



## **INTERNATIONAL MEDIA AND PERCEPTION CREATIONS: A STUDY ABOUT THE STRATEGIC NARRATIVES TO SPREAD CHINESE CULTURAL VALUES THROUGH CHINA RADIO INTERNATIONAL IN SRI LANKA**

*Dasuni Nayanthara Jayarathne*

*Department of Languages and Communication Studies, Eastern University, Sri Lanka*

### **Abstract:**

The research has been conducted to indicate about the China's main international media in Sri Lanka, "CRI Sinhala Service" The study was aimed to find largely the communication strategies used by CRI Sinhala service to spread China's culture in Sri Lanka. This was a mix methodological research. The qualitative data collected through 25 interviewees from five major categories such as government officers, private company officers, University academics, journalists and businessmen. Further the data also collected through the CRI Facebook page and CRI website. The quantitative data collected through 300 questionnaires given through social media platforms to Sri Lankans. The research used thematic analysis, content analysis and statistical analysis through SPSS to identify the interesting findings. The research indicated that there are main themes reporting in CRI to spread the China's culture. Therefore, the main themes indicated as Chinese language, Chinese aesthetics and beauty, Chinese food and Chinese festivals customs and rituals. Each theme has different sub themes as well. There are three main communication strategies indicated to spread Chinese culture. Integrating social media influencer, style repertoire and arrangement and live video reporting. The highest influenced strategy was social media influencer according to the findings.

**Key words:** Communication strategies, CRI, Chinese Culture, International communication

### **Introduction:**

International communication is a phenomenon that is probably as old as human society itself and has occurred ever since people organized themselves into communities and began to exchange ideas and products (Mowlana, 1996; Schoonraad, Bornman, & Lesame, 2001). However, the phenomenon of global communication as we know it today is essentially the result of technological

<b>CORRESPONDING AUTHOR:</b>	<b>RESEARCH ARTICLE</b>
<b>Dasuni Nayanthara Jayarathne</b> Department of Languages and Communication Studies, Eastern University, Sri Lanka Email: <a href="mailto:dasuni.nayanthara@gmail.com">dasuni.nayanthara@gmail.com</a>	

advances. It probably started with the development of advanced transport technology such as the steam engine and the internal combustion engine (Frederick 1993). Technological innovations in travel and the changing of international science in the mid-19th century brought far-reaching changes in relations between nations. Currently, it is primarily driven by the worldwide proliferation of advanced information and communication technologies (ICTs). The developments that gave rise to global communication as we know it in the first decade of the 21st century started to evolve in the period between the two world wars (Mowlana, 1996). During this period, global connectedness was enhanced by the development of ICTs such as the telegraph and telephone; the laying of submarine cables between Europe and the USA; the expansion of railroads; and the development of modern navigation with the help of newly developed radio technology. Global communication was further promoted by the commercialization of radio in the USA and the development and growth of the film industry.

The world's superpowers have been formed with the strength of the military, culture, economy, technology, and diplomacy. Since 1990, the European Union, India, Russia, the US, and China have been considered the supremacies of the world. Hence, China has the highest economic growth and the second-largest economy in the world. The country is giving priority to diplomatic relations and ideological creations. Therefore, China has developed different strategies in order to reach international communities. The Belt and Road Initiative concept is one of the main strategies used by China to build a diplomatic relationship with the globe. Thus, the main international media of China, CRI, has its own communication objectives for reaching the international community.

CRI International was established in December 1941 to serve as an international broadcaster with programs that simply duplicated statements made by Chinese officials (Kurlantzick, 2007). Because of the liberalization process that began in the late 1970s, this state-owned network, like many others in China, has become more profit-driven. Beijing News and Beijing International are online dailies published by CRI, which has 32 overseas correspondent bureaus and six main regional bureaus. Every day, approximately 2700 hours of programming are broadcast. This covers news and stories on politics, the economy, culture, science, and technology, as well as current events (Duan, 2017). It uses 65 languages in its international reporting. The majority of the world is covered by more than 50 shortwave transmitters, which are broadcast over the internet and by multiple satellites (Duan, 2017). CRI broadcasts are replayed on many local FM and AM radio stations around the world. The CRI-Sinhala Service provides an overview of China's history and will cover topics such as Chinese economic development, Chinese culture, social background, education, international relations, and so on. Within these categories, several stories and programs were developed for a worldwide audience.

Thus, this study has been carried out with the China International Radio Sinhala Service. Sinhala Radio is the main international media for China in Sri Lanka. CRI Sinhala Service came into operation in January 1975. China Radio International broadcasts on Sri Lanka's 97.9 frequency, mh2, operating on web radio. When the diplomatic relationship became stronger, CRI developed its audience through the print media stream and the new media in Sri Lanka. The CRI has a slogan: "Ahena Radio athara Ahana Radio," which means that the radio you listen to is among the radios

you hear. That specifically indicates that CRI is unique among general FM radio stations (China Radio Magazine, Sri Lanka 2021).

For more than 30 years, the CRI-Sinhala Service has been providing service in Sri Lanka. The interest in engaging in CRI-Sinhala services has increased among Sri Lankans in recent years. The fastest-growing relationship between Sri Lanka and China could be one of the reasons for this. Nevertheless, the recent information-seeking thirst of Sri Lankans about China could be impacted by a few of the reasons, such as Sri Lankan economic relations, journalist training, fully funded Chinese government scholarships, and the number of Chinese tourists in Sri Lanka. Sri Lankans had a favorable impression of China as it was located on the same continent. However, very recently, this interest has increased, and the CRI has become a key player.

This study has been conducted in order to identify the strategic narratives used in the CRI Sinhala Service to spread Chinese cultural values.

There are three main research objectives in the present study.

1. Identify the strategic narratives used in the CRI Sinhala service to spread China's cultural value in Sri Lanka.
2. Identify the audience perception of the strategic narratives used in the channel for the perception creation of China's culture.
3. The relationship between the strategic narratives is related to the communication objective of spreading cultural values.

To achieve these study objectives, the present study has used qualitative and quantitative data. Therefore, this is a mixed-methods study, and the data has been collected through the CRI Facebook page, the web page, interviews, and the questionnaire. The analysis has been conducted with SPSS for the quantitative data, and thematic analysis and content analysis have been used for the qualitative data.

## **Literature Review**

In March 2016, China Radio International and Voice of America broadcast a joint program. The ideology and strategies used to portray countries like China, the United States, and other countries into which these programs are broadcast are of particular importance. Results show that cultural and media values appear in these programs in a small but important way. They provide justification for their governments' actions and also use them to criticize other countries' actions with Understanding the influence of these new technologies is useful for organizations across every industry. Equally critical is the ability to build effective communication strategies that help companies gain a competitive advantage. Those considering communications as a field of study can choose to tailor their education by selecting communications degree concentrations—specifically, a concentration in strategic communications or a concentration in emerging media strategy and social media—that can be helpful when it comes time to pursue a career. Social media has not only changed the way people share information and communicate with each other; it has also had a significant effect on how organizations share content and interact with the public. Digital strategy is the use of internet-based platforms and data to inform and implement online communication objectives that meet organizational goals. An organization's digital strategy should parallel its

overall communication strategy, which includes traditional strategies. Digital strategy is an approach where organizations use online platforms and digital data to fulfill marketing, advertising, and/or public relations goals and objectives. Often, a digital strategy uses big data to direct content and messaging to highly targeted and niche audiences in online spaces. Online spaces are typically user-driven platforms for organizations and users to interact. Several different tactical elements can be used to implement a digital strategy, including social networking sites, websites, email newsletters, search engines, search engine optimization, paid influencer programs, mobile applications, analytics and metrics, and more. All types of organizations, including nonprofit, for-profit, government, and activist organizations, use digital communication strategies in their strategic communication programs. (Jordan and Adan,

First, an effective digital strategy requires the identification of goals, resources, and budgets. These serve as the foundation for future decisions about what should be done, what is possible, what is available, and what success (or failure) will look like. In the preparatory phase of developing a digital strategy, strategic communication professionals must determine the stakeholder and stake seeker groups they seek to engage or reach, identify the appropriate online platform for engaging or reaching these stakeholders or stake seekers, produce content appropriate for the engagement objectives and the platforms' norms, and establish the availability of data to evaluate the effectiveness of the digital strategy. According to the research conducted by Christine and Sweski in 2020, they have mentioned the clarifications for different digital media platforms and their main usage as below. Websites attract a cross-section of an organization's audience. Whereas some other channels—for example, influencers, radio ads, and trade shows—are likely to be highly specific to certain segments of your audience, websites attract a general audience, as they are now widely viewed as the core of an organization's online presence.

Websites let you speak to the needs of a wide variety of people simultaneously. Through smart and intentional design, you can make your offerings accessible to different parts of your audience at different stages of their journeys using a single website. While some other channels, like social media, also allow you to speak to different parts of your audience, they don't allow you to do so simultaneously (Winsi, 2018).

### **Research Methodology**

As the present study seeks to get a lot of information in depth about the strategic narratives to spread China's cultural values and audience perceptions of China, it has adopted both qualitative and quantitative research approaches, which could give a balanced and holistic picture or analysis of the situation. Therefore, the following justification can be given for adopting the mixed methodology in the present study: As the research needs to cover qualitative and quantitative findings, it used both methodologies to get more accurate and logical data. The quantitative data approach aids the researcher in conducting an extensive investigation into a phenomenon (Creswell, 2014). The researcher can avoid randomization of research samples and other issues like generalization restrictions on the study results (Creswell, 2013). On the other hand, for the objectivity of the study, the quantitative approach is characterized by inactivity. It is against this backdrop that Creswell (2013) has proposed that the quantitative data approach is limited to regular

quantifiable concepts and related issues that are socio-political linked. Therefore, the adaptation of qualitative and quantitative approaches for this study gives a much more insightful appreciation of the critical analysis of the CRI-Sinhala service.

Previous studies conducted by Bobbi Key Levis in 2003 on strategic communication on social media and its effect on audiences indicated that the research success was brought out and covered by the mixed methodological approach of research methods. He indicated that research based on audience and media content using one approach will not address the large scale of the study in order to give the appropriate outcome. He explains that the balanced outcome won't be able to be taken out by using one approach.

Therefore, the adaptation of qualitative and quantitative approaches for the study provides many insightful and valuable approaches in order to indicate communication strategies for the audience and their effects. Thus, this present research project incorporates the study of qualitative and quantitative methodologies to achieve a successful outcome.

The research has used a 300-person random sample to collect data through the questionnaire and 25 interviews with the purposive sample. The 25 interviews have been done according to five layers of Sri Lankan society, such as university academics, public officers, private officers, graduate students, and entrepreneurs. The content analysis has been done on the CRI Facebook page and the website.

### Data analysis and the discussion

Table 1: Analysis of Culture Reporting in the CRI Sinhala Service

Chinese Culture									
Category 1	Category 2	Reporting Frequency					Format of Reporting		
		<10	10-50	51-100	101-200	>200	Text only	Text and images	Audio or video
Chinese Language	Proverbs					X	Low	High	High
	Daily Conversations				X		High	low	High
	Festival words and conversations				X		Low	Medium	High
	Special words in Sri Lanka and meeting conversations			X			Low	High	Medium
Chinese aesthetics and beauty	State Uniqueness					X	Low	High	High
	Weather and environment				X		Low	High	Medium
	World heritages				X		Low	High	Medium
	Chinese music			X			Low	Low	High
Chinese Food	Chinese New Year food					X	Low	High	Medium
	Chinese traditional state food				X		Low	High	Medium
	Authentic festival food					X	Low	Medium	High
	Daily food				X		Low	High	Medium

Chinese festivals, customs, and rituals	Chinese Lunar New Year					X	Low	High	High
	Chinese marriage customs		X				Low	Medium	Low
	Chinese other festivals				X		Low	High	Medium

As per the above table, the Sri Lankan audience learns the facts about Chinese culture in depth. Therefore, the audience learns the main themes of Chinese language, Chinese aesthetics and beauty, Chinese food items, Chinese festivals, and Chinese rituals. Further, as per the data, it's clear that CRI has mainly used the visual format to report cultural information to Sri Lankans. Therefore, the present study concluded that the Sri Lankan audience could learn about Chinese culture through the CRI Sinhala service.

As per the data findings, one of the main objectives of the CRI-Sinhala service is to attract a Sri Lankan audience. Therefore, the content analysis and the in-depth interviews indicated several communication strategies implemented by the CRI-Sinhala service to attract the audience and educate them about Chinese cultural values. Therefore, CRI has focused on giving strategic information on Chinese language, culture, customs, etc.

**Strategic narratives are mainly used to spread Chinese culture to Sri Lankans.**

- Integrating social media influencers

This has been indicated as one of the communication strategies implemented through the CRI-Sinhala service to designate China's culture mainly for the Sri Lankan audience. The CRI Facebook page is using influencer profiles to get the CRI Facebook reach. The social media influencer is an important part of this information network, and it is one of the strategies that the media and other product companies use in order to reach a large number of audiences and customers. Therefore, I could say the two main Facebook pages, which have a large number of followers, are influencing media. The Facebook pages “Waruni JZ” and “Rasika Liu” are the two main influencer FB page names. These Facebook pages were used in order to spread the information in China. All these pages belong to Chinese citizens who are very fluent in Sinhala. They give the information in different scenarios, such as how to do shopping in China, what's the currency value of Sri Lanka and how to shop with Sri Lankan money in China, celebrating Chinese New Year with their families, making different food items with their family members, how Sri Lankans and Chinese people are being close friends in China, the fluency of Chinese language among Sri Lankans, nightlife and markets in China, Sinhala and Chinese songs singing together, improving both languages together by Sinhalese and Chinese, are some of the most popular information influencers have posted through their Facebook pages. These all became highly positive, influencing posts and videos from Chinese Facebook pages for a Sri Lankan audience.

The influencers Facebook pages have much more insights about the daily lifestyle of Chinese. Here they mainly cover the language, festivals and celebrations, customs, food items, etc. Therefore, the influencers could have a good impact on society. Further, all these influencers have lived in Sri Lanka for a few years and conducted their postgraduate degrees at Sri Lankan

universities. Due to this reason, they seem to have good knowledge about Sri Lanka. These influencers' videos bring out China's soft diplomacy for the Sri Lankan audience.

*Waruni JZ Influencers on social media*

Waruni is a Chinese woman who speaks Sinhala very well, and she became a kind of cultural ambassador for China. Many people used to follow her videos on Facebook. The number of followers is 889K, which is higher than that of general local influencers. Her Facebook page is also combined with the CRI Facebook page. Compared to the other posts shared by CRI on Facebook, her posts have a high number of followers and many positive comments. It's a very famous Facebook page, and many Sri Lankans follow it. According to the post analysis, the majority of the audience mentioned that they are learning more about China through her Facebook page. They have mentioned that it makes a good impression about China among Sri Lankans. Further, the audience indicated that it's very impressive to learn the facts about China through her Facebook page. Overall, she has more positive comments and a higher number of likes and shares. All the posts have received more than 2000 likes and more than 200 comments. This is a comparatively high influencer's page surface in Sri Lanka, according to the ratio.

Further, the Sri Lankan followers used to visit her Facebook page as fans. Further, she has also replied to the comments to maintain a direct connection with the audience. It gives Sri Lankans a positive perception of Chinese people. She used to post videos of people speaking in Sinhala in Chinese markets—how to buy vegetables, Chinese New Year celebrations, their daily office lives, visiting different places in China, family reunions, etc. Therefore, this content became highly interesting for Lankans. Waruni's Facebook page is one of the most followed personal Facebook pages by the Lankan audience. This Facebook page has given a clearer idea of the internal figures of China to the Sri Lankan audience, and the way of reporting the facts has become highly interesting to the audience. As per the comment analysis, it's visibly clear.

*Rasika Liu is an influencer on social media.*

According to the analysis of the Rasika Liu Facebook page, it has been indicated as one of the other influencer Facebook pages in Chinese state-owned media. Rasika is a Chinese lady who can speak fluent Sinhala. She gives insights from China to Sri Lanka through her Facebook page. Her Facebook page is highly popular among Sri Lankans as an intercultural communicative social media page. Her Facebook page has many followers, and many Sri Lankans used to get information through her social site. She has 304K followers, which is comparatively high. According to the content reported on her Facebook page, she has brought out the Chinese family woman's lifestyle. How the family lady is doing the work in China. Therefore, she has mostly posted her day-to-day activities with kids and in-laws. On her Facebook page, she emphasizes much about Chinese food, Chinese customs, and her daily lifestyle. This has had a huge impact on the Sri Lankan audience's understanding of China, which they could analyze through the content reported on her Facebook page.

According to the analysis of her Facebook comments and posts, she has received a high number of positive comments and a high number of likes. For approximately all the posts she shares, she gets more than 1.5k likes and more than 100 comments for each. This comparatively indicates the positive influencer's account surface. As per the comments in the posts, the audience mainly indicated that they feel real China through her Facebook site, and many of them mentioned that they would like to visit China after seeing the videos on her Facebook page. As per the data indicated through in-depth interviews, it is clear that the social media influencer is one of the main strategies for influencing the audience.

With the data gathered through the content and the in-depth interviews, it's indicating that the CRI-Sinhala service uses social media influencers in order to give the insights of China to a foreign audience in an attractive way. These sites mainly report on Chinese daily life, which gives Sri Lankans the opportunity to see China through their eyes. With the comments analyzed, it shows that the system has been highly receptive to the audience.

- Unique Style, Repertoire, and the Arrangement of Digital Media Platforms

According to the content analysis and the in-depth interviews, the unique style, repertoire, and arrangements of digital media platforms have been indicated as another strategy used to deliver China's soft diplomacy to the audience.

The style and eye-catching arrangement of the website, Facebook page, and magazine have been used as communication strategies in the CRI-Sinhala service. Therefore, the surface of the website has been colored with the Chinese national colors, and it has added a blue, red, white, and yellow touch. This color combination on the website catches the eye of the audience earlier than the information. The surface indicates that this is important news from China. As a general rule, serif and sans-serif typefaces are used for either body copy or headlines (including titles, logos, etc.), while script and display typefaces are only used for headlines.

Monospaced typefaces are generally used for displaying code, though they can also be used for body and headline copy. They were originally used on typewriters. CRI has used monospaced typefaces in order to keep the attention of the audience. Further, the font sizes, font colors, and pictures are very catchy for the audience. The CRI website has a unique appeal with plenty of information. This appeal grabs the audience. Further, the headings, formats, and structure deviation clearly indicate the typography techniques used on the website. First and foremost, typography is about capturing the onlooker's attention. The CRI website establishes the information hierarchy. As a lot of text is grouped together, utilizing typography to differentiate the information helps a reader digest what is being shown. The typography communication strategy used on the CRI website builds and fortifies country recognition. The color combination, fonts, and textures used to emphasize and indicate that the site is China Radio International. Further, this typography indicated the professionalism and well-managed structure of the CRI Sinhala service. Formalizing the structure of typography gives the power to build a professional personality and the first image of the country as its international media.

Further, style has a visual voice of its own. As the CRI-Sinhala service has been used, all the visual communication through clear photographs conveys the messages beyond what is actually



being stated. The colorful and clear images added an authentic appeal to the website, where the foreign audience felt at home. Moreover, it can be seen that the same wording has a different impact depending on the letter and font type. As communication happens with a foreign audience where they don't know about the state, there should be a high message delivery strategy. The CRI service has an aesthetic-pleasing appearance on the website where it can be identified as unique. Therefore, this can be seen in every sector, such as China's beauty, Chinese language, Chinese customs, etc. The clear pictures were used to attract the audience and keep their attention on the news and information. The picture colors have a unique appeal, which indicates its "CRI-Sinhala service." The term infotainment has been used as a way of reporting style in order to educate the public about important topics while adding entertainment. Therefore, in every sub-theme, the information has been used in a different manner.

The CRI-Sinhala service has been used in modern entertainment education, which includes radio conversational dramas to teach the Chinese language. I became very interested in learning the Chinese language. Further, talk programs such as CRI-Facebook talk programs about different events and incidents were included as well. Moreover, CRI-Facebook used the comedy videos made by Chinese people in order to grab the audience's attention. As an example, the Chinese presenters made videos about Chinese proverbs in Sinhala. They created the videos in their working environment and added liveliness to the videos. These kinds of videos are shared by the CRI-Sinhala service to grab the attention of a large audience.

Further, CRI has used Sinhala and Chinese music on the websites, where anyone can listen to the songs in both languages. Nevertheless, the CRI-Sinhala service has used the interactive website in order to give the information to a foreign audience.

The thematic analysis indicated that the style of reporting and website structure are appealing to an international audience. specially to indicate that it's China's radio information about the state. Because international media may not be very familiar to the audience, the font's arrangement has a huge impact.

Therefore, with the indications of in-depth interviews, it's very clear that the CRI-Sinhala service uses the style, repertoire, and arrangements of the website's uniqueness to reach the Sri Lankan audience. The colors used on the site, fonts, and typographies are highlighted by the audience, which encourages them to read the message.

- Live Reporting, Persuasive Language, and Conversational Audio Videos

The secondary content used in the present study to indicate the communication strategies and theme, live video reporting, and conversational audio and video were identified as another tactic with which CRI-Sinhala service has been used. Live video reporting has been used mainly on the CRI Facebook page in order to show the beautiful places in China and the daily lives of Chinese people. In this section, the audience has the opportunity to ask questions and make comments when the reporter is live. So the Chinese reporter and the Sri Lankan audience could have a good relationship, and the Sri Lankan audience has high chances of understanding the content clearly and without doubt as they have the chance to do live chatting. This has been implemented within the past few months. But it has started to have a huge impact with the content reported. According to

the content analysis, the videos have a high number of views. Further live chatting has happened, and many Sri Lankans have asked questions because they are curious about the content. This became a huge trend among the audience to understand the facts and information about the country. With this strategy, the audience created a close connection with the CRI-Sinhala service as per the content review analysis.

Live video reporting has been done in the festival time of China to indicate the Chinese celebrations, family reunions, and the Chinese lifestyle. The audience has the chance to see the real China through this strategy. The different case studies and events are mainly included in the content of CRI to create a vibe of the incident. Therefore, the Chinese New Year, Chinese 100th communist party ceremony, Chinese winter Olympics, etc. can be identified as main cases that gave Sri Lankans several pieces of information about China.

Further, the Facebook content has used conversational, persuasive reporting. The CRI Sinhala service uses conversational, persuasive, and simple language in report writing and speaking. The conversations have been used in order to provide information related to the culture. The language, food, aesthetics, etc. have been explained using conversational language. That has added flavor to the program content. The reader or listener must feel that he or she is also a part of the conversation where they can grab the message very easily. This communication strategy has been used in all the videos posted on the CRI Facebook page. Further, CRI has used simple and neutral language so that all the readers will be able to understand the passages. Especially when they are reporting on political and economic information, they use simple language so that everyone can understand the content. A simple language tone has been used when posting the Facebook post, which everyone in the audience can understand. Moreover, the neutral language behavior in some concerned topics is also important to indicate, as a technique CRI has used. According to the thematic analysis, live reporting and conversational audio video have been indicated by the respondents. With the indications of the present research data, live reporting and conversational persuasive audio video reporting could be identified as one of the strategies used to attract the audience for educating the soft diplomacy of China. Therefore, to indicate the language, Chinese festivals, Chinese day-to-day life, special events, etc., CRI used live reporting and conversational videos. As the events represent the culture, the research summarizes that CRI uses this strategy to bring out the Chinese culture to the world. This strategy was primarily implemented through the CRI- Facebook page.

### **Audience Perception on Strategic Narratives for Spreading Chinese Cultural Values**

As per the present study, there are three main communication strategies identified for indicating China's cultural values through CRI-Sinhala service towards the Sri Lankan audience. Therefore, the statistical provident of the relationship between the communication strategies and the communication objective and the impact of communication strategies on the audience's understanding of China's culture, history, etc. have been identified as below.

### **The Relationship of Strategic Narratives for Spreading China’s Cultural Values**

As the present research has identified the main three communication strategies in order to achieve the communication objective of spreading China’s cultural values, the present study has identified the statistical relationship between the strategies and the communication objective.

Table 2: Correlations of CS towards Spreading China’s Cultural Values

<b>Correlations</b>					
		Spread China’s cultural values	Integrating social media influencers	Style, repertoire, and arrangement	Live video reporting
Spread China’s cultural value	Pearson Correlation	1	.792**	.651**	.784**
	Sig. (2-tailed)		.000	.000	.000
	N	367	367	367	367

\*\* . The correlation is significant at the 0.01 level (2-tailed).

As per Table 2, the correlation between the communication strategies and the communication objective of spreading Chinese culture has a significant relationship, as the p value of “sig” is less than 0.05. Therefore, it’s clear that all the communication strategies implemented to spread Chinese cultural values are significant.

Then the integrating social media influencer has a positive relationship (0.792), as the value is between 0.5 and 1.0. Further, the live video reporting and style repertoire and arrangement have a strong positive relationship, as the values are respectively (0.784 and 0.651), which are in between the strong positive correlation.

Therefore, it’s statistically proven that communication strategies used to spread Chinese culture have a strong positive relationship with the audience's ability to understand the information reported for the purpose.

### **Impact of Strategic Narratives on Spreading China’s Cultural Values**

Table 3: Model Summary Communication Objective 2

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.659 <sup>a</sup>	.434	.429	.24153

a. Predictors: (constant), COM\_ISMI, COM\_SRA, COM\_LVRC

Table 4: Anova Communication Objective 2

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.233	3	5.411	92.755	.000 <sup>b</sup>
	Residual	21.176	363	.058		
	Total	37.409	366			
a. Dependent Variable: COM_ECSD_D						
b. Predictors: (constant), COM_ISMI, COM_SRA, COM_LVRC						

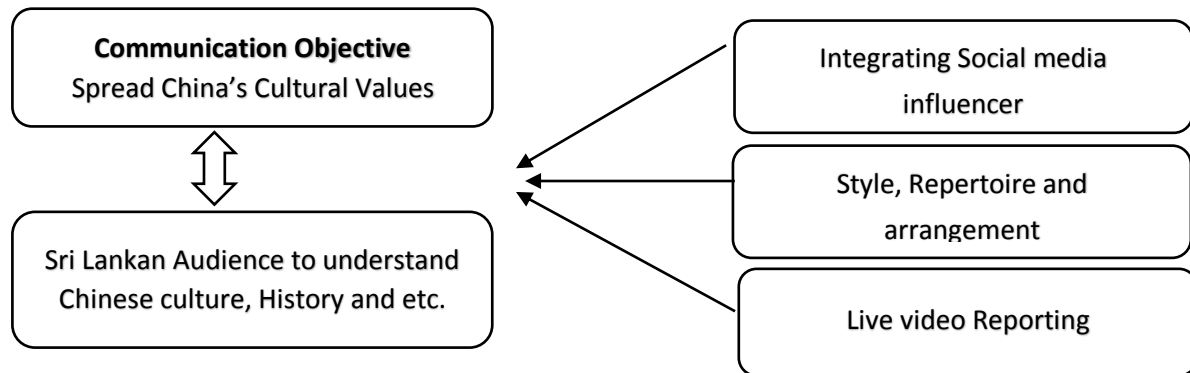
The results of the ANOVA test are shown in Table 32 for communication objective 2. It yielded a P value of “.000”, which is indicated by "sig." This clearly implies a significant value, which is signified by an alpha value of less than 0.05. It demonstrates that all three parameters utilized in the dimension were statistically significant in improving and predicting the dependent variable's result.

Table 5: Coefficients: Communication Objective

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.497	.230		10.873	.000
	COM_ISMI	.810	.049	.746	16.654	.000
	COM_SRA	.230	.041	.269	5.557	.000
	COM_LVRC	.092	.040	.102	2.274	.004
a. Dependent Variable: COM_ECSD_D						

According to the table of coefficients, three independent variables have been used to predict the dependent variable and are statistically significant to predict the dependent variable of spreading Chinese culture, as the p value is less than 0.005. Based on the above relationship between independent and dependent variables, the following equation can be created: Spreading Chinese culture = 2.497 + 0.746 (integrating social media influencers) + 0.269 (style, repertoire, and arrangement) + 0.102 (live video reporting). Therefore, it's statistically indicated that the communication strategies used to spread China's cultural values to an international audience have a positive and significant impact. As per the results indicated through the statistical analysis, the relationship between the communication strategies and the communication objective of spreading Chinese culture has a positive and strong relationship. Further, with the regression analysis, it has

been identified that the communication strategies implemented have a positive impact on the audience, thereby understanding the communication objective of spreading Chinese culture. Therefore, the summary of the identified analysis could be presented as shown in Figure 1.



**Figure 1: Strategic Narratives to Spread China's Cultural Values**

Source: Research Development, 2022

## Conclusion

The present study has been focused on identifying the strategic narratives used to spread China's culture to the Sri Lankan audience through the CRI Sinhala service. Therefore, the study has identified several main themes. CRI is reporting on Chinese culture in main themes and sub-themes. The main theme in Chinese has the sub-themes of proverbs, daily conversations, festival words, special words in Sri Lanka, and meeting conversations. Then the Chinese aesthetics and beauty main theme has the sub-themes of state uniqueness, weather and environment, world heritage, and Chinese music. Then the Chinese food culture main theme has sub-themes such as Chinese news year, Chinese traditional state food, authentic festival food, and daily food. Then the Chinese culture emphasizes the sub-theme of Chinese festival customs and rituals. The sub-themes indicate the Chinese lunar new year, Chinese marriage customs, and Chinese other festivals. Therefore, it's clear that CRI uses different main and sub-themes to spread China's culture to Sri Lanka. Then, to spread these cultures, the international media uses different strategic narratives. Therefore, the main strategic narrative found was the social media influencers of CMG. Waruni and Rasika are the main social media influencers who show the Chinese culture to the world. Then the style repertoire and the arrangement of the website and the Facebook page indicated Chinese culture to the Sri Lankan audience. Hence, the way of reporting and creating the prominence of the cultural facts is getting the audience's attention, and the present study indicates it as one of the main communication strategies. Then the live video reporting, especially on the Facebook page, could be recognized as one of the main communication strategies.

As per the audience analysis, all three main communication strategies are positively significant in spreading cultural value among the Sri Lankan audience, and the social media influencers have the highest influence. The correlation between the communication strategies and the communication objective is also positive, as per the analysis. Hence, the research indicates that

the CRI Sinhala service uses successful communication strategies in order to spread China's culture to Sri Lanka. Also, CRI spread China's culture in different main themes. There are a few limitations in the research, and in the future, this can be expanded. The research sample sizes, the interview samples, and the categories could be changed or expanded. These indicated communication strategies in international media can be used by other international media to reach their communication objectives as well.

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