**The Communication Strategy of Russian Media in Chinese Social Media——Taking RT Channel as an Example**

Owing to globalization, the competition in the field of international public opinion is becoming fierce. In addition to CNN, BBC, and other Western news media, RT Channel speaks from a Russian perspective and is gradually known by people. RT was founded in 2005, and in June 2021 it surpassed all other news broadcasters in terms of unique YouTube visitors. The rapid rise of the RT channel has successfully ended the Western media's monopoly on discourse power, and it has made its mark in the competitive arena of the international public opinion field.

Sina Weibo, as an important part of China's current Internet public opinion field, has developed into a critical platform for Russian media to spread in China. On May 14, 2017, the RT channel officially entered Sina Weibo and created an official account @Russia Today RT. As of March 31, 2023, it had 1.75 million fans and 996 million video views. A strategic PR plan helped the RT channel enter the Chinese market with success.1. Unique Reporting Perspective

Within two years of its launch, the RT channel’s Weibo gathered almost no attention and participation; the turnaround happened in October 2019. A Weibo interview conducted by RT Channel with a Hong Kong police officer was published on October 3 and got 2,054 interactions. Since then, the amount of interaction and attention on Weibo has gradually increased. This period happened to be a time when a series of issues related to China, such as the Hong Kong Amendment Disturbance, was regularly concerned by the international public opinion circle. The RT channel, which reports with a different perspective and attitude than Western media, has attracted a large number of Chinese audiences on the Weibo platform.

2. News language following the trend of the Internet

The RT channel flexibly employs Chinese social network language and neologisms in Weibo content, and considers Chinese Internet buzzwords as Weibo topics, in order to bridge the gap between them as foreign media and Chinese audiences. For example, Chinese viewers are aware that Russia is known as a "fighting nation" in China. When uploading videos of the daily life of the Russian people on the RT channel, hot topics like "behavior of the fighting nation" will be included as Weibo copywriting.

3. Shaping the national image from multiple angles

The RT channel aggressively employs groups of the key components of the image of Russia in order to promote its positive image in the international arena. Among the themed videos about social life in Russia, the most popular ones are mainly those that can support or substantiate Chinese audiences’ positive perceptions of Russia, such as videos introducing Russia’s natural scenery, ballet, music, painting, and circus performances.

By examining the effective RT channel distribution in Chinese social media, there are certain benefits for China, namely the following three points:

1. Highlight the Chinese perspective in the report, presenting views that are different from the Western media.

2. News content should be localized, expand the shared discourse space with local audiences, and boost the sense of familiarity.

3. Pay attention to how social affects international communication and use new media to boost impact abroad by promoting the image.