

Analysis of the path to dealing with western cognitive bias in the new era

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Abstract: *With the accelerated advancement of economic globalization and modernization, exchanges and interactions among countries are becoming increasingly frequent, encompassing both cooperation and competition. National image has become a significant marker in international relations, and its influence cannot be overlooked. China has taken a series of major measures in response to the misunderstandings and distortions of its image in the Western world in the context of the new era. To address the cognitive biases of the West, it is essential to adopt comprehensive and effective strategies, adhere to a dialectical mindset, explore reasonable approaches to building a positive image of China, and strive to shape a more proactive Chinese image.*

Keywords: *new era; China image; West; cognitive bias*

1. Introduction

For a country, a positive national image can boost the confidence and self-assurance of its citizens; on the international stage, a favorable national image helps the country secure a more advantageous position internationally, gain greater influence, and exert a profound impact worldwide. With China's significant enhancement in national strength and international standing, its national image has become a focal point of global attention and discussion. In the context of the new era, China's role in the international community is becoming increasingly prominent, and evaluations of China from around the world are showing a trend toward diversification and polarization. Given the notable differences between China and Western countries in political systems, cultural disparities, international power dynamics, and discourse positions, some Western countries have developed cognitive biases toward China. Therefore, dispelling these cognitive biases and building a positive national image for China are crucial for purifying the international public opinion environment and shaping a more favorable image of the country. China is making relentless efforts in this regard.

2. Strengthen cultural confidence and promote cultural exchanges and mutual learning between China and the West

Culture is the soul of a country and a nation. Cultural confidence is a more fundamental, extensive, and profound form of confidence; it is a more basic, deeper, and enduring force. At this critical juncture in our country's transition from a major power to a strong one, the support of Chinese culture is essential for the presentation of our national image. By firmly upholding the position of Chinese culture and safeguarding the cultural security of the nation, we can withstand the infiltration of Western cultural ideas and break through the prejudices of the West with our strength.

2.1. Cultivate cultural confidence in socialism with Chinese characteristics

To foster confidence in the culture of socialism with Chinese characteristics is to make the Chinese people identify with socialist culture, vigorously develop the cultural industry, build a brand image with the connotation of Chinese culture, and move forward toward a strong socialist culture.

2.1.1. Spread excellent traditional culture and spread the charm of Chinese culture

The Chinese nation has been able to stand tall among the world's peoples, thanks to the strong support of its excellent traditional culture. The cultural concept of "one global family" provides a theoretical model for a community with a shared future for mankind; the idea of "valuing harmony" reflects China's commitment and determination to peaceful development. To firmly uphold the position of Chinese

culture, it is essential to carry forward its fine traditions and foster a sense of identity and belonging among the people. On one hand, the public must fully understand its core values, drawing nourishment and strength from the essence of Chinese traditional culture and contemporary values, thereby invigorating the vitality and creativity of Chinese traditional culture. This goal can be achieved through the extensive use of new media to explore the profound meanings of Chinese traditional culture, such as programs like "Chinese Idiom Competition" and "Poetic China," allowing the Chinese people to draw faith and power from their own language and history. On the other hand, efforts must be made to inherit and innovate Chinese traditional culture, ensuring that it remains relevant in modern society. Time and history have refined and enriched Chinese traditional culture, endowing it with new contemporary significance. In this process, while maintaining respect for excellent traditional culture, cultural innovation should be pursued to make Chinese traditional culture popular without becoming vulgar, bringing it closer to every household and achieving cultural inheritance.^[1]

2.1.2. Promote revolutionary culture and cultivate cultural confidence

Revolutionary culture is a vital source of cultural confidence. Not only is it an essential component of the socialist cultural system with Chinese characteristics, but it also represents the spiritual strength formed by the nation and through long-term revolutionary struggles and practices. It demonstrates the cultural confidence of the Chinese people. "The fundamental requirement for inheriting revolutionary culture is an important part of the basic strategy for realizing socialism with Chinese characteristics in the new era." As China enters a new period, it needs to integrate revolutionary culture into its development endeavors even more. On the one hand, we must delve into the essential connotations of revolutionary culture and learn to understand its intrinsic requirements in the new era." The Age of Awakening" have helped the public understand the history and development of China's revolution, leading to a new understanding of the nation among the Chinese people. We must produce more films and TV works that are in line with historical reality, prompt deep reflection, and instill the spiritual value of revolutionary culture and patriotic sentiments in the people, thereby fostering true cultural confidence. On the other hand, we must do a good job of protecting and restoring revolutionary relics. Revolutionary relics are imprints of revolutionary culture and special manifestations of it. The practical and historical significance of revolutionary artifacts must be valued. The program "National Treasures" has sparked a nationwide craze for cultural heritage protection by showcasing artifacts from different revolutionary periods and telling their stories. This initiative subtly broadens the public base for cultural relic preservation, not only enhancing the Chinese people's understanding of revolutionary culture but also fostering cultural identity among the populace. Therefore, presenting the historical charm and contemporary brilliance of revolutionary culture in various forms that appeal to viewers helps cultivate cultural confidence.

2.2. Promote the integration of Chinese and Western cultures

The process of cultural exchange and integration between China and the West is two-way, including both "learning from the East and the West" and "learning to the East." In this process, we should always adhere to the advanced nature and superiority of Chinese culture and must not get lost in Western culture and ignore the advantages of our own culture. Many American and British TV series, such as Friends and Downton Abbey, are loved and sought after by many Chinese people, which is a relatively successful aspect of Western countries in the process of cultural exchange between China and the West. We can also take China's excellent film and television cultural works as the entry point and present Chinese traditional culture, reality, cultural concepts and values in film and television works to enhance the diversity of cultural works and do a good job in the external communication of China's excellent film and television works. Film and television works such as "Journey to the West", "Startling by Each Step", "Joy of Life", "Empresses in the Palace", and others have been popular overseas and triggered remakes in many countries, reflecting the foreign people's love for these films and TV series, thus narrowing the differences between Chinese and Western cultures and promoting the harmonious coexistence of Chinese and Western cultures.

According to the "China National Image Global Survey Report 2019," "Overseas respondents consider Chinese cuisine (53%), traditional Chinese medicine (47%), and martial arts (43%) as the elements that best represent Chinese culture." Starting from the Chinese dietary culture, traditional Chinese medicine, and martial arts that interest overseas audiences, we can use popular foods such as Peking duck, hot pot, fried sauce noodles, and meat buns as windows to support these food industries in going global and taking root on Western soil; we should do a good job in promoting traditional Chinese medicine abroad, allowing overseas people to experience acupuncture and massage, and appreciate the profound depth of traditional Chinese medicine culture; from "Kung Fu Panda" to "Ne Zha 2," elements

like Chinese martial arts and kung fu are well-known among many overseas audiences. We can increase our efforts in promoting films and TV shows with Chinese cultural elements, enhancing Western cultural recognition and affection for China. The process of cultural exchange, collision and integration between China and the West is also a process of learning from and drawing on foreign cultures, as well as a process of promoting Chinese culture. Efforts should be made to create more and better forms of Chinese culture that are easy for overseas people to accept so as to enhance its appeal and influence.

3. Tell China's story well and build confidence in our discourse

The establishment of China's image cannot be separated from the expression of foreign discourse, and the construction of our foreign discourse system also needs to keep pace. At present, the most important thing is to tell China's story well and establish confidence in discourse.

3.1. Enhance road confidence and break the superstition of western discourse

The road issue is a fundamental issue concerning the overall development of the socialist cause. Strengthening confidence in the road in the new era should be based on China's practice and development. In the face of challenges from a complex international environment and misinterpretations of China's image by the West, we harness the power of the people, firmly believe in the path of socialism with Chinese characteristics, take control of our discourse, convey China's voice, and dispel the blind faith in Western narratives.

3.2. Enhance communication effect and enhance international discourse power

In today's international community, the status and role of international discourse power are becoming increasingly important. It reflects a country's soft power, international standing, and influence, and is essential for maintaining national image and interests. Compared to the communication advantages of Western countries, China still has considerable room for improvement in its international discourse power. Enhancing the effectiveness of external communication and boosting China's international discourse power is particularly necessary.^[2]

3.2.1. Strengthening precision communication

To make the world better understand China, we must do a precise job of disseminating Chinese ideas. We need to analyze our audience and grasp the techniques of communication. For developing countries in need of economic growth and impoverished African nations, we can focus on promoting economic development concepts, which will facilitate their economic construction. For Western countries that feel anxious about China's rise, we should emphasize China's diplomatic philosophy and policies to help reverse their biases against it. Tailored strategies for different countries, broadening channels of external communication, and improving the quality and effectiveness of dissemination will expand the reach of Chinese ideas and enhance their international influence.

3.2.2. Innovative communication forms

The media is the forefront and primary force in external communication. By leveraging the advantages of new media platforms, such as short videos, animations, and live streaming, we can spread Chinese ideas to attract audience attention. For example, we can set up a special column on TikTok that interests overseas audiences, combining traditional cultural stories with current Chinese realities and linking Chinese concepts with global development trends. We can produce a series of animated short videos, translating and dubbing them to better present Chinese stories. This approach will attract the attention of overseas audiences in a more direct and three-dimensional manner, enhancing the appeal and interest of external communication.

3.2.3. Cultivate first-class talents

To build a high-level talent pool and an internationally first-class media team, innovate in communication concepts and forms. When promoting Chinese solutions abroad, translators should skillfully use slang and internet terms that resonate with overseas audiences. They must integrate Chinese solutions with the current realities of socialism with Chinese characteristics, refining their language. At the same time, they should boldly voice new ideas, creating discourse and expressions that are appealing and acceptable to both Eastern and Western audiences, continuously enhancing the international credibility and influence of Chinese solutions.

4. Improve national quality and optimize individual image

Citizens are the name card of a country's image, and the quality of citizens is the epitome of a country's civilization. How to become a high-quality citizen of a big country and reverse the western prejudice against China and Chinese people is a question worth thinking about for every Chinese.

4.1. Strengthen the construction of civic morality and improve the moral level of the whole society

Everyone has a close relationship to the rise and fall of a country. Every Chinese has an inescapable responsibility for revitalizing the country. We should pay attention to improving the quality of the whole people and cultivate citizens' sense of responsibility to the country.

Schools are the main battleground for civic moral development. Higher education institutions must shoulder the responsibility of higher education, adhering to the educational philosophy that prioritizes nurturing individuals and moral education, integrating the cultivation of virtue throughout the entire educational process. For college students, while strengthening their professional knowledge, they should not neglect the improvement of their moral qualities. Recently, uncivilized and low-quality behaviors such as loud disturbances in various settings, occupying shared bicycles on campus, and becoming "keyboard warriors" online have been frequently exposed, which deserves serious attention and reflection from all college students. College students are the backbone of China's new generation, bearing the heavy responsibility of national rejuvenation and representing the future and hope of the country and the nation. Etiquette and civility must not be neglected or abandoned. Therefore, college students should actively learn about etiquette culture, enhance self-reflection in daily studies and life, exercise self-restraint in virtual cyberspace, continuously improve personal qualities, establish correct values, and become qualified builders and successors of the new era.

4.2. Strengthen the education management of Chinese students and enhance the image of international students

An increasing number of Chinese students are choosing to study abroad for further education. Among the large group of international students, some lack strong independent living skills and have weakened social adaptability. Away from home, these students lose their parents' control and supervision, making them susceptible to Western values, which can lead to hedonism and individualism. Some Chinese students, in pursuit of excitement, engage in unscrupulous activities such as gambling and underground drug markets, leading to criminal behavior. A series of videos and news reports that tarnish the image of Chinese people are frequently covered by foreign media, causing significant negative impacts on China's image. Therefore, we need to strengthen the educational management of Chinese students abroad and improve their overseas image.

4.2.1. Strengthen patriotic education for international students

Some students, after arriving abroad, are nourished by "capitalism," losing their sense of patriotism and beginning to "forget the country," "forget their roots," and "forget their origins." Under the influence of Western values, they fall into the trap of Western discourse. Some Chinese international students, in their pursuit of foreign green cards and permanent residency, resort to defaming the Chinese government and inflicting emotional harm on the Chinese people. Therefore, before and after studying abroad, families and relevant communities, as well as educational institutions, should strengthen patriotic education for international students to prevent them from falling into the trap set by anti-China forces.

4.2.2. Counterattack against China's distorted propaganda

The Chinese government and non-governmental organizations need to increase efforts in promoting China's image abroad and combat malicious attacks against China and its people from abroad. The Chinese government should strive to integrate media resources both domestically and internationally, do a good job with think tanks, and carry out public diplomacy at both national and civilian levels so that the world can objectively and scientifically understand China. For acts by Chinese students overseas that tarnish China's image, Chinese embassies in various countries should promptly stop, criticize, and educate such behavior to maintain a positive international image of the Chinese government.^[3]

4.3. Strengthen the quality training of outbound tourists and enhance the national image

As China's economic level improves and citizens' financial strength grows, tourism scope is also

expanding. However, with the increase in outbound travelers, low-quality and uncivilized behaviors by Chinese tourists are becoming more frequent. For example, Chinese tourists soaked their feet in front of the Louvre's pool. They kicked bronze bells at Thai temples, and carved "I was here" on Egyptian temple bas-reliefs. These uncivilized acts have been frequently exposed by foreign media, causing resentment among foreign audiences towards some Chinese people and severely damaging China's international image.

The "Global Survey on the Image of Chinese Tourists Abroad" points out, "Most foreigners show positive and welcoming attitudes towards Chinese tourists, recognizing their purchasing power." Some individuals believe that certain Chinese tourists exhibit noticeable uncivilized behaviors such as spitting in public, not following traffic rules, littering, and causing disturbances." Each Chinese citizen abroad represents the image of the entire country, so enhancing the quality of education and cultivation of outbound tourists is of great significance for improving the national image.

First of all, we should strengthen communication and guidance. The lack of civil awareness among Chinese tourists and the differences between Chinese and Western living habits are the main reasons for Chinese tourists' uncivilized behavior overseas. We can use new media to provide extensive publicity and information on civilized outbound tourism.

Secondly, the lack of awareness about cultural norms among Chinese tourists and the differences between Chinese and Western living habits are key factors contributing to uncivilized behavior by some Chinese tourists overseas. Countries. Promote respect for local customs and living habits, ensuring that tourists understand their behavior represents China's image as a whole. This will facilitate a shift from unconscious, uncivilized behavior to conscious civility. This will reduce unethical actions caused by cultural differences between China and foreign countries.

Finally, the government will study and introduce corresponding outbound policies, such as restricting the number of outbound trips and shortening the outbound time for Chinese tourists who have committed serious uncivilized behaviors abroad, so as to reduce the occurrence of uncivilized phenomena of Chinese tourists overseas and maintain a good image of Chinese tourists around the world.

5. Conclusion

A favorable domestic and international public opinion environment is essential for China's peaceful rise. China needs to design its image and build a national brand, ensuring that a positive national image serves the country's interests in politics, economics, military affairs, and diplomacy. We must pay attention to the latest trends in Western discourse. We must actively guard against ideological security risks, establish a genuine and effective self-representation system, and do a good job in both official and public relations. Our goal is to change the West's stereotypical views of China. We want to enhance the West's goodwill and recognition towards China, and strive tirelessly to promote China's image, shaping a positive and favorable national image.

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