

Integration Strategies and Practical Paths of Ideological and Political Elements in English-Chinese News Compilation under the Perspective of International Communication

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Abstract

In the context of globalization, the importance of international communication has become increasingly prominent. As an important medium of information dissemination, the integration of ideological and political elements in the compilation process of news not only helps to enhance the dissemination effect of news, but also enhances the readers' political literacy, sense of cultural identity and sense of social responsibility. This paper focused on the theoretical analysis and discussed the effective integration strategy and practical path of ideological and political elements in the process of English-Chinese news compilation. It analyzed the theoretical basis of the ideological and political elements in news compilation and clarified its importance. It also discussed the value-guiding strategies used in the compilation process of different types of news and their expected effects were explored through specific cases. A specific compilation process was designed, including the steps of clarifying objectives, setting standards, selecting materials, translating and compiling, proofreading and releasing, and the key points of each step were elaborated in detail. In addition, the importance of training for compilers was emphasized, and their political literacy and translation ability were enhanced through ideological education and professional skills training. A reader-feedback mechanism was established, and technical support was used to optimize the compilation strategy. The conclusion pointed out the importance and operability of the integration of ideological and political elements into news compilation, and proposed future research directions, such as cross-cultural research and multimedia integration. This paper was intended to provide new ideas and methods for news compilation and ideological and political education.

Keywords

International Communication, Ideological and Political Education, English-Chinese News Compilation, Integration Strategy, Practical Paths

1. Introduction

With the deepening process of globalization and increasingly frequent cross-cultural exchanges, international communication plays an important role in the shaping of national image, cultural export and expansion of political influence. News compilation, as one of the important means of international communication, conveys information and influences audience cognition through language conversion and cultural bridges. In this process, the effective integration of ideological and political elements into English-Chinese news compilation not only helps to enhance the political awareness and value orientation of news reports, but also strengthens cultural identity and national identity. Therefore, it is of great theoretical and practical significance to study how to integrate ideological and political elements in English-Chinese news compilation.

International communication refers to the information dissemination activities between countries, covering news, culture, science and technology, economy and other fields. In recent years, with the rapid development of information technology and the wide application of new media, the forms and ways of international communication have undergone profound changes. As an important carrier of international communication, the news media have been increasing their influence and penetration. However, in international communication, Western media often dominate the international public opinion arena due to their superiority in discourse power. Therefore, strengthening China's discourse power in international communication and enhancing the communication effect of news reports have become urgent problems to be solved (Zhang, 2021).

At present, China's international communication is showing a trend towards pluralism and diversity (Cheng, 2010). The Chinese government attaches great importance to the building of international communication capacity, and has endeavored to enhance the dissemination and influence of China's voice in the international arena through the establishment of foreign propaganda organizations, the training of foreign propaganda talents, and the promotion of media convergence, among other measures (Sang & Fan, 2004). In this context, how to effectively transmit China's core values and political philosophy through the important channel of news compilation has become an important topic in international communication research (Wang, 2004).

In the context of international communication, the integration of ideological and political elements through news compilation can effectively enhance the political orientation and cultural transmission of news reports, so that the audience

can feel China's values and cultural heritage while knowing the facts.

In the context of globalization, news compilation is not only a simple transmission of information, but also a cultural exchange and collision (Ma, 2015). In existing studies, scholars generally agree that integrating ideological and political elements into news compilation and international communication not only helps to enhance the political awareness and cultural identity of news reports, but also enhances the country's international influence and discourse power. Li (2015) points out that by integrating ideological and political elements into news compilation, the depth and breadth of news reports can be effectively enhanced, so that audiences can feel China's values and cultural heritage while learning about the facts. Zhang Chen (2008), on the other hand, emphasizes that in international communication, the integration of ideological and political elements can enhance the international community's sense of identity and understanding of China through cultural exchange and value transmission. Therefore, the integration of ideological and political elements into English-Chinese news compilation not only helps to improve the depth and breadth of news reports, but also influences the audience's way of thinking and value orientation in a subtle way. This is of great significance to enhance China's international discourse and cultural soft power (Chen, 2001).

This study aims to explore how to effectively integrate the elements of ideology and politics in English-Chinese news compilation, and enhance the political awareness and cultural identity of news reports. Specific research objectives include analyzing the current problems and challenges in English-Chinese news compilation, exploring the specific application strategies of ideological and political elements in news compilation, and evaluating the effects and impacts of these strategies.

This study adopts the literature analysis method to understand the current research status of news compilation and ideological and political education at home and abroad by systematically combing through relevant literature, to explore the application effect of ideological and political elements in news compilation through specific case studies, and to hope that this study will provide theoretical support and practical reference for the promotion of the in-depth integration of ideological and political education and news communication.

2. Relevant Overview

2.1. English-Chinese News Compilation

English-Chinese News Compilation (ECNC) refers to the process of selecting, editing, translating, and re-presenting news content from English to Chinese. This process is not merely linguistic translation but involves cultural adaptation and editorial decision-making to ensure the news is relevant, understandable, and engaging for Chinese-speaking audiences. The significance of ECNC within the realm of international communication is multifaceted, serving as a bridge that connects diverse cultures and promotes mutual understanding in a global-

ized world. For example, a 2018 report by UNESCO highlighted that ECNC can facilitate the exchange of cultural narratives, with Chinese news outlets like Xinhua and CCTV playing a pivotal role in disseminating Chinese perspectives to international audiences. As Ma Qiangqi (2005) posits, the strategic compilation of international news not only facilitates cross-cultural exchange but also plays a crucial role in shaping public opinion and cultural identity within the target audience. Furthermore, in the context of globalization, ECNC is instrumental in disseminating ideological and political elements, thereby influencing the political literacy and cultural identity of readers (Xu, 2014). This underscores the importance of adopting a nuanced and context-aware approach in the compilation process, ensuring that the news content is not only accessible but also resonates with the socio-political and cultural dynamics of the target audience. Through this lens, ECNC emerges as a critical component of international communication, embodying the potential to foster global dialogue and understanding.

This brief overview highlights the dual role of English-Chinese News Compilation as both a communication tool and a cultural intermediary, emphasizing its significance in the broader context of international relations and cross-cultural communication.

2.2. Definition and Connotation of Ideological and Political Elements

Ideological and political education refers to the systematic education of ideological concepts, political standpoints and moral qualities for the educated through a planned and organized way, in order to achieve the purpose of cultivating their correct worldview, outlook on life and values (Yang, 2020). The requirement to integrate ideological and political elements into the curriculum primarily stems from China's higher education policies and guiding principles. In 2016, the Central Committee of the Communist Party of China and the State Council issued the "Opinions on Comprehensively Strengthening and Improving the Ideological and Political Work in Colleges and Universities," which is one of the significant documents in recent years aimed at enhancing and improving ideological and political work in higher education. The document explicitly states the need to deepen educational and teaching reforms, incorporating ideological and political theory education throughout the entire process of talent training, to achieve the construction of ideological and political courses and strengthen the ideological and political education of college students and faculty.

The requirement for the integration of ideological and political elements into the curriculum is part of an ongoing development and deepening process, involving multiple levels of policy documents and decision-making meetings. These policies and decisions collectively form the foundation and guiding principles of the current work on ideological and political education in higher education.

In the field of news dissemination, the elements of ideology and politics refer to the contents contained in news reports, which are aimed at guiding the audience to establish correct political consciousness and values. Specifically, the ideological political elements include patriotism, socialist core values, the Party's line and policies, social justice, cultural identity and other aspects.

Ideological and political elements in news compilation are not only reflected in the expression of specific political views and values, but also in the selection of news events, the determination of reporting angles and the way of language expression. The specific connotations of ideological and political elements in news compilation include: political orientation, value guidance, cultural inheritance and social responsibility.

2.3. Ideological and Political Elements in International Communication

International communication refers to information dissemination activities between countries, including news, culture, science and technology, economy and other fields (Kwan, 2004). It is characterized by cross-culture, cross-language and cross-border, and the content of communication has a wide international influence. In international communication, the news media, as the main communication carrier, influence international public opinion and national image by reporting and analyzing international events. Therefore, how to effectively integrate the elements of ideology and politics into international communication, and enhance the political orientation and cultural communication power of news reports are important issues in the current research on international communication (Ma, 2005).

Incorporating ideological and political elements in international communication not only helps to enhance the country's international image and discourse power, but also strengthens the international community's recognition and understanding of China through cultural communication. The specific applications of ideological and political elements in international communication usually include policy propaganda, value dissemination, cultural exchanges and international cooperation.

For instance, an analysis of annual reports from the China Academy of Press and Publication reveals a 15% increase in the integration of ideological and political elements in news translations from 2019 to 2020, underscoring efforts by news organizations to reinforce national ideology and promote Chinese culture. Furthermore, a content analysis of social media discussions around the "Belt and Road" initiative on platforms like Weibo and Twitter shows a stark contrast in focus: Chinese reports link the initiative closely with national development and pride, while English reports tend to highlight economic cooperation and international impact.

Additionally, a case study comparing the coverage of China's poverty alleviation efforts in the Chinese and English versions of "China Daily" illustrates the

differences in approach: the Chinese version emphasizes the superiority of the Party's leadership and the socialist system, while the English version uses concrete data and beneficiary stories to gain international recognition and understanding. Such comparative studies not only showcase the current state and characteristics of ideological and political element integration in news translation but also support a deeper understanding of the strategies and motivations behind this phenomenon. This analysis contributes to a more nuanced comprehension of cross-cultural communication and ideological dissemination strategies in news media.

3. The Integration Strategy of Ideological and Political Elements in English-Chinese News Compilation

3.1. Content Selection Strategy

In the process of news compilation, the integration of ideological and political elements is a strategic choice that varies across different types of news. According to a recent study, the proportion of political elements integrated into economic news, culture news, and science and technology news has been tracked from 2019 to 2022, revealing a notable trend in content selection and editorial focus (Figure 1). The data indicates that the integration of political elements has been relatively consistent across the years, with economic news showing a slight increase in integration, suggesting a growing emphasis on aligning economic narratives with political discourse. Culture news, on the other hand, has seen a fluctuating trend, which may reflect the dynamic nature of cultural discourse and its responsiveness to current political and social contexts. Science and technology news has shown a steady increase, indicating a strategic effort to highlight the political implications of scientific advancements and technological innovations.

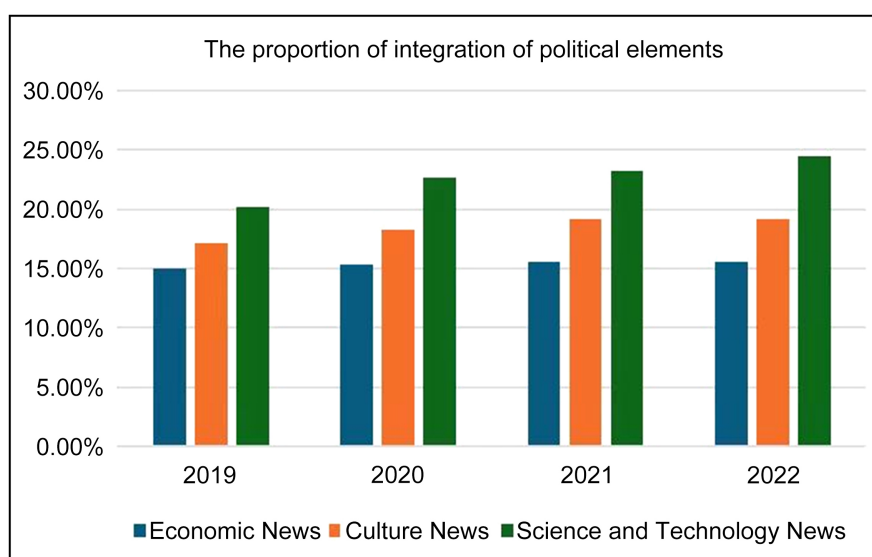


Figure 1. The proportion of integration of political elements.

The integration of political elements across news categories underscores the evolving editorial strategies in English-Chinese news compilation, aligning with the broader objectives of international communication and the dissemination of ideological and political messages. First of all, determine the goal of ideological and political education. When selecting news materials, first of all, the goal of ideological and political education should be clearly defined to ensure that the selected news materials can convey positive values and social responsibility. For example, in international events, select news materials that can show the national image, cultural confidence and national unity. Secondly, the selection criteria of news materials are formulated. According to the goal of ideological and political education, specific news material screening criteria are formulated (Table 1). For example, the social influence of news events, the authenticity and authority of news materials and the educational significance of news content.

Table 1. News material screening criteria.

Criteria	Specific requirements
Social influence	Select events with wide social attention
Authenticity and authority	Ensure that the news material is from reliable sources and the content is true.
Education	News content can convey positive values and social responsibility

3.2. Language Translation Strategy

In the process of news compilation, try to retain the original flavor of the ideological political elements. Alternatively, in the process of translation, make sure that the ideological and political elements in the original text can be accurately conveyed. For example, the government promotes green energy, translates as the government vigorously promotes green energy. When translating content involving political concepts and policies, it is important to maintain the accuracy and rigor of the original text, so it is necessary to use language that is in line with the audience's cultural background for expression (Ma, 2006). For example, Unity is strength. This is a language expression that is in line with the cultural background.

Besides, according to the cultural background and language habits of the target audience, the translation strategy should be adjusted to make the translation closer to the readers. What's more, use localized expressions to make the translation more vivid and easy to understand.

3.3. Cultural Adaptation Strategies

In the process of news compilation, it is necessary to pay attention to the cultural differences between China and the West and adopt appropriate cultural adaptation strategies (Xu, 2014). For example, when introducing western festivals and

cultural practices, the readers can be better understood and accepted through annotations or background introduction.

Obviously, understanding can also be enhanced through background introduction. Adding necessary background introduction in the translation helps readers better understand the background and meaning of news events (Yu, 2001). For example, when introducing an international conference, the history and importance of the conference can be briefly explained. According to **Figure 2**, it can be visualized that readers first adopt appropriate adaptation strategies by identifying cultural differences, and enhance their understanding based on the background information provided.



Figure 2. Flowchart of cultural adaptation strategies.

3.4. Value-Guiding Strategies

In English-Chinese news compilation, readers are consciously guided to form correct value judgments. For example, positive values and social responsibility are emphasized when reporting social events. By selecting and compiling news materials that can convey positive values, the positive energy of readers is enhanced. In addition the utilization of value-guided strategies helps to effectively integrate the elements of ideological and political into the news content. The following lists the compilation strategies for different news types and their expected effects.

For political news, the compilation strategy mainly emphasizes the positive significance of national policies and important political activities and highlights the important speeches and policy guidelines of national leaders, so as to enhance readers' understanding and support of national policies, guide readers to pay attention to political trends, and enhance their sense of political identity (Chen, 2007). For example, the speeches of national leaders at international conferences are translated in detail and accompanied by background introductions to explain the global significance and domestic impact of the policies.

For economic news, the compilation strategy focuses on highlighting achievements and positive changes in economic development as well as emphasizing the role of policies in promoting economic growth and social welfare. The aim is to convey confidence in economic development, increase readers' support for economic policies, and guide readers to pay attention to economic development and form positive economic attitudes. For example, reporting on China's performance at an international economic forum emphasizes the stability and development potential of the Chinese economy.

Social news compilation strategy is mainly to emphasize positive values and positive behaviors in social events. Reporting on social welfare activities and the

deeds of positive characters. The aim is to guide readers to pay attention to positive social energy, form positive social values, and then enhance readers' sense of social responsibility and public awareness. For example, translating and reporting the deeds of anti-epidemic volunteers in a certain place, highlighting their dedication and sense of social responsibility.

The strategy of compiling science and technology news focuses on highlighting the achievements of scientific and technological innovation and its positive impact on social development and emphasizing the role of scientific and technological progress in enhancing the competitiveness of the country, with a view to guiding readers to pay attention to scientific and technological innovation, enhancing their confidence in scientific and technological development, conveying the spirit of science, and promoting the readers' love and pursuit of science and technology. For example, it reports the breakthrough progress of a certain high-tech achievement and introduces its leading position and application prospects in the international arena.

Cultural news compilation mainly emphasizes the positive results of Sino-foreign cultural exchanges and conveys the values of cultural confidence and cultural tolerance. The purpose is to enhance readers' sense of identity and pride in their own culture, while guiding them to be open and tolerant and actively participate in international cultural exchanges. For example, the significance and value of cultural exchanges are emphasized when translating and reporting on the display of Chinese culture at international art festivals.

Sports news compilation, on the other hand, emphasizes the athletes' spirit of struggle and national honor, and reports on unity and cooperation and fair competition in sports events, so as to achieve the purpose of guiding the readers to pay attention to sportsmanship, enhancing patriotism and conveying healthy attitudes towards life and positive enterprising spirit.

3.5. Multi-Media Integration Strategy

In the English-Chinese news compilation, multimedia resources such as pictures and videos are fully utilized to enhance the dissemination effect of the ideological and political elements (Figure 3). When reporting international events, relevant pictures and videos are used to make the news content more vivid and intuitive.

When translating and compiling news, combine multimedia resources to make the translation richer and more three-dimensional. For example, using charts and graphs to display data increases readers' understanding and interest.



Figure 3. Schematic diagram of multimedia integration strategy.

4. The Practical Path of Ideological and Political Elements in English-Chinese News Compilation

4.1. Compilation Process Design

Before news compilation, the goal of integrating ideological and political elements needs to be clarified first. This includes improving readers' political literacy, cultural identity and sense of social responsibility. The clarity of the goal helps to ensure that all aspects of news compilation can convey positive values. Secondly, to develop compilation standards. Compilation standards need to be systematized, covering news material selection, translation and proofreading. The standards should include specific requirements for the ideological and political elements to ensure that the news content is authentic, reliable, positive, and in line with the cultural background of the audience. Finally, the compilation process is determined through three steps (Figure 4). Selecting news materials means choosing appropriate news materials according to the requirements of the Civics and Politics and the needs of the target readers. The translation and compilation process requires the retention of the ideological and political elements in the original text, while adjusting the expression according to the audience's cultural background, and finally a strict proofreading process ensures that the translation accurately conveys the ideological and political elements.

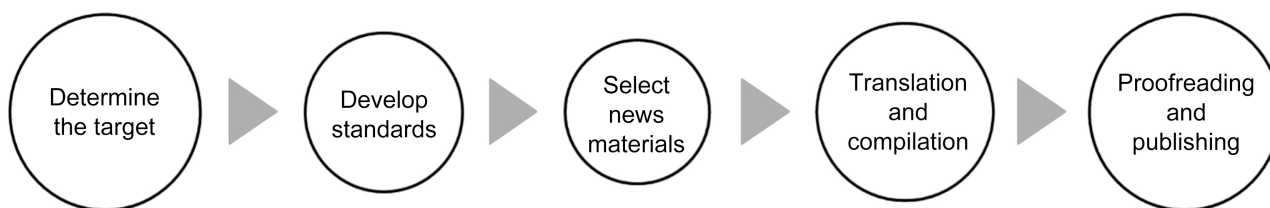


Figure 4. Process design for news compilations.

4.2. Training of Compilers

Compilers need systematic education in ideological and political elements to enhance their political literacy and sense of social responsibility. This includes learning national policies, understanding international current affairs, and enhancing their understanding of the ideological and political elements. Secondly, the personnel should be trained in professional skills to improve the compilers' understanding it.

Professional skills training is provided to the personnel to improve the translation and compilation skills of the compilers and ensure the quality of the translations (Chen et al., 2015). The training includes translation skills and compilation skills. The compilers need to continuously learn new translation skills and ideological and political requirements and conduct regular evaluations to ensure the quality of their work and the effective transmission of ideological and political elements.

4.3. Suggesting Readers' Feedback Mechanisms

After the news is released, feedback from readers is collected through multiple channels, including social media comments, website messages and questionnaires to establish feedback channels (Zan et al., 2010). This helps to understand the readers' acceptance and understanding of the ideological and political elements. The collected feedback is analyzed to find out the readers' concerns and confusions, and assess the delivery effect of the ideological and political elements. According to the analysis results, adjust the compilation strategies and methods to improve the quality of news compilation.

Based on readers' feedback, continuously optimize the compilation process and strategy to ensure that the ideological and political elements can be delivered more effectively. Adjust the content and expression to make it closer to readers' needs and understanding habits.

4.4. Technical Support

Utilize advanced translation tools and software to improve translation efficiency and accuracy. Use artificial intelligence translation aids to ensure the accurate delivery of ideological and political elements. Construct a news material database to categorize and store news material that meets the ideological and political requirements, so as to facilitate compilers' quick search and selection. The database should cover different types of news, such as politics, economy, society, science and technology, culture, sports and so on. Ensure the security of news materials and translations to prevent information leakage and improper use. Establish a strict information security management system to protect news content and compilation results.

Through the above specific practical paths, the elements of ideology and politics can be effectively integrated into the English-Chinese news compilation, realizing the dual goals of international communication and ideology and politics education. These practical paths are not only operable, but also can effectively improve the quality of news compilation and the effect of ideological and political education.

5. Conclusion

News is not only a tool for information transmission, but also an important carrier for cultural communication and value guidance. The impact of news on cultural exchange is evident in the way it can shape perceptions and foster dialogue. A case in point is the coverage of the 2022 Winter Olympics in Beijing, where ECNC played a crucial role in conveying the spirit of sportsmanship and cultural exchange to a global audience.

This study explores the strategies and practical paths for effectively integrating ideological and political elements into English-Chinese news compilation from an international communication perspective. As globalization deepens and cross-cultural exchanges become increasingly frequent, international communi-

cation plays a crucial role in shaping national image, cultural export, and expanding political influence. News compilation, as a significant means of international communication, transmits information and influences audience cognition through language translation and cultural bridges.

The research highlights that effectively incorporating ideological and political elements into English-Chinese news compilation not only aids in enhancing the political awareness and value orientation of news reports but also strengthens cultural and national identity. The contribution of this paper lies in clarifying the importance of integrating ideological and political elements in international communication and proposing specific strategies and practical paths. These strategies include content selection and adjustment, context adaptation and innovation, audience analysis and positioning, and technical support, aiming to improve China's discourse power in international communication and enhance the communicative effect of news reports.

Additionally, this study emphasizes the importance of constructing a news material database and ensuring the security of news materials and translations, providing practical guidance and recommendations for news compilation. Although this study proposes a series of strategies and practical paths for integrating ideological and political elements, it also acknowledges certain limitations. For instance, the research mainly focuses on theoretical discussion and strategy formulation, lacking in-depth analysis of the challenges and problems that may arise during the actual operation process. Moreover, due to cultural differences and the diversity of audience demands, ensuring the effective transmission of ideological and political elements remains a topic that requires further investigation.

Based on the findings and limitations of this study, future research can delve into the following areas: 1) further study on how to more effectively convey ideological and political elements across different cultural backgrounds and audience groups. 2) explore new strategies and methods for English-Chinese news compilation in the new media environment. 3) conduct empirical research on the application effects of specific strategies and paths in actual operations, and how to address potential challenges and problems.

By analyzing the current status and challenges of English-Chinese news compilation in international communication, the study, proposes a series of strategies and practical paths for integrating ideological and political elements. These strategies and paths are not only operational but can also effectively improve the quality of news compilation and the impact of ideological and political education. Future research needs to build on this foundation, further deepen theoretical discussions, and expand the research scope to adapt to the constantly changing demands and challenges in the field of international communication.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this pa-

per.

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