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## **New Practices, New Viewpoints, and New Approaches: Rethinking the Strengthening of China' s International Communication Capacity in the New Era**

YU Jiang, LI Wen-jian

**Abstract** Strengthening China' s international communication capacity is an essential guarantee for a favorable external environment of public opinion for the country' s reform, development, and stability and a requirement for a community with a shared future for mankind. Since the 18th CPC National Congress, China has initially formed a top-level design and a big picture for publicizing China to the outside world and enhances significantly China' s international communication capacity. On May 31, 2021, General Secretary XI Jin-ping delivered an important speech which, following his emphasis on“ improving our capacity for engaging in international communication” at the 19th CPC National Congress, put forward new viewpoints and new requirements regarding China' s international communication capacity. We should, taking the conflicts and problems in China' s international communication as the starting point and XI Jin-ping' s new viewpoints and requirements as theoretical coordinate, innovate such international communication practices as optimizing the content and prioritizing technologies, broadening channels and building brands, coordinating international and domestic communication, training new talents and localizing international theories to further boost the country' s international communication capacity.

**Key words:** international communication capacity, practice basis, theoretical coordinate, logical basis, innovative approach