

BUILDING A COMMUNITY OF COMMUNICATION TOGETHER

**20
23**

**REPORT ON
DEVELOPMENTS OF
VIDEO MEDIA IN
THE GLOBAL SOUTH**

CCTV News Content Co., Ltd. (CCTV+)

Israel Epstein Center for Global Media and Communication (CGMC),
Tsinghua University

April 2024

Members of the Project Team

CCTV News Content Co., Ltd. (CCTV+):

Gao Wei

Managing Director & Editor-in-Chief, CCTV+

Li Xia	Li Wan	Song Xiankun	Hu Chuqiao	He Liyun
Liu Liming	Gao Ge	Liang Ying	Zhang Wenmiao	Yan Shiwei
Zhang Lei	Wang Yu	Zhu Lin	Wang Shaochen	Wang Wendi
Han Xu	Cao Xizi	Zhang Qi	Du Ran	Li Xingrong
Xu Huiqing	Zhang Yueheng	Wang Rutian	Zhao Chongyang	Deng Yuge

Israel Epstein Center for Global Media and Communication (CGMC), Tsinghua University:

Shi Anbin

Director of the CGMC & Professor at the School of Journalism and Communication,
Tsinghua University

Zhu Hongyu Yu Yayun Zhang Danyu Yao Xinke Fu Fen



清华大学 爱泼斯坦对外传播研究中心
Israel Epstein Center for Global Media and Communication, Tsinghua University

Highlights of Views from GS Media Leaders



Nii Odartey Lamptey GTV, Ghana

"The concept of the Global South signifies a shared commitment to combat poverty, address unemployment, tackle inequality, and confront other pressing social challenges, rather than focusing on conflicts with others."



Arun Deo Joshi TV Today, Nepal

"If the economic powerhouse in the Global South has some support mechanism for the least developed and developing country in the South itself, that could certainly be beneficial. Global South would be a bigger powerhouse than the North countries."



Abdelmoumine Ousman Tchad 24 TV, Chad

"The 'Community' will give a voice to voices that are often marginalized or underrepresented, contribute to greater diversity in the international media, and better reflect the realities of the countries of the South."



Magloire E. Dato L'actualité, Benin

"The less developed countries learn from the developed countries, the developed countries can then understand what the less developed countries are going through, which is the value of the 'community'."



Anival Feres Pressenza International Press Agency, Chile

"The polarization of public opinion and the manipulation of social platforms require the media to build their platforms and enhance their autonomy."



U Ko Ko Yangon Media Group, Myanmar

"We have a multilateral cooperation with the Global South media because of the platform set up by China."



Shadrack A. Hollow TV BRICS, South Africa

"Still today, enterprises from China are very silent. Yes, they get the job done, they'll build a road, but they won't tell anyone about it. I think it's a lack that we need to get Chinese enterprises to communicate more."



Ahmed Alalawi Al Ain News, UAE

"Some Middle Eastern media are trying to establish deeper cooperation and build world-class media, but it is very difficult, and China's successful experience gives us a lot of inspiration."



Sitaram Bholaram Mewati Mumbai Messenger, India

"You are sitting in Beijing, you could know what is happening in Bombay, what is happening in India. Similarly, I also should know what is happening in China, and what is happening in other parts of the world. The main rule of the media is to broadcast the thing which is visible to the whole world."



Mohamed J. Alrayssi Bangla Vision, Bangladesh

"I think the BRI is a very important issue for Bangladesh because we want to establish our country's economy. And BRI is in a framework of enriching our country not opposite like some pieces."



Katerina Topalova MPT, North Macedonia

"I believe that we need to be part of this community because that's the only way that we can grow together."



Tuncç Akkocç Harici, Türkiye

"Nowadays, the world is changing and also the global media environment is changing. Cooperation in Global South media is, as I said, vital."



Alexander Lebedev Big Asia, Russia

"The importance and value of establishing a communication community are rooted in the pursuit of a shared foundation."



Prakash Babu Paudel Ray TV, Nepal

"It would be a good idea if we could establish a network or community, and we could work together on a lot of Global South issues."



Kodithuwakku Shanika Jayasekara Daily Mirror, Sri Lanka

"When it comes to the world, boundaries are breaking. It's all becoming a new global community."



Pierri Adam Matías Canal 26, Argentina

"Media outlets must remain interconnected to uphold the credibility of the media industry. Collaboration among media entities is essential in this regard, as a collective approach can enhance the veracity and reliability of information. Access to a diverse array of sources further strengthens the credibility and integrity of the information disseminated."



Li Shihai ASEAN TOP, Cambodia

"The concept of 'exclusive news' has become outdated, and the pursuit of exclusivity is no longer a mountain between media cooperation, and cooperative news production has become the mainstream."



Saudi F. Malik The Daily CPEC, Pakistan

"I think the days of free media are gone. Today, the question is who controls the algorithm, and who designs the algorithm. Whoever designs the algorithm will tell the 'truth' about you."



Mohammad Badrul Alam Bangla Vision, Bangladesh

"Building bridges for media cooperation can help us to establish close ties, build on communication, and help create an open and inclusive environment between different cultures. "



Serik Korzhumbayev Delovoy Kazakhstan

"Continuing to cover the BRI linking Kazakhstan, China, and other countries, which is the most important for us."



Andrianantenaina Ramaroson Télévision Malagasy, Madagascar

"It is important to share experiences, such as the use of new technologies, to continue to deliver results for developing countries."



Kelum Shivantha Rodrigo Daily Mirror, Sri Lanka

"Many younger generations of students living abroad may return to their homes and become a bridge between the two countries."



Patrick Ssembajjo BBS, Uganda

"TikTok is now taking over other digital platforms, especially in Uganda. 80 percent of my staff are using TikTok, the only thing you need to do is to see how they got everybody to use it."



Marcelo Godoy TVT, Brazil

"TVT invests in analytical and critical content, to contribute and stimulate reflection on the facts and awaken the desire to transform what touches our personal and collective lives, always maintaining a commitment to the truth."



Medardo A. Alfaro La Paz Times, El Salvador

"Instead of trying to alter young people in, we need to make projects that are close to young people."



Mahdi Faraj Hamid Rudaw, Iraq

"We have a fact check department. No report will be published on any platform in any language if it doesn't pass through the fact check department."

Contents

Introduction

1

1. Background of the Report

1

2. Design of the Report

2

3. Structure of the Report

4

I. Status Analysis: Overview of Cooperation between

GS Video Media

5

(I) Content cooperation

5

(II) Personnel exchange

7

(III) Technical interoperability and co-development of think tanks

8

II. Agreeing to Differ: Opportunities and Challenges

Facing the GS Video Media COC

10

(I) Underfunding, technical problems, and understaffing

10

(II) Different policy environments and linguistic/

cultural segmentation

11

(III) Opportunities and challenges under the social media shift

13

(IV) The curse of the latecomer and absence of

"platforms" in the Global South

14

III. Envisioned Future: Closer Cooperation and

Common Development Among GS Video Media

16

(I) Highlight the narrative advantage and bridge

the conceptual differences with emotional connection

16

(II) Strengthen constructive journalism and make our

independent voices heard on globalization issues

18

(III) Build a cooperation network and seek a way forward

through mutual assistance

19

Conclusion

21

Introduction

1. Background of the Report

This report is an effort to explore how relevant forms of video media in the Global South (GS) can build a community of communication (COC) together. It is centered on the concept of "a community with a shared future for mankind" in line with the gist of the Belt and Road Initiative (BRI), based on the Global Development Initiative (GDI), the Global Security Initiative (GSI) and the Global Civilization Initiative (GCI), and aimed at "joint efforts, mutual learning, and win-win cooperation." The overall goal is to help drive higher-quality cooperation between Belt and Road partner countries and media outlets of the wider GS, enhance cultural exchanges, promote the communication of public opinion, and accelerate the transformation to "platform cosmopolitanization" of GS media agencies. For this purpose, CCTV News Content Co., Ltd. (CCTV+) worked with the Israel Epstein Center for Global Media and Communication (CGMC) at Tsinghua University on a series of studies from August 2023 to March 2024, including this report titled Building a Community of Communication Together: 2023 Report on Developments of Video Media in the Global South.

A review of recent developments in the video media of the GS revealed that its video media has upheld the idea of communication cooperation across the ecosystem and throughout the recent transformations in the industry. Their journalistic practices were guided by constructive, positive thinking as they reported on many core issues, including post-COVID recovery, the environment, socio-economic development, and the Russia-Ukraine conflict. At the same time, GS video media effectively differentiated their reporting approaches from those of mainstream

Global North (GN) or Western media by focusing on local issues and serving domestic audiences as much as possible. GS video media made full use of visualized media technologies to boost their advantage in video media, in the process of transformation, they actively adapt to the communication features and changing trends of emerging media, including social media. Chinese video media's international communication, in their in-depth cooperation with GS media, values the coverage of and intervention in major issues, including public health, healthcare, ecological and environmental protection, and social development. In contrast to the GN framework, they promote development through communication while using communication to facilitate steady development, increase the international influence of South-South communication, and work together to build harmonious, stable, and sustainable dialog mechanisms and a new normal of cooperation.

Therefore, this report, within the core conceptual framework of a "Community of Communication" (COC), is intended to reveal the ecosystem and trends in the cooperative development of GS video media in 2023. A community of culture and communication is part and parcel of a community with a shared future for mankind. The concept of Global South (GS) finds its origin in the Non-Aligned Movement (NAM) in the 1970s, and it fully embodies teamwork and a sense of community in the same way. However, the jury is still out on exactly how GS media should work together to build a COC, as relevant theoretical discussion and empirical research are yet lacking. The Second Council Meeting of Belt and Road News Network (BRNN) held in 2022 reached the following consensus: new types of international mainstream media should bridge the communication gap between people at home and abroad, adhere to openness, internationality,

and leadership, and work with a diversity of people to tell stories of enterprise, happiness, and dreams as we build the Belt and Road and a community with a shared future for mankind. The 2023 Belt and Road Media Community Summit Forum, under the theme "Joining Hands for Mutual Development, Working Together for Common Prosperity," brought together more than 100 representatives of 54 mainstream media agencies from 33 countries and regions with the goal of building a more interconnected Silk Road TV community and a Belt and Road audiovisual communication organism. Such GS media cooperation events led by China all show that the joint effort to build a GS COC is promising and an inevitable path for future development.

Yet, the GS area itself is extremely diverse, complex, and imbalanced in the political system, economic development, social conditions, and cultural makeup. Moreover, due to the intricate ties in religion, language, and education formed over a long period of time, the South countries and the North are deeply intertwined in political, social, and cultural aspects. Consequently, it is challenging to just take the opportunity of cooperation between GS video media to build a COC. Given the theoretical overview, practical context, and survey foundation mentioned above, we plan to conduct this year's research, taking COC as the reporting center.

2. Design of the Report

The methodology and execution of this project is described as follows:

First, this study relied on the media library of CCTV+ to create a Tsinghua-CCTV+ media database featuring GS media, and selected a specific list of media to be surveyed. Then, researchers selected more than 20 media agencies from the Tsinghua-CCTV+ media database as "media bio" targets, and divided them into core and non-core groups.

This study is based on the 11th Global Video Media Forum, held in 2023 with the theme of "Vision for a Shared Future." During this forum, the research team from Israel Epstein CGMC, Tsinghua University, conducted in-depth interviews with representatives from about 20 GS media, including the Cambodia-based ASEAN TOP, the Uganda-based BBS, and the Chile-based Pressenza, on topics regarding a GS COC, such as the concept itself, experiences, challenges, and future. The average length of an interview was 50 minutes, and some basic information about the interviewees is shown in Table 1 (n=27). A Global South Video Media Symposium, themed "Building a Community of Communication Together," co-organized by Israel Epstein CGMC and CCTV+, was also held during this forum, providing rich materials and data for this report.

Table 1 Basic information of interviewees

Media agency	Interviewee	Position
ASEAN TOP, Cambodia	Li Shihai	Associate Editor
TV BRICS, South Africa	Shadrack A. Hollow	CEO
The Daily CPEC	Saudi F. Malik	CEO
Bangla Vision, Bangladesh	Mohammad Badrul Alam	Executive Editor

Media agency	Interviewee	Position
Al Ain News, UAE	Ahmed Alalawi	Editor-in-Chief
Al Ain News, UAE	Hani Simo	Product Owner
Mumbai Messenger, India	Sitaram Bholaram Mewati	Editor-in-Chief
Harici, Türkiye	Tunç Akkoç	Editor-in-Chief
BBS, Uganda	Patrick Ssembajjo	Managing Director
MPT, North Macedonia	Katerina Topalova	Journalist
Yangon Media Group, Myanmar	U Ko Ko	President
Big Asia, Russia	Alexander Lebedev	General Director
Pressenza International Press Agency, Chile	Aníbal Feres	Production Manager
Canal 26, Argentina	Pierri Adam Matías	Director
Emirates News Agency, UAE	Mohamed J. Alrayssi	Director-General
Daily Mirror, Sri Lanka	Kelum Shivantha Rodrigo	Managing Editor
Daily Mirror, Sri Lanka	Kodithuwakku Shanika Jayasekara	Journalist
GTV, Ghana	Nii Odartey Lamptey	Senior Manager
Ray TV, Nepal	Prakash Babu Paudel	President
TVT, Brazil	Marcelo Godoy	International Relations Expert
La Paz Times, El Salvador	Medardo A. Alfaro	President
L'actualité, Benin	Magloire E. Dato	CEO
Télévision Malagasy, Madagascar	Andrianantenaina Ramaroson	Technical Director
Rudaw, Iraq	Mahdi Faraj Hamid	Head of Beijing Office
Tchad 24 TV, Chad	Ousman A. Bechir	CEO
TV Today, Nepal	Arun Deo Joshi	Editor-in-Chief
Delovoy Kazakhstan	Serik Korzhumbayev	Managing Editor

3. Structure of the Report

The basic content and structure of this report is set out below:

Based on the aforementioned mix of perspectives, methods, and value propositions, this report portrays and presents the updates on the development of a GS media COC by creating a Tsinghua-CCTV+ media database and then conducting a media bio survey, an in-depth interview exercise and a roundtable discussion with selected GS media.

Specifically, the body of this report comprises three parts: first, "Status Analysis: Overview of Cooperation between GS Video Media;" second, "Agreeing to Differ: Opportunities and Challenges Facing the GS Video Media COC;" and third, "Envisioned Future: Closer Cooperation and Common Development Between GS Video Media." In terms of the status of media cooperation, the majority of GS video media opened up new horizons in content cooperation, personnel exchange, technical interoperability, and co-development of think tanks. In terms of opportunities and challenges facing the COC, GS video media faced shortages of funding, technology, and talent, barriers posed by policy environments, languages, and cultures, the crisis of social media turning for the worse, the intrinsic weaknesses of the GS in development, and the absence of platforms. In terms of the envisioned future, the path of GS video media toward closer cooperation and co-development can be summed up as highlighting narrative advantages to close gaps in ideas with emotional connection, strengthening constructive news coverage to independently voice opinions on global issues, and establishing cooperation networks to help each other carve out a path to excellence.

In conclusion, we generally believe that GS media

shares the hope and expectation for a fairer international communication order, but at the same time faces the disadvantages of being a latecomer, the influence of Western news concepts, and changes in the media systems within the GS. Closer cooperation and co-development of a COC will require sustained efforts by all parties to explore and amplify the common divisor for cooperation despite existing complexities in the following ways: further content interconnectivity and sharing to enhance cultural exchanges; joint communication of development strategies; creation of information-sharing mechanisms to boost governance effectiveness; stronger technical support and workforce development to close digital gaps; and development of consensus on communication rules to shape a harmonious order for cooperation.

I. Status Analysis: Overview of Cooperation between GS Video Media

The rapid advances in digital technology and the drastic "entropy increase" of society as a whole are two major trends in today's society. Since the COVID-19 outbreak, the world has been undergoing accelerated major changes unseen in a century, highlighting global risks and societal crises. Such increasing "uncertainties" call for global governance and concerted efforts by media agencies. As seen from major changes unfolding in the world, it is of great importance for GS countries to increase media cooperation and build a COC together. By strengthening media cooperation and taking unified positions on certain issues of common concern will make the voices of the countries of the South more coherent and weightier, and enable the South to have a greater say in global governance and international rulemaking. Closer cooperation can facilitate better use of limited communication resources, support each other's development of communication infrastructure, and enhance the efficiency of information dissemination and sharing. Deeper media exchanges can help countries better understand each other's cultures, dispel prejudices as much as possible, and enhance cultural inclusion and mutual learning among civilizations, thus contributing to solidarity and cooperation among GS countries. Moreover, in the digital age, GS countries face the challenge posed by the dominance of public opinion by developed countries in the North. Building a COC can create an information mutual assistance mechanism, making it easier to cope with negative public opinion from the North and defending the information security of GS countries. In a word, media cooperation can help

GS countries effectively exchange experiences in economic and social development, promote synergy between complementary resources of countries, and facilitate common development. Such cooperation can play an important role in maintaining solidarity among GS countries and forging synergy for development.

The importance of cooperation between GS video media is increasingly obvious. As Pierri Adam Matías, Director of Canal 26, said, "Media must become permanent communicators between developing countries and facilitate the dissemination of information so that the people can get one of the most basic human rights: the right to know."

In a society where social media platforms serve as technical foundations, the inequality of communication relationships and the deluge of false information are fueling group polarization on a global scale. To beef up information exchange and monitoring and cope with the flooding of false information, GS countries can share solutions and technologies for checking false information, as well as creating information exchanges and early warning mechanisms to distinguish and curb false information. To improve platform specifications and governance and reduce algorithm prejudices, GS countries can coordinate and develop common specifications on the transparency of algorithms used by social media and content review mechanisms to safeguard their citizens' right to express opinions on social media. To promote cultural inclusion and reduce group antagonism,

(I) Content cooperation

Content cooperation was the cornerstone of cooperation between GS video media. As transnational news gathering and editing were affected by the COVID-19 pandemic, sharing

information online became an important part of media cooperation. In line with the integrated approach characterized by multi-modal gathering, same-platform sharing, and multi-channel, multi-terminal distribution, CCTV+ focused on maximizing resource sharing and has become an important contributor to many international news media outlets. Media professionals from several countries spoke highly of this information-sharing mechanism in their interviews. Li Shihai, Associate Editor of ASEAN TOP, said, "The concept of 'exclusive news' has become outdated, and the pursuit of exclusivity is no longer a mountain between media cooperation, and cooperative news production has become the mainstream."

For the Sri Lanka-based Daily Mirror team, who turned to online operations due to funding constraints, content cooperation dramatically cut their production costs, enabled them to shift toward a "light" operating model, and boosted their operational efficiency. For media groups with mature structures and extensive experience in cooperation, like the Emirates News Agency (WAM), content cooperation is the only way to expand into the global market. Shen Haixiong, President of China Media Group (CMG), and Mohamed J. Alrayssi, Director-General of WAM, signed the Cooperation Agreement between China Media Group and the Emirates News Agency, which enables both parties to carry out daily exchange of news materials, work together to promote the protection of intellectual rights and strengthen the exchange of editorial and reporting personnel. Moreover, at the Global Media Congress held in 2023, the UAE signed media cooperation agreements with media agencies from many countries, and discussed possible cooperation on environmental protection, climate, innovation, and artificial intelligence, as well as the sharing of media

materials, including text, image, and video. In the interview, Alrayssi said content cooperation was the foundation of other forms of cooperation, "Sharing news materials can enhance not only mutual understanding between media teams, but also facilitate technical exchange and broaden coverage perspectives."

Andrianantenaina Ramaroson, Technical Director of Télévision Malagasy (TVM), Madagascar, emphasized the importance of content cooperation in promoting cross-cultural communication, "Content co-created by and shared between media is a great way for domestic audiences to know the current affairs, cultures, and development status of other countries, as well as ongoing cooperative projects and foreign affairs between countries."

In December 2023, the National Television of Cambodia (TVK) and the Giant Ibis Media Group of Cambodia signed letters of intent for cooperation on broadcasting activities with Yunnan Media Group, respectively, seeking to get a number of some outstanding Chinese audio-visual programs, including Meet Yourself, Growing Up with Tiantian, The Chanting of Pu'Er Tea and With You, aired on Cambodian mainstream media and new media platforms. This effort by Chinese and Cambodian media to lower barriers to understanding and facilitate cooperation and cross-cultural exchange by taking advantage of geographical and cultural proximity can be viewed as a good example of the content cooperation model.

What cannot be ignored, however, is the fact that the dissemination of misinformation and disinformation in an open, creative environment has posed a great challenge to GS video media. Nii Odartey Lamptey, Senior Manager of GTV, Ghana, said in an interview, "The biggest challenge to China-Ghana media cooperation is

not the language, but fake news spread by other news agencies."

Fact-checking calls for concerted efforts between media groups. On the one hand, large news agencies should release reliable, credible, and influential information to the world. On the other hand, small media need to train their journalists and editors' sensitivity to fake news and actively collaborate with their larger peers in the fact-checking process. "We make sure that our news briefing at seven o'clock every evening contains at least three pieces [of news] from China. Such information is not reported [by other media], but directly comes from CCTV+. This ensures that the information we've obtained is true and objective." Lamptey, Senior Manager of GTV, Ghana, believed that making reliable large international news agencies a trusted source could reduce the risk of communicating false information. Furthermore, at the Fifth World Media Summit held in December 2023, Wong Chun Wai, Chairman of the Malaysian National News Agency (BERNAMA), noted that efforts should be made to facilitate collaboration between the government and local media to promote relevant policymaking, thus supporting the pursuit and exploration of real information by news media.

(II) Personnel exchange

Joint training of journalists and cross-border exchanges of editorial and reporting personnel have become the ties that bind GS video media cooperation. Previously, restrained by budget and space, many GS media professionals received no professional training, so their judgment was disproportionately influenced by "neoliberalism." The Information Superhighway has broken spatial isolation, but also brought about another media landscape - South-South media being "near but not close." As Shadrack A.

Hollow, CEO of TV BRICS, said, "South Africans would know what happened in New York first, and then what happened in Cape Town." This communication landscape has been shaped by many years of Westcentrism. Today, only through the "reeducation" of media professionals can we turn the tide.

Media-led online training is a model that is being experimented with. CCTV+ often organizes online exchanges, learning sessions, and large-scale transnational media conferences for peers to share experiences in new media practices and strategies for media integration. Patrick Ssembajjo, Managing Director of the Uganda-based BBS, said he wanted their staff to boost content production competence and improve the current operating mode through online learning in their cooperation with CCTV+. Ssembajjo also noted that, in the past, Uganda's education system was heavily influenced by the West, and now they wanted to change the status quo, "We want to shift away from the Western education model, and adopt some elements of China's educational structure and system."

Cooperation between institutions stationed abroad and the media is also a viable option. Lamptey, Senior Manager of GTV, said that they did not have to send journalists to China. Instead, Chinese-funded institutions could organize cooperation between the embassy and the media companies, for example, holding a three-day symposium for training local journalists in Ghana. Such short-term exchanges and training sessions are not expensive, but can inspire professionals and enable them to better understand China and the Belt and Road initiative, thus improving the coverage of China-Africa news.

"I hope that China will continue to host more forums and training programs to engage more Global South media professionals and enable

Africans to know what's happening in China," Lamptey, said in the interview. In this regard, it must be admitted that cooperation between Chinese businesses and local media is still far from optimal. Hollow, CEO of TV BRICS, pointed out that although the Sino-African exchange was already recognized as rather close, Chinese firms were still conservative in their cooperation with local media.

He observed that Chinese enterprises completed many major projects overseas, but they would often not proactively publicize what they had done. Such silence would sometimes provide room for the spread of fake news because Western media would distort the truth. As an example of this, Hollow said, during the pandemic, few people knew that China was the first country to supply vaccines to South Africa, but the misinformation was that "The coronavirus was engineered by China." He noted that he had never seen this misinformation clarified by Chinese media, or perhaps there was clarification, but it did not reach him. This issue was partly due to the suppression of discourse power by GN countries and partly due to the failure of overseas Chinese enterprises to collaborate with local media. If Chinese businesses could actively collaborate with local media, organize events, and take the opportunity of large-scale personnel exchanges to facilitate communication, then local people would have been able to better understand the beneficial changes brought about by Chinese companies.

(III) Technical interoperability and co-development of think tanks

Technological advances are a strong driver for the transformation of the media industry, and technical interoperability is at the core of media cooperation and the development of a COC. On the one hand, advances in technology have

boosted productivity and facilitated exchange and cooperation between GS video media. On the other hand, the inequality of the right to communicate caused by technology has become increasingly salient, widening the gap between first movers and latecomers. Asked about the reason, Alrayssi, Director-General of WAM, gave his view that even if first movers had the upper hand in competition, latecomers could get a foothold through access to new technologies and differentiated contents or styles. He added that opportunities and challenges always went hand in hand, and even a large news agency [like WAM] faced many financial problems, and had to keep improving their organizational structures and stimulating themselves with technology to seek growth. Mahdi Faraj Hamid, Head of the Beijing Office of Rudaw, Iraq, described this trend more vividly, saying that technology brought people closer, and GS media should share technological advances like sharing the same family or air, as this progress was for all. He hoped that GS media could seek common development through technical interoperability.

The speed of China's development in the field of communications has impressed the world. When it comes to progress in communications technology, we have to mention Huawei. For one thing, as a leader in new infrastructure development, Huawei owns many core technologies in the communications field. For another, Huawei is a top Chinese brand and the "technological face" of China's national image. By virtue of its major breakthroughs in 5G technology, Huawei has demonstrated its strength in smartphone manufacturing, cloud computing, and big data processing, among other areas, and facilitated global exchanges and cooperation in communications technology. At the 11th Global Video Media Forum held in 2023,

under the theme "Vision for a Shared Future," CCTV+ provided a platform for exchange by inviting participating GS video media groups to visit Huawei's Beijing Headquarters, a great opportunity for exploring possible technological exchanges going forward. It is fair to say that China's development has always benefited other GS countries by "empowering" them.

In addition to technical interoperability, the co-development of think tanks is also an important part of cooperation between GS video media. In today's world of information saturation, media platforms produce massive amounts of information daily, so the high-quality integration of valid information is the key to standing out in the ocean of content. There is a saying that goes "Garbage in, Garbage out." If the media themselves publish inaccurate or unreliable knowledge, information, or data, then the messages they finally convey to the public will also be misleading or of poor quality. To address this problem, the co-development of think tanks became an advanced strategy of cooperation between GS video media.

In May 2023, CCTV+, the School of International Journalism & Communication of Beijing Foreign Studies University (BFSU), and the Social Sciences Academic Press (China) co-hosted the annual press conference of the Blue Book of Global Communicative Ecology, which brought together global experts and scholars to analyze global communication landscapes and trends in communication and discuss approaches to boosting the effectiveness of international communication. Think tank cooperation between GS video media gives a clearer view of problems arising from and opportunities hidden in the current South-South cooperation, providing decision-making support to governments, businesses, NGOs, and even the public. Media

think tanks can also become platforms for exchange and cooperation between media agencies, academia, and the government, providing theoretical support and practical guidance to the media industry.

"Media serve as a mirror," Prakash Babu Paudel, President of Ray TV, Nepal, said when interviewed. Media content reflects the real world, but more importantly, media platforms should become public spaces that facilitate communication, forge consensus, and drive progress. Cooperation between GS video media is part of South-South cooperation. We can see the phased progress and achievements of cooperation, and we can also see the differences in the level of cooperation between media with different development levels. As Mohammad Badrul Alam, Executive Editor of Bangla Vision, said, "In contrast to the dramatic reporting of Western media, GS news media should focus on studying how to better report topics related to social progress and economic development."

Alam said, they expected more attempts at cooperation and expected that someday, as Sitaram Bholaram Mewati, Editor-in-Chief of Mumbai Messenger, India, envisioned, "You are sitting in Beijing, you could know what is happening in Bombay, and what is happening in India. Similarly, I also should know what is happening in China, and what is happening in other parts of the world. The main rule of the media is to broadcast the thing which is visible to to whole world."

II. Agreeing to Differ: Opportunities and Challenges Facing the GS Video Media COC

(I) Underfunding, technical problems and understaffing

The past few years have witnessed the accelerating rise of the GS across the board, from economics, politics, and international standing to social influence. GS countries have made great achievements in media ecology and building a COC, and have shown unprecedented influence in reporting front-line topics associated with "a community with a shared future for mankind," including climate change, COVID-19 response, and poverty governance. Yet, the GS is extremely diverse, complex, and imbalanced in political, economic, social, and cultural aspects. Besides, in the process of globalization, GS countries and GN countries are deeply intertwined in political, economic, social, and cultural ways ^[1]. Thus, it is still challenging to just take the opportunity of cooperation between GS video media to build a COC.

First, GS media outlets face the problem of underfunding. Although emerging markets and development economies, represented by BRICS, are seeing economic growth^[2], the majority of GS countries, as developing economies, still face the problem of underfunding in media development. Inadequate funding inevitably puts local media at a disadvantage in their competition with global media. In GS countries, in particular, local

media are in a more difficult position, even struggling to sustain day-to-day operations. State media can secure funding through government support, while some commercial or private media, unable to get government funding, have to make a profit by selling ad spaces. Ssembajjo, Managing Director of BBS, a Uganda-based private media agency, admitted that, because of the country's poor economic performance, few companies could afford their advertising fees, and thus sometimes could hardly fund and sustain their operations. Arun Deo Joshi, Editor-in-Chief of TV Today, Nepal, also mentioned that, "Many TV channels turned to online platforms due to insufficient funds."

Second, some GS media are technologically backward and inadequately equipped. Kelum Shivantha Rodrigo, Managing Editor of the Sri Lanka-based Daily Mirror, said that they lagged behind Chinese peers technologically, adding that "I guess the technologies we use at home were probably in use in China 10 or 20 years ago." Andrianantenaina Ramaroson, Technical Director of Télévision Malagasy, Madagascar, noted that, "For Télévision Malagasy, learning to use new technologies [in the process of cooperation] is a challenge."

He once came across network breakdowns that made it difficult for him to exchange information with colleagues. Therefore, he wanted to master new technologies to boost the image quality of live programs. As today's digital technologies rapidly develop, it is a challenge for GS media to continuously learn new technologies and keep providing new equipment support.

1. Li Xiaoyun, Xu Jin. Can the Global South become China's new strategic depth? [J]. Beijing Cultural Review, 2023, (02):38-46.

2. Xu Xiujun, Shen Chen. The rise of the Global South and the evolution of world pattern [J]. International Studies, 2023, (04):64-78+136-137.

Moreover, being bereft of talent is a shared challenge facing GS media. In some developing countries, media practitioners do not have enough expertise, as a result of economic and educational limitations. In response to the global economic downturn, a few GS media agencies are downsizing to stay afloat, resulting in a brain drain. Many young media workers in the Global South are less willing to stay in their home countries because of pay and social conditions, among others. Arun Deo Joshi, Editor-in-Chief of TV Today, Nepal, admitted that the political and educational environment was not stable in Nepal, and many young people, including young journalists, desired to go abroad.

"If the great powers in the Global South develop the South itself, Global South would be a bigger powerhouse than the North countries." Regarding the issue of insufficient resources, Arun Deo Joshi expressed the hope that the economic powerhouse in the Global South could have some support mechanism for the least developed and developing country in the South itself, to keep the GS media more closely connected and better build a community of communication. In fact, over the years, the Global South has forged synergies between development assistance, development agenda, and financing for development^[1]. The Belt and Road Initiative has provided an effective framework for media cooperation in the Global South, bringing new opportunities to solve problems in terms of capital, technology, and talent.

(II) Different policy environments and linguistic/cultural segmentation

The Global South pursues the concept of development as a "community," yet political, economic, social, and cultural differences remain among the countries of the community. Asia, Africa, and Latin America have formed a continent-focused community due to their differences in geographical environment, history, and culture, and there are more differentiated regional features within the continents.

First, the political systems vary. In terms of state systems, significant differences are seen between socialist and capitalist countries, coupled with differences in the media operation mechanisms, practice concepts, and market environments under different social systems, which pose challenges to media cooperation. Li Shihai, Deputy Editor-in-Chief of ASEAN Top News, stated that the cultural values and journalistic ideas of Cambodian media were more capitalist. The development of public and private media varies under different state systems, which has a certain effect on the methods of media cooperation between countries and regions. In Iraq, for example, the private media have more influence than the state media, according to Hamid, Director of the Office of Rudaw Media Network in Beijing. In addition, the media will have their mode of operation and bias for the royal families, party factions, government officials, and other reports.

Second, foreign policy makes a difference in media cooperation between countries or regions. Good diplomatic relations between two countries are catalytic for media cooperation, while bad diplomatic relations make it bumpy to

1. Huang Chao. The connotation of the Global South from the perspective of international political economy [J]. Word Economy Studies, 2023, (09):3-15+134.

cooperate on all fronts. Due to historical or political complications, some GS media either struggle to work together or get stuck in the process. However, under the idea of the GS community, the good relations between more and more countries and regions have brought new opportunities for the development of media cooperation. In recent years, China has established or restored diplomatic ties with Costa Rica, Panama, Dominica, El Salvador, and Nicaragua in Central America and the Caribbean.

[1] Medardo A. Alfaro, Director of La Paz Times Televisión Digital in El Salvador (LPT), stressed that all these developments would enhance the media cooperation between Latin America and China. As an EU candidate country, North Macedonia is subject to the public laws, rules, and policies of the EU law, including its diplomatic relations with other countries. "I am very pleased to see the increasingly better relations between the EU and China," rejoiced Katerina Topalova, a journalist from Macedonian Radio Television (MPT). In addition, development frameworks such as the "Belt and Road" and "BRICS cooperation mechanism" have laid a foundation for media cooperation in countries along the routes. For instance, TV BRICS launched the "China TV Theatre" and African broadcasting activities, which have facilitated exchanges and mutual learning among different civilizations. [2]

Third, language barriers are the unavoidable obstacles cited by GS media respondents.

Language is the basis of communication and cultural exchange. Although English is one of the main languages used by most media, local languages are better for effective coverage

among audiences in the Global South. Li Shihai said they preferred to hire media workers who could speak Chinese, English, and Cambodian to facilitate work communication. To address the language barriers, some media outlets are trying to distribute news in multiple languages to reach a wider audience. The Rudaw Media Network, Iraq, for example, releases news in five languages. There are also media attempts to enrich the community of media workers, in the hope of creating a better environment for work communication. Here's an example. The Emirates News Agency (WAM) actively shares news materials and stories with members of the UAE, and broadcasts the news in 19 languages to better communicate with people in different regions.

Fourth, it comes from the segmentation of culture, values, and identity concepts. There are cultural divisions in and within the Global South, as a consequence of differences in geographic space, political and economic systems, and social environment. Culture is created and shared by members of a particular group, and this culture segmentation naturally creates division. [3] Akkoç, Editor-in-Chief of Harici, insisted that there were huge differences between Chinese and Western cultures, and he sometimes had difficulty understanding what his Chinese friends were trying to say. While the WAM is increasing its engagement with all regions of the globe, it is easier to build relations with the East, especially Asia, according to Alrayssi, Director General of the WAM. Li Shihai pointed out that the Cambodian people's understanding of the community benefited greatly from the positioning of ASEAN.

1. Xinhua News Agency. Establishment of China-Honduras diplomatic ties: another member to China's "circle of friends" in Latin America [EB/OL]. (2023-03-27). http://www.news.cn/world/2023-03/27/c_1129469088.htm

2. people.cn. "Seeing China" Africa Broadcasting Launching Ceremony held in Johannesburg, South Africa [EB/OL]. (2023-08-20). <http://world.people.com.cn/n1/2023/0820/c1002-40060018-6.html>

3. Wu Ying. Culture, group, and identity: Perspectives from social psychology [M]. Beijing: Social Sciences Academic Press, 2016:1.

Yet culture is procedural. It is enriched, constructed, and even reshaped by the communication, exchange, interaction, and connection it has with various groups. ^[1] Lamptey, Senior Manager of Ghana Television (GTV), agreed that young people in Africa had misconceptions about China, but the media is constantly endeavoring to change their attitudes gradually. In response to possible cultural segmentation and communication barriers, the GS media will choose to find more cultural proximity and commonality. U Ko Ko, Chairman of Yangon Media Group, argued that while accepting differences, they should focus more on what they have in common. In addition, Topalova suggested that rather than serious political elements, talking about the Belt and Road Initiative through stories from everyday life was more likely to inspire empathy.

(III) Opportunities and challenges under the social media shift

In the era of platforms, social media has impacted traditional journalism in every possible way, and completely reshaped the underlying logic of news production. ^[2] Media reporters and editors are also users of the platform, becoming part of the "prosumers." In media cooperation, GS media is challenged by how to discern and get useful information, publish impactful content, and establish a long-term interaction mechanism with users.

First, social media challenges the mainstream status of traditional media. Although most GS media have made useful attempts at their digital transformation, an increasing number of users

and advertisers are still flocking to social media. Thanks to the diversity of functions, real-time notifications, personalized content, and easy access, social media platforms are preferred by many users for getting news. Ssembajjo, Managing Director of BBS TV, Uganda, said advertisers were more inclined to place ads on social media, benefiting from lower prices, little regulation, and prompt feedback through push mechanisms.

Second, the proliferation of fake news is a deep-seated problem for mainstream media to deal with. Serik Korzhumbayev, Editor-in-Chief of the Delovoy Kazakhstan newspaper, said there were a lot of distorted statements and unverified facts, especially in the midst of the information war with the GN media. Therefore, in terms of information source selection and cooperation, it is very important to combat fake news. With the development of artificial intelligence, misinformation, disinformation, and other deep fakes are piling up, especially on social media platforms. Ssembajjo worried that the ubiquity of fake news on social media, which most users believed to be true, was out of control. Although the GS media has fact-checking mechanisms in place, coping with the flood of fake news remains a constant battle.

Third, negative information floods the pages. "Most of the time, the first thing that comes out is negative news," said Saudi F. Malik, CEO of The Daily CPEC, Pakistan. Judging from the history of Western journalism, it is the overall framework of market-driven journalism to seek out and amplify the elements of conflict in news. ^[1] The global

1. Wu Ying. Culture, group, and identity: Perspectives from social psychology [M]. Beijing: Social Sciences Academic Press, 2016:1.

2. Shi Anbin, Zhu Hongyu. How are traditional media agencies "making news" in the age of platform: Challenges and countermeasures [J]. Youth Journalist, 2022, (09):89-93.

concept and practice of journalism have inevitably been affected by the long history of Western journalism's global dominance. As social media platforms desperately grab users' attention, negative elements associated with confrontation and conflict in issues such as the COVID-19 pandemic, climate change, and the Russia-Ukraine conflict are more likely to be amplified. In this regard, Alexander Lebedev, General Director of Big Asia, Russia, said that the dominance of negative issues was one of the difficulties of media cooperation, and as responsible journalists, they should tell positive stories. In fact, Big Asia and some GS media outlets have adopted the concept of "constructive journalism" to report inspiring stories that empower community building and global governance.

Fourth, the shift to short videos on social media poses a challenge to traditional media, which is known for professional long videos. Since the sensory stimulation of audio and video content is more likely to mobilize the emotional identity of users, short videos are increasingly becoming the dominant form of communication on social media platforms. The popularity of short video platforms such as TikTok, YouTube Shorts, and Instagram Reels is also inseparable from the rise of Generation Z (dubbed "digital natives"). To attract more young users, Harici would consider producing 20 to 30 short videos of their documentary programs and posting them on short video platforms, according to Akkoç, Editor-in-Chief of Harici, Türkiye. But then, as U Ko Ko, Chairman of Yangon Media Group, Myanmar, mentioned, more and more mainstream media

are adapting to the trend of digital transformation and social media platforms, and keep producing content that Generation Z loves. Katerina Topalova, journalist of MPT, North Macedonia, believed that, in the future, more young people would get involved in the production of short videos for TV stations. She proposed that short video cooperation was also the future development direction of GS media cooperation.

(IV) The curse of the latecomer and absence of "platforms" in the Global South

Despite the growing strategic value and international discourse of the Global South, the Global North remains the dominant force in today's world, especially in the frontiers of technological innovation, as well as global financial, economic, and military dominance.^[2] Particularly in terms of journalism and platform operation, Global North countries have formed a complete set of dominant mechanisms linked by ideology, history, and culture that have defined the initial agenda of international communication from the dimensions of norms, concepts, and frameworks, and held the upstream power of interpretation^[3]. This poses challenges to the building and voice of the GS media community of communication.

First, Western journalism has long occupied a mainstream status in the history of global communication. Ranging from the oligopolistic partitioning of world journalism by the Ring Combination in 1870, to the dominance of the

1. Shi Anbin, Wang Peinan. Constructive journalism: Historical tracing, conceptual evolution and global practice [J]. Shanghai Journalism Review, 2019, (09):32-39+82.

2. Li Xiaoyun, Xu Jin. Can the Global South become China's new strategic depth? [J]. Beijing Cultural Review, 2023, (02):38-46.

3. Ji Deqiang. "Double Westernization": The predicament and way out of China's foreign publicity [J]. Youth Journalist, 2021, (06):18-20.

world media market by a few multinational media giants from Western countries^[1], Western journalism has formed a set of mature mechanisms in terms of ideology and system operation, and influenced the development of journalism in other regions. Some respondents said that although GS media is strengthening internal cooperation and communication, it will be more inclined to the Western operating mechanism in terms of source selection, cultural values, new concepts, and market operation.

Second, based on a dominant position in global journalism, Western countries export hegemony to other countries in subtle ways.

Some respondents indicated that Western media was politically biased against the GS countries because of the long history of imperialism and colonialism and that they trumpeted their national superiority while criticizing other countries. "A lie repeated a hundred times will be accepted as truth. That's exactly what the Western media has done for the past 100 years," said Alam, Executive Editor of Bangla Vision, referring to stereotypes about Bangladesh. Mahdi Faraj Hamid hinted that media such as CNN and BBC often followed the will of the interest groups behind them. "Since globalization, Western countries have reinforced this hegemony time and again through their media organization and control of information, especially through social media platforms," said Akkoç, Editor-in-Chief of Harici, Türkiye.

Third, most digital platforms come from the West, and they dominate the current media ecosystem in the Global South. Meta, Google,

and other platform systems capture most of the market in the Global South, and have the vast majority of control over the algorithm push mechanism, content governance, and account supervision on the platforms. "We also want to tell stories to the world and hear the voices of other countries, but the platform is not ours, but from Western countries," said Sitaram Bholaram Mewati, Editor-in-Chief of Mumbai Messenger, India. Saudi F. Malik, CEO of The Daily CPEC, Pakistan, pointed out that in Pakistan, the promotion mechanism of Google and Instagram has restricted BRI-related content. "Without repeating the views of Western countries, you'll find it difficult to spread on social media," said Akkoç, Editor-in-Chief of Harici, Türkiye. He also noted that when posting content critical of the United States on these platforms, he would be more cautious in terms of wording and content choice and try to highlight objectivity.

Fourth, the Global South's voice is rather weak due partly to the lack of its own platform. As mentioned earlier, Hollow, CEO of TV BRICS, pointed out that they had not seen enough of China's voice and face in aid projects in Africa and COVID-19 vaccine aid. "Chinese companies keep a low profile. They've finished building the road, but they won't tell anyone." He added that compared with China's own platform Baidu, they used Google because it's the only platform available, and GS media were expected to build more of their own platforms. On the other hand, as Sitaram Bholaram Mewati, Editor-in-Chief of Mumbai Messenger, India, shared his experience in the interview, saying that small media can make a huge impact as long as the stories are

1. Ji Deqiang. "Double Westernization": The predicament and way out of China's foreign publicity [J]. Youth Journalist, 2021, (06):18-20.

authentic and engaging enough. Therefore, the future development path of the Global South media is to build their own platforms, tell real and touching stories, and use existing platforms to promote their new platforms.

III. Envisioned Future: Closer Cooperation and Common Development Among GS Video Media

The Global South includes the developing countries and regions in Asia, Africa, and Latin America, and even the relatively underdeveloped "South" zone within the Global North, such as the "Rust Belt" in the United States and Southern Europe. In recent years, the GS media represented by the countries along the Belt and Road have made rigorous efforts to enhance their communication autonomy and construct "alternative narratives" different from those in Europe and the United States, taking advantage of informatization, digitalization, and media convergence, and achieved a range of positive results. However, due to the limitations of existing conditions such as infrastructure, cultural understanding, and comprehensive influence, GS media is in a relatively weak position in terms of global communication power due to differences in values and thinking patterns with the West, making it very easy to fall into a passive situation of "talking to oneself" and "being isolated and helpless." Given this, it is imperative to strengthen the all-around collaboration within the GS media framework, form a synergy throughout the news production and communication, and enrich the dimensions and perspectives of news coverage, thereby achieving the common development and "mark-up" of GS media in cooperation.

(I) Highlight the narrative advantage and bridge the conceptual differences with emotional connection

From the perspective of the global social media communication form, with the popularity of

TikTok among Generation Z users and the emergence of short video applications such as Reels and Shorts, the current trend of "TikTokification" of the international public opinion field is on the rise. Unlike Facebook and X (formerly Twitter) which are built on "strong ties," short video platforms represented by TikTok focus on expanding interest communities and "weak ties." Its algorithm recommendation logic can not only meet the individual needs of users, but also effectively enrich users' content sources, and even provide opportunities for digital transformation and expansion of media coverage. The convenient production and dissemination system of short videos lowers the threshold for content production, brings more creative inspiration, and accelerates the emotional turn of users' news consumption habits as well.

In the original "center-periphery" mode of communication, Western media in Europe and the United States knows little about the Global South, and the framework of Global South news is often riddled with Western-centric bias. In European and American news coverage, the Global South has been alienated as the "Other" in reported discourse, losing its autonomy and initiative. Such Western narrative perspectives are unable to meet the cultural identity and emotional needs of the GS audience. In order to adapt to changing audience needs, while focusing on major news and hot events, the traditional journalism in the Global South has shifted to local news closely related to their audience, giving play to the "storytelling" strengths of media agencies, and telling the GS stories that are human, engaging, and infectious, by using a narrative approach in line with the cognitive habits of local audiences.

From the perspective of media convergence and digital transformation, TikTok-style short vertical

videos are all the rage, marking the shift of user consumption habits towards fragmentation and lightweight content. On the one hand, this trend allows users to instantly understand hot events and the latest developments, and on the other hand, it challenges the media's news production and dissemination efficiency. In response to this situation, Paudel, Chairman of TV Today, Nepal, underscored that given the young local population structure, they should produce more content suitable for social platforms and popular with young users. However, allowing for the differences in tonality and production patterns of the two types of news, it is a challenge for traditional news agencies to balance both horizontal and vertical content production. U Ko Ko, Chairman of Yangon Media Group, Myanmar, has similar views, saying that the current social platform communication style is quite different from the original production logic of print and TV media. To attract young audiences, the media must expand their channels of communication. Specifically, they can build their brands on TikTok and other social platforms popular with Generation Z, follow local trends, and increase personalized and accessible content output.

In practice, many media outlets are using a variety of platforms to reach different audiences. For example, Big Asia, Russia, produces TV news, but it also has some social media accounts. This allows them to reach a wider audience, including Generation Z users who prefer to get their news from social media. This enables them to maintain their influence through TV while also attracting Generation Z users through easy, intuitive, and concise storytelling. Capital Idea Life, a bilingual program about Moscow, uses a light-hearted form of "storytelling" to showcase the customs and practices of Moscow, e.g., food, parks, and circuses. Through autonomous narrative, the audience is presented with a Moscow landscape

different from the existing Western framework, emphasizing the accessibility of content. The down-to-earth content enhances the appeal and forges a strong and lasting emotional connection with users. "We should build a GS community by influencing public opinion, focus on the needs and daily lives of general audiences, and meet their emotional needs," said Alam, Executive Editor of Bangla Vision.

(II) Strengthen constructive journalism and make our voices heard on globalization issues

As humans move into a risk society, prevalent problems such as climate change, energy crisis, and population aging have become long-term challenges facing the whole society. In the traditional pattern of international public opinion, the presentation and expression of global issues are often dominated by European and American media, with relatively single perspectives. The Global South has long been at a loss for words. When the "crisis chain" becomes the macro background of the current international community ^[1], the GS countries have further enhanced their demands for objectivity, balance, and diversification of media coverage.

With the high commercialization and entertainment of European and American media, the "post-truth" characteristics of the Western-centered communication pattern are becoming increasingly obvious. There is an entertaining deconstruction of serious global issues, and a narrative tendency to amplify contradictions and highlight conflicts. Therefore, GS media must participate in the coverage and discussion of global issues, and to broaden the international perspective of the audience, while enhancing their own influence in the field of global public opinion by making their voice heard

independently. Hollow, CEO of TV BRICS, mentioned that "TV is the best university," given the limited resources for local higher education. Through diversified video content, TV has the responsibility to spread scientific and cultural knowledge to its audience and subtly improve their media literacy.

Moreover, in an environment flooded with negative information, constructive journalism plays an important role in guiding audiences and enhancing their ability to discriminate. In the face of the conflict-driven narratives of Western media, constructive journalism can make the audience trace the historical roots and realistic background of the conflict, and form a more comprehensive and objective opinion. In response to the practical issues of widespread concerns, constructive journalism can reflect the demands of the audience, get closer to the audience, and provide real coverage of the Global South, rather than "airborne reports."

Ousman A. Bechir, CEO of Tchad24 TV, held that, to strengthen the cooperation of GS video media, it's necessary to encourage different countries and regions to speak out on global issues and to state their positions and views constructively. This will help to enrich the coverage of global issues, promote communication between media and audiences, increase the diversity of viewpoints in the arena of international public opinion, and better reflect the realities of the Global South. In business practice, La Paz Times (LPT) cooperates with China Media Group (CMG), Agencia EFE, and other GS media to report on global issues such as climate change, ecosystem conservation, and Generation Z. Medardo A. Alfaro, Director of LPT, stated that the Global South's voice on major issues helped to strengthen mutual recognition and understanding among audiences in different countries and regions, and increased the "diversity of viewpoints" in the arena of

1. Wang Hui. "2020+": The crisis chain and the coming future [J]. Journal of Modern Chinese Studies, 2022, (03):11-14.

international public opinion. Canal 26 has created 26 Planeta, a program that focuses on environmental issues and regularly airs every Saturday to discuss topics such as plastic waste, wetland conservation, and renewable energy. It aims to report on climate change from the perspective of developing countries, discuss the appropriate responsibilities of different actors in ecological environment protection, and provide diverse information on solutions.

(III) Build a cooperation network and seek a way forward through mutual assistance

The development of audiovisual media in the Global South can't be done without close collaboration among media agencies and an attempt to build networks. In the context of "TikTok-oriented" content production and increasingly globalized information dissemination, working with the traditional Global North media can provide extensive business practice experience and promote the formation of an open, inclusive, and diverse international communication pattern in the collision and clash of views. Pressenza International Press Agency, for example, has strengthened ties with media counterparts around the world with a shared goal of promoting peace and opposing violence.

At present, Pressenza has more than 400 cooperative institutions around the world, mainly in Latin America and Europe, including media with different ownership, as well as non-profit organizations, content production companies, etc. Cooperation with European media can enrich its sources of information and perspectives, enabling it to criticize and transcend the Western-centric journalism practices based on understanding the Western mode of media coverage. In addition to co-producing news

programs, closer cooperation with content (e.g., podcasts and documentaries) has become a major trend of rapid development. These forms of cooperation include stationing reporters in the locations of partner agencies, news content exchange, news curation around the same theme, co-broadcast programs, remote connection live-streaming, etc. Anibal Feres, Production Manager of Pressenza, said the co-production of news, cultural programs, and documentaries was conducive to strengthening the emotional connection between the audience, especially topics close to life. For example, cherries, one of Chile's specialty agricultural products, have become a popular New Year gift for the Chinese people, and related reports have gained widespread attention on social platforms. The joint planning, including the interactions and views of Chinese and Chilean netizens, can greatly enrich the discussions and show different "exotic" atmospheres to both audiences.

Strengthening information sharing and cooperation among GS media is an effective way for audiovisual media in the Global South to break the technical lag, enrich information sources, and create communication synergy. U Ko Ko, Chairman of Yangon Media Group, stressed that "European and American media have a strong bias in their reports, with an invisible colonization of information." Therefore, the GS media should establish diversified communication and sharing mechanisms, and promote the co-production of content more practically and efficiently, to jump out of the dissemination pattern of Western centrism and build a more independent, inclusive, and equitable global communication system.

Pierri Adam Matías, Director of Canal 26, saw media cooperation as an effective way to enhance communication. He believed that the best way to achieve inter-media communication

was to establish as much cooperation as possible between media from the Global South and other parts of the world, respecting differences and striving for common ground. At present, Canal 26 maintains close cooperation with several media outlets in Spain, France, Germany, Russia, and China, and uses the sources from partner media in news stories to ensure the diversity of information sources and opinions. Big Asia and CMG have jointly launched the program China Panorama, to add perspectives from the Global South to the story. The shared materials are flexibly adjusted based on the specific needs of the audience to produce programs about everyday life in China, showing the "world in the eyes of Chinese journalists" to the Russian-speaking audience. Respondents believe that cooperation in content production and communication with the GS media can curb the vicious competition between large media agencies and become a useful reference for benign cooperation among media.

Bechir, CEO of Tchad24 TV, Chad, also noted that dialog among civilizations helped to share information and expertise, lessen prejudice, and strengthen mutual understanding among civilizations. The common interests and challenges of the Global South have led to their closer cooperation, such as the co-production of content, sharing of resources and skills, and safeguarding of common values and interests. The close collaboration of the GS media is conducive to building a "community of GS countries with shared interests and goals."

The development of audiovisual media enables news events and views to be presented more intuitively, satisfying the audience's increasing requirements for authenticity and credibility. The development of digital infrastructure and the popularization of intelligent communication devices have greatly enhanced the autonomy of

audiences in the Global South, thus gradually reshaping the image of the Global South, which has long been neglected and defined by a communication framework dominated by Europe and the United States. In response to the trend of "Tiktokification" in global communication, GS media must make the best use of their advantages and bypass their weakness, be clear about their position, produce lightweight and personalized content, and use "storytelling" to enhance the appeal of content. They are expected to participate in the discussion of global issues from a constructive perspective, jump out of the conflict-centered or entertainment framework of traditional Western narratives, and make their independent voice heard. GS media have to strengthen cooperation and exchanges, share news materials, production, broadcasting experience, and technological innovation, support each other, and create synergy. In this way, GS media can promote inclusiveness and diversity in the global communication landscape through cooperation and contention.

Conclusion

Against the backdrop of changes unseen in a century, this report finds that GS countries share hopes and expectations for a more just international communication order. To facilitate media cooperation and build a "community of communication," newsrooms in GS countries have, based on content cooperation, greatly reduced the cost of transnational news production by adhering to the principle of "multi-form collecting, sharing with same platforms, multi-channel and multi-terminal distribution". Under the mechanism of "fact-checking," mainstream media should make joint efforts to cope with the crisis of "information disorder" in the global public opinion field and safeguard the information security of GS countries. In the process, the joint training of journalists and the cross-border exchanges of reporters and editors have become a central feature of GS video media cooperation. Such cooperation allows them to optimize the use of limited communication resources, and even improve the efficiency of information dissemination and sharing. Building closer people-to-people connections among frontline media workers can contribute to cultural inclusion and exchanges, resolve the dilemma of "near, but not close" among GS countries, and further promote South-South cooperation. In addition, technology, as a powerful driver for change in the media industry, is at the core of building a "community of communication" in the Global South. While greatly improving production efficiency, it also provides many opportunities for latecomer countries to develop their platforms for communication outreach.

The Global South contains enormous richness, complexity, and even imbalance, and in the process of globalization, it is deeply

interconnected with the North countries in political, economic, social, and cultural aspects. Therefore, the construction of a "community of communication" still faces many challenges. The GS media is faced with the dilemmas of insufficient capital, talent, and technology, plus the disadvantage of the latecomer in the international communication order and the deep influence by of Western journalistic ideas media concepts. When trying to cooperate, they are further subject to institutional and policy differences and cultural and linguistic segmentation within the Global South.

For this reason, sustained efforts are required to strengthen cooperation and build a community of communication. This suggests that we should explore and expand the shared foundation for cooperation together while recognizing the existing complexity.

First, we should promote content sharing and increase exchanges among civilizations. Media cooperation can help GS countries exchange and share experiences in social development, encourage them to draw on each other's resource advantages, and facilitate common development. Media cooperation plays an important role in maintaining solidarity and coordination in the Global South and creating synergy for development.

Second, we should jointly promote the communication of development issues to benefit people of all countries. In the traditional pattern of international public opinion, the presentation of global issues is often dominated by European and American media, while the Global South has long been at a loss for words. This has reduced the Global South to a written heterogeneity and even sidelined their development issues. For this reason, the joint voice of the Global South community of

communication, on the one hand, allows it to state its perspective constructively, enabling it to build mutual recognition and understanding among audiences in different countries and regions; on the other hand, it is more conducive to the coverage of global issues from a variety of perspectives, providing a greater diversity of viewpoints in the arena of international public opinion.

Third, we should strengthen technical support and talent training to narrow the digital gap with the North. The Global North has developed a complete set of dominant mechanisms for journalism and platformization, defined the initial agenda of international communication from the dimensions of norms, concepts, and frameworks, and held the "first mover" power of interpretation. The common development of audiovisual media in the Global South can't be done without the close collaboration among media agencies or the joint efforts to build technical networks. Given this, it is necessary to strengthen all-round cooperation within the GS media framework, taking the two basic tasks of communication infrastructure and talent cultivation as the starting point, as well as building synergy in the whole process of news production and Internet platform dissemination, achieving shared development and breakthroughs in the Global South media cooperation.

Fourth, we should reach a consensus on communication rules and build an order of harmony and cooperation. Back in the 1970s, third-world countries protested against the inequality of information flow around the world, bringing to the fore the key demand of "building a new global information and communication order." The vision of "One World, Many Voices" has yet to materialize, and the reordering of global communication remains to be done. The Global

South community of communication is built on the Belt and Road Initiative, which links more than 150 countries around the world. By inheriting the vision for a more just and peaceful international system, the Belt and Road Initiative, which is based on the diversity of the world's civilizations, will build a better life for all upon the greatest hope and expectation of the people all over the world. Through exchanges and mutual learning among civilizations, the community will work together to solve the common crises facing human society.

***All rights reserved by CCTV+.**
For any reproduction or distribution, please kindly
credit the original source of as CCTV+.

