four to five a week, of CIIE on Twitter also can be learnt, which promotes a periodic exposition as an annual event to achieve the three-dimensional combination of local channels and overseas platforms. Besides, they also can increase stickiness, narrow distance and deepen impression by interaction with users.

**Multiple innovative reporting methods express.** For the media, a sci-tech fair itself is an excellent learning opportunity. The media should firmly grasp the core competitiveness of emerging technology in exhibitions, iterate old technologies and absorb new experiences, breakthrough innovations in narrative content and communication methods, and take a leading position in the industry competition. In addition to the conventional H5, data news, live broadcast and other new media means, it can also directly achieve surreal cooperation with technology products. For example, the annual World Conference on VR Industry held in Nanchang, the capital of Jiangxi province, brings natural fertile ground for the input and use of “VR News “. Relying on new VR technologies, various first-perspective and multi-sensory Omni-media works can create a three-dimensional dynamic simulation environment, perceive user dynamics in real-time and bring immersive enjoyment to the audience, which is undoubtedly one of the most convincing report methods of “live marketing”. At the same time, the accessibility of news will also affect the audience's active sharing behaviour, which is related to its intuitive presentation: easy-to-understand content is conducive to communication, interactive topics are easy to participate, and integrated and compatible platforms are effective to share.

By extension, it can also combine the current hot spots like “metaverse” to develop “GameSpot News”. Cooperation between media and technology, such as making games for technology exhibitions, can build highly interactive virtual experience scenes, and change audiences from viewers to participants, who still catch the sense of experience even in the cloud.

### 4.3 Plan Reports in Advance, and Tap Periphara Products of Exhibitions

Whether we can make good use of the news planning of sci-tech exhibitions, and clarify in advance the number, density and method of reports, as well as agenda-setting, etc., greatly affects the communication effect when the exhibition period comes. As a major media event in the worldwide area of science and technology, the wide dissemination of international sci-tech exhibitions is inseparable from not only the traditional mainstream media’s agenda-setting to meet systematic, extensive and comprehensive needs but also the agenda-setting on social platforms to attract the audience’s attention with small but funny topics. The two-pronged approach will build China's international discourse power in the field of scientific and technological public opinion.

In addition, the exhibition is held every year, and the highlights should also be explored every year. Therefore, the agenda-setting should also be diachronic and progressive, highlight the exhibition theme in a certain year, and avoid rehashes. This requires reporters to strengthen their understanding and attention to the technology itself and reflect the essential content. It is worth noting that due to the certain threshold requirements for sci-tech communication, correspondents can use lively narration or even alternative interpretations to enhance the readability of reports.

Sci-tech reports can also take a different approach. For instance, reporters can dig deep into the stories surrounding exhibitions, constantly expand the topic map and extend from sci-tech to cultural communication, including the local characteristics of the venue, the personnel of foreign companies participating in the exhibitions, the behind-the-scenes R&D teams, the birth stories of high-tech products, and the tours of exhibiting items, etc. For example, when the Beijing 2022 and CIIE came, the media’s topic choice had universalities including the lovely interaction of giant panda mascots, the variety of delicious food, the friendly assistance of college student volunteers, and the diligence of epidemic prevention workers, making international events less missionary and more human, etc.

From this extension, sci-tech exhibitions can also tap new highlights and integrate elements with the exhibition, regional and Chinese characteristics, to tell unique new stories of “Wisdom in China” and “Created in China”.

## 5. Conclusion

The international science and technology exhibitions held in China are not only an important window for China's scientific and technological development and opening to the outside world but also an interactive window for cross-cultural communication. Thus, these fairs are playing an increasingly important role in promoting the commercialization and industrialization of scientific and technological achievements in China and the world, as well as economic and technological exchanges and cooperation between countries and regions. Therefore, to show China's determination and strength to build a world science and technology power and an innovative country, the unified deployment, continuous tracking, professional leadership and fine management of sci-tech exhibition dissemination are indispensable. With the rise of "Made in China", in order to let the world understand and recognize "China Brand", a resounding national business card, it's vitally important to promote the sci-tech exhibition communication from China to the world.

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