The construction of “One Belt and One Road” is a major strategic decision put forward by Xi Jinping, general secretary of the CPC central committee, who actively responds to the global situation of profound changes, plans the overall domestic and international situation as a whole. This policy is of great significance to promote a new round opening-up to the outside world and the common development of countries along the Belt in our country. Currently, the in-depth development of economic globalization, the acceleration of regional economic integration, global growth and the profound adjustment of trade, investment pattern, Asian and European countries are in a critical stage of economic transformation and upgrading, so it is needed to further stimulate the regional development vigor and the potential for cooperation. The proposal of “One Belt and One Road” strategic concept integrates the common demands from countries along the Belt, which opens up a new window of opportunity for complementary advantages, open development of the countries along the Belt.

New Silk Road connects "China Dream" with "World Dream ". China will work with other countries to accelerate the construction of "Silk Road Economic Belt" and "21st Century Maritime Silk Road", startup Asian Infrastructure Investment Bank as soon as possible, even be more deeply involved in the process of regional cooperation, promote development and security in Asia and promote each other, complement each other. --- On May 21, 2014, Xi Jinping pointed out in a keynote speech on CICA Summit:

Now, as China's economic rise and soar, China has the ability to help others in more ways, especially as a manufacturing power, China not only can output rich and colorful, cheap and fine everyday items, but also can provide more technology and equipment for the world. As a major country with much global foreign exchange reserves, China can handle with the financial risk hand in hand, China has the strength to invest in overseas, can grasp the development opportunities with countries in urgent need of money. According to the China Economic Net, the countries along "One Belt and One Road" mostly are the emerging economies and developing countries, with a total population of about 4.4 billion, total economy of about $21 trillion, accounting for about 63% and 29% of the world respectively.

China's economic reform and development has reached an important turning point, now it cannot be sustainable just relying on export and government investment drive, the future development will be more dependent on the vitality brought by innovation. Meanwhile, Russia is also in an urgent need to upgrade, as far as Russia's current socio-economic situation is concerned, it is imperative to promote domestic innovation, and to strengthen cooperation with China's innovation can be a welcome antidote to
get rid of Russian domestic social and economic plight.

Of course, in addition to economic cooperation, folk cultural exchanges between China and Russia are also on the increase. China and Russia do have a good foundation for cultural exchange, it is believed that in the future, cultural cooperation between China and Russia will not only continue to carry on the existing foundation, it can also produce good economic benefits, can bring development of cultural industries in China and Russia. The "Silk Road Economic Belt" strategy covers economic integration in Southeast Asia and Northeast Asia, and eventually be integrated in Europe, forming the trend of Eurasia economic integration. In the strategic route of "One Belt and One Road", Russia occupies an important hub in the North line A and North line B. The implementation of the "One Belt and One Road" strategy can stimulate the rapid development of Russian trade in services trade, especially the transport, and finance and other services industries will be developed first. In addition, the implementation of the strategy of "One Belt and One Road" can relieve tension economic state of Russia and other European countries; tighten economic cooperation among Russia and North America, central Asia, China and the Nordic countries, and provide a greater development space for development of trade in services.

Chinese media in Russian has an immeasurable publicity and promotion effect on understanding and reflecting the China's rapid economic development driven by “One Belt and One Road” and timely feedbacks home. The funding and technology advantages obtained by Chinese-Russian, overseas Chinese, Chinese entrepreneurs not only can promote China's economic structure optimization and upgrading of industrial structure, and to a certain extent, improve the international popularity of western China as well. It is needed to give full play to the advantage of historical and cultural resources, build an international cultural exchange platform, create a batch of world-influential historical and cultural tourism brands, display and carry forward Chinese excellent cultural traditions.

As an important bridge connecting the oversea Chinese, Chinese media in Russia is based on Chinese society, serves overseas Chinese nationals. Chinese media in Russia takes root in local society, is familiar with the Russian context, and has important influence in the Chinese circle. It can actively give full play to the media power, make it become the guardian of Chinese civilization in the society of the oversea Chinese, the constructor of Chinese national spirit, the undertaker of the overseas Chinese in Chinese education, become the important carrier and the window of promoting the international image of the overseas Chinese. Chinese media in Russia can make full use of resources, form brand advantage by holding the “Silk Road”, "One Belt and One Road", "Big Xi'an" Forums, lectures, tourism, and investigation and other rich and colorful activities; By contacting the readers, serving people’s daily life, the audience market is turned into business resources, product development resources and overseas Chinese resources, so as to enhance the social influence, and effectively promote the influence of the "One Belt and One Road".

Now, the Chinese government attaches great importance to the role of overseas Chinese-language media in external communication and publicity, also attaches high importance to the role of Chinese media in Russia in external communication and publicity, and it is included in the "Big Publicity" pattern, co-constructs the discourse system with the foreign and domestic media, and it is a national strategy with far-sightedness. From overseas Chinese-language media advanced workshop, world Chinese-language media forum to the "A Tour in China " activity of onsite experiencing the contemporary Chinese, Russia overseas Chinese media conducts the domestic communication and exchange in different forms and from different perspectives; on the one hand, it reflects the more and more attention paid by Chinese government to overseas Chinese media, on the other hand, it has also shown up deep feelings of Russia overseas Chinese media for the motherland. For the role of overseas Chinese media in external communication, the experts and scholars have good wishes from the government level; it is believed to be "an important force to be reckoned with". "Compared with the voice of the Chinese local media, it has the effect that cannot be underestimated" in eliminating the misunderstanding of Russian society on Chinese government, and smashing the conspiracy of some anti-China groups.

It is hard to deny that in the perspectives of condensing the Chinese Russian, overseas Chinese inheriting Chinese culture, constructing the bridge to the motherland, the Chinese media in Russian has played a positive role. But to how much degree does the Chinese media in Russia can play a positive role? What position does it occupy in China's external communication and publicity? What is its role? This can be rationally analyzed and interpreted by combining the particularity of Chinese media in Russia, and its foreign communication function cannot be exaggerated, mistakenly positioned and entrusted with the mission impossible.

Therefore, some experts and scholars recognized this kind of "great hope" needs to be
rational, they proposed "can the strong complex of the Chinese nation and high attention on Chinese mainland news symbolize Chinese media in Russia can produce positive national image of China? Is the image presented by the media Chinese in Russia in line with expectations of our national image?" This rational sound remind us that we need to analyze the characteristics and functions of the Chinese-language media in Russia scientifically, dialectically, so as to clarify its position and role in international communication, in this way can it help play a proper role in the dissemination of overseas Chinese media.

In the aspect of dissemination influence, it distinguishes the edge from the mainstream. The existence value of the Chinese-language media in Russia first is to provide information of overseas Chinese for Chinese audience; the information content includes information of local overseas Chinese, China's domestic information and information of overseas Chinese in other parts of the world. So it is quite obvious in the content, the language used and the audience, it is propagated in the Chinese circle in which the Chinese language is used as a carrier. Compared with the local language and ethnicity, overseas Chinese media is still a minor non- mainstream media. Although Chinese is a language spoken by the largest number of people in the world, it is used by about 13-1.4 billion people, the total amount of information transmitted in Chinese in international symbol accounts for only about 5%. In Russia, compared with the Russian media, the Chinese media is apparently weak, though its influence is gradually expanded, as an intermediary language, its non-mainstream status in the regions its dissemination determines its position is inferior to the mainstream media, or it is a middle media between the Russian mainstream media and Chinese mainstream media.

So, it is needed to be cautious if we want the Chinese media in Russia to influence international public opinions, or it is entrusted with the task to assume the main force in China's external communication. Its non-mainstream status is indisputable fact, so how to affect the mainstream as a non-mainstream, what strategy is used to persuade or influence? It is not wishful thinking can be achieved, on the contrary, it requires the systematical communication strategy and long-term planning.

2 TO ESTABLISH A COMPLETELY CORRECT IDEA OF INTERNATIONAL DISSEMINATION

Credibility and influence in the international media discourse is a concrete manifestation of the right of international media discourse. It is not a show of power, but a sign of authority. This is an important concept of international media and communication. The credibility and influence of discourse media are mutually patrimony, international media credibility is the foundation and the premise, the influence of international media is the result and the purpose. The higher the media discourse has, the stronger the credibility is, the bigger influence of discourse; The influence of media discourse once formed, it will greatly improve the credibility of the discourse, thus forming and showing the power and authority of international media discourse. Once the international discourse authority of a nation’s media is formed, it will greatly promote the country's international status, the nation will play an important role in foreign affairs and other affairs. Now China is the advocate of the strategic concept of "One Belt and One Road", and it is also the organizer, implementer in the construction of "One Belt and One Road". In the construction of "One Belt and One Road", Chinese media has not only undertaken the historical mission of dissertation of Chinese civilization, but also has involved in construction, witnessed the history. If the credibility and influence of Chinese media discourse in the construction of "One Belt and One Road" are improved, the international discourse authority of Chinese media will improve, which will inevitably play a leading role in the international public opinion in the construction of "One Belt and One Road", guiding and promoting the construction of "One Belt and One Road" to operate along the right strategy orbit. Therefore, the Chinese media is not only an important and indispensable part in the strategic concept in the construction of "One Belt and One Road", but also an important guarantee for the implementation to realize the strategic vision.

The reasons above mentioned fully explain that the Chinese media can correctly understand and realize its historical mission and responsibility only in the construction of "One Belt and One Road" by establishing the correct concept of international media, can identify and find its position in the construction of "One Belt and One Road", can fully display its talents and wisdom, and play its due role in order to grasp and enhance the "Two Forces" opportunities.
3 TO LAY A SOLID BUSINESS FOUNDATION

The strategic vision of "One Belt and One Road" is a grand strategic project involving many countries and regions, going through many Asian, European and African economic circles. The total population of countries and regions along the Belt is up to billions, the total economy is as much as $20 trillion. However, countries and regions along the "One Belt and One Road" are emerging economies and developing countries, which is only a market with enormous potential. "One Belt and One Road" will construct a modern economic cooperation corridor with global value, and find a vigorous way out for the industrial value-added turnaround and resources technology complementation of the countries and regions along "One Belt and One Road". Therefore, the strategic concept core of "One Belt and One Road" must be interconnected, and the interconnection is the purpose to achieve "policy communication, facilities exchange, trade flow, resource floating, and the people identification". In the construction and implementation of the above Five Communication, Chinese media in Russia is responsible for the corresponding historical mission. This requires that Chinese media practitioners must possess high theoretical knowledge and business skills.

Firstly, it is needed to understand and grasp the related policies and guidelines for implementing the strategic vision of "One Belt and One Road", and learn and master skills and abilities to tell "China Story" as well.

Especially, it is to tell "China Story", which an important link to enhance the "Two Forces" of Chinese media in Russia in the construction of "One Belt and One Road". Only really, objectively, fairly, rationally and scientifically tell the "China Story" about the relevant strategic intent, policy principles of "One Belt and One Road", the concrete measures in the implementation of the construction and the letter of intent of joint venture between China and the countries and regions along the "One Belt and One Road", the progress and development results in the implementation of development projects, the responses from relevant nations and regions, as well as opportunities about the project and influence factors of the problems may occur to people in China and the world by means of telling "China Story". Only in this way, can we make people not only learn about and agree on the strategic significance of "One Belt and One Road", but also see development prospects of "One Belt and One Road", and find business opportunities, thereby, better direct and guide people to support and participate in the construction of "One Belt and One Road", and fully mobilize and play their enthusiasm in the construction of "One Belt and One Road". Once the "China Story" is told well, people in China and in the world would certainly like to listen to, and spread each other. They not only be inspired, have also been benefited. With the expansion of time and space, the propagation effects of Chinese media gradually caught the deep feeling of people, discourse credibility and discourse influence of Chinese media will gradually be raised.

To lay a solid business foundation, learn to tell "China Story " well, which are the requirements of the times for the Chinese media in Russia in the implementation and construction of " One Belt and One Road ", is the key link to grasp and improve " Two Forces " for Chinese media in the construction of the " One Belt and One Road ". It is recommended that in the construction of the" One Belt and One Road ", the country take the Chinese media in Russia as a part of the national Chinese media, to a certain extent, pay attention to team building of the overseas Chinese media as much as possible, some practitioners who have long been engaged in an overseas Chinese-language media should be taken care of. When arranging domestic media personnel training, the relevant national departments should include appropriately the staff from Chinese media in Russia in the plan, cultivate and develop the media Chinese in Russia staff from to be an important force to spread the Chinese civilization and the strategic vision of “One Belt and One Road " step by step.

4 TO COORDINATE AND UNIFY ALL EFFORTS

Actual operating procedures and operational mechanisms of the media are an important part of the strength of the national media, and it also is an important indicator of the strength of the national media. The Chinese media in Russia has grasped the opportunity of "Two Forces" in the construction of "One Belt and One Road". It is needed not only to establish the correct concept of international communication, lay a solid foundation of business communication, but also establish a complete set of scientific procedures and unified and coordinated operation mechanism in the actual operation of constructing "One Belt and One Road". As far as the upgrading of the "Two Forces" is concerned, if the dissemination ideas and business skills are prerequisites and conditions, then the establishment of complete and scientific procedures and the harmonious and unified operating mechanism is an important guarantee to enhance the "Two Forces", it should be highly focused for the Chinese media in Russia.
In the first place, it is needed to establish a scientific and effective operating procedure. So it is the concrete embodiment for the Chinese media in Russia sticking to the dissemination ideas in the construction of "One Belt and One Road", it is the guiding principle of conducting business in the construction of "One Belt and One Road". This procedure should also be a reflection on the scientific basis and policy of strategic conception in the construction of "One Belt and One Road" put forward and implemented by China. This operating procedure not only has the theoretical authority, but also has the legal authority. Once this operating procedure is established, the Chinese language media in Russia, whether collective or individual, whether state owned or local owned or even foreign owned, everyone must strictly abide by it. This provides a rational basis for the coordination and unification of Chinese media in constructing the combat operation of "One Belt and One Road".

In the second place, it is needed to establish some scientific and effective mechanisms. These mechanisms should include the sharing of resources, complementary form, mutual assistance in services, smooth exchange channels, and the reciprocity of benefits. The development of these mechanisms should comply with the international media operating procedures, but also meet the needs of implementing the construction of "One Belt and One Road".

The strategic concept of "One Belt and One Road" is proposed by China, the implementation of the construction of "One Belt and One Road" should be based on the leading factor of China. Many information sources of "One Belt and One Road" are from China, especially the relevant policies, guidelines of "One Belt and One Road", relevant major topic discussions, the expert discussion on major projects, etc., are all produced under the leading effect of China. Therefore, the Chinese media enjoys a unique advantage in the sharing of resources in this regard. China is a multi-ethnic country; the Chinese media have not only the central and local media, as well as foreign media. Thus, it should have its unique advantage in the mechanism of complementary form, mutual assistance in services, smooth exchange channels, and the reciprocity of benefits. In the process of formation and implementation, this mechanism will create a strong force, and gradually highlight and enhance the discourse credibility and discourse influence of the Chinese media in the construction of "One Belt and One Road".

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