

The Media Needs Press Conferences with Positive Energy

- Thoughts Triggered by Foreign Minister Qin Gang's International Press Conference at the People's Congress

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The media world has changed significantly in recent years, and this evolution has two driving forces. One kind of power comes from the development of science and technology. Due to the rapid progress and wide-spread of telecommunication networks and communication equipment around the world, through oceans and space covering the globe, we now see increased speed, coverage, popularity, and diversification of media in both aspects of information: transmission and presentation. Multimedia has surpassed the scope of printing and radio/television broadcasting and entered a variety of new information technologies. On the one hand, media is taking advantage of high-speed networks including wireless and space communications, and on the other hand, media is spreading to mobile phones, electronic notepads, and even electronic watches. This has had a revolutionary impact on the media industry, especially in news reporting. The invisible shortening of time and space enables a large amount of media information to be disseminated around the world in real-time. This is a good change. Advances in technology have also provided opportunities for innovation. For example, TikTok has provided an innovative platform for media entrepreneurs who create self-made media content..

But the media is also impacted by a second force, which is the power of capital. The above-mentioned scientific and technological progress is naturally the result of capital investment. Therefore, without large capital, it is impossible to operate large, progressive, and diversified media enterprises. The unfortunate result is that the world's media has gradually become controlled and monopolized by a few multinational consortia. The media consortia have great influence on news coverage, commentary, and distribution around the world. Furthermore, coupled with the advancement of media technology, the number of media professionals required has increased significantly, and many technology-savvy workers are required for interviewing, content production, dissemination, and marketing of news. This is also the reason why small companies cannot compete and survive in the media market. At present, in the media industry, large companies have annexed and integrated small media operators through mergers and acquisitions. Big media enterprises have become owners of mass media.

This phenomenon took shape when the United States was leading the development of technology. With the advancement of technology, American media enterprises have grown into international conglomerates controlling global mass media. Although the United States advertises freedom of speech, the so-called freedom is controlled by capital. The greater the capital brings the stronger the control, and offers greater competitiveness which can win the greater market share. Therefore, under the two-party political system in the United States, the media industry has also evolved into a bi-polar system. The American people are influenced by the polarized media; thus they tend to exhibit polarized views and behavior. People with self-discipline and reasoning ability often give up on American mass media, shaking their heads and sighing that the polarized mass media offer nothing worth watching and reading. Under the atmosphere in which the mass media serves its patrons and owners for making profits, the mass media naturally loses its independence and impartiality regarding journalism. What's more, think-tank researchers in the United States are also influenced by their funders. Hence, they often take the same stance and tone as their sponsors who have certain media affiliations. This is often seen in commentaries on news issues. This situation is extremely prone to produce false or biased news

reports and analyses. The recent 'coordinated' news coverage of the Chinese civilian balloon drifting into the United States is an example that confirms the above phenomenon.

Unfortunately, the sentiment of 'fear of China's rise' has made the U.S. politicians of both Republican and Democrat parties have the same anti-China stance as the military-industrial complex and their corporate financiers do. This has led to a nearly unanimous anti-China media in the U.S. The discussions at recent press conferences at the White House and Congress are all anti-China. News about China is selectively reported in the mass media, for example, the Chinese civilian balloon drifted over the U.S. was highly publicized with criticism, but the latest achievements of China's space station program were hardly mentioned in mass media. The distorted interpretation and negative reports on China's positive proposal of promoting world peace and its twelve-point guidelines for persuading cease-fire in the Russo-Ukraine confrontation clearly demonstrated that the U.S. media has lost its credibility. Of course, some fair and rational discourses on issues related to China can still be found in the United States, but they cannot enter the controlled mass media. Americans have no choice but to be led by the mass media. The above-mentioned 'TikTok' media platform is very popular with individuals, especially young people all over the world, including the United States, to express their ideas, but it is now facing the crisis of being banned by legislation in the US Congress for national security concerns. Obviously, freedom of speech is second to capitalists' financial interests.

China's new foreign minister Qin Gang's performance and remarks at the international press conference of the two sessions are very impressive. Instant Translator is also very good. With the development of global media technology, it is impossible for this press conference to be completely buried by the West, but it will never be widely reported in the United States. After watching the video of Foreign Minister Qin's press conference, the author naturally had the above thoughts. From getting information point of view, Foreign Minister Qin gave very good answers to all questions. For example, to a pointed question by a Japanese journalist about the future relationship between China and Japan, Qin reminded Japan not to forget history and repeat behaviors leading to war crimes. The Chinese people will not forget or forgive such crimes. This is indeed the key point to the Sino-Japan relationship. The minister also gave informative answers to questions about the Belt and Road Initiative, supported by numerical data and details. Qin also welcomed other countries to propose development plans to join BRI, if there is no ideological intent or selfish geopolitical objectives, China is willing to cooperate with everyone. This press conference contains a lot of information and positive answers, in sharp contrast to the recent American official press conferences full of accusations with no evidence. Qin's conference is very worthy of our world's attention. Today's media needs this kind of positive press conference, let's circulate it through the organic media.