An Analysis of the International Communication Discourse on Beijing "Rural Revitalization" Strategy

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Abstract— *This paper takes the English translation of the reports to the work of Beijing municipal government over the past seven years as data to conduct discourse construction research on the strategic content of "rural revitalization". Result shows that the English version of government work report helps to build a specific discourse ecosystem, and to convey a voice internationally. Through the related information about the in-depth implementation and comprehensive promotion of the rural revitalization strategy in Beijing, which is based on local circumstances and can present the distinctive economic image of the capital, the report demonstrates the pragmatic style of the government and its people-oriented responsibility. The study helps to understand the discourse construction characteristics of political strategy in foreign communication, thus enabling the international community to better understand the planning, implementation as well as the distinctive achievements of that strategy, in order to better understand China through Beijing, capital as the window towards the world.*

Keywords— discourse analysis, Beijing "rural revitalization" Strategy, report to the work of government, international communication

I. INTRODUCTION

Throughout the Chinese history, rural civilization is the mainstay, and villages are the carriers with farming and reading as the distinctive national feature (Xi, 2013). As Chinese rural discourse is an essential part in the construction of China's discourse, Chinese government has long recognized that the issue of agriculture, rural areas, and farmers is fundamentally related to the national economy and people's livelihood. It is necessary to always make dealing with the "three rural issues" (agriculture, rural areas and farmers) a top priority in the work of government and implement the strategy of rural revitalization (Xi, 2017). Therefore, the strategy for "Rural Revitalization" was put forward against that context. As a national strategy, it was first proposed in 2019, aiming to address the issue of imbalanced and insufficient rural development. The strategy refers to the process of promoting rural economic, social, cultural and ecological progress through policy guidance and financial investment, improving farmers' living standards and well-being, and achieving coordinated urban-rural development.

In Today's world, China takes an active part in the international affairs seeking to make contribution for world common prosperity, and other countries are willing to see the full picture of China. Therefore, in order to showcase a real, vivid and comprehensive China, it is of significance to improve international communication, to tell the story of China well, and to convey the voice of China well (Xi, 2021). That is an important task for China's international communication capacity building. From the international communication perspective, understanding the development of Chinese rural areas helps to understand the development of China, As the transformation of Chinese rural areas has always been closely linked to national development, from the contract to households in Xiaogang Village in Anhui Province, signifying the start of reform and opening up, to the comprehensive achievement in building a moderately prosperous society in 2020 by eliminating absolute poverty

in China, so as to provide Chinese wisdom for global poverty governance. Therefore, the international communication of "rural revitalization" becomes an important component in the construction of both China's image and discourse, and is also inherently related to China's international communication capacity building.

As a national center for politics, culture, international exchanges, and technological innovation, Beijing, the capital city of China, has transformed from a life oriented society to a development oriented one. As early as during the 13th Five-Year Plan period (2016-2020), in accordance with the requirements of prosperous industries, livable ecology, civilized rural culture, effective governance, and prosperous living, a rural revitalization strategic plan was formulated, a three-year special action plan for the construction of beautiful countryside was implemented, and the improvement of village living environment was initiated to promote Beijing urban-rural integration and development. Thus it is necessary to integrate urban-rural and regional coordination into the overall coordinated development pattern of the Beijing-Tianjin-Hebei region, to enhance the quality and standard of urban-rural coordinated development and green development while ensuring ecological security.

High quality development calls for high-level international communication. As the government work report serves as a political text for governments at all levels to review the work of the previous year, and clarify the tasks and overall goals for the coming year, its English version is of great significance in international communication. The Report on the work of Beijing Municipal Government is a standard translation based on the work report on Chinese government, aiming at telling the outside world about Beijing's development and its strategic planning, allowing the world to better understand the city. Therefore, a study of the discourse construction of the "Rural Revitalization" strategy according to the English version of the Work Report, including characteristic vocabulary, keywords and their collocations, helps to understand the discourse construction characteristics of political strategy in foreign communication, thus enabling the international community to better understand the planning, implementation as well as the distinctive achievements of that strategy, in order to better understand China through Beijing, capital as the window towards the world.

II. LITERATURE REVIEW

1. Historical changes in the image of Chinese rural areas from a global perspective

Foreign scholars have long been interested in Chinese rural studies and they mainly conducted research on Chinese rural areas through field investigations and interviews. In 1914, Professor C.G. Pittmer from the Department of Social Sciences at Tsinghua University published "An Estimate of the Standard of Living in China", by conducting interviews with 195 farmers near Tsinghua Garden (Zou & Wei, 2022). American sociologist Daniel Harrison Kulp's book Civics: An Inductive Study Socially Developed of the Elements of Community Welfare in China , which was composed in 1925, focuses on studying the power structure of villages, becoming an access to understanding rural society in southern China in the 1920s (Kulp, 2006; Zhang, 2010). The American journalist Edgar Snow's *Red Star over China* and William Hinton's *Emancipation (Fanshen)* respectively recorded the process of CPC leading the revolution and rural land reform movement in the countryside in the genre of documentary literature (Zou & Wei, 2022). Before the establishment of the People's Republic of China, there were more than ten rural surveys conducted by foreign scholars, mostly based on villages for regional research, focusing on the development of social structure and agricultural technology (Li & Deng, 2009). After the reform and opening up late in 1978, Western scholars continued their inherent academic traditions, focusing on such research as rural reform and transformation in China, collective economy and rural governance, village governance and democracy, electoral system and citizen participation. However, as far as Western international communication research is concerned, the urban-rural binary opposition and the urban-biased Western centrism are deeply rooted.

After the founding of the People's Republic of China, the stories of barefoot doctors, rural teachers, and film projectors deeply rooted in the rural soil have caused a stir in the West (Zhao, 2016). During the time when China had just begun to reform and open up to the outside world, the "ten-thousand-yuan households" among farmers and the emerging township enterprises represented the initial success of the reform and opening up, and constituted the main content of the external communication about China's rural life (Zhao, 2016). With the advent of the online information society, live streaming and short video works about rural life have become popular on the internet. The spiritual role of rural traditions in constructing the subjectivity and relationship of rural communication is becoming increasingly prominent (Guan, 2021).

With China achieving the poverty alleviation on schedule in 2020 and succeeding in building a moderately prosperous society in all respects, the development of Chinese rural areas has once again attracted global attention. As the social foundation of China, rural areas are

the main component of the concept of "Chinese Nation" (Xue, 1983). Fei Xiaotong, the famous Chinese sociologist, believes that from a grassroots perspective, Chinese society is of rural orientation (Fei, 1985). The countryside is the source of power in Chinese stories. Telling the story of rural China well and spreading the voice of rural China can help to explore and reshape the value of rural civilization within the view of global communication.

From the review, it can be seen that both domestic and foreign scholars mostly adopt a "bottom-up" and "people-oriented" paradigm in their research on Chinese rural areas, while there are still few studies on the communication characteristics through the textual analysis of government documents.

2. Research on the strategy of "Rural Revitalization"

In the limited foreign literature accessible, though there are no such concept as "rural revitalization", foreign research does pay attention to "rural development", with focus on social and culture attention empowering rural economic development (Dent, 2007; Ursic et. al, 2024).

In regard to the related literature in China, according to CNKI (China National Knowledge Infrastructure), a Chinese academic platform, there is a steady increase in the publications on "Rural Revitalization" since 2017 (see figure 1). From Figure 1, we can see that there is a sharp increase from 2020 to 2022 with 48191 academic publications, mainly because of China's achievement in the poverty alleviation and in building a moderately prosperous society in all respects in 2020. It is estimated that there will be 58793 academic publications in 2024, reaching a new peak.
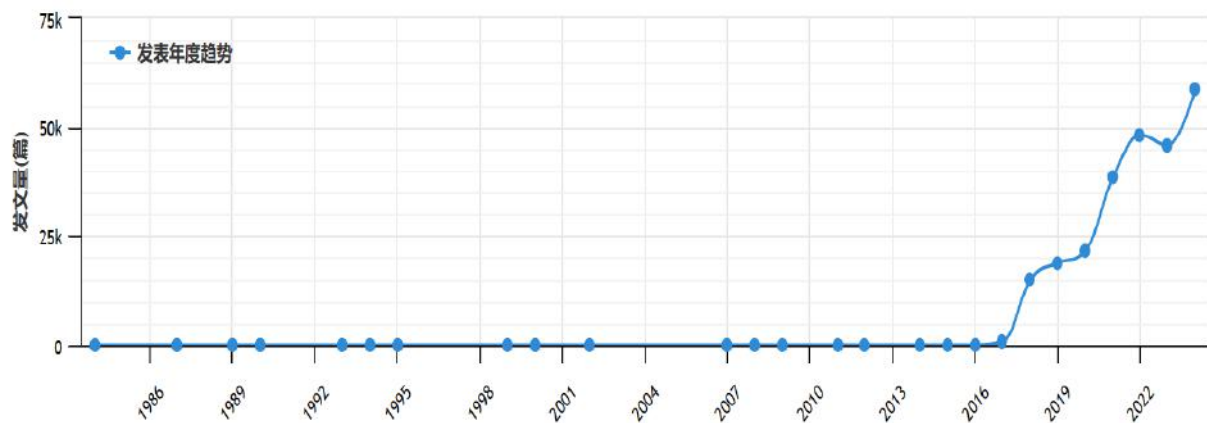

Fig.1: Trend of annual publications on "Rural Revitalization" (CNKI, 2024)

Domestic research on "Rural Revitalization" mainly focuses on the interpretation of strategic policies, including top-down policy recommendations on "rural governance", "high-quality development", and "rural tourism". Based on the current situation of rural development in Beijing, Lu & Wei (2023) analyzed the core connotation of "rural revitalization" and proposed a precise promotion pattern for "rural revitalization" in the capital region. Some scholars have also explored specific revitalization approaches from specific rural cases (Yang, 2020; Cao et al., 2023; He & Li, 2023; Zhang, 2023). There are also textual analyses based on government work reports to explore the practice and future prospects of promoting rural governance under the strategy of rural revitalization. However, overall, those studies either offer grand calls and suggestions, or summarize experiences, good models, or reflect on theories based on ethnographic research in specific rural areas. There is a lack of research on the English translation of government reports covering the strategic content, and there is relatively little diachronic research in that field. Therefore, this study adopts the English version of the reports to the work of Beijing municipal government from 2017 to 2023 as data to study the discourse construction of the "rural revitalization" strategy mentioned in the text. The analysis of such aspects as characteristic vocabulary, keywords, collocation and concordance is conducive to understanding the characteristic discourse construction of political strategy in international communication, and thus enables the international community to better understand the planning, implementation, and distinctive achievements of that strategy, so as to better understand China through its capital.

3. Research on the English translation of government work reports

According to CNKI, the research on the English translation of reports to the work of Government mainly cover such hot spots as "government work reports", "translation strategies", "English translation", "Skopos Theory", "functional equivalence", "vocabulary with Chinese characteristics", "China English", as well as "discourse analysis". Those hot topics also change with the time. At the early 21st century before 2014, most research focused on translation strategies, mainly by applying the theories of Skopos and functional equivalence. For example, Huang (2015) used the full text of the "Report to the Work of Nanchang Municipal Government 2014" as the corpus to explore translation strategies for political register. Based on the linguistic characteristics and Skopos theory of political register, she proposed the corresponding translation strategies: revision, interpretation, literal translation with annotations, and conversion.

After 2014, the research focus shifted to language with Chinese characteristics, translation for international communication, and genre analysis. For example, Liu (2015) studied the English translation of the vocabulary with Chinese characteristics in government work reports from the perspective of relevance theory. The shift indicates that with the proposal to build a socialist cultural power at the Third Plenary Session of the 18th Central Committee of the Communist Party, China aims to enhance cultural soft power as its goal for cultural development, and strives to promote the process of Chinese culture going global, enhancing the influence of Chinese civilization on a global scale. While the research hot spots from 2016 to the present have been discourse analysis, and corpus-based diachronic research, for research on translated texts always include the study of translation principles, methods and translation skills. The research on translation methods mainly include communicative translation and semantic translation; There are also studies on different types of texts, such as political texts, expressive texts, and informative texts. The research methods used by scholars in the study are also different, mainly including critical discourse analysis and corpus linguistics. For example, Yin Jia (2019) analyzed government work reports from a interdisciplinary perspective of CDA, and based on Fairclough's three-dimensional framework of CDA she explored the three-dimensional framework for the study of international communication translation (translation, communication, social practice). the interdisciplinary perspective of which broke through the limitations of linguistic and textual analysis, by exploring from the perspectives of readers' acceptance and response, thus enriching the discourse dissemination strategies for international communication translation.

In summary, the research hot spots in the English translation of government work reports include translation strategies, principles, methods, and skills. In recent years, the research on vocabulary with Chinese characteristics, genre analysis, and corpus-based CDA have become a trend for scholars interested in the English translation of government work reports. However, there is relatively little diachronic research in this field, with most of the corpora being government work reports with a duration of nearly three years, and in terms of the literature on reports to the work of local governments, there is no relevant research on the English translation of reports to the work of Beijing municipal government. Therefore, the present paper takes the English translation of the reports to the work of Beijing municipal government over the past seven years as the corpus to conduct discourse construction research on the strategic content of "rural revitalization" , which bears certain innovative value.

III. RESEARCH DESIGN AND PROCEDURE

The present study chooses the English version of seven reports to the work of Beijing Municipal Government from 2017 to 2023. We choose the 2017 report as point of departure because because the "Rural Revitalization" strategy was proposed in the Report of the 19th National Congress of the Communist Party of China held in October 2017. As the Beijing Municipal Government's report is annually released in January, the actual start of the planning and implementation of "Rural Revitalization" in Beijing should start in 2018. The 2017 report text can be used as reference for the international community to better understand Beijing's "Rural Revitalization" through the discourse construction of the English version of the government work report.

The "Extended Lexical Unit" framework proposed by Sinclair (2004) puts vocabulary and syntax at one level and conducts research from four aspects: collocation, class connection, semantic prosody, and semantic tendency. That framework provides certain guidance for using corpus linguistics in text analysis. Xin & Gao (2013) believe that corpus linguistics uses a series of techniques such as collocation, keywords, word lists, word clusters, distribution to reveal the structure and patterns of language use in order to identify significant features, which has greatly extended the scope of text analysis. The present paper adopts a combination of quantitative and qualitative research methods, and uses corpus tools to analyze the English version text of Beijing Municipal Government Work Reports. The research steps are as follows:

Step 1: Build seven sub corpora (RE17-23) according to the year when the annual report was released, and use the corpus analysis tool AntConc to conduct a comparative analysis of the keywords, collocates as well as the concordance in the English version of the 7 reports.

Step 2: Extract the automatic abstracts and keywords for the textual content concerning "Rural Revitalization" in each sub corpus, by using the Platform for Media Language Resources Service supported by National Broadcast Media Language Resources Monitoring & Research Center (https://ling.cuc.edu.cn/)

Step 3: According to the relevant provisions in the Law of the People's Republic of China on Promoting Rural Revitalization, the specific implementation of the rural revitalization strategy consists of five aspects: industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. Therefore, the present study will conduct textual analysis based on those five dimensions, and make a diachronic exploration of the discourse construction related to the rural revitalization strategy.

IV. RESULTS AND DISCUSSION

An overview of data information about the English version of the Beijing Municipal Government Work Reports from 2017 to 2023 is shown in Table 1. According to Table 1, the word "rural" appeared most frequently in 2018, with a steady high frequency from 2018 to 2023. In 2021 and 2022, the frequency of "rural" in the report decreased to some extent due to the impact of the epidemic, causing an obvious decline in the rank in the 2022 annual report. However, in 2023, its frequency has rebounded to a new height, becoming the 14th high-frequency word.

Table 1: *Data overview of the Corpora Re17-23*

Time	Tokens (before and after using a stoplist)	Times (before and after using a stoplist)	Frequency of the word 'rural'	Rank of the Frequency 'rural'
2017	2135，2025	11257，7006	26	29
2018	2415，2299	14029，8631	40	21
2019	2464，2346	13925，8479	33	25
2020	2672，2551	15628，9959	35	27
2021	1959，1846	10008，6058	25	24
2022	1934，1829	9073，5433	17	39
2023	2163，2047	12122，7227	36	14

Through statistical analysis of the work report of Beijing Municipal Government, the foreign communication discourse about capital's "rural revitalization" strategy takes on the following characteristics:

1. A Steady increase in the frequency of communication to accumulate public attention

The author imported the English version of the government work report into the Divominer research database and obtained a word cloud (see Figure 2). According to Figure 2, apart from such stop words as those functional words, "Beijing", which signifies the territoriality of the report, enjoys a high rank, followed by "development". The word "rural" is also in the focal position. Using the corpus retrieval tool AntConc, a keyword list was obtained from the 7-year government work report corpora (see Table 2 for the top 20 keywords list). The word "rural" ranked 19th in the corpus with 212 times, the keyness of which can be mutually demonstrated with the word cloud.

Fig. 2: Word cloud from Corpora Re17-23

Table 2: Top 20 keywords in the Corpora Re17-23

Rank	Frequency	Keyword	Rank	Frequency	Keyword
1	833	Beijing	11	274	national
2	497	development	12	256	areas
3	434	new	13	246	system
4	414	improve	14	244	municipal
5	374	city	15	240	service
6	359	people	16	236	high
7	358	services	17	232	innovation
8	313	public	18	229	build
9	298	government	19	212	rural
10	279	plan	20	209	implement

As has been mentioned earlier, although the frequency of "rural" has decreased in some years, it has shown an overall upward trend, with a peak in 2018 and another height in 2023. Considering the situation in the specific year, except for 2021 and 2022, in which years "rural" was comparatively less mentioned in the reports due to the impact of the epidemic and international turbulence. The frequency of the word in other years generally shows a significant increase. What deserves mentioning is why the frequencies in 2018 and 2023 are particularly prominent, which is possibly because 2018 is the year when the rural revitalization strategy was had just

been proposed and 2023 is the time when the implementation of the strategy achieved phased fulfillment.

Based on the data presentation from above, it can be seen that the English version of the reports to the work of Beijing Municipal Government which is the overseas version for international communication, has added in the texts the content concerning the planning, implementation and progress of rural revitalization according to the international and domestic situation in different periods, endowing the relevant topics with higher visibility, thus

gathering the focus of attention from the overseas audience, and achieving the goal of international communication about major issues.

2. A Year-by-year implementation of the project with building a specific discourse ecosystem

The report to the work of government mainly includes a review of the work during the previous year and work plan as well as major tasks for the next year. The report is translated based on criterion for translating the report to the work of Chinese government, with the aim of telling about the development of Beijing to the outside world, and allowing the world to have a better understanding about Beijing. Using the *Platform for Media Language Resources Service* supported by National Broadcast Media Language Resources Monitoring & Research Center (as is shown in Figure 3, we extract the automatically generated keywords and abstracts for the annual reports, which are shown in Table 3.

Fig. 3: Snapshot of Platform for Media Language Resources Service interface

Table 3: Overview of automatically generated keywords and abstracts of Re17-23

Time	Keywords	Automatic abstracts
2017	Beijing；implemented; improve; continue; development; deepen	We further deepened urban-rural integrated development. We continued to improve people's life.
2018	Beijing; alleviation; deepened; implement；services; rural; plan	The city's development was profoundly transformed in the assisted areas by implementing the rural revitalization strategy and implementing the three-year action plan for building 'beautiful villages' in targeted poverty alleviation and elimination. We will carry out effective projects of poverty reduction,
2019	Implement; continue; improve; encourage	We will continue to encourage the 'Healthy Beijing' initiative. Harmonize urban/rural development and rejuvenate the countryside
2020	Improve; continue; promote; pilot; rural; revitalization; integrated	We will improve the institutional arrangements for integrated urban-rural development. We will complete the 'Three-year Action Plan on Building a Beautiful Countryside'.
2021	13th Five-Year Plan; 14th Five-Year Plan Beijing; modernize；improve; assistance; rural revitalization	We will make comprehensive progress in rural revitalization and modernize agriculture and rural communities.

2022	improve; implement; Beijing; promote; Rural; coordinate	We will promote balanced urban-rural development with more priority given to agriculture and rural communities.
2023	rural; revitalization; improve; integrate; R&D	Improve Beijing's overall living environment; Make new progress toward common prosperity; we will take effective measures to integrate urban-rural development and strive for all-round progress in rural revitalization.

From Table 3 above, it can be seen that there are some commonly used, high-frequency words in the English version of the annual government work reports, such as the noun "Beijing" that indicates the territoriality of the report, and the verbs "improve", and "implement" that express the goals of governance. On the other hand, the reports in different years also reflect different governance priorities, especially in the implementation of rural revitalization, which is advanced year by year with different specific tasks. Therefore it can help us work out the path of implementing the rural revitalization strategy in Beijing through the following keywords:

deepen (2017) — plan (2018) — encourage (2019) — improve, pilot (2020) — modernize (2021) — promote (2022) — revitalization, integrate(2023)

It can be seen that after China proposed the rural revitalization strategy in October, 2017, Beijing Municipal Government actively organized the implementation and carried out effective project for poverty reduction in 2018, placing the rural revitalization strategy in a prominent position, and formulating a three-year action plan for building "beautiful villages". Then in 2019, the government continued to rejuvenate the countryside, encourage talents of all sorts to bring capital and skills to rural areas and start their own business, and harmonize urban and rural development. In 2020, the government gained experience from the pilot project to make it replicated in more places, and improved such institutional arrangements as the system and mechanism for integrated urban-rural development. Having making advancement in the three-year action plan on building a beautiful countryside, the government would make solid progress in building 152 demonstration villages under rural revitalization, so as to balance urban-rural development and make substantive progress in rural revitalization. In 2021, the government prioritized the development of agriculture and rural areas, drew up action plans for modernization, and promoted urban-rural integrated development, in an effort to make comprehensive progress in rural revitalization and modernize agriculture and rural communities. In 2022, the government promoted balanced urban-rural development with more priority given to agriculture and rural communities by pressing forward with rural revitalization, comprehensive upgrading of agriculture, overall improvement of rural communities, and rounded development of rural residents, in an effort to modernize agriculture. By 2023, the government continued to build solid foundations for the work concerning agriculture, rural areas, and rural people so as to take effective measures to integrate urban-rural development and strive for all-round progress in rural revitalization.

Therefore we can see that the implementation of the rural revitalization strategy by the Beijing Municipal Government is carried out with goals, plans and pilot programs, which is addressed to the Capital's reality concern, steadily advanced, and effectively promoted. Demonstrating from the overseas version of the report, Beijing government shows readers the practical implementation and promotion measures about the rural revitalization strategy. Through the co-occurrence of high-frequency keywords and the construction of specific discourse ecology, a reliable image of the leadership of the Party and the responsibility of the government, as well as a responsible image of overcoming difficulties to live up to the people can be presented.

3. A strategy based on local circumstances to present the distinctive economic image of the capital

The content about rural revitalization in the government work report can reflect the characteristic economic image of "keeping pace with the times and adapting to local condition", as can be shown in the following two aspects.

On the one hand, according to the relevant provisions in the *Law of the People's Republic of China on the Promotion of Rural Revitalization*, rural revitalization strategy can be classified into the revitalization in five aspects: that in industry, culture, ecology, talents and organization. Although the law was not officially introduced and executed until 2021, the rural revitalization strategy was actually based on the local circumstances as far as the capital's industrial talents, geographical location, and ecological environment are concerned. The government has accurately and practically performed the corresponding industrial planning and policy promotion.

For example, in terms of revitalization in industry, multiple measures have been taken to improve the level of urban-rural integration with a focus on developing urban modern agriculture; In terms of culture, the government highlights Beijing's "golden business card" as a historic and cultural city, coordinates efforts to build and inherit the three Cultural Belts, actively protects well-known traditional villages, preserves the rural flavor and culture of the capital, as well as improves the quality and service capacity of Beijing's suburban tourism. As for ecological revitalization, The government has made active and prudent efforts to to improve the Eco-environment, and made the ecological conservation areas models for green development, in order to build beautiful countryside with a favorable living and working environment. In regard to talent, the government has enhanced the training of basic-level officials and personnel, equipped farmers with technology, management skills, and practical techniques, given more support to rural education, so as to provide talent support for rural rejuvenation. In terms of organization, through reform and innovation, the government has explored the establishment of more effective and dynamic rural governance system. The specific realization in the five aspects is shown in Table 4.

Table 4: Specific work for implementing rural revitalization mentioned in Re17-23

Aspect	Specific work for implementation
Revitalization in industry	1. We will implement the national pilot project of new-type urbanization and develop small functional towns with characteristics. Focus on developing urban modern agriculture such as the modern seed industry, recreational agriculture and rural tourism.
	2. Agriculture has been better integrated with the technology and service sectors.We will develop digital agriculture, agritourism, special agriculture, and forest farming, create more boutique homestay facilities, and improve the quality and performance of the rural economy.
	3. We will modernize agriculture,developing modern urban agriculture.We will build strong farm brands and promote the golden brand of Beijing Premium Agricultural Produce.
Revitalization in culture	1. We will protect Beijing's 'golden business card' as a historic and cultural city. We will coordinate efforts to build the Cultural Belts of the Great Wall, the Canal and the Western Hills, and intensify the overall protection and environmental improvement of historic and cultural attractions. We will actively protect well-known towns and villages as well as traditional villages.
	2. We will make a municipal-level registry of villages with historical value and improve their preservation planning to help us remember history, culture and folk stories.
	3. We will expand quality tour routes, pilot boutique hotels in suburban areas, and improve the quality and service capacity of Beijing's suburban tourism. Rural development should be based on local circumstances and preserve the rural flavor and culture of the capital. Communities should be diversified and distinctive. We will provide guidance on the style, architecture and color of the rural communities.
Revitalization in ecology	1. The eco-compensation mechanism has been upgraded to improve the eco-environment.We will make active and prudent efforts to increase fiscal transfer to ecological conservation areas, and improve the diversified eco-compensation mechanisms.
	2. We will 'create 100 model villages and upgrade 1000',...and make the ecological conservation areas models for green development.
	3. We will improve the institutional arrangements for integrated urban-rural development. Build beautiful countryside with a favorable living and working environment. We will complete the 'Three-year Action Plan on Building a Beautiful Countryside'.
Revitalization in talents	1. We will improve policies and measures to encourage talents to innovate and build their career in rural areas, and encourage talents of all sorts to bring capital and skills to rural areas and start their own business.
	2. We will enhance the training of basic-level officials and personnel, equip farmers with technology, management skills, and practical techniques, so as to provide talent support for rural rejuvenation. Rural residents will be provided with better training to help them find

jobs and start businesses.

3. In order to expand the coverage of quality education resources, we will advance standardization in urban and rural schools for compulsory education, implement the rural teachers support plan and the special teaching posts plan. In key new towns and ecological conservation areas, we will build demonstration schools, and support rural schools. We will further narrow the gap between urban and rural schools, and between education in different regions and in different schools.

Revitalization in organization

1. We will advance the reform in rural collective property rights system and collective economy organization system, deepen reforms in collective forest rights and state-owned forest farms.

2. Rural development should be based on local circumstances and preserve the rural flavor and culture of the capital. Communities should be diversified and distinctive. We will provide guidance on the style, architecture and color of the rural communities, and complete plans for about 1000 villages during the year (2019).

3. We will 'create 100 model villages and upgrade 1000'.

4. We will find a long-term mechanism to eliminate relative poverty and build the capacity of low-income villages and rural households to help themselves.

5. Agricultural production will take on new forms to become more technology-driven, industrialized and market-responsive. We will encourage people with various skills to engage in agricultural innovation and build their careers in rural areas, and train a large number of farmer-turned entrepreneurs who understand technologies, have managerial skills and are interested in farming.We will organize training for new-type professional farmers.

On the other hand, apart from adapting to the regional characteristics, the report can reflect the modernization process of agriculture and rural areas in the capital in terms of time. The specific report presentation can reflect that the work of rural areas in the capital takes advantage of the national policy of "rural revitalization", actively responds to the call of various national strategies, by the promotion and improvement in urban-rural integration, highlighting Beijing's status as a historic and cultural city, and an emphasis on the high-quality development of village

industries in an effort to take the solid lead in advancing towards agricultural modernization.

4. A reflection of the unity and solidarity of social assistance with the precise and down to earth people-oriented approach

Using the corpus analysis tool AntConc, we get the collocates of the word "rural", with top 10 words of the highest frequency in collocation being shown in Table 5.

Table 5: Top 10 collocates with "rural" in Re17-23

Collocates	Frequency	Freq (L)	Freq (R)
areas	40	0	40
residents	23	0	23
urban	20	20	0
households	17	0	17
development	16	0	16
revitalization	13	1	12
income	13	13	0
collective	10	0	10
land	10	0	10
construction	7	0	7

Those 10 high-frequency collocates can be roughly divided into three categories. The first category denotes the regional domain, including "areas", "urban", and "land"; The second is about the agent of the central word "rural", such as "residents", "houses", and "income", which are related to the rural revitalization strategy. Those three words designate the object of poverty alleviation and the goal of rural revitalization; The third category is the core of rural work: "development" and "revitalization". All the high-frequency words, together, can convey the message to readers that the Beijing municipal government is striving to help low-income households increase their income, and to take high-quality development as its

responsibility, through effectively improving the level of urban-rural integration, and solidly promoting the rural revitalization strategy. Therefore, an image of a reliable and down to earth government with people-oriented responsibility can be constructed. The purpose of the government's hard work is to promote high-quality and efficient agriculture, build beautiful villages with a favorable living and working environment, and help rural residents become affluent and prosperous farmers. Figure 4 is a semantic network diagram of the word "rural", which can be mutually confirmed with Table 5, thus together illustrating the findings above.

Fig. 4: Semantic network diagram of "rural"

V.   CONCLUSION

International political communication, as an important component of international communication, has received widespread attention from researchers in recent years. As a highly authoritative political discourse, the English version of the report to the work of government plays a significant role in building a country's image in international communication. As the *Report on the work of Beijing Municipal Government* is translated based on the work report on Chinese government, it aims at telling the outside world about Beijing's development and its strategic planning, so that the world will have a better understanding about the capital city. Its English version can build a specific discourse ecosystem, and steadily increase the frequency of making a voice year by year, by writing about the in-depth implementation and comprehensive promotion of the rural revitalization strategy in the capital, which demonstrates the pragmatic style of the government and its people-oriented responsibility. It provides a good example for the external communication of the rural revitalization strategy, which is well worth studying. Future research needs to be more in-depth and content-specific, with a focus on how to concentrate more public attention through the co-occurrence of characteristic keywords and clusters in the

discourse, so as to understand in a deeper level that the path of rural rejuvenation in the capital should match the reality that Beijing is a big city with a small agricultural sector and has a small urban area and large suburban areas. Thus we can get and follow the inherent law of rural development characteristic of Beijing, and share Chinese wisdom with the world.

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