



PROPOSED COPING SUGGESTIONS AND STRATEGIES TO SOLVE THE TRUST DEFICIT FOR THE INDIANS AND CHINESE MEDIA IN THE POST-COVID-19 ERA

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ABSTRACT

The rise of India and China is a major historical developmental trend that has led to peaceful India-China media cooperation. From a long-term strategic point of view, the Indian and Chinese media platforms should seek common ground while overcoming differences and increasing mutual trust. The governments of India and China should grasp the dominant power of public opinion in traditional media, new media and self-media platforms. We must increase the number of each other's reporting stations and media branches to promote the "opposite column" in the content of the mainstream media. Meanwhile both sides should strengthen the training of reporters and journalist, thus improve the existing India-China media cooperation systems and gradually cut mutual misunderstandings by building friendly provinces, sister cities, and cultural and tourism exchange projects to jointly serve the two countries' national strategy for the smooth realization of a peaceful rise.

KEYWORDS : post-epidemic era, peaceful rise, India-China media cooperation, coping strategies

At present, India-China relations have fallen to a historical low, and India-China media cooperation has dropped to a freezing point. However, from a long-term strategic perspective, in the next few years, US-China relations and India-China relations will move towards more competition and cooperation, and India-China media will inevitably be more aligned in agreement. The Covid-19 epidemic is expected to end in 2022. In the post-epidemic era, the governments and media of the two countries should make preparations for future media cooperation and development, and create better conditions for media cooperation and exchanges between India and China. It will ultimately serve the peaceful rise of India and China.

I . The media in India and China should seek common ground while respecting differences and enhance mutual trust

People-to-people communication is a valuable pursuit of India-China media cooperation and exchanges, and friendly coexistence is the ultimate goal of India-China media cooperation and exchanges. Mr. Pan Li, Deputy Director of the Chinese Channel Program Center of "Phoenix Satellite TV", said: "I think the Chinese and Indian sides still lack mutual trust and real understanding in their reports. The proportion of negative reports is larger than the proportion of positive reports, and this will deepen overtime. The gap between the two sides is getting deeper and more estranged. I personally believe that we must value each other and not be disturbed by the outside world. Because China and India are two great powers the West may instigate, exploit, and divorce them to prevent them from uniting."¹ The Executive Editor-in-Chief of the Press Trust of India Chandrasekha Wanakambati also said: "The media of India and China need to increase mutual understanding so that citizens of the two countries can truly know each other's situation"².

India and China and their media are fighting to hurt each other, and cooperation should be the mutual goal. This is a simple truth.

First, media professionals in India and China should maintain a sense of social responsibility and realize that every report published may negatively affect the perception of millions of citizens. We must strategically take care of the fragile trust between China and India. The establishment of mutual trust between the two countries may require the efforts of several generations as a lot of damage has been caused in recent times. Second, the media professionals in India and China should be more empathetic to the needs of each other's nations. India and China are two vast countries with huge populations, and there are objectively many social problems that need to be solved. The two nations should understand and recognize each other's differences and put themselves in each other's shoes to appreciate the opposing's achievements and progress. Third, media professionals in India and China should highlight the essence of mutual cooperation. The issues in India-China relations are complex. Any sensible person who does not have much professional knowledge can easily see the contradictions and differences between the two countries. In other words, media professionals should have a higher sense of social

responsibility in their position. The true value is not in making groundless accusations, adding the trimmings, being full of buzz worthy, nor in discovering the differences and contradictions between the two countries, but in how to promote social progress and bilateral relations in their respective countries. Just imagine how terrible it will be for the 2.8 billion people of India and China to hate each other. But if the 2.8 billion people can cooperate collectively than we can only imagine how positive the results will be. Fourth, media professionals in India and China should take the lead in fostering a rational public opinion environment. We need a long-term perspective to fundamentally promote the healthy and sustainable development of India-China relations. We must enhance shock resistance between the two countries, and expand cross-cultural understanding. It is inseparable from the objective and balanced public opinion as a way of thinking that accurately judges the words and deeds of each other's nation. The media professionals in India and China have a responsibility to take the lead in cultivating a mature and rational public opinion gradually and gracefully.

II .The governments of India and China should construct the dominant influence of public opinion in traditional media

If the media is strong than the country can grow efficiently. Former U.S. President Eisenhower once famously said: "Spending one dollar on propaganda is equivalent to five dollars on national defense." A history of American news is a history of American power. One of the four founders of journalism and communication, Harold Dwight Lasswell believes that the information propaganda war is "to control the whole world through news, stories, rumors, reports, pictures, and other means of social communication. The opinions of public opinion groups can be used to realize one's own strategic and tactical goals."³ Among the "10 Commandments to China" formulated by the CIA, 5 are related to "media propaganda." The second: we must do everything possible to do a good job in dissemination, including movies, books, television, radio waves, Internet...and new-style media communication; Article 3: The attention of their youth must be drawn away from the government-centered tradition. Let their minds focus on sports performances, pornographic books, pleasures, games, criminal films, and religious superstitions; Article 4: Always create something innocent and let their people discuss it publicly. In this way, the seeds of division were planted in their subconsciousness. In particular, we must find good opportunities among their ethnic minorities, split their regions, split their ethnic groups, split their feelings, and create new and old hatred among them; Article 5: We must continue to create news and vilify their leadership. Article 8: We must use our economic and technological advantages to visibly and invisibly attack their industries. As long as their industry is unconsciously paralyzed, we can encourage social unrest. In fact, the United States has done this to China for decades. From the Voice of America to the U.S. Cable News Network (CNN), it broadcasts to China 24 hours a day. This is the fundamental reason of Chinese government's firm grasping for the dominance of public opinion in various media platforms such as newspapers, television, books, periodicals, and movies.

Although modern media can be classified into traditional media, new media and self-media platforms, traditional media has the strongest originality, and new media and self-media are a continuation and enlarged versions of traditional media platforms. Both India and China face the historical mission of a peaceful rise. If the government does not repair the cracks in public opinion, and correct the populist thinking, the nation can easily fall into regular social chaos, and the process of peaceful rise will inevitably be slowed down, disrupted, or even interrupted. In view of this, the governments of India and China should attach great importance to the trend of public opinion and exert a positive influence on the exchange of opinions between the two nations. One of the goals of the new India is to become "the third largest economy in the world." In 2019, India's GDP reached 2.88 trillion yuan, ranking fifth in the world. In 2030, India's gross domestic product is expected to be behind the United States. The Indian government should take precautions. It is vital to India's peaceful rise to grasp the dominant power of the country's traditional media and public opinion. The United States and European countries hope that other countries will follow a western-style democratic path, but they never want other countries to surpass these Western countries. Former U.S. President Barack Obama once said: "If 1.3 billion Chinese people are allowed to live the same lives as ours, it will be a disaster!" Will the future President of the United States think: "If 1.3 billion Indians are allowed to live as good as Americans, it will be a disaster"? Answer: Yes. From this we can draw a conclusion: when India's GDP ranks third in the world, India and the United States will be fiercely competing for the dominance of Indian media.

III. The governments of India and China should guide social public opinion of the new media and self-media

The characteristic of new media and self-media platforms is that "everyone is a media person." In the current and future world, whoever owns the right to speak has the power to influence the world; whoever has the dominance of new media and self-media has the right to influence the world; whoever owns the right to speak of new media and self-media enlist the popular support. In recent years, the fast-developing new media and self-media platforms are setting off a brand-new media revolution. The traditional media and public opinion patterns are undergoing subversive changes. New media and self-media platforms are taking advantage of their unique advantages in information dissemination and public opinion. The role of guiding and even influencing government decision-making has become increasingly powerful.

In May 2018, the "Yellow Vest Movement" broke out across France and spread to the Netherlands, Belgium and other European countries, causing a lot of trouble for France and other countries. Apart from the local social and economically sluggish environment the media has also played a major role in the problem. At that time, a motorist named Priscilla Ludosky published an open letter on Facebook, Twitter and Youtube requesting the exemption of the newly levied 0.76 euro diesel tax. This letter has solicited support from 230,000 signatures on the Internet. In October, a short video appeared on the Internet shows a woman named Jacqueline Mouraud who not only protested against the increase in diesel tariffs, but also questioned where the extra fuel tax collected by the state would be used. She directly asked President Macron to give a clear answer. Moreau's short video evoked a stronger response on the Internet. Within a few weeks, the video received more than 6 million views and has supported her view fiercely. As a result, the strongly dissatisfied French social network began to call for the "Zacre Uprising", and the French "Yellow Vest" protest movement broke out in 2018. It can be seen from this that challenged stories on new media and self-media can cause social chaos to skyrocket. First, the governments of India and China should improve the management systems of new media and self-media platforms. Although the Constitution clearly stipulates those individuals who have "freedom of speech," it should have a bottom line and it must not endanger national security and destroy national image. Second, the governments of India and China must master the dominance of public opinion in the new media and self-media platforms. Social networks, mobile clients and other new media and self-media platforms have become the main front for broadcasting from all over the world. Faced with the huge changes in the media industry, the governments of India and China should guide the dominance of new media and self-media as soon as possible. We need to reduce social chaos caused by new media and self-media platforms and maintain social stability as it is the basis for the peaceful rise of India and China.

IV. The Indian and Chinese media should increase the number of reporter stations and media branches of each other

One of the important ways to solve the asymmetric imbalance, and

trust deficit in media cooperation and exchange between India and China is to increase the number of reporter stations and branches on both sides, thereby increasing the number of mutual reports between the two nations. As Tang Shubiao, executive deputy editor-in-chief of "China Today" magazine said: "If China and India can increase the number of stationed reporters, and select those media personnel who can perform their duties, it will be of great benefit to the balanced and objective reporting of the Chinese and Indian media. If they each send more resident reporters, they will be able to write more first-hand reports from the counterpart other country, which may be more plain, objective, and comprehensive. The real India and the real China can be presented to many people in their respective countries."⁴

The media exchange between India and China is an important part of India-China public diplomacy, and it is the "media diplomacy" between India and China. Friendly media diplomacy can promote the positive development of the two countries. First, the governments of India and China should appropriately increase the number of reporter stations and branches on both sides. The number of journalists assigned to each nation should exceed 100 each, and the number of major newspapers and television media organizations in each other's branches should reach more than 10. Second, the governments of India and China should jointly implement the "Double Hundred Journalists' Mutual Visit Program." Content sharing is the foundation of India-China media cooperation, and engaging each other in events is a useful supplement to India-China media cooperation. Third, the relevant government departments of India and China should improve the relevant policies for media cooperation and exchange. The Ministry of Foreign Affairs should also provide more support for media agency visas. It should make reasonable decisions on the amount of media exchanges abroad, and the number of people involved. They should also be mindful of the necessary finances that are in accordance with the actual situation, and establish a review and approval system for going abroad that conforms to the rules of international media work. Fourth, the governments of India and China need to encourage the media of the two countries to strengthen mutual interviews and reports. Facts have shown that the relevant reports they write tend to be more objective if the reporters have personally visited each other's country to interview them because they have personal experience and feelings on the ground.

V. Mainstream media in India and China should reserve "opposite column"

Let the people of the country hear each other's voice, which is the main purpose of the cooperation and exchanges between the media of India and China. Articles and opinions published by natives in their own media often represent their own interests and their own positions, and are inevitably subjective and one-sided; while publishing articles and opinions in other countries' media, they often take into account the interests of both countries and the positions of both sides (and even should consider taking care of the interests and emotions of the other nation's people) with more objectivity and neutrality, this is a successful example of Chinese and foreign media cooperation and exchanges.

At present, although some mainstream media in India have opened "Chinese columns", they are mainly sourced by Indian scholars; most of mainstream media in China basically do not have "Indian columns". This is also one of the important reasons for the huge "cognitive deficit" in the Indian and Chinese media. In view of this, on the one hand, Indian mainstream media such as "The Times of India" and "The Hindus" should set aside a "Chinese Section" and focus on publishing articles and opinions of Chinese scholars. On the other hand, Chinese mainstream media such as "People's Daily" and "Guangming Daily" should reserve an "Indian Section" and focus on publishing articles and opinions of Indian scholars. For example, China's "Global Times" published on March 13, 2019 "India is tangled in the trade war with the United States" by Atul Dalakoti, China Executive Director of the Federation of Indian Chambers of Commerce and Industry, and "Former Indian Ambassador to China: Nine Proposal to Shape India-China Relations published on April 10, "The 'trap' the United States has dug for the world" by Professor Swaran Singh of Nehru University published on August 20 2020, and Indian Ambassador to China Vikram Misri "From Wuhan to Chennai, India and China promote win-win cooperation" published on October 11 2020, these articles are very effective for the Chinese people to learn about India in time, but the number is too small.

VI. Strengthen the training of media cooperation talents in India and China

Talent is paramount for mutual growth and professional media talent is

essential for India-China media relations. Having a large number of high-level media partners is the key to strengthening India-China media cooperation and exchanges. With the continuous development of India-China exchanges and cooperation in politics, economy, culture, technology and other fields. India and China can pay more attention to the cultivation of high-quality Chinese, English, and Hindi media talents. On the one hand, the two countries have strengthened cooperation in the joint training of media talents in institutions of higher education and scientific research institutes. Domestic Communication Universities and other institutions with media disciplines strengthen cooperation between universities with media disciplines such as the Holy Land Niktan International University in India, focusing on cultivating media professionals dedicated to the friendly development of India and China. On the other hand, young journalists exchange information with each other every year from India and China are entering each other's main media agencies to receive study and training, which will promote talents for future cooperation between India and China's media.

VII. Improving the system and mechanism of the existing cooperation platform for the Indian and Chinese media

Up to now, there are two main platforms for India-China media cooperation and exchange, one is the "India-China Media Summit Forum" and the other is the "India-China Media Dialogue." The "Summit Forum" is jointly organized by the Information Office of the State Council of China and the Ministry of Foreign Affairs of India. The main officials of the Ministry of Foreign Affairs of the two countries, CEOs of major media, think tank experts and scholars participate in the forum. So it is an official media exchange platform. The first "India-China Media Summit Forum" was held in New Delhi in 2013 and has been successfully held 4 sessions so far. The forum is to implement Article 25 of the "Joint Statement between the People's Republic of China and the Republic of India" signed by Prime Minister Modi and Premier Li Keqiang in May 2015: Both sides agree that Summit Forum will be held in the two countries in turn.¹⁵ "India-China Media Dialogue" is co-sponsored by the Global Times Public Welfare Foundation and the Indian Observer Research Foundation. It aims to enhance mutual understanding and cognition between Chinese and Indian media, eliminate misunderstandings, bridge differences, and promote the harmonious development of China-India relations Forum. Compared with the "India-China Media Summit Forum", the non-governmental nature is relatively strong, mainly referred to the exchanges between the media of India and China, and the scale is relatively small. The first "India-China Media Dialogue" was held in Beijing in 2013, and it has been held three times so far.

The current "India-China Media Summit Forum" and "India-China Media Dialogue" belong to official or semi-official media cooperation. It is far from achieving the ideal goal of "strengthening mutual relationship between Indian people and Chinese people" In view of this, first, it is recommended to improve the operating mechanism of the "India-China Media Summit Forum" and the "India-China Media Dialogue", and shift "officially hosted" to "media hosted". "Official hosting" has advantages and disadvantages. The advantages are self-evident, but the disadvantage is that it is too affected by political factors. When the relationship between the two countries runs normally, it can be held smoothly, and when the relationship deteriorates, it has to be closed. Second, it is recommended that the two cooperation platforms invite more reporters and editors to attend. The main body or chief executive of news is the reporters and editors, and reporters and editors on both sides should be given more opportunities. The third is to suggest that both mainstream media of India and China "pair up" with each other. After all, the two cooperation platforms of "India-China Media Summit Forum" and "India-China Media Dialogue" have limited influence. If the mainstream media of India and China "pair up" with each other, then India-China media cooperation and exchanges will be carried out on a large scale across the two nations. Fourth, it is recommended that the media of India and China carry out "direct dialogue with anchors" activities. On May 30, 2019, with the help of satellite live broadcast, the anchor of Chinese and American mainstream TV media, Trish Regan, anchor of FOX Business, and Liu Xin, anchor of China International Television Station (CGTN), held the first transoceanic dialogue (debate) of China and the United States on the FOX platform and the whole world saw the possibility of establishing a direct dialogue and exchange mechanism between the Chinese and American media and their practitioners. After the "Dialogue" was broadcast, the global visibility and influence of these two anchors and their respective media have rapidly increased. With the "Transoceanic Dialogue", FOX Business won the top spot in the US news ratings in May, and the popularity of CGTN at home and abroad has also suddenly increased. The Indian

and Chinese media can also take the form of "direct dialogue between Indian and Chinese anchors (debates)" to cut the gap between media and broaden the path of dialogue between Indian and Chinese media. Indian and Chinese media can try to establish the normality of "direct dialogue between Indian and Chinese media" on major events or major issues of the two nations' concern in order to strengthen communication, and minimize the misunderstandings between the two nations due to differences in social systems, ideologies, and values.

VIII. Strengthen media cooperation by linking India-China sister states and cities

Vala Prasad, Professor of International Relations at Nehru University in India, once said: "Gujarat and Guangdong Province, Ahmadabad and Guangzhou, Shanghai and Mumbai, Beijing and New Delhi, Chongqing and Chennai, etc. There are similarities and great differences. The prospects for promoting common development through the establishment of friendly relations are broad." The cooperation between sister states and cities is an act of local government and is relatively less affected by the central government. India and China have broad market space in media cooperation between local governments, especially sister provinces and states, and sister cities. Although local media cannot compare with national media in terms of resources, they also have certain advantages in cooperative communication. Local media can break the traditional stylized reporting framework, get rid of the influence of major political and military events in India and China, and then turn to news and information on livelihood activities that are acceptable to ordinary people in the sister states or cities. It is also possible to take advantage of geographical advantages to give full play to the role of non-governmental diplomacy as a bridge to carry out cooperation and communication in more flexible and diverse ways. At present, there are 14 pairs of sister states and cities that India and China have collaborated on, and 2 additional pairs will soon be established.

In fact, local media (including state-level media and municipal-level media) in India and China have a certain foundation for cooperation in dissemination. In addition to the mainstream media, the local media in China reporting on India are the "Nanfang Daily" (Guangzhou), "Oriental Morning Post" (Shanghai) and "West China Metropolis Daily" (Chengdu) reported the most news about India. The reason is that these cities themselves are India's "sister cities". In view of this we must first establish an India-China local media cooperation mechanism, set up reporter stations or offices in each other's sister cities, and jointly fund the construction of a number of newspapers, television stations and magazines on the Internet. The news clients and other friendly media platforms must jointly operate, maintain, and manage themselves will in order to promote the quality of the cooperation between India and China. Second, they must establish a joint production mechanism for local media products in India and China. The local media in India and China should strengthen resource coordination, and produce a joint production of news programs, co-reporting themed events, documentary films, and filming TV dramas and variety shows. Third, they must establish a joint establishment mechanism for the local media agenda in India and China. The local media of the two nations should strengthen communication and exchange, and thoroughly consider the overall development trend of India-China relations, the international influence of the media of the two countries, and the regional political culture from different values.

IX. Strengthen India-China media cooperation by linking India-China cultural and tourism exchanges

According to statistics from China in 2020, since 2006, the Chinese and Indian Youth Leagues have exchanged 14 visits. So far, more than 4,000 Chinese and Indian youths have visited each other's country. More than 2,000 Chinese young people have studied in India, and more than 20,000 Indian young people have studied in China. The cooperation between the two countries in the field of education has been continuously strengthened. The number of Indians going to China for pilgrimage to Tibet has increased from a few hundred per year in the 1980s to more than 20,000 in 2019; the two countries have more than one million tourists each year, of which more than 800,000 Indian citizens come to China (excluding India's annual 700,000 people's visit to Hong Kong on average) and more than 200,000 Chinese citizens went to India.¹⁶ It can be seen that it is far from enough to rely solely on "media summit forums" and "media dialogues" for media cooperation and exchanges between India and China. It is objectively necessary to build more cooperation and exchange platforms.

There has been a tradition of cultural exchanges between India and China since ancient times, and the famous stories of the Tang monk's

Pilgrim Journey to the West have been talked about widely by Chinese people. In recent years, A series of Indian films such as "Dangal " have been successful in the Chinese market. "Culture, tourism" is originally an important content of media exchanges between countries. Sutindra Kurkani, the founder of the "New South Asia Forum", pointed out in December 2020: "Continued and extensive people-to-people and cultural exchanges are the most solid foundation for Sino-Indian friendship. Culture brings people's thoughts, emotions, and hearts closer and helps eliminate misunderstandings and enhance understanding".⁷ India and China are two developing countries with the fastest economic growth in the world. They have the largest middle-class group in the world and the largest international tourist group in the world. It is foreseeable that after the Covid-19 epidemic, cultural and tourism exchanges between India and China will become more active. In view of this, it is recommended that the cultural and tourism administrations of India and China launch as many cultural and tourism cooperation and exchange projects as possible. India-China strengthened cultural cooperation and exchange projects in Buddhism, music, dance, film, TV, drama, architecture, painting, acrobatics, philosophy, history, literature, education, etc., in fact all contribute to India-China media cooperation and exchanges.

In short, India-China media cooperation has become an important part of the development of relations between the two nations and an important key point for promoting their communication. Both India and China are major developing countries, and they are also major media powers. The media of the two nations should follow the trend of historical development, follow the principle of equal cooperation, mutual benefit and win-win, mutual respect and tolerance, promote the people-to-people bond of the two nations, and truly become a bridge and bond of friendly cooperation between India and China. At the same time, the media of the two nations should also respond to each other, spread an objective and fair voice on the international stage, and make concerted efforts to maintain world peace and development, the fairness and justice of the international community, the international image of the two countries, and the interests of developing countries.

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