Media communication strategy in international disputes based on information Cybernetics

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Abstract. Media communication strategy is a key to controlling the initiative of public opinion in international disputes. In view of the problem that the public opinion strategy of safeguarding maritime rights in China is not systematic enough, this paper uses the cybernetic thinking of information dissemination, on the premise of analyzing the law of public opinion information movement, the expression of dispute elements and the positioning of communication perspective, This paper puts forward a strategic focus on the direction and efficiency of information dissemination, and promotes legal identity and public opinion strategies. Under the condition of information asymmetry, we can achieve the same effect as information symmetry through system, mechanism and scheme design, so as to lead the trend of social ideology in international disputes.

1. Preface
Information science is a science that studies the laws of information movement and application methods. Information dissemination is a process of subjectively transmitting information with attitude to other individuals or groups through the media, expecting corresponding changes. Information cybernetics is a theory and model of information transformation from asymmetry to symmetry through subjective conscious and active activities. International dispute is an objective phenomenon existing in the international community. It is based on the different foreign policies and positions of different countries. It is the focus of the world's rights and interests struggle and the most complex international and national problems in the world. China's international public opinion environment for safeguarding national maritime rights and interests is complex. To promote the strategy of maritime power, we must lead the direction of public opinion and enhance the strength of public opinion, whose essence is the scientific control of public opinion information. Integrated media is the main carrier of information promotion, which shoulders the powerful traction function of legal identity, reasoning basis, technical support and ideology. It is necessary to study the media communication strategy in international disputes based on information control methodology.

2. Cognition of media information and its promotion action
Integrated media are the tool of information communication in all forms between the sender and the receiver. It is an industrial group composed of operational entities that transmit all kinds of information and knowledge. The integrated media make full use of different media, such as radio, television, newspapers and periodicals, which have both common points and complementary features, to carry out comprehensive integration and realize the integration of resources and interests. Integrated media promotion is the ultimate goal, which is a series of dynamic processes such as information
production, processing, communication and storage. On the issue of national maritime rights and interests struggle, we need to make clear the basis point of all media promotion coordination, improve the promotion strategy of media industry, and build the overall framework of public opinion guidance. Take an example of a maritime rights incident. Suppose an event $X$, the experimental result is uncertain, and there are many possibilities, which can be recorded as $X_1$, ..., $X_n$; corresponding probability $P$, recorded as $P_1$, ..., $P_n$. The relationship between $X$ and $P$ is given by the following formula:

$$S = \left[ \frac{X}{P} \right]$$

Among them, $X=(X_1, ..., X_n)$ is the whole random event (or random event set), $P=(P_1, ..., P_n)$ is the probability distribution of event (information source) $X$ and $S$ is the information structure. If logarithm is used as the measurement of uncertainty, the uncertainty of $X_i$ result may be $P_i \circ \lg X_i$, and the uncertainty of the whole event (source) $X$ is given by following Shannon formula:

$$H(X) = -\sum P(X_i) \circ \lg(X_i) \quad (i = 1,2, ..., n)$$

$H(X)$ is the information entropy of the whole event $X$.

3. Perspective orientation of integrated media promotion

3.1. Integration of media promotion principles and difficulties

The whole system of integrated media must firmly hold the commanding height of the position of public opinion. The Chinese government's will to safeguard territorial sovereignty and maritime rights and interests is firm, and "sovereignty belongs to me" is the premise. It advocates peace, win-win cooperation and dialogue to create conditions for resolving disputes. However, Media promotion must foresee the severity of the dispute. The United Nations has held three conferences on the law of the sea. Due to historical constraints at that time, only a few developing countries participated in the first and second conferences. The third conference was attended by 168 countries or organizations. The conference adopted the United Nations Convention on the law of the sea, which entered into force on November 16, 1994 and has been ratified by more than 150 countries. The Convention on the law of the sea recognized by China generally refers to the Convention. Convention is the result of compromise among various international forces, and inevitably has some defects. In addition, due to some historical reasons and limitations and defects of the Convention itself, China's maritime rights and interests have been wildly hunted and disturbed. Many of the existing international laws and regulations have traces of power politics, which have brought difficulties to China in safeguarding its maritime rights and interests. China has formulated a maritime strategy of peaceful development and has chosen bilateral dialogue and negotiation to resolve maritime disputes, but it is misunderstood by some countries as weak, incompetent and afraid of trouble. Misreading will prompt these countries to further violate China's maritime rights and interests. These are the real problems that must be recognized in the promotion of integrated media.

3.2. Information quality is the traction of public opinion guidance

The surrounding maritime security environment is in danger. Countries led by the United States and Japan make use of the influence and coverage of the media to build a strong momentum in the world, exaggerate China's marine expansionism and sell China's sea power threat theory. The media of some neighbouring countries also followed up with frequent paradoxes, preaching that China was bullying the weak, bullying the small with the big, engaging in marine expansionism, and encouraging the way of "holding a group to keep warm" against China's rise. Distorted media orientation has fooled the public and affected the process of our maritime rights protection. At present, we are still weak in the ability and effect of using soft power. We need the guidance of the media, through theoretical research, ideological propaganda, public opinion influence and other means, to publicize and implement the
legitimacy and legitimacy of our marine rights and interests, eliminate misunderstanding, refute rumors, and resolve unnecessary fears and anxieties of surrounding countries. In the macro environment, information comes from multiple channels in a disorderly way. The information receiver \( I(P) \) obtains the information needed for decision-making from multiple sources \( X_n \) \((n = 1, 2, ..., n)\). If the information source of a certain maritime rights safeguarding event is regarded as a subset, the process of media input information is the process of public opinion intelligence. In mathematical language, it is the intersection process of subsets composed of sub information sources. The process can be represented by the following formula:

\[
I(P)_{(\text{input})} = X_1 \cap X_2 \cap ... \cap X_n
\]  

(3)

The process of national institutions providing information for maritime rights protection to fusion media a the process of information informatization. In mathematical language, it is the process of subset merging set (subset multiplication) composed of sub information sources. This process can be represented by the following formula:

\[
I(P)_{(\text{output})} = X_1 \cup X_2 \cup ... \cup X_n
\]  

(4)

The above two processes (3) and (4) show that information \( I(P) \) is extracted from the information sent by multiple sources \( \sum X_n \). In terms of quantity, the input information is far greater than the output information, and the relationship between them can be expressed by the following formula:

\[
I(P)_{(\text{input})} >> I(P)_{(\text{output})}
\]  

(5)

The results show that only on the basis of fully obtaining high-quality information from multiple sources can the integrated media process and sort out complete and high-quality public opinion information.

4. The strategic position of the integrated media in the disputes over maritime rights and interests

4.1. Fusion media needs to accurately position the connotation and extension of marine rights and interests

Marine rights and interests are the sum of the interests a country has gained in the sea. Marine rights and interests belong to the category of national sovereignty, and they are the rights formed by the extension of national territory to the sea. The state enjoys the exclusive sovereignty right in the territorial sea area, the exclusive jurisdiction of security, customs, finance and health in the adjacent area, and the exclusive right of exploration and development of natural resources in the exclusive economic zone and the continental shelf. In addition, it has the right to control the pollution of the corresponding sea areas, build artificial facilities, conduct scientific research and investigation. The main connotation of marine rights and interests includes political rights and interests, economic rights and interests, security interests, marine science and marine culture. The concept of maritime rights and interests has not only profound legal significance, but also strong practicality.

4.2. Long term plan of integrated media needs to be promoted as a whole

Media promotion is an important channel and means for the ruling ability of the party and the state. Media communication should set up the overall idea, take the systematic improvement of the strength of ocean management and control as the goal of building a maritime power, and it is an important political propaganda task to integrate media public opinion in international disputes. Media promotion should always pay attention to the hot issues of the sea, report them in a timely, fair and reasonable manner, let the public know the causes of international maritime disputes, and convey the determination and strategy of the Chinese government to the public. The media should lead the public opinion and measure the emotional intensity of the information input.
Table 1. Public opinion intensity measurement table.

| type            | arrangement | Concrete interpretation             |
|-----------------|-------------|-------------------------------------|
| Positive        | reason      | Peaceful attitude                   |
|                 | positive    | Agree and support                   |
|                 | Sympathy    | Pity                                |
| Negative emotions | Grief      | Negative attitude                   |
|                 | Question    | Put forward different opinions       |
|                 | criticism   | There are critical comments          |
| neutral         | No opinion  | No obvious comments                 |
|                 | Other       | To publish irrelevant theories       |

To measure the intensity of public opinion generated by information dissemination with the help of network technology, the media should have the courage to take responsibility, and make a strategic long-term promotion plan, so as to become a helper to safeguard maritime rights and interests.

4.3. *Integrate media, perfect promotion strategy and win the public opinion battlefield*

For some historical and practical reasons, China's action of safeguarding maritime rights is likely to become the focus of global public opinion. Media promotion must win the initiative of the public opinion front and squeeze the public opinion space of the interested parties. It is necessary to use legal weapons, create a public opinion environment that demonstrates justice, gather and expand positive consensus, create a public opinion environment that can be helped by many ways, emphasize unified leadership and coordination, create a public opinion environment with the same caliber, improve the level of information promotion of the media, create a public opinion environment of the whole media, adopt flexible struggle strategies, and create a public opinion environment that can be managed and controlled. The management organization and media promotion practitioners must unify their thinking and step by step, give full play to the advantages of media public opinion, seize the legal principle and cultural high ground, make full use of the domestic and international symposium, journal publishing, monograph publishing, new media and other communication forces, follow the law of information communication, firmly grasp the four important nodes of public opinion communication, achieve accurate communication, and become the national marine strategy Physical implementation provides strong public opinion support.

![Figure 1. Key stage of public opinion communication.](image)

5. **Conclusion**

Due to the systematic distortion of some foreign media, China's legitimate maritime rights protection has produced many negative effects. Our media a responsible for accelerating the transformation of information from asymmetry to symmetry. We must learn to think aggressively, take the initiative, take the lead, seize the commanding heights of public opinion, use various means to increase external publicity, make our voice in foreign media, and strengthen the control ability of public opinion...
information. In international disputes, media communication must use the strategy of information cybernetics to fight for the dominant power of international public opinion.

Acknowledgments
Thank you for the support of "research and development fund" of Dalian naval academy! Thanks for the guidance of Professor Kan Yanhua, Professor Song Yunxia and researcher Xu Xing of Dalian naval academy!

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