

Analysis of the International Communication Strategy of Volunteer Culture in Beijing's Colleges and Universities from the Perspective of Public Relations

Na Qu

Abstract—As a hub of colleges and universities, Beijing forms a volunteer culture with specific characteristics in the course of several major voluntary activities. As an important part of Beijing culture in the process of the construction of “Four Centers” in Beijing, college volunteer culture should be more public at home and abroad. In terms of the subject, object and propagation of public relations, this thesis mainly analyzes the propagation mode of volunteer culture in Beijing's colleges and universities from the perspective of public relations so as to make more people at home and abroad to feel the charm of Beijing's culture, improve Beijing's image around the world and promote Chinese culture to the world.

Index Terms—Communication strategy, public relationship, volunteer culture.

I. INTRODUCTION

On February 26, 2014, general secretary Xi Jinping visited Beijing and put forward targeted orientation for the future construction and development of Beijing under the guidance of “Four Centers”. Beijing, as an influx of cultural exchanges and international communication, should conduct an all-round and multi-angle display and spreading of its culture so as to set a good image in international communication and promote the integration of different cultures. As a hub of colleges and universities, Beijing has a college students' volunteer service system which stands out in various large-scale activities in recent years, and has gradually contributed to the formation of the volunteer culture in Beijing's colleges and universities. As one important part of cultural exchanges for Beijing, volunteer culture in Beijing's colleges and universities should be understood and accepted by more countries and people by adopting different communication strategies.

Current researches mainly focus on the construction of volunteer service system, the construction and cultivation of volunteer culture, the relation between volunteer culture and ideological and political education, as well as the relation between volunteer culture and the practice of the socialist core values. Only a few articles conduct an analysis of the spreading of volunteer culture in colleges and universities. This article analyzes the volunteer culture communication strategy in Beijing's colleges and universities from the perspective of public relations, so as to tell Beijing stories, spread ancient history and excellent traditional Chinese culture, show the fashionable charm and cultural innovation, enhance Beijing's image around the world, and promote the influence of the Chinese culture around the world.

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Na Qu is with Students' Affairs Department, Beijing International Studies University, Beijing, China (e-mail: qn2004@163.com).

II. THE DEFINITION OF COLLEGE VOLUNTEER CULTURE IN BEIJING

Some scholars think the volunteer culture refers to the culture formed in the process of volunteer service, which includes not only volunteer culture, its main part, but also social volunteers, its service philosophy, behavior standard, service quality, people's understanding and support about volunteerism, which help form a desirable cultural atmosphere and cultural phenomenon that the society embraced [1]. As a national hub of colleges and universities, Beijing boasts of many college student volunteers who stand out over the last two years, which gradually contributes to the forming of college volunteer culture in Beijing, with the practice of Beijing's colleges and universities as the main body. With the further development of the “Four Centers” in Beijing, college volunteer culture becomes an important part of Beijing culture, which plays an important role in the construction of cultural center and international exchanges.

III. THE NECESSITY OF THE INTERNATIONAL COMMUNICATION OF COLLEGE VOLUNTEER CULTURE IN BEIJING

Former US President Richard Nixon once said: “our call for power comes not from our wealth or our power, but from our minds.” [2]. Apparently, ideas related to culture and value can play an invisible but great role in international communication. Therefore, promoting the propaganda and spread of college volunteer culture serve for the need of Beijing to be a center for both national culture and international exchanges as well as the need to promote its city image and international influence.

A. The Need of Beijing to be Built as a Cultural Center

In order to further promote the construction of cultural center, Beijing government set up a group under the leadership of Cai Qi, the Beijing municipal party committee secretary. On August 2017, this group held its first meeting, which pointed out that the capital culture mainly included the long-standing ancient culture, rich red culture, distinctive culture with Beijing characteristics and innovative culture. College volunteer culture in Beijing is rooted in great traditional Chinese culture, form a unique culture by integrating itself with the features of college students in Beijing. As an emerging innovative culture, it boasts cultural elements, such as vigor and fashion, which become the most important representatives of the fruits in the course of the

construction and innovation of volunteer culture. It vigorously spread volunteer culture in colleges and universities in Beijing and was conducive to give full play to the unique charm of Beijing culture and at the same time showed the national image and contemporary civilization of Beijing.

B. The Need of Beijing to Build a Good City Image

The Beijing government vigorously spread the college volunteer culture in Beijing and promoted the formation of good volunteer service concept within the whole society, which is benefit to the cultivation and practice of the socialist core values, the inspiration of social positive energy and the formation of good social ethos and morality in the capital. It could also present the great spirits (such as dedication, cooperation) of young generations in Beijing and was conducive to the development of the city and the improvement of its competitive power and was of great significance to the construction of Beijing as an international international first-class harmonious livable city for international exchanges.

IV. THE ANALYSIS OF THE STRATEGIES OF INTERNATIONAL COMMUNICATION OF COLLEGE VOLUNTEER CLUTURE IN BEIJING FROM THE PERSPECTIVE OF PUBLIC RALATIONS

A. The Analysis of the Strategies of International Communication of College Volunteer Culture in Beijing from the Perspective of Public Relations

Public relations means that social organizations consciously use all kinds of means in a planned, targeted continual way to achieve mutual understanding, mutual adaptation, mutual benefit between social organization and the public so as to build a good image in management [3]. This thesis is expected to explore the effective communication strategy in terms of three elements of public relations: subject, object and medium through the communication with internal and external public, so a to make more people understand Beijing's college volunteer culture and promote Beijing's image and reputation.

B. Give Full Play to the Initiative of Public Relations Agents

Colleges and universities are the main part of culture public relations and college students are the implementer of volunteer activities. In the course of international cultural dissemination, colleges and universities should make full use of their own advantages and give full play to the role of public relations as its subject to create good cultural image.

1) Create a brand of volunteer culture in universities in Beijing

As the capital and a cultural center of China, Beijing often holds large international meetings, BBS, events, and etc., which provides advantages for college students to engage in volunteer activities and resources. In addition, Beijing is an important hub of the national colleges and universities and more than 80 colleges and universities and almost 803 thousand of college students provides a great human resources for voluntary activities. In the process of all kinds of voluntary services, we should build unique volunteer culture brand, and translate invisible volunteer culture trait into tangible volunteer culture brand and put it into practice, so as to make the domestic and foreign people feel the charm of volunteer culture. For example, after the theme of "smiling Beijing" was determined in the 2008 Beijing Olympic Games, Beijing use all kinds of mode of

transmission to build its cultural brand and spread the notion of smile from three aspects: concept framework, practical activities and symbol system.. Especially in terms of visual image of the symbol system, Beijing promoted the Olympic volunteer five-color "smile" as a physical carrier of "smiling Beijing" activities and an important mark of the volunteer who serve for the Olympic Games and the Paralympic Games. By means of the brand packaging of "smiling Beijing", invisible happiness and dedication will be turned into tangible "circle of smile"so the volunteer culture can be spread more vividly and intuitively, which not only make the volunteers more actively participate in the Olympic volunteer service, but also attract more people to participate in the propaganda and popularization of Olympic Games volunteer service [4].

2) Show the unique charm of colleges' volunteer culture in Beijing

Colleges and universities is an attractive place for young people, whose voluntary behavior boasts unique cultural traits such as youth, fashion and tide. In external communication of volunteer culture, we should fully tap the value of college students in all kinds of volunteering in unique charms such as value guidance, moral sentiment, stylish characteristics, taste and pursuit. At the same time, the college students are a major creator of volunteer culture in colleges and universities. In the process of cultural transmission, college students show positive voluntary behavior, and spread their vigor, responsibility and dedication to the world, so as to make the world feel more closely about vigorous Beijing and China through college students.

C. Explore the Commonality of Object in Public Relations

The object of public relation is the public, and it is only by establishing good interactive relationship with the public that the public can get good communication effect.

1) Expand common resonance with the public

The public that the volunteer culture of colleges and universities is aimed at includes both the internal public (namely college volunteers) and the external public, and even the foreign public in different cultural backgrounds. In the process of cultural transmission, on the one hand we should recognize the volunteer culture is rooted in traditional Chinese culture and is harmonious, open, inclusive and is more unique than other cultures. On the other hand, we should actively seek the similar universal values among different cultures, such as altruism, devotion, love, mutual-benefit and progress in the course of volunteer service, which are beyond the differences between eastern and western culture, which can not only make more people understand the unique charm of college volunteer culture in Beijing, but it can also be better accepted by the public.

2) Evoke emotional resonance with the public

Modern psychology holds that emotional factors are the "valves" of people receiving information channels, and emotions can tap into people's hearts and attract consumers' attention. As a kind of cultural products,

Beijing college volunteer culture can attach importance to the emotional communication and connection with the receptors and trigger empathy in the feeling and desire, seek for recognition in the differences and seek innovation in the exploration by telling stories about college students' voluntary activities and provide international volunteer service in the process of foreign output and spreading

D. Utilize the Diversity of Public Relation Communication

Public relation is that some organizations spread its message about relevant organizations to internal and external public through mass media such as newspapers, radio, television and the Internet and supplemented by means of interpersonal communication from all aspects of life.

1) Make full use of diversified and three-dimensional means of communication

New mode of spread and exchange of voluntary cultural is explored through the integrated use of mass communication, group communication, interpersonal communication, organizational communication to build an omni-directional, multilevel and wide-range of volunteer culture dissemination pattern. Especially in the context of the global win-win cooperation, with the implementation of the strategy of national area along the way, the volunteer culture is facing new historical opportunity, so we should position the role of Beijing college volunteer culture in national publicity and spread such culture with the help of national promotional activities in such a pattern of national propaganda.

2) Integrate the advantages of interpersonal communication in colleges and universities

In the new era, colleges and universities shoulder the responsibility in four functions: talent cultivation, scientific research, social services and cultural inheritance and innovation. Under such a circumstance of building "Four Centers", colleges and universities in Beijing shoulder the responsibility to develop international volunteers with voluntary spirit. Therefore on the one hand, colleges and universities should give priority to the promotion and dissemination of volunteer culture towards internal public and make the each college student becomes one important carrier of transmission. On the other hand, they should promote on-spot communication and propaganda of voluntary activities through substantive activities such as large international events, BBS, meeting, and the communication between colleges and universities, visiting volunteer culture site, so as to broaden the subject of volunteer

culture.

As president Xi has said, "Without a high degree of cultural confidence or prosperous culture, there will be no great rejuvenation of the Chinese nation". As a cultural form emerging over the last two years, college volunteer culture in Beijing has gradually become a unique part of Beijing culture, and play an important role in the construction of "Four Centers" in Beijing. College volunteer culture in Beijing from the perspective of public relations should stick to the high self-confidence in the culture and is an important part of people's seeking for common recognition in the process of the construction of community of common destiny under multicultural background. At the same time, it is also a desirable way for Beijing to build up "Four Centers" and to be one of the first-class harmonious and livable cities around the world.

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Na Qu is a lecturer with Students' Affairs Department, Beijing International Studies University (BISU), China. She received her master degree in management of public services at Capital Normal University, China in 2010 and the bachelor degree in politics at North China Electric Power University, China in 2006. Her research interests include: volunteer culture, ideological and political education of university students.

Her recent paper "Analysis on Aesthetic Education Implementation Paths in College and Universities under Network Context," presented at International Conference on Arts, Design and Contemporary Education in 2016 and she has undertaken many municipal projects related political education of university students and some of them has been finished. The relevant articles have been published in the journal like *Beijing Education* and the book *Beijing Wenhua Xingtai Yanjiu..* Correspondence address: Students' Affairs Department, Beijing International Studies University, No.1 Dingfuzhuang Nanli, Chaoyang District, Beijing, 100024, China.