

## Policy Recommendations for Improving Suzhou's International Publicity-oriented English-mediated Websites

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### Abstract

English-mediated internet websites are crucial vehicles for China to conduct international publicity that constitutes an integral part of China's national cultural security and its strategy of internationalisation. As one of the most internationalised cities in China, Suzhou has established several English websites aiming at publicising and promoting the city to the world. However, the existing websites have their limitations in terms of content, format and functionality. This report proposes three policy recommendations to improve Suzhou's international publicity-oriented English-mediated websites, to contribute to Suzhou's internationalisation agenda, and ultimately to strengthen the international publicity of China.

### Key Words

International Publicity; English-mediated Websites; Internationalisation of Suzhou