
| RESEARCH ARTICLE

International New Media Accounts on China Content Characteristics

Qianqian Guo¹ ✉ Zhuoyi Han¹ and Yilei Ye¹

¹Yili Normal University, Law school, Jirisprudence, Urumq 830001, China

²College of Liberal Arts and Sciences, University of Connecticut, Stamford, CT 06901, USA

³BA Administrative Management, Faculty of society and public administration, Southern Campus of Guangdong University of Foreign Studies, Guangzhou 510700, China

Corresponding Author: Qianqian Guo, **E-mail:** 3057677092@qq.com

| ABSTRACT

By analyzing and sorting out the content of new media reports in Britain, the United States and South Korea, the differences in terms of words in different fields in the three countries are compared and studied, and the characteristics of foreign new media accounts about China are summarized. The method adopted in this paper is to sort out and summarize the content reported by the mainstream media in the three countries, and the data source is webpage news or the papers of relevant scholars on CNKI. Through the research, it is found that in recent years, the proportion of economic issues in the three countries has been rising, which has also attracted the attention of relevant countries, which means that the content innovation of news reports is imperative in the new era.

| KEYWORDS

Economic, human rights, common people

| ARTICLE INFORMATION

ACCEPTED: 28 February 2023

PUBLISHED: 10 March 2023

DOI: 10.32996/jhsss.2023.5.3.4

1. Introduction

For a very long time, the flows of information and cultural product are at a severely unbalanced place. By using a powerful economy and advanced technology, minimal western countries, represented by the United Kingdom and the United States, have dominated the production and dissemination of most cultural products around the world, thus forming the international communication system center on western countries. New media, based on the Internet and mobile information communication system, is equipped with the characteristics that the mass media does not have as the main channel of international communication (Xing & Zhao, 2021). International communication capacity is an integral composition of national soft power. If the changes in the field of new media can be accurately grasped and reasonably utilized to promote the development of international communication in a more just and reasonable way, it is of great importance to enhance the national image and soft power.

To further analyze this imbalance international communication system, this paper focuses on the different characteristics of China related reports in American, British and South Korean media, especially after the COVID-19 outbreak. These characteristics are based on China related news reports over recent 5 years from different resources. These may include contexts such as China's economic development, breakthrough technology achievements, cultural industry development, sports events and major social events.

The goal of this paper is to demonstrate what these reports mainly reported and how did these new media convey China's national image. This paper consists of four main parts: The first section demonstrates what strategic communication is. The second section analyzes the context of both news and social media from different perspectives as culture, economy, travel and events in American China related coverage. The third second describes British new media accounts on Chinese content characteristics. The fourth

Copyright: © 2022 the Author(s). This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) 4.0 license (<https://creativecommons.org/licenses/by/4.0/>). Published by Al-Kindi Centre for Research and Development, London, United Kingdom.

section discusses the news coverage of China in South Korean new media, mainly Korea JoongAng Daily, Chosun Daily and Hankyoreh Daily, during the past five years.

2. International New Media Accounts on China Content Characteristics

2.1 British New Media Accounts on Chinese Content Characteristics

As a media power, Britain now has more than 1,400 newspapers and 7,000 magazines. Relying on the powerful media network, Britain can learn about the changes happening in the world in a short time and timely report relevant information to the local government for publicity. The British people rely on the official media to know what is going on in the world, and the world can rely on the British media to know what is going on in the UK, but the results vary depending on the perspective and emphasis taken by the reports. Therefore, this section will extract relevant features of British media reports on Chinese events through the analysis of relevant word frequency in the content published by official media accounts on CNKI and Weibo.

2.1.1 Social and Economic Events Dominate and Public Events Report a Surge in Special Years

The report published by the official account of BBC NEWS is taken as the content on Weibo, and relevant content is sorted and analyzed. The BBC was founded in 1922, more than one hundred years ago, the business is relatively mature, and the audience is wide; at the same time, because of its strict production requirements and extensive sources of information, the content published and reported by the BBC has a certain reference. The research and analysis method takes the reports published by BBC NEWS as analysis and selects China reports published by BBC NEWS official accounts from January 1, 2018, to February 1, 2022.

First, from the perspective of topic distribution, this study involves COVID-19, the economy, society, culture, science and technology, environment and other related topics. Here, only the distribution of topics is analyzed, and the changes in topics are illustrated with examples. As can be seen from the overall number, social events take up the largest proportion in each year, while science and technology and culture take up the least proportion in these years. Political issues gradually declined over the next few years, showing a downward trend. The decrease in political topics and the increase in other topics show the diversification of China's image, which improves the previously stereotypical national image to a certain extent. At the same time, the increase in the number of reports also reflects the British people's demand for Chinese social information, which puts forward new requirements for the dissemination of domestic information. In the new situation, publicity close to the target countries has aroused people's attention.

In 2020, the number of reports on COVID-19 surged, and the outbreak of the novel coronavirus attracted global attention. The British media also increased their domestic reports. Keywords such as prevention and control, home, and vaccine frequently appeared in the reports, among which there were extreme remarks and untrue reports. For example, comments blaming China's unclean food culture for the outbreak of the novel coronavirus have triggered racial discrimination against the Chinese. But most of them acknowledged the contributions and sacrifices made by the Chinese people and the Chinese government during the outbreak and said grassroots personnel played a huge role in the outbreak. In addition, in its social reports, BBC usually starts from the perspective of small people, using human rights as an excuse to accuse the relevant system of imperfection and that there is a certain gap in the protection of human rights, hoping that various forces in society can guarantee the rights and interests of citizens. However, the language used in the reports on science and culture is more neutral, fewer negative words are used, and fair and objective words can be used in the reports. For example, the word "first" was used many times in the reports of the "Tianwen 1" planetary launcher, demonstrating a fair and objective news attitude. In character reports, more and more women also walk into people's careers. These women break the shackles attached to them in the past and encourage women to show their self-worth in the new era. Wei Hui, Ren Xiaoyuan and Wang Shuang were reported by the BBC as saying that women should not just look after their husbands and children at home, demonstrating the development of diverse cultures.

From the content of BBC reports, they can be divided into three categories: positive reports, neutral reports and negative reports. On the whole, it is objective, with different characteristics in different aspects: objective attitude in the fields of society, culture, science and technology and ecology, negative attitude in the political field, but the negative attitude in the economic field, sometimes related to policies, showing a complex trend.

2.1.2 The Political Impression is Solidified, and the Economic Impression is Complicated

A total of 191 pieces of literature are searched by the keywords of British media and China on CNKI. Excluding the keywords of "British media" and "China", this paper will analyze and summarize the remaining topics, as shown in Figure 1.

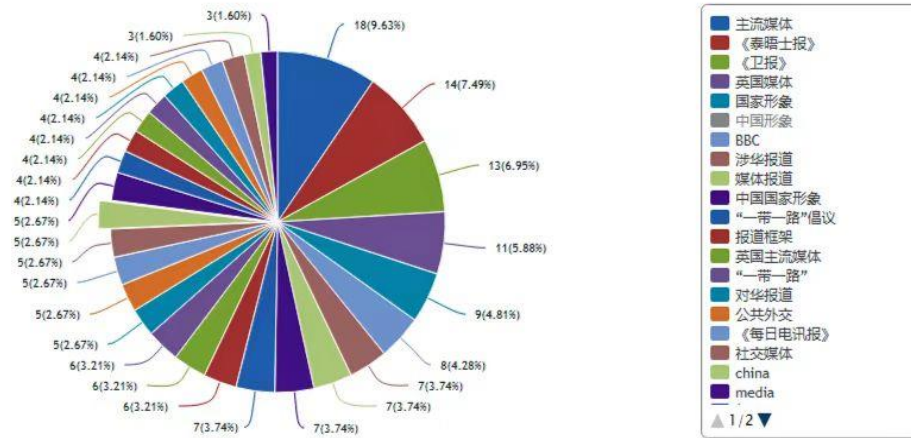


Figure 1. The main topic distribution of CNKI
Source: CNKI.

From Figure 1, it can be seen that the reports on China mostly studied by scholars are 14 from The Times, 13 from the Guardian, 7 from BBC and 3 from The Daily Telegraph, accounting for 7.49% from The Times, 6.95% from the Guardian, 3.74% from BBC and 1.6% from BBC. According to the data retrieved from CNKI, the mainstream media in the UK attach great importance to international issues of China and receive them well. As international exchanges become more frequent, scholars also pay attention to practice and actively respond to the needs of reality.

The Times is a comprehensive British newspaper which plays a huge role in the world's politics, economy and culture. It is also the first newspaper to have a foreign correspondent and has played an important role in many global events. The Guardian is also a comprehensive newspaper in the UK, focusing on international news reporting, good at publishing comments and analytical articles and playing an important role in the dissemination of international information. However, its language is more radical, and it is also nicknamed the angry Youth newspaper. The Daily Telegraph is the biggest-selling of Britain's four national "premium" dailies, and its content is mostly short and to the point. These three dailies face the world and have a wide audience in China. It is of a certain value to analyze and sort out their reports.

By combing and summarizing the literature and analyzing and comparing the reports of the same event in foreign countries from the perspective of strategic communication, it is found that British media and Chinese media are quite different from Chinese reports in terms of wording and attitude. In terms of politics, the stereotypes of the past still exist. China's political image is demonized, human rights are not guaranteed in China, and there are various social contradictions. But on the other hand, the British media also noticed some changes in Chinese society, such as the gradual implementation of the information disclosure system of the Chinese government and the publication of the smog index in Beijing, and gave them great praise. In terms of the economy, British reports on China are complex and changeable, presenting different situations in different periods. In 2008 Britain declared that "China has many ills, but it must do business with it", demonstrating China's economic importance but not explicitly compromising its political beliefs on human rights. However, in 2013, on the contrary, if the UK wanted to achieve economic development, it needed to sacrifice political beliefs to avoid human rights issues and obtain economic cooperation with China. In today's globalization, with the deepening of China's openness, political issues are increasingly giving way to economic issues, and more economic cooperation has become the focus of the two countries. Especially in the special period of epidemic outbreak, how to restore and develop the national economy will be the focus of discussion between the two countries.

2.1.3 Diversified Reporting Angles and Multi-dimensional Images of China

Compared with previous reports, the existing reports in the UK involve more rich and diversified aspects, presenting positive and negative sides to the same issue. China is playing an increasingly important role in international affairs, which means it will shoulder more responsibilities and obligations. Therefore, it should also make more efforts in the world climate change and environment. (We need China to be a more responsible power, 2009-12-22). In view of China's huge population size, the demand for resources and energy exceeds that of other countries. The British report has a negative attitude towards the way China obtains energy in overseas markets and considers China as a predator of the world's resources and energy. (Mining China hits the takeover trail to secure supplies, 2008-2-5). In terms of industrial manufacturing, it is believed that with more and more enterprises going overseas, Chinese products will also be upgraded under the incentive of the market, "made in China" will inevitably move towards high-end

and intelligent, and the gold content will continue to improve. But the constant appearance of fake and shoddy products is also damaging the image of “made in China” and making people lose confidence in Chinese goods.

With the deepening of cultural exchanges and people-to-people exchanges between China and the UK, the image of China is becoming more and more three-dimensional and rich. In the past, the report mainly focused on the political elite, which made the image of China show a strong color of political consciousness. However, in recent years, the Daily Communication began to report China from multiple angles and sometimes adopted a series of special reports in terms of reporting methods, which changed from scattered reports before to concentrated and orderly reports now. For example, in 2009, for the 60th anniversary of the founding of the People's Republic of China, we planned a 16-page introduction to the special issue “Focusing on China”, covering the great changes in China's economy, society, culture and other aspects, with diverse connotations and rich levels. The content of the report is not only aimed at the image of elites, but also more and more people come into people's vision and pay more attention to the living conditions of ordinary people. With the deepening of new media and the development of emerging technologies such as the Internet, the image of ordinary people can reflect the vision of Western media and the public at any time so as to show all aspects of national development.

2.2 American New Media Accounts on Chinese Content Characteristics

With the continuous development of society, the media is also constantly improving, from the previous paper media to the current Internet. This also speeds up the dissemination of current information, and it has been integrated into people's lives and has become an indispensable content of life. Media dissemination makes information dissemination no longer limited to certain fixed places, and information interaction becomes simple and convenient. Today's media is diversified, and the ways of media communication are different. There are official news and social media. The Chinese content reported by the American media is also changing with the development of the times. From 1949 to 1971, at the earliest these 20 years, China and the United States belonged through a period of hostility, and at the same time, what affected the American media reports were all negative content about China. This is also an important beginning for American media to report on China. Over time, as Sino-US relations have changed, the direction of media coverage has also changed. In the current society, what changes have taken place in the image of China in the American media? The media in the United States is mainly divided into news and social media for research, mainly from the main analysis of culture, economy, travel and events.

2.2.1 Cultural Characteristics

News: American news reports on Chinese culture are very impressive statements about Chinese culture. As far as culture is concerned, the United States has a respectful attitude towards Chinese culture. They respect Chinese traditional culture and mainly report news about festival celebrations and festival origins. For example, in a report on the Chinese Year of the Rabbit on January 23, 2023, Stenson-Cunningham says about Chinese New Year, “it's a 15 day celebration which started on Sunday, January 22nd and ends with a lantern festival on February 5th And according to Chinese culture, a monster name Nian would only appear on New Year's Eve to eat people, and many traditions are based on ways to scare Nian away such as wearing red and fireworks”. She also explains what the year of the rabbit symbolizes. “The rabbit is a symbol of hope and long life, and 2023 is predicted to bring prosperity, hope, and calm to the world”(Alena Neves, 2023). In American News, Chinese culture is described as looking at things from a scientific perspective. In other words, it is to look at Chinese culture with a serious attitude. From the point of view of news, American news will be biased towards the interests of the United States. Sometimes it is not all about traditional Chinese culture but the traditional Chinese culture that Americans want to see. Most of the Chinese culture shown in American news is a very low-level and simple culture.

Social media: In the social media in the United States, most of the descriptions of Chinese culture are groundless speculations. They will use some extremely small events to spread to some particularly large problems. In other words, it will raise the level of the problem.

From the perspective of social media, most social media in the United States will report on Chinese culture very objectively and will not cause unnecessary conflicts due to any interests. Social media considers issues more from an economic point of view, so when looking at Chinese culture from the perspective of social media, most of them are praises.

2.2.2 Economics Characteristics

News: For economic reports, the United States has always been an enemy of China, and the United States regards China as a teammate. On December 9, 2022, in the New York Times, a news report on China's economy and the US economy by ROBERT E. LIGHTHIZER wrote, “It is obvious that China is not a friend or a developing partner, but is bent on dominance Rivals in the world.” (Lighthizer, 2022). In fact, before 2000, the American media did not have many reports on China's economy, and they had always been in a state of indifference. However, after 2000, reports on China's economy rose sharply and held a negative and opponent's attitude until now. “The U.S. is still a substantial market that everybody wants to have a part of,” wrote CNBC's news about China's economy. “Huawei turns to patents for a lifeline — including those in the U.S.” on February 5, 2023, said IFI Chief Executive Mike

Baycroft.” and “The U.S. government put Huawei on a blacklist in 2018 that restricted its ability to buy from American suppliers. By October 2022, the U.S. made it clear that no Americans should work with Chinese businesses on end semiconductor tech.”. The US’s hostility towards the Chinese economy can be clearly seen in the US media’s reports on the Chinese economy because the Chinese economy has been on an upward trend, posing a certain threat to the US. The United States wants to take the initiative of the Internet into its own hands and maintain its position in the world. “The rise in Chinese innovation has been in plain sight for a long time,” said IFI CEO Baycroft.” “Why shouldn’t we expect that China is innovating today like everybody else? Like Japan, like Germany, everybody’s in this game. It’s not just the U.S.”. Because the United States has seen China’s continuous innovation, the United States is worried that if China continues to innovate, it will hurt the status and development of the United States.

Social media: The content of China’s economy in social media is uneven, some are very negative, and some are objective. In 2022, a TikTok user posted a video stating that China’s entire economy would collapse in 34 days and received 87.5k likes from users. But most of the comments in the comments are skeptical. For users who don’t know anything about China, their understanding of China depends on the Internet, especially the economic aspects are mostly negative, so in their stereotypes, China’s economy is not good and may collapse at any time. But for videos or articles about China’s positive social media, the number of likes will be very small, and there will be very few comments. For the United States and the American public, the attitude towards China’s economic development is mainly negative. The reason for this is mainly related to the relationship between China and the United States, as well as the main direction of news reports.

2.2.3 Tourism Characteristics

News: In terms of travel, the United States has an objective attitude towards China’s travel content. For the United States, China is an ancient and mysterious country. Traveling to China is an interesting thing; a report on travel in China wrote, “I know, every country is unique. But China is different from anywhere else on this planet in every way. It has its own food, unique language and script, culture, and fascinating history”(Claire, n.d.). American news reports on travel to China are not extreme. One of the reasons is that this will not cause any harm to the United States, and secondly, all countries have a friendly attitude towards travel Because travel is a big part of improving the economy for everyone. And Chinese tourists contribute to the U.S. economy every year.

Social media: On social media, the public has a mostly positive attitude towards travel in China. Many users said that after traveling to China, they found that China was different from what they had imagined. A user on Quora put it this way: “Really, I could go on and on about why Americans might not think of China as a top travel destination. I must say, I was a little scared the first time I flew to China. For the unknown of the future, it’s a mixture of excitement and worry. I can tell you from experience that China is very safe and welcoming. There’s so much that the outside world doesn’t know yet that you really don’t have to worry about surviving your trip to China.” (Quora, n.d.). In fact, many people said after arriving in China, China is a place worth traveling to.

2.2.4 Events Characteristics

U.S. coverage of events in China is largely negative. There are not many reports on good things about China. In most cases, the American media likes to report negative things about China. Much of the reason for the negative coverage of events in China is the relationship between China and the United States. And both news and social media like to report negative things because they can get more attention. For the public, most of them also like to participate in controversial news or posts on social media. Just like in life, if things with positive opinions don’t cause much of a sensation, most of the time, it’s recovery from people’s praise or congratulations. But if it is negative news, it will spread quickly, and there will be many different answers. Cancel culture is a very typical example because doing bad things or having a different attitude from others may lead to being cancelled.

News: Recently, a hot air balloon from China accidentally floated to the United States, but American News reported that the hot air balloon was called a “spy aircraft”(Nerozzi, 2023). Although both China and the United States clearly know and see that this is a hot air balloon, perhaps this is dangerous for the United States, but calling a hot air balloon a spy aircraft is obviously biased, if What would happen if the hot air balloon took off from the United States.

Another Chinese incident is the beating incident in Tangshan, China, which has aroused heated discussions in the United States. In American news, this incident is objectively described, but it has affected the discussion of the status of Chinese women in the United States. Because negative events have more negative impacts on Chinese content in China, but for the occurrence and reporting of negative incidents, most of the public will choose to stand up and speak out to help vulnerable groups on this part of the border.

Social media: Similarly, the Tangshan beating incident has also attracted the attention of American social media. Unlike the news, there are many social media that talk about China’s security, the status of Chinese women, and a series of issues of Chinese violence. In the YouTube video about this incident, a user commented, “China is a violent country”. Because a bad incident can rise

to the status of women in a country, more people pay attention to more bad incidents, which affects the American public's view of China.

2.3 Korean New Media Accounts on Chinese Content Features

Despite traditional Western countries, there is a consistent decline in the recognition and evaluation of China's national image for those East Asian countries that are in the same cultural circle of Chinese characters. There are some research results on the image of China in the mainstream media of South Korea. Believes that China is only a global economic and trade market in the eyes of South Korean media, and the lack of understanding of China leads to the failure of China-related reports to present a comprehensive and three-dimensional image of China. Xu (2010) analyzed that the national image of China created by South Korean media is "an economically rising superpower, a political power active in the world political arena, an ancient cultural power, and a country with relatively backward social order". Argued that the image of China in the Korean media is an emerging country, a country with serious human rights problems, and a rising power. Yin (2020) believes that the image of China constructed by mainstream newspapers in South Korea is both positive and negative, and the main influencing factors include national security, economic interests and the stance of newspapers. In general, there are few studies on China's image in mainstream media in South Korea, and most of them summarize China's national image from reporting fields and positions. They lack analysis on image construction of China-related reports from the perspective of discourse and fail to put forward constructive suggestions from the perspective of discourse.

After analyzing news coverage of China in South Korean new media, mainly Korea JoongAng Daily, Chosun Daily and Hankyoreh Daily during the past five years. Korea JoongAng Daily and Chosun Daily are two major conservative in South Korea, while Hankyoreh Daily is a representative newspaper of progressives.

2.3.1 Before 2016: Era of Peace and Stability

Before the THAAD missile, although South Korean media created a negative social image of China, highlighting the gap between rich and poor and food safety, in terms of the economy, Korean media focused on the image of China in the global market (85.5 percent) and emphasized the huge domestic demand in the Chinese market (Qi & An, 2017).

More particularly, for example, economic news mainly adopts the expressions of "China's rapid economic growth", "rapid economic development", and "development", highlighting the image of China's economic "development". At the same time, expressions such as "Chinese multinational corporations" and "going global" fully reflect the success of Chinese enterprises. In terms of culture, the words "pluralism", "Chinese style", "rich and colorful", and "long history and splendid culture" are used to show the "prosperous" side of Chinese culture. In addition, in terms of science and technology, phrases such as "the latest technology", "cutting-edge", "at the forefront", and "abundant talent" also affirm the development of China's science and technology.

By contrast, those political stories often include the words "corruption", "bribery", "opacity", and "unfair". In terms of national defense and regional security, words such as "threat", "nuclear weapons", "expansion of military forces", and "ambition" are frequently used in reports. Meanwhile, similar words such as "suicide", "unemployment", "wealth gap", and "dissatisfaction" are also frequently used in reports on social aspects, highlighting China's "social instability".

2.3.2 2016-2020: Rapid Degeneration-THAAD Missile Incident

In July 2016, the ROK and the Us announced the deployment of the THAAD anti-missile system at a US military base in the ROK (Yang, 2016). For the next two months, analysis of the report showed that the positions of progressive and conservative media were quite different. Chosun Daily, representative conservative mainstream media, hold an optimistic view on the deployment of the THAAD system, which focuses primarily on conveying the government's politics and criticizing the anti-THAAD moves. Meanwhile, Hankyoreh Daily, a leading progressive newspaper, opposed the deployment of THAAD, arguing that it should not provoke neighboring countries and that the government made a hasty decision without sufficient discussion and planning, thus aggravating the problem. Overall, since China-Korea relations became cold due to the THAAD issue, South Korean media reports tended to increasingly reflect the negative side of China's national image, which had significantly influenced the favorable rating of South Koreans toward China to drop to a record low.

2.3.3 2020-2022: The COVID-19 Epidemic

After the epidemic, Korea JoongAng Daily, Chosun Daily and Hankyoreh Daily showed clear political opposition in domestic news reporting. These three media have basically the same discourse attitude when it comes to China-related reporting (Cui & Li, 2022). The conservative Korean JoongAng Daily and Chosun Daily highlighted China's responsibility in the COVID-19 outbreak, emphasizing that; "China's public health system is out of control, China are the one to blame for problems of that global epidemics and poor air quality." These reports pointed out that there were problems in China's public health systems, rules, procedures and public facilities.

At the same time, progressive newspapers like Hankyoreh Daily, on the one hand, focus on building the international image of China as "a powerful country that can compete with the Western camp"; on the other hand, it stresses China's image as a strong country that wants to compete with its neighbors for traditional culture". In general, in economic reporting section, Korean media mainly used calm and steady words, for instance, "China is promoting a double cycle' transformation, with domestic demand and technology as tow wings" (Ha, H), "China has overcome the epidemic and show a V-shaped recovery, with an economic growth rate of 2.3% per cent last year" (Jung, I). As to social news, South Korean media still hold a critical attitude as usual, such as "With 8.7 million graduates, China is facing its worst job market in 40 years" (Jung, I). It is not the context of Western democracy in South Korea that directly leads to the negative image of China as strong and backward. It was the ROK's perception of the rise of China and the threat that comes with it that led to this result.

2.3.4 Characteristics of the Creation of China's International Image in South Korean Media

South Korean reporters showed a clear inclination for positive news on China's economic development, which indicates that South Korean media recognizes China's progress in economic development. It is also clear that, whether before or after COVID-19, Korean news reporters focus on the creation of China's "strong" international image. When it comes to the development of China, South Korean media tended to use keywords like "Economic power", "Great power of cultural industries", "Big and strong", and so on.

What the ROK media most misunderstands about China is China's fundamental political system and party system. There are errors in their understanding of China's national conditions and Chinese characteristics of development. Political provokes news, and news reflects politics. When reporting on the "Guangdong-Hong Kong-Macao Greater Bay Area", South Korean media, after reporting the general situation of the "Guangdong-Hong Kong-Macao Greater Bay Area", focus on the economic benefits that the "Guangdong-Hong Kong-Macao Greater Bay Area" will bring to Hong Kong and Macao, but only emphasize that Guangdong Province will benefit from the "Guangdong-Hong Kong-Macao Greater Bay Area", and the content of the development of Hong Kong and Macao in recent years is almost speechless. It only reported the content of "how to control Hong Kong and Macao" by the Chinese government, highlighting the local conflicts in economic development and leading the South Korean audience to believe that China's internal issues, such as Hong Kong, are escalating (Lu & Xie, 2020).

The attitude of Korean people towards China is highly related to South Korean media. The ROK media have been through a period of power ruled alone and a period of Democracy after political reform. As a result, the relationship between the media and the South Korean government has also shifted from authoritarianism to liberalism. When the South Korean media properly criticizes the government, it gives the South Korean people the impression of "impartiality and objectivity" and makes the South Korean people trust the media more. When Korean audiences lack direct experience of a certain issue or event, their understanding of it will directly depend on the news media. Therefore, the Korean media will directly influence the attitude and evaluation of the Korean people towards China.

Despite the close relationship between China and South Korea in history, the trade partnership between China and South Korea has been deepening since the reform and opening up. It is essential to enhance the international audience's favorable impression of China and build a national image that enjoys a good international reputation by means of diversification.

3. Conclusion

In the context of the outbreak of COVID-19, countries all over the world are seeking continuous economic development and cooperation, and most of the reports focus on economic activities. The news media should also innovate the content and publicize the relevant policies of the country in a way close to the country under the new era background. Through the sorting and analysis of foreign media accounts, also brings new enlightenment for the subsequent telling of Chinese stories and showing the image of China. The above research still has a shortcoming, and the analysis of relevant content is not in-depth enough. Follow-up research hopes to find new inspiration for promoting the Chinese voice through the research and analysis of international new media accounts.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

References

- [1] Claire. (n.d.). *Is China worth visiting in 2020? Reasons to visit China. Claire's footsteps - Overland travel and local experiences.* <https://clairesfootsteps.com/is-china-worth-visiting-in-2020/>
- [2] Cui, H. L., & Li, J. X. (2022). The Discursive construction of national image: A study on China-related reports of Korean mainstream media. *Chinese Language Strategy*, 9(1), 130-139.
- [3] Gan, N., & Chang, W. (2022, September 23). *Ringleader of attack on women diners that shocked China sentenced to 24 years.* CNN. <https://www.cnn.com/2022/09/23/china/tangshan-attack-sentence-24-years-intl-hnk/index.html>
- [4] Kwan, R. (2022, September 23). *China jails man for 24 years over attack on women at restaurant.* NBC News. <https://www.nbcnews.com/news/world/china-man-jailed-24-years-attack-women-tangshan-rcna49094>
- [5] Lighthizer, R. E. (2022, December 19). *America needs to change the way it does business with China.* New York Times. <https://cn.nytimes.com/opinion/20221219/united-states-china-economics-tariffs/China's%20entire%20economy%20is%20about%20to%20collapse...%20#chinatiktok%20#globalecono...>
- [6] Lu, D., & Xie, W. W. (2020). Research on Korean media's reporting of China-related major events from the perspective of frame theory—Taking Guangdong-Hong Kong-Macao Greater Bay Area reporting as an example. *News Knowledge*, (7), 22-27.
- [7] Nerozzi, T. H. J. (2023, February 7). *China wants its downed spy aircraft back, saying it 'does not belong to the US'.* Fox News. <https://www.foxnews.com/world/china-wants-downed-spy-aircraft-back-does-not-belong-to-us>
- [8] NetEase. (2023, February 6). *Why China's hot air balloons scare the United States like this is because the technology makes the other party unpredictable.* <https://www.163.com/dy/article/HSSKTBM805561H8Z.html>
- [9] Ni, V. (2022, August 29). *China charges 28 people over restaurant attack on group of women.* The Guardian. <https://www.theguardian.com/world/2022/aug/29/china-tangshan-restaurant-attack-on-women-viral-video-people-prosecuted>
- [10] Neves, A. (n.d.). *Deadwood rings in the Chinese New Year 2023 with culture and tradition.* <https://www.blackhillsfox.com/2023/01/23/deadwood-rings-chinese-new-year-2023-with-culture-tradition/>
- [11] Qi, X. F., & An, R. H. (2017). Changes in China's national image from the perspective of Korean media. *Contemporary Korea*, (3), 68-78.
- [12] Quora. (n.d.). *Is China a good travel destination?* <https://www.quora.com/Is-China-a-good-travel-destination>
- [13] Xing, L. J., & Zhao, J. (2021). New media and the international communication of China's national image. *Modern International Relations*, (11), 51-59+61.
- [14] Xu, Y. L. (2010). China's national image in South Korean media—Take *Chosun Ilbo* as an example. *News Buffs*, (21), 60-62. <https://doi.org/10.16017/j.cnki.xwahz.2010.21.048>
- [15] Yin, Y. (2020). The construction of China's national image by *Chosun Ilbo* and *Hankyoreh Daily*—Based on the discourse analysis of China-related reports from 2016 to 2019. *Journal of Yanbian University*, 53(3), 20-28+139-140. <https://doi.org/10.16154/j.cnki.cn22-1025/c.2020.03.003>