



Communication Tactics for Culture Communication in International Media: Special Reference to Cri -Sinhala Service

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Abstract: This research has been conducted to identify the communication strategies of China Radio International Sinhala Service for educating the Chinese Culture on international audience. The research's main aim is to identify the communication strategies for cultural communication towards an international audience. The research has selected Chinese New Year 2023 as the case study to indicate the communication strategies of cultural communication. This is qualitative research and the data has been collected through secondary content such as the CRI website, Facebook page, and radio. This study has used content analysis to get the findings. The radio can be identified as the highest reported media of CRI- Sinhala Service. Further, it follows the website and Facebook. They were reporting about several sectors of culture such as food, language, decorations, celebrations and etc. to create an image of the Chinese New Year in international audience. They have been using different communication strategies such as multi-ethnic presenters, typography, infotainment, neutral and persuasive language, conversational texts and etc. These all the strategies CRI has been used to send the message clearly to the international audience. There are a few limitations in the research as this has been conducted about particular international media and the communication strategies have been identified in the culture communication only. Further, this has been selected only for the 2023 Chinese New Year. This is using only the secondary data to do the content analysis and, in the future, this can be expanded. As overall it can be mentioned that the Radio reported higher than the new media, but the Facebook audience responses were high though the limited posts created about the New Year.

Key words: Culture Communication, Communication Strategies, CRI- Sinhala service.

INTRODUCTION

This research has been conducted to identify the communication strategies of China Radio International Sinhala Service of educating the Chinese Culture on international audience. The research main aim to identify the communication strategies on culture communication towards international audience. This is qualitative research. The research has been selected Chinese New Year as the sample case to indicate the communication strategies of culture communication. The relationship between Sri Lanka and China dates back more than two centuries. As a port of call and an emporium for maritime trade between the west and east, Sri Lanka grew in importance. Many countries used this country's position to establish trade links. Contacts with China may be dated back to the first century, and ambassadors who visited Claudius' court in the first century commented on

the trade. In general, this was the case between Sri Lanka and China. Several stories from China provide proof of the early link between Sri Lanka and China with its own location, among the many foreign visitors to Sri Lanka who left behind records of their impressions that are so valuable in reconstructing the island's history from ancient times.

As the global communication was started in the entire world, different countries could be able to communicate with each other. The global communication, is that two or more countries communicating related to particular topic, particular reason or a propaganda. This can be shared the socio, economical and political context among the countries. Therefore, the global communication involves always two or more countries in the world. BBC, CNN, NHK, VOA and CRI are identified as global media. Through the global communication the international communication has been started to communicate between two states related to political, economic, social, cultural, and etc. information. Therefore, the BBC Sinhala service, CRI Sinhala services are identified international media. The international media particularly working on the state-to-state communication.

International relationship occurs between two states and there can be negative and positive international relationships. Therefore, to have a positive relationship international communication become one of the main factors. Further, to make a strengthen relationship it's important to have positive international communication. International communication can occur even with the two persons from two different states and start to share about their two countries to each other. From two persons communication this can be driven to the two different international group communication and towards the international state to state diplomatic communication. From person to state, the communication occurs between two different countries, is highly important for the positive relationships.

In international communication is very important to spread the culture, Culture become a soft power terminology in the international relationships. The international media should be sharing the information between the two countries and basically the powerful country will give many information about their country to the other country. All the Global media have been started with the global power in order to spread their culture, political ideologies, economic perspectives and etc. Therefore, China radio International has been started in Sri Lanka and it's educating the international audience related to the Chinese culture mainly. They have been using different communication strategies in order to educate about the culture. This research has been indicated the communication strategies CRI- Sinhala service used for culture communication.

LITERATURE REVIEW

McLuhan popularized the concept of the globe as a global village, revitalizing not only Teilhard de Chardin's ideas (such as "cosmic wholeness"), but also "the old Christian narrative of the big human family" (Mattelart, 2010: 315). The global flow of news and information is at a fork in the road at the turn of the twenty-first century. Through a variety of mediated technologies, communication beyond distance has been a catalyst for many in human relationships. The cumulative consequence of these changes was a redefinition of space and time, as well as an increase in immediacy and transparency in global connections (Olson, 1999). The Global communication has been a factor that the worldwide news and information shared through. Then the Global culture also created with the concept of Global Communication. Global communication is most popular and talking subject in the world today. It has been created different visions and ideologies among the global community.

International communication is a phenomenon that has existed since people organized themselves into communities and began to share ideas and products, and it is likely as old as human society itself (Mowlana 1996; Schoonraad, Bornman & Lesame 2001). Global communication as we know it now, on the other hand, is largely the consequence of technological advancements. It most likely began with the invention of modern transportation technology such as the steam engine and internal combustion engine (Frederick 1993). In the mid-nineteenth century, technological advancements in travel and developments in international science resulted in far-reaching alterations in international relations. The worldwide expansion of advanced information and communication technology is currently driving it (ICTs). Between the two world wars, the advances that gave rise to global

communication, as we know it in the first decade of the twenty-first century began to emerge (Mowlana 1996).

RESEARCH METHODOLOGY

This research has been selected Chinese New Year in 2023 as the case study to understand the communication strategies of the CRI- Sinhala Service. This is qualitative research and the data has been collected through the secondary contents such as CRI website, Facebook page, and radio. This study has been used the content analysis to get the findings.

DISCUSSION AND MAJOR FINDINGS

The research indicated interesting findings. The content analysis and the has been conducted to the CRI- web page and the CRI- Facebook page. Therefore, the content identified with different sectors reporting in the CRI – website. Therefore, the major contents reporting inside the website will be Culture, Economy, Innovations and OBOR projects. The culture main theme has the sub themes such as Language, Food culture and Chinese Aesthetics.

Chinese New Year is one of the major cultural events in China. That's the major holiday and the entire China celebrates the Chinese New Year in a very exclusive way. The case study analysis has been conducted about the Chinese New Year in the present research. In the present work it has been identified about the reporting systems and the communication strategies used in the CRI- Radio, CRI –Facebook page and the CRI- website in the year of 2022. The three mediums covered several sectors in the Chinese New Year. The CRI- Radio covered the wishes from different country's leaders and indicated the relationship between China and other countries. Further the CRI- radio explained how does the Chinese media cover the new year. The new year situation in China and the atmosphere gave an imaginary picture about China during the New year period. Further the surrounding in China how do they use the theme of the year for decorations explained in the radio for the international audience. Further, the traditional special events, performances used during the Chinese New Year. During the time period of Chinese New Year, the radio has made different programs such as Chinese New Year dishes, the special words use during the Chinese New Year, how people greet each other during new year, how do the Chinese families celebrate the new year and etc. This all information related to new year mentioned in the CRI – Radio and the audience got some imagination about the new year festival and China. Further the voice cuts from the Sri Lankans and how do they feel about China during the new year time has been explained in the radio. The frequent reporting was doing about the Chinese New Year in CRI – Radio. The level of reporting is high and several communication strategies has been used to communicate the information properly to the international audience. Therefore, Openness, Conversational, Multi ethnic presenters, Simple and neutral way of presenting, audiographer can be taken as the strategies used in the CRI- Radio. Radio can be accessed by a number of people simultaneously. Anyone can listen to the radio while doing another activity. Along with technology development, radio can be listened by streaming. The CRI – radio has been used the new media as well to give the information related to Chinese New Year. The CRI website has mentioned the cultural background of the new year with using images and videos. Therefore, the audience can easily get a clear picture about the new year in China. The videos showed, how China has been decorated to celebrate the new year. These decorations and the celebrating pattern are very different than the Sri Lankan new year decorations. Further the website showed about how important the new year to Chinese and how do the Chinese people were getting ready to celebrate. This has been reported in a medium level in the website. The Face book also reported about the Chinese New Year. It basically showed the videos created about the historical background of the New year, further it shows the videos about the feeling of Sri Lankans and other foreigners in China about the new year. There are several communication strategies used to convey the message deeply to the international audience. It has been created an imaginary community among the Sri Lankans about China. The information conveyed with images, textures, stories, videos and etc. These all strategies used to grab the international audience. The Facebook didn't report highly related to the new year. But there are several communication strategies used such as typography in the website as the images and fonts sites which is using for the readers, catchy headlines used in the Facebook page and website both. Persuasive texts are used in the website to

create a positive image about the celebrations in China. The most importantly the strategy used as multi ethnic presenters became really impactful. The willingness to share the post about the Chinese New Year was high though there are limited number of posts and the shares related to posts were high as well. Further the views related to the videos shared about the new year was high though the limited posts created about the Chinese New Year on Facebook in the year of 2022.

As overall it can be mentioned that the Radio reported highly than the new media, but the Facebook audience responses were high though the limited posts created about the new Year.

CONCLUSION

This research has been conducted in order to identify the communication strategies used for culture communication in China Radio International Service. The radio can be identified as the highest reported media of CRI- Sinhala Service. Further it follows by the website and the Facebook. They were reporting about the several sectors in culture such as food, language, decorations, celebrations and etc. to create an imagination about the Chinese New Year on international audience. They have been using different communication strategies such as multi ethnic presenters, typography, infotainment, neutral and persuasive language and conversational texts and etc. This all the strategies they have been used to send the message clear to the international audience. There are few limitations in the research as this has been conducted about particular international media and the communication strategies has been identified in the culture communication only. Further, this has been selected only the 2022 Chinese New Year. This is using only the secondary data to do the content analysis and, in the future, this can be expanded.

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