



## Section Working Group

Abstracts of papers accepted for presentation in the Online Conference Papers of the  
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<sup>1</sup> These are the abstracts of the papers accepted by the IAMCR section or working group named above for presentation in the Online Conference Papers component of the 2020 annual conference. This publication will be updated prior to the conference to include the papers that are actually included in the final programme. To be included in the programme, authors must submit their paper by 19 June 2020 and register for the conference.

## Table of Contents

“Geopolitics of Global media, International News and the Framing of Protests in China: the Case of Wukan and Hong Kong” .....	5
Hacia una nueva narrativa digital: los recursos hipermedia en las noticias internacionales.....	6
Distinguished and prejudices: analysis of foreign media coverage of youth in mainland China and Hong Kong.....	7
Hofstede’s cultural dimension theory in Thai foods and beverages video advertisements.....	8
Measuring hybridity: A study of de-Westernization in the journalism scholarships of Brazil, China and South Africa.....	9
Communication in exile: Reconstructing transnational networks of scholars-at-risk.....	9
The dilemma of China’s soft power: the narrative of the Belt and Road Initiative (BRI) within and beyond China.....	10
The Variation Tendency of the International Communication of China’s National Image on the Internet.....	11
Is there a place for a crowdsourcing in multilateral global diplomacy? Searching for a new museum definition: ICOM versus the world of museum professionals.....	12
Determinants of Global News in Chinese Media and Intermedia Agenda-Setting Effects.....	14
Soft China and copyrighted patriotism going global: different discourses and shared anxieties in a perpetuating consumerist society.....	15
“Ecological Civilisation” discourse in Xinhua’s African newswires: Towards a “Greener” Agency?.....	16
The cultural mechanisms for the export of Chinese television formats: professionalism, multiculturalism and cosmopolitanism.....	17
Evaluating Mediated Public Diplomacy Contest Between China and United States Over Huawei Technologies in the Arab World: Examination of the CGTN, Aljazeera, Al- Arabiya and Al-Hurra Via In-Depth Analysis of Social Media.....	18
What Determines the Global Communication Order: A Network Analysis of Transnational News Flow in Digital Mediasphere.....	19
Reexamining the Discourse Chinese Enterprises' overseas image.....	20
Research on the Paradigm of Chinese State-owned Enterprises Brand Communication from the Perspective of Social System Theory.....	21
The Mediation of Distant Suffering: Applied Network Agenda-setting study to explore the reporting of #WuhanCoronavirus.....	22
Building Inclusive Digital Future for Africa: Analysis of AU’s 2063 Digital Agenda.....	23
From “Identification by Sympathy” to “Identification by Antithesis”: A Study of Narrative Rhetoric of American Media’s Reports on Chinese Heroes(1978-2020).....	25
One Story, Two Platforms: Comparing Cross-cultural Responses to Humans of New York on Facebook and Sina Weibo.....	26

Reshaping the concept of “West” in Chinese Communication Studies: Taking European impacts as an example.....	27
Netflix’s cycles of promotion on social media: The ephemeral life of non-US serialized fiction.....	28
Panel description: BRICS and Soft Power.....	29
Brazil and corporatist soft power.....	31
Russian Soft Power from USSR to Putin’s Russia.....	31
The Rising Soft Power of India.....	32
OBOR, Connectivity, and China’s Cultural Power.....	33
Contending Soft Powers: South African Media on the African Continent.....	33
Environmental Justice and Global Value: How Media Frame Transnational Waste Flow Issue Differently.....	34
Power and Game: A critical discourse analysis of international reverse news events illustrated by Essex Lorry Deaths.....	36
Deliberative democracy and diffusing conflict: lessons from Ireland’s citizens’ assemblies.....	37
Digital-Age Social Movements in 2019 and the Media Dependence Model.....	38
Understanding the international popularity of Li Ziqi: narrative transparency, respect and soft power.....	39
Performing cosmopolitanism on Twitter: a mixed-method analysis of Japanese-language tweets about Ukraine.....	40
Deliberative democracy in the Internet context: A comparative study of 177 countries from 2000 to 2018.....	42
Representations of Inequality in Global Television News.....	43
A study on intercultural difference on emotion recognition of motion stickers: based on Chinese and American participants.....	44
Does Food Affect Attitudes Towards the Country? A Study on the Impact of Food-related Short Videos on Chinese Attitudes of Overseas Audiences.....	46
Who says what to whom? A production study of the contemporary representations of DR Congo and Belgium by Congolese and Belgian journalists.....	47
Blockchain in media res: Using STS to examine Blockchain Innovation in China.....	48
United Nations Discourse of Peace-building in the Democratic Republic of Congo: Implications for Regional Security.....	49
Social Movements and the Protest Paradigm: An Analysis of Media Framing in French and German Newspaper Reporting on the Yellow Vests Protests and the Pro-Democracy Uprising in Hong Kong.....	50
Dimensions of National Image and Their Mutual Heterogeneity: A survey-based study of university students in China and South Korea.....	51
Caribbean Media Dreams - What kind of journalism Cubans in Havana want (ESN/INC).....	53

THE IMPACT OF NETFLIX ON TURKISH CULTURE: THE CONCEPT OF AUTHENTICITY IN THE SERIES “THE PROTECTOR” AND “THE GIFT” .....	54
Cultural proximity and the reception of international news channels in Latin America.....	55
Panel description - Television in Turkey: Local production, transnational expansion and political aspirations.....	56
Mediatisation and hyper-commodification of sports in the post-1980 Turkey.....	57
Representing Female Detectives in Turkish Police Procedurals.....	57
Continuities and Changes in the Transnational Broadcasts of TRT.....	58
Mediatised culturalisation through television: second-generation Alevi Kurds in London.....	59

# **“Geopolitics of Global media, International News and the Framing of Protests in China: the Case of Wukan and Hong Kong”**

## **Authors**

Ruiyue Zhang - University of Westminster

## **Abstract**

Protests in China have always drawn attentions from the globe. In 2010, ‘China was rocked by 180,000 protests, riots and other mass incidents – more than four times the tally from a decade earlier’ (Orlik, 2011)[1]. Though with national and regional censorship, Steinhardt’s study (2015)[2] in *Asian Studies Review* shows that protests in China have become not merely more frequent, but also a great deal more visible. This study will analyse how major international news organisations—CNN, NBC and BBC, cover protests in China and will seek to evaluate the characterisation of news about Wukan and Hong Kong protests. The aim of the research is to critically discuss global news coverage of non-Western issues, investigate historical and contemporary debates about global news representations, and critically investigate the implications of the news coverage of Chinese protests in relation to geopolitics.

In the era of decreasing credibility of media, international news reports about China, especially political riots have been accused of being biased by Chinese government and some Chinese audience. The study reviews the geopolitics as back drops of international news. It points out Eastern and Western cultures have inevitably clashed due to geopolitical and historical reasons, and news language has contradicted to reported countries’ value.

As for the methodology, the study will focus on the textual analysis and apply framing analysis and critical discourse analysis (Van Dijk, 1988a[3], 1988b[4], 1991[5]; Fairclough, 1992[6]; 1995[7]) to examining the narratives of China’s protests including the options in vocabulary, grammar, sentence structures, ad so forth in those coverages.

The study found in those major international news organisations, news has been framed through the choice of audio and textual information. For example, while leading Western media portray protests as “pro-democracy” activism and rebellions, (ABC, 14<sup>th</sup> September 2016)[8], (BBC, 13<sup>th</sup> September 2016)[9], the video recorded by a village journalist shows languages in protesters’ bands are “Long live the CPC, crack down corruption” or “Central government has justice” in Chinese. It shows that ABC and BBC tend to ignore the local political culture and try to fit the village protests into traditional Western protest context. Meanwhile, the narratives of Hong Kong police reported by BBC and CNN conform to a contra narrative of ‘police brutality’ in American media in which police is not the enforcement of the laws but suppress of human rights.

In conclusion, the international reports of China’s protests do not only represent the geopolitical conflicts between China and the West, but also reveal some insights of the global media industry. The international information flow is mainly a ‘one-way’ flow from the first world to the second

and third world, and it contains the ideologies of the developed countries that are coped in the news language in which other parts of the worlds' local culture and perspectives could be ignored or distorted.

(references cannot be uploaded due to word limit)

## **Submission ID**

112

# **Hacia una nueva narrativa digital: los recursos hipermedia en las noticias internacionales**

## **Authors**

YU LIU - Universidad de Ciencia y Tecnología de Macao

## **Abstract**

Ya vivimos en la “aldea global” descrita por McLuhan (1962), todos los países están unidos y comparten fortuna y desgracia. Por consiguiente, hay gran demanda del periodismo de calidad, especialmente de las noticias internacionales. A pesar de los múltiples blogs y las cuentas en redes sociales, los diarios principales siguen siendo la fuente fidedigna de lo que ocurre en el mundo exterior para las masas especialmente en los asuntos

políticos. Lo indiscutible es que la noticia internacional requiere alto nivel de profesionalidad, y tiene un vínculo con la calidad de la prensa. Del salto del papel a la pantalla no ha pasado mucho tiempo, los medios mismos están explorando una mejor forma de ofrecer información, así como los periodistas están adaptando a las nuevas narrativas digitales. En la práctica del periodismo, la combinación de dos o más formatos de recursos (texto, imágenes, vídeo, gráfico interactivo, tweet...) en los reportajes ha sido una realidad y una tendencia en el entorno mediático. Por ello, el objetivo del presente estudio es estudiar los materiales hipermedia en las noticias internacionales de los cibermedios.

La metodología ha consistido en analizar el corpus constituido por 1155 noticias internacionales de 12 periódicos digitales. Con el fin de presentar la evolución de la incorporación de los materiales hipermedia, seleccionamos 10 años en este siglo, y determinamos 12 acontecimientos internacionales de cada año, así tenemos 120 muestras de cada medio. Los medios estudiados han recibido el sello «de calidad» históricamente o son los más influyentes o de mayor circulación en sus países, en algún sentido estos medios son bien representativos de la digitalización periodística. Con el fin de analizar las nuevas narrativas digitales, se introducen siete subcategorías para el análisis: texto, enlaces (siempre referidos a texto dentro de la noticia), foto fija, gráfico (dibujo, chart, mapa), vídeo, foto galería, audio y otros (anotar).

A tenor de los datos obtenidos, se ha podido constatar que los medios analizados integran cada vez más los materiales hipermedia en las noticias internacionales y en concreto:

1. Las fotos aparecen con mayor frecuencia, seguido por los enlaces. En el año 2001, sólo el 20% de las noticias seleccionadas contienen fotos, y se experimenta un incremento drástico durante 2007-2010, el periodo coincide con la popularización de smartphone.
2. El hiperenlace es una de las características más distinguidas del Internet, la incorporación de enlaces permite una mayor extensión de los artículos. Se observa que en los primeros años la gran mayoría de los enlaces se insertan en los textos, mientras que en los últimos años, se integran también en fotos, gráficos y mapas.
3. Aparte de los recursos audiovisuales y los hiperenlaces, los tweets aparecen con frecuencia en los últimos años.

## **Submission ID**

161

# **Distinguished and prejudices: analysis of foreign media coverage of youth in mainland China and Hong Kong**

## **Authors**

Wanqi Gong - Guangdong University of Foreign Studies

Mingxi Du - Guangdong University of Foreign Studies

## **Abstract**

• **Purpose:** The image of youth is one important dimensions of national image. At present, the research on the foreign media construction of the image of young people in mainland China and Hong Kong is basically blank. The purpose of this study aims to systematically analyze and compare the image construction of mainland China and Hong Kong youth in foreign media news reports , and construct an empirical foundation for further explosion of the influence of foreign media news frame on the international image of Chinese youth.

• **Design:** This study selected the world's three major news agencies, the Associated Press, Reuters, Agence France Presse, and 14 foreign English mainstream media as analyze objects. Four construct weeks for each year, the authors search news report on mainland China youth and Hong Kong youth were used to search in Factiva database from January 1, 2008 to December 31, 2018. and a total of 103 news reports were collected as sample (Including 72 reports on "mainland youth" and 31 reports on "Hong Kong youth".) . Two coders coded these new reports according to conflict, attribution, human interest, negative and positive frames coding schemes independent (confidence interval between coders was 0.70 to 1, with an average reliability of 0.91).

• **Findings:** Results show that foreign media news basically treat mainland China youth and Hong Kong youth as two separate groups through utilizing differential news topics and frames (χ<sup>2</sup>

=38.40, df = 3,  $p < .001$ ) . New report on Hong Kong youth focus on political issues, while their coverage on mainland China youth is more diversified. News on Hong Kong youth utilized more conflict frame (M=.22, SD=.12) and responsibility frame (M=.13, SD=.11) than that on mainland China youth. {conflict frame (M=.06, SD=.09),  $t(46) = -6.89, p < .001$ , attribution framework (M=.07, SD=.10),  $t(101) = -2.47, p < .05$ }. Foreign media use significantly more negative frame (M=.51,SD=.35) than positive frame{(M=.23,SD=.32) ,  $t(102)=5.18, p < .001$ ) to report mainland China and Hong Kong youth. The US and Singapore media more focus on mainland China youth, while UK media more focus on Hong Kong youth. Findings further confirm that news production is influenced by historical and political background, geopolitics of media ( $\chi^2 = 25.33, df = 11, p = .008$ ) .

**• Practical implications:** As the epitome of a society and the representative of the future, the shaping of the news image of the youth group will affect the impression of the people of other countries and even the international evaluation of a country and the judgment of its future development. Through a systematic comparative analysis of foreign media's reporting framework and text contents on Chinese mainland youth and Hong Kong youth, this paper can provide empirical evidence for developing further strategies to improve the image of Chinese youth in international communication.

## **Submission ID**

362

# **Hofstede's cultural dimension theory in Thai foods and beverages video advertisements**

## **Authors**

Yuhang Mu - Fudan University

## **Abstract**

This article provides a combination of qualitative and quantitative content analysis to study Thai foods and beverages video advertisements collected from the two major video websites, YouTube and Bilibili. As for the indicators for classification, the theoretical sources are mainly Hofstede's cultural dimension theory, with message framing theory and Higgins' regulatory focus theory as supplement. The product categories (functional or common product) is also adopted as a variable. Findings suggest that there is a relatively strong correlation between achievement-interpersonal relationships orientation (in masculinity-femininity) and pragmatism-hedonism (in indulgence-restraint), and between functional-common products and pragmatism-hedonism as well. In addition, Hofstede's cultural dimension theory are not always reflected so well in Thai foods and beverages video advertisements, thus we can find out that not all Hofstede's cultural dimensions are so applicable when studying Thailand.

**Submission ID**

589

**Measuring hybridity: A study of de-Westernization in the journalism scholarships of Brazil, China and South Africa****Authors**

Minwei AI - The Chinese University of Hong Kong

**Abstract**

This study employs content analysis and social network analysis to measure scholarship hybridity in the journalism scholarships of three BRICS nations and further to discuss the processes of de-Westernization in Global South. All journalism articles in three national academic journals of Brazil, China, and South Africa from 2009 to 2018 were sampled and 4093 citations were coded and analyzed. Two concepts, degree centrality and closeness centrality, were tentatively borrowed from social network analysis to measure scholarship hybridity and four types of scholarship hybridity were then proposed and discussed.

The study identifies that journalism scholarships in the three nations bear significant differences in the type of hybridity between local knowledge and Western scholarships, indicating the phenomenon of linguistic segregation and the U.S.-centered production model in journalism field. The research also finds that journalism scholarships of the three nations were severely isolated from each other, and also isolated from other nations in Global South. Inter-regional citation was discussed and suggested as a potential way to drive knowledge production more globally.

**Submission ID**

738

**Communication in exile: Reconstructing transnational networks of scholars-at-risk****Authors**

Carola Richter - Freie Universität Berlin

**Abstract**

International researcher mobility has become an indispensable part of a successful scholarly career and a strategy of universities to enhance their internationalization profiles. It is largely associated with positive effects on science production through knowledge exchange and creation of global professional networks. Researcher mobility across an invisible line between the “Global North” and the “Global South” is expected to bridge the gap between the scholarly communities of what is

assumed to be the “center” and the “periphery” of science production. Yet simultaneously, the phenomenon of forced internationalization, resulting from involuntary emigration of scholars due to war or threats of political prosecution, has prompted controversial debates on potential marginalization of exiled researchers in their host countries. Thus, the conference theme of whether inclusiveness, respect and reciprocity through digital communication can be enhanced is of crucial interest for scholars-at-risk and their host communities.

This contribution will present key empirical results of a qualitative network analysis (QNA) of 13 scholars-at-risk in Germany to highlight the role and limitations of transnational networked communication in situations of high vulnerability.

This paper is based on a qualitative network analysis (QNA) senior scholars who were forced to leave Turkey and the MENA region due to political and security reasons. The QNA was used to reconstruct the scholars’ networks including their peers and academic institutions with regard to importance to their career and intensity and means of communication with them. While international mobility and transnational contacts and communication are considered to be typical parts of an academic career, the network analysis reveals major ruptures and changes in the networks of the scholars investigated due to forced mobility. The network analysis showed strong dependencies on host persons or institutions, which were often related to a feeling of marginalization in the host country and a cut-off of relations in the home country. Yet, others strengthened their position in their host environments by exploiting their transnational connections as well as those to the home country. Still, this often changed the direction of their academic pathways. The paper will thus show how digitalized modes of communication can help but also limit exiled scholars’ future careers.

## **Submission ID**

862

## **The dilemma of China’s soft power: the narrative of the Belt and Road Initiative (BRI) within and beyond China**

### **Authors**

Yuan Jiang - Queensland University of Technology

### **Abstract**

Currently, the BRI, as the most ambitious overseas economic and infrastructural project China has proposed, is imperative to China and the world. Domestically, the BRI serves internal economic and political concerns of China such as creating new markets, maintaining Xinjing’s stability and unity, resolving regional development imbalance, decreasing industrial overcapacity. Internationally, the World Bank investigates the impact of BRI-related transportation infrastructure projects on GDP with acknowledged flaws in data collection and calculation, concluding that the BRI is a win-win project for the world, although not every participant will win, especially for small countries.

To make the BRI more acceptable to other nations, China endeavours to enhance the narrative of the BRI. The principles and goals of the BRI include “the harmony and inclusion” and “promotion of people-to-people bonds”. These notions are, meant to fortify China’s soft power, cultural exchange and communication within countries along the BRI route. By playing down the geopolitical and military influence of the BRI, China prefers to emphasize economic cooperation and peaceful development.

However, this picture has become far more complex, within and beyond China, than China had initially anticipated. In China, leaders and scholars in Chinese provinces intentionally promote their own interpretation of the BRI, to advance local interests, even though their narratives may contradict the central government’s. For example, some provinces talk of a “bridgehead”, alluding to a sense of growing military power. Other provinces have even gone so far as to claim that the BRI will restore China’s historical glory, recalling the ancient tribute system.

Additionally, divergent perceptions of the BRI exist among different countries. Developed countries usually refuse to subscribe to the BRI. Different understandings of the BRI appear in their central and municipal governments. In Australia, the Victorian state government has already signed two memorandums of understanding on the BRI, although the Australian Federal government has declined to participate in the BRI. Essentially, the distinct attitudes reflect two debating opponents in Australia divided by the BRI and how Australia should respond to it: economic commentators versus defence hawks or “security-intelligence-military establishment”.

By comparison, less developed countries often accept the BRI on the precondition of combining its own economic organization with the BRI. The Russian government claims the conjunction of the Eurasian Economic Union (EEU) and the BRI, where Russia expressed its support for the BRI while China agreed with Russian efforts in developing EEU economic integration. However, there are disputes between the public and government regarding the BRI. Russia, Kazakhstan and Kyrgyzstan follow suit with their central and municipal governments supporting the BRI. In contrast, the construction of BRI-related factories has prompted a string of anti-China protests in these countries. Additionally, Russian academics and think tanker show concerns, arguing BRI may constitute threats to the leadership of Russia in Central Asia.

This presentation will demystify the riddle of the BRI regarding its self-narrative in China and its global narrative in the world to discuss the dilemma of soft power China faces today.

## **Submission ID**

908

# **The Variation Tendency of the International Communication of China’s National Image on the Internet**

## **Authors**

Siming Li - Public Opinion Department in Tencent

## **Abstract**

In recent ten years, a great innovation and breakthrough has been achieved about the external communication of China's national image along with the prosperity and development of internet content. Since 2013, various creation modes, including animated popular science, original MV, micro documentary, etc., have been adopted by Fuxing Road Studio, which established a paradigm of Chinese national publicity film for a time. On the basis of case analysis, these three modes not only break through the form of the national image propaganda film in the genre of the work, but also try to solve the corresponding core problems in each mode, and make a comprehensive reconstruction of the external communication, which has enlightenment and reference significance.

Up to the year of 2019, the purpose of "telling China stories well" has been fulfilled by the continuable measures of creation and operation, folk and popular discourse system and the bottom-up approach of communication that are adopted by Chinese and foreign Internet celebrities represented by Li Ziqi. And it has been found that the phenomenon mentioned above, combining with the analysis of contents, data and feedback, has provided new ideas towards the external communication of China's national image and made further responses towards two key topics including national image and audience orientation, and audience orientation and the visual content. This paper proposes the symbolic construction path of China's international image and the concept of "audience-oriented" external communication mechanism, emphasizing the introduction of audience perspective into the whole process of creation, in order to further promote the effective dissemination of international image.

As this tendency of variation is based on the development of the Internet and the global communication of digital culture, figuring out the way to define success enables the presenting of a quantifiable answer, the exponential evaluation model. And the model contains transmissibility, influence and reputation, and it would serve the pursuit of intensive and meticulous cross culture communication.

**Keywords:** national image, digital culture, internet celebrity, external communication

## **Submission ID**

930

# **Is there a place for a crowdsourcing in multilateral global diplomacy? Searching for a new museum definition: ICOM versus the world of museum professionals**

## **Authors**

Natalia Grincheva - National

## **Abstract**

First established in 1946, the International Council of Museums (ICOM) is a non-governmental international organization under formal relations with UNESCO. Holding its consultative status with the United Nations Economic and Social Council, ICOM has built its global reputation as a leader in the world's museum sector. In the past decades, it strove to harness the collective knowledge of its thirty thematic International Committees, over a hundred of National Committees and six Regional Alliances. Attempting to provide the forum for debate about global museum issues, ICOM takes a strong diplomatic role and leadership in advocating on behalf of museums on the global stage.

This presentation will explore and assess the multilateral global diplomacy of ICOM in action by focusing on its 2019 online global crowdsourcing campaign delivered in order to search for a new museum definition, so much needed in the context of quite rapid and dynamic changes in the world of contemporary museology. In September 2019, at its annual International Conference in Kyoto, "following the processes of active listening, collecting and collating alternative definitions," ICOM invited its global member community to vote for a new museum definition, proposed in July 2019 upon completion of its global crowdsourcing exercise. However, after four hours of debates in Kyoto, a decision was made to postpone the vote until the next conference in 2020.

What had gone wrong? According to museum professionals, the majority did not support the new definition that stated that in the 21st century, "museums are democratizing, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures [...] aiming to contribute to human dignity and social justice, global equality and planetary wellbeing" (ICOM 2019). A lot of ICOM members expressed concerns about how their governments and legislation systems, in which an old museum definition has been embedded, would deal with such significant changes. A new museum definition, that according to some critics sounds more like a political manifesto, prescribes a museum new political roles and responsibilities, while significantly diminishing its institutional status.

My research explores this case by focusing on the neglected part of the heated debate in Kyoto, specifically, on the crowdsourcing contributions of museum professionals to the development of a new museum definition. By May 18, 2019 – The International Museum Day, the committee on Museum Definition collected over 250 definitions of a museum from all over the world through its official online platform. However, it remains unclear what exact role did this crowdsourcing exercise took in the process of creating a new definition and if voices from a diversity of countries were properly acknowledged. Employing content analysis, my research analyzes museum definitions submitted to the ICOM platform from different corners of the world. To understand better the failure of multilateral global diplomacy, the presentation will interrogate the role of digital technologies in facilitating democratic systems of global governance. It will deconstruct the rhetoric of digital diplomacy, especially when its activities and aspirations collide with traditional procedures and bureaucracies of large international organization such as ICOM.

## **Submission ID**

1078

# **Determinants of Global News in Chinese Media and Intermedia Agenda-Setting Effects**

## **Authors**

Ke Guo - Shanghai International Studies University

JIANG Sheng - Shanghai International Studies University

YANG Meiping - Shanghai International Studies University

## **Abstract**

The Chinese media have put great importance on the coverage of global news around the world. While most Chinese media have sections for global news, some media outlets, such as the Global Times, focus especially on global news coverage. China's economic boom, which coincided with a growing trend toward globalization and digitalization, has boosted a renewed interest in and need for global news and information from foreign countries.

This study will employ the news flows theory to explain the amount and the topics of China's global news coverage. We plan to conduct a content analysis of global news found in the People's Daily, the mouthpiece of the Communist Party of China and its subsidiary, the Global Times, an influential tabloid specialized in global news. Global news stories published in each newspaper between 2001 and 2019 will be analyzed and compared based on two constructed weeks. The study will analyze the following factors that influence the amount of foreign news coverage in each newspaper: (1) traits of nations (size & population), (2) economic interactions with China (trade volume & GDP), and (3) cultural and geographic proximity to China (cultural affinity & geographic distance).

Based on intermedia agenda-setting, the study will also test how the People's Daily influences the news agenda of the Global Times and how both newspapers affect global news discussed on Weibo, China's equivalent of Twitter and an influential social media platform for online news sharing and public opinion.

The paper hopes to address three major questions: (1) How do the People's Daily and the Global Times cover foreign affairs and how is this coverage affected by traits of nations, economic interactions, and cultural and geographic proximity? (2) How do the People's Daily and the Global Times influence each other in their global news coverage? (3) How do social media users in China use global news found in the People's Daily and the Global Times as sources in their posts?

Keywords: Chinese media, determinants of global news, intermedia agenda-setting, social media

## **Submission ID**

1086

# **Soft China and copyrighted patriotism going global: different discourses and shared anxieties in a perpetuating consumerist society**

## **Authors**

Zhen Troy CHEN - Xi'an Jiaotong-Liverpool University

## **Abstract**

With the proliferation and development of cultural and creative industries in China, the Internet plus economy has turned millions of Chinese young people as digital prosumers and entrepreneurs online (Chen, 2018). Multi-channel network (MCN) has become a new business model to scout, train, package and promote online micro-celebrities into 'natural and authentic' spokespersons for commerce and self-branded products and services, who have garnered comparable influence against their counterparts in the traditional entertainment industries (Abidin, 2018). Initially, as a non-commercial endeavour, the UGC (under generated content) gradually become PGC (professional generated content) and converged with the booming social media platforms (Chen, 2018). This paper focuses on one such micro-celebrities on multiple platforms, Li Ziqi, and the online discourses surrounded her and her works with a central theme on the rural China. A mixed reception on China's largest self-media portal, WeChat, has linked her work as a 'cultural diplomacy' and 'cultural exporting' endeavour which generates cultural power (Keane & Fung, 2018) so as to legitimise her business and counter the criticisms raised by her anti-fans across China. Through examining multiple and complicated discourses regarding Li, I argue that even though the international reception is predominately positive, it is largely fuelling a (self-)orientalist depiction of China, in particular, an idyll, mysterious, soft and feminine rural China packaged and captured by a capitalist and consumerist logic. The nostalgia and yawning towards a rural lifestyle is shared among both domestic and international viewers and works as therapeutic symbolic texts to dissolve the anxieties caused by the unfinished project of modernity. Paradoxically, the domestic discourses divided phenomenally, on the one hand, highly celebrated and welcomed by male Chinese users and hijacked Li as part of the performative patriotism, nationalism, and fantasy towards the traditional Chinese beauty; on the other, attracted online criticism, if not trolling, from business competitors and female Chinese users, questioning the authenticity of her works. The author argues that a copyrighted patriotism and exquisitely packaged soft China reflects the divided and converged (thus paradoxical) stances on the patriarchal patriotism and misogyny on Chinese social media. The analyses also contribute to the theme of "building inclusiveness, respect and reciprocity and how the "moe (cute and budding) and no-harm" persona is the new currency in stimulating affects and attracting audiences from different cultural backgrounds.

## **Submission ID**

1139

# **“Ecological Civilisation” discourse in Xinhua’s African newswires: Towards a “Greener” Agency?**

## **Authors**

Robert Boughen - The Communication and Media Research Institute (CAMRI). University of Westminster

## **Abstract**

Over the past two decades, both China’s climate diplomacy and its global media “going out” campaign have received growing attention from scholars worldwide. These two fields are connected, in general terms, by their attempts to understand China’s growing role in international affairs. And yet, at the intersection of these two fields is a lacuna of research. Scholarship has, up to now, mostly ignored the question of how the climate emergency and China’s climate diplomacy affects – or, alternatively, is affected by – the content and discourse of Chinese media organisations and journalists, both domestically and globally.

This paper presents the findings of critical discourse analysis of a week’s worth of headline African news published by the Xinhua News Agencies on its digital-format news website, *Xinhuanet*. The analysis uncovered a media discourse, previously unobserved in Sino-African media content, concerning the issues of climate change and green initiatives, heavily influenced by the Communist Party’s goal of achieving “Ecological Civilisation.” Whilst the study’s sample was limited, the “Ecological Civilisation” discourse was both pervasive and varied. It appeared within twenty-five per cent of the headline articles, ranging from simple references towards green industry and energy initiatives to more complex discussions of the social good that would come of planting trees, for example. Though further research is required to establish the presence of this discourse more widely, its appearance raises important questions about the nature of journalistic production in Sino-African media organisations, as well as the issue of Chinese soft power in Africa. This paper seeks to begin exploring these questions in earnest, addressing the pressing issue of how Sino-African media is reacting to the global environmental crisis and the role of that media in shaping the crisis’ digital future.

This paper considers the emergence of an “Ecological Civilisation” discourse from the macro, mezzo, and micro levels. In the case of the macro level, it is possible that the Communist Party is directly instructing its central media organs to report on environmental issues, with a view to increasing its soft power. This can be explored either as a “positive” soft power, attracting foreign nations with China’s leadership role in climate mitigation, or as a “negative” soft power, as suggested by Callahan (2015), which panders to domestic cohesion within China. This paints the Communist Party as the legitimate force in fighting climate change and environmental degradation. At the mezzo level, this paper considers the organisational imperatives that may affect how Xinhua seeks to report environmental issues to international audiences. In particular, it asks how Xinhua’s transformation into a profit-making news agency affects its need to create “green” news. Finally, at the micro level, the paper explores how individual journalists might be affected by the climate

emergency, and the Communist Party's response to it. In doing so, it also seeks to explore and question Tong's (2015) assertion that environmental discourse in Chinese media content is inherently counter-hegemonic, asking instead whether it represents a change in the Party's orders of discourse.

## **Submission ID**

1176

# **The cultural mechanisms for the export of Chinese television formats: professionalism, multiculturalism and cosmopolitanism**

## **Authors**

HONG ZHANG - college of media and international culture, Zhejiang University

Tianna Zhao - college of media and international culture, Zhejiang University

Huiping Lin - college of media and international culture, Zhejiang University

## **Abstract**

This study aims to explore the cultural mechanisms for the export of Chinese television formats with case studies of *The Amazing Magicians* (*chao fan mo shu shi*) and *Dunk of China* (*zhe! jiu shi guan lan*). Both formats belong to the genre of reality TV, which has dominated format export in China in recent years. While the format of *The Amazing Magicians* has been successfully exported to Vietnam, the format copyright of *Dunk of China* has been purchased by Fox. Cultural mechanisms refer to the frequently occurring and easily recognizable causal patterns triggered under certain cultural conditions or with certain cultural consequences. In this article, we introduce the concept of cultural mechanism to analyze the cultural causes and rules for the export of Chinese television formats. In order to fulfill the aim, the authors conducted textual analysis of the original format programs by using Saussure's syntagms and paradigms. The result was then verified and supplemented by in-depth interviews with producers of the two exported formats. The findings suggest that professionalism, multiculturalism and cosmopolitanism are three cultural mechanisms that drive the export of Chinese television formats. Firstly, the exported formats place a high value on professionalism. The formats highlight the professional competition system, professional participants and professional comments instead of amateurism. Secondly, the exported formats tend to embody multiculturalism by selecting multi-national participants, staging their cultural conflicts and integration as well as exhibiting coaching and competition systems in different countries. Thirdly, the exported formats attempt to represent a cosmopolitan disposition through the introduction of international competition system, the interaction between diversified participants and their lines with cosmopolitan vision. Indeed, the three cultural mechanisms are interrelated. For instance, professionalism provides a competitive spirit multi-culturally shared, which is also the

prerequisite for cosmopolitanism. Finally, the article summarizes the different cultural mechanisms for television formats export between East Asian countries. While the Korean television formats appeal to foreign markets by attaching importance to local sentiments, the Japanese formats deliberately suppress local and national cultural odour so as to make inroads into the international market. The exported Chinese television formats, however, try to attract the importers by focusing on how Chinese culture interacts with other cultures harmoniously in the competitions.

## **Submission ID**

1217

# **Evaluating Mediated Public Diplomacy Contest Between China and United States Over Huawei Technologies in the Arab World: Examination of the CGTN, Aljazeera, Al- Arabiya and Al-Hurra Via In-Depth Analysis of Social Media**

## **Authors**

HAMED ALHASNI - Tsinghua University

## **Abstract**

Advanced new technologies have driven the globe to rapid economic, political, cultural and social change, whilst old rivals China and the United State play crucial roles in reshaping global public attitudes through implementation of strategic communication within mediated public diplomacy, thereby to advance and challenge foreign polices objectives particularly China’s BRI initiative and Huawei advanced technologies (5G) within the context of their recent trade war.

Current study aims to address the mediated public diplomacy contest between China and the United States concerning the promotion of their international-frame building to the Arab world over recently inflamed trade tensions, specifically the case of Huawei technologies. In addition, to explore the salience transfer of issues and attributes of U.S. and Chinese governments public relations messages and international-frame building through the most popular and influential Arab international broadcasters: Al-Jazeera and Al-Arabiya.

Significantly, this study intends to measure the favourability and visibility of Chinese and American international frame-building within Al-Jazeera and Al-Arabiya news coverage of Huawei technologies on one hand, then to expose Arab public opinion on Al-Jazeera and Al-Arabiya social media platforms with the other. The success or failure of mediated public diplomacy efforts can have direct consequences that concern global public opinion (Manheim, 1994).

Thereafter, theorizing of mediated public diplomacy as “an approach that concentrated on government efforts to shape and effect it’s framing in the global news media” (Entman, 2008). Theoretical framework of current research has conceptualized mediated public diplomacy based

upon the latest comprehensive definition provided by (Golan, 2019): “Mediated public diplomacy refers to the organized attempts by governments to influence foreign public opinion via mediated channels including paid, earned, owned and shared media for the purpose of gaining support for its foreign policy objectives”.

Systematically, methodology of the current study has applied Entman’s (2004) definition of framing: “selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and solution”. By operationalizing framing content analysis of political public relations messages of Chinese and U.S. Governments via state-owned international broadcast news directed to the Arab world; CGTN-Arabic and Al-Hurra plus Al-Jazeera and Al-Arabiya from May 15th 2019, Trump having imposed a ban upon Huawei technologies, until Trump’s declaration to decline restrictions upon Huawei technologies and continue negotiations, June 29th 2019.

For the purpose of revealing Arab public opinion, the author conducted in-depth analysis of social media through application of sentiment analysis: Al-Jazeera and Al-Arabiya’s YouTube user comments during media coverage of the Huawei technology dispute between China and the United States. Comments were collected and analysed using YouTube comments scraper software.

The key findings indicate that China’s coverage has been seen as more favorable than the United States, to Arab public opinion.

Keywords: Mediated Public Diplomacy, Trade War, International Framing Contest, Social Media, Strategic Communication

## **Submission ID**

1408

# **What Determines the Global Communication Order: A Network Analysis of Transnational News Flow in Digital Mediasphere**

## **Authors**

Diyi Liu - School of Journalism and Communication, Renmin University of China

## **Abstract**

In an interconnected digital world, information, or news in particular, plays a crucial role in this network of exchange. Some classical laws in international communication, including Wallerstein’s World System Theory, have developed various frameworks to conceptualize nation-states with different political and economic statuses, suggesting that countries were arrayed along a center-semiperipheral-peripheral dimension in the international information network.

This study takes a network approach to examining the changing sphere of global news flow -- one of the chief subjects in international communication -- and the systematic determinants behind it. Building upon the existing literature which indicated internal and external variables that had been

shown to have significant effects on global news flow, hyperlinks in online articles, as digital navigational cues and metaphorical signposts which can guide news readers through the complex information landscape, were investigated to map the dynamic structure of the global network and the geopolitics of information in the era of digital capitalism.

By incorporating intermedia agenda-setting theory, we assumed that the way each news outlet cited the others suggested the transfer of issue salience between different news agendas. Over the period from April 22, 2016 to January 28, 2019, The Global Database of Events, Language, and Tone (GDELT) has archived 1.78 billion links from 304 million online news articles in over 100 languages. The domain-level graph showed how many different days and how many total links there were from each news outlet to URLs on any other domain (including subdomains of itself). Based on GDELT's geographic source lookup, we roughly placed the online news outlets geographically in space.

In total, 30,072,787 records were preliminarily analyzed as a directional network, with each news site as a node, and the total links as the weight of each edge. We then ran the modularity algorithm in Gephi to agglomerate and visualize various geopolitical clusters. Among and within different clusters, it is found that a handful of "global media core" countries still influence the semiperiphery and periphery countries, while the news flow is not as hierarchical and US-centric as before. Contradicting the flat-world hypothesis, global online journalism follows the rule of provincialism, the news outlets of non-English countries tend to form isolated clusters which are heavily internally connected, with few bridging outlets connecting them to the rest of the world, among which emerging media in developing countries, including Chinese Twitter-like Sina Weibo had a relatively high weighted degree within the network, serving as the so-called global contra-flow.

However, with the immense number of such sites, the resulting graph was far too dense to reveal much. Thus this following study excludes the non-news websites ranging from social media platforms like Twitter, Facebook and YouTube to official sites of large transnational corporations like Go.com by The Walt Disney Company, to focus on the linking structure among online news communities. More importantly, multiple regression analysis is conducted to test factors including economic development, linguistic traditions, political freedom, etc., that may determine the new global information and communication order.

## **Submission ID**

1469

## **Reexamining the Discourse Chinese Enterprises' overseas image**

### **Authors**

jidong li - Communication University of China

### **Abstract**

Enterprises are important subjects of international communication, and their image is an important part of the international communication discourse system. This paper will borrow James Paul Gee's

discourse analysis framework to explore the overseas image of Chinese enterprises from the perspectives of corporate saying, corporate action and corporate identity. The study found that the economic image of Chinese enterprises is outstanding, while their reputation is not high. On the one hand, it is because the discourse of overseas image of Chinese enterprises tends to follow the logic of economic development first, which arouses the vigilance of some overseas people. On the other hand, the critical discourse of western centrism influences the overseas public's cognition and attitude towards Chinese corporate image. Therefore, enterprises need to re-examine the existing discourse bias, break through the discourse western&capitalism-centrism, take the initiative in discourse, and unify the enterprise's saying, action and identity.

## **Submission ID**

1691

# **Research on the Paradigm of Chinese State-owned Enterprises**

## **Brand Communication from the Perspective of Social System**

### **Theory**

#### **Authors**

Hong Fan - School of Journalism and Communication, Tsinghua University

Yaxin Cao - School of Journalism and Communication, Tsinghua University

#### **Abstract**

The brand study experienced three stages of replacement or overlapping technology, personality, communication. And for the process of interaction with the brand, it spells out a complete paradigm-like effect (Hellmann, 2003). The brand described as a form of communication, which makes the system concept is popular again. Brands have a social nature and are a holistic system that is constantly in exchange with the external environment. They have a clear desire to self-preserve, develop, and integrate the behavior of all participants (Otte, 1993). All brand an organization to observe the phenomenon as a whole, from the outside to give the impression of great closed and the internal order, which has the attributes of the system. As the "mass media system", as it can be called "branded systems" (Luhmann, 1996).

This article first reviews related existing research with "the brand system as a communication", especially how companies should build their brand systems in the context of global brands and economic globalization. In the perspective of Niklas Luhmann's social system theory, this article takes the brand communication phenomenon of Chinese State-owned Enterprises (SOEs) as the research object, summarizes the brand communication status of Chinese SOEs, analyzes their brand communication paradigms and systems, and answer the following questions: (1) What is the brand communication system of Chinese SOEs? (2) What kind of logic and order follow in the brand

system as a communication? (3) How can the theory of brand communication system be combined with empirical research?

This article designs a research programs based on the above research questions and combines with 10 SOEs brand and communication department heads to conduct in-depth interviews with the topic of "brand communication system construction" and the SASAC (China SOEs Regulation Department) documents (2013-2020) for content analysis, using qualitative analysis research methods, to summarize the status of brand communication in China SOEs: (1) Proposal and target vision of world-class demonstration enterprises; (2) Status of internal and external publicity and the division of global brands; (3) Closure and internal order of the brand system.

The in-depth study of the issues from the macro theory of social system theory and the reality of globalization process, while using case studies and benchmarking analysis to verify the rationality of the choice and logic of the brand communication paradigm of central enterprises. The conclusion of this article suggests that how Chinese central enterprises build their brand communication systems under the current situation of global brands and economic globalization need to start from the following aspects: (1) building a reasonable and efficient brand communication system framework; (2) from the perspective of market economy Benchmarking standards with world-class brands to further adapt to the global competition situation; (3) Fully measure the current competition form and differentiation from the perspective of social system theory, and incorporate the complicated and complicated phenomena in the spread of central enterprise brand into a systematic theoretical framework to explain. Finally, this research aims to contribute to the theoretical and empirical research of brand communication systems using Chinese SOEs as samples.

## **Submission ID**

1735

## **The Mediation of Distant Suffering: Applied Network Agenda-setting study to explore the reporting of #WuhanCoronavirus**

### **Authors**

Minwei Ren - University of Science and Technology of China

Jingyang Xu - University of Science and Technology of China

Rixia Tang - University of science and technology of China

### **Abstract**

In December 2019, the first case of novel coronavirus pneumonia (NCP for short) was found in Wuhan, Hubei Province. With the spread of the epidemic, many cases have been found in other regions of China and abroad. In this public health emergency, health communication has attracted

most of people's attention, the domestic and foreign media have also shown obvious differences in the news reporting.

Based on the literature review of previous SARS and H7N9 media reports, our study aims to compare the differences between domestic media and foreign media, central media and local media on the topics of this event, to analyze the presentation of such reports and the underlying causes of the differences.

Besides, content analysis and comparative analysis were utilized to do the research. About 1000 reports on the NCP were selected from seven domestic (including central and local) and foreign traditional media. Fifteen indicators were set up to code the topics, including the latest progress of epidemic situation, popular science of disease, government's epidemic prevention policies and measures, personal protection, infection cases, medical construction, the voice of experts, evaluation of state organs and their staff, sympathy and emotional support, negative emotional expression, rumor refutation, epidemic prevention materials, social impact of the epidemic, donation needs or offers or volunteering services and response to China.

Our findings show that domestic and foreign media both have many reports on the topics of "the latest progress of the epidemic", "government's epidemic prevention policies and measures" and "the voice of experts". At the same time, foreign media reported more topics such as "social impact of the epidemic", "response to China" and "negative emotional expression". In China, central media reported more topics such as "donation needs or offers or volunteering services" and "sympathy and emotional support" than local media, while local media paid more attention to topics such as "personal protection" and "infection cases".

## **Submission ID**

1742

# **Building Inclusive Digital Future for Africa: Analysis of AU's 2063 Digital Agenda**

## **Authors**

Chika Anyanwu - Hugo Centre for Migration and Population Research, University of Adelaide

## **Abstract**

In May 2013, the African Union (OAU/AU) turned 50 years old. As part of such an important milestone, a futuristic 50 year African renaissance road map was unveiled as Agenda 2063 or "Africa's blueprint and master plan for transforming the continent into the global powerhouse of the future". The roadmap is regarded as the concrete manifestation of how the continent intends to transform its position in the world by 2063. There are seven key agenda items with 12 flagship programs. This research focuses on one of the flagship programs, the African Integrated High Speed Network.

Our first question is, how realistic and soon can Africa realise this aspiration?

For example, in 2019, the Groupe Speciale Mobile Association (GSMA) predicted that by 2025, Africa would have the fastest mobile technology economy with almost 50 percent penetration. While this prediction makes economic sense for telecommunication industries, especially as Africa has the world's most youthful and fastest growing population (Simon Kemp, 30 January 2019), it however, fails to state that many African countries are just beginning to migrate into 3G networks while their global counterparts are already transitioning into 5G networks (*The New Times* 17 July 2019).

The next question the research asks is how the AU intends to execute the agenda when it has limited or no powers over the sovereignty of its member countries. Finally, what strategies should the AU put in place to ensure that such technological transformation is inclusive and affordable to its citizens?

To address these questions, this paper uses diffusion of innovation theory to critique the feasibility of the AU's digital transformation agenda. The research uses the works of Rogers (1995), Lyytinen K., Damsgaard J. (2001), Yu, J., (2011), Yan, H., (2007), Comin, Diego A., and Marti Mestieri (2014), Kwon, Kwak, and Kim (2015), Theodorakopoulos, Bennett, and Sanchez Preciado (2014), Foster and Heeks (2013), Malik Tariq (2013), Choi (2015), Gao (2015), and a host of others, to critique and make recommendations.

These select authors have argued about the complexity of measuring technological innovation especially from multi-agency perspectives. They have also used case studies from emerging countries like China, Korea and South America to demonstrate the complexity of applying formal diffusion of innovation principles. Foster and Heeks (2013) focuses on inclusive innovation, which interrogates how people from low socioeconomic backgrounds like Africa, can afford and participate in technological transformation. Lyytinen and Damsgaard (2001) advocate for the alignment of multiple interests in social construction of innovation.

This research believes that the AU's 2063 Agenda faces a classic multi-stakeholder challenge, with many independent nations at different stages of technological, political and economic development. The research will use the progress made in the First Ten Year Implementation Plan (FTYIP) of the Agenda (2013-2023), to assess the feasibility of the AU's digital agenda, and make recommendations for an inclusive affordable technological independence for the continent.

## **Submission ID**

1949

# **From “Identification by Sympathy” to “Identification by Antithesis”: A Study of Narrative Rhetoric of American Media’s Reports on Chinese Heroes(1978-2020)**

## **Authors**

YING WU - Shanghai International Studies University

Shi Lei - Shanghai International Studies University

## **Abstract**

Hero is pharos that spangles the world. The hero worship is a reflection of common humanity, and is both universal and national. The heroes that different countries worship possess different qualities, which reflect the differences both in each nation’s identification of the hero and in their values. As the world’s first and second largest economies, the mutual cognition and identification between China and the United States not only benefit the improvement of bilateral relations, but also influence the dialogue of civilization and values between the East and the West. This paper starts with the study of Chinese heroes and aims to promote the exchange and integration of values between China and the United States.

This study takes the narrative rhetoric of American media’s reports on Chinese heroes as the research object, and analyzes the image, characteristics and evolution of Chinese heroes since the reform and opening up. The study combines critical discourse analysis, corpus, and content analysis to interpret American mainstream media’s reports on Chinese heroes in the past 42 years.

The study found that American media employed three rhetoric of “identification by sympathy”, “identification by antithesis” and “identification by inaccuracy” to narrate stories of Chinese heroes. The first is to shape national heroes, folk heroes, and charitable heroes through “identification by sympathy”, stimulating international community’s resonance with heroic virtues, which focuses on shaping the image of revolutionary leaders, medical personnel in disasters and rescues, and migrant workers. The second is to shape the rebellious heroes and activists through “identification by antithesis”, and to challenge and question Chinese system when constructing Chinese heroes, which includes the reports on figures such as activists, dissidents and environmental pioneers. And the third creates rhetorical illusions through “identification by inaccuracy”. In this way, the readers are affected unconsciously. When they identify with Chinese heroes, they also begin to resonate with narrative logic and values conveyed by American media. This category mainly focuses on the construction of scientists, business elites, and aerospace heroes who engender controversy between China and the United States.

From “identification by sympathy” to “identification by antithesis”, American media’s construction of Chinese heroes not only spread Chinese values through heroes’ image, but also publicize American values through narrative rhetoric. This research is an attempt to promote better mutual understanding and a dialogue of values between China and the United States.

## Submission ID

1991

# One Story, Two Platforms: Comparing Cross-cultural Responses to Humans of New York on Facebook and Sina Weibo

## Authors

Li Guo - Edith Cowan University

## Abstract

*Humans of New York* (HoNY) is a worldwide digital storytelling project featuring life stories of people in the street with their portraits and quotes. Started in 2010 New York, HoNY has now expanded to approximately 30 countries on 6 continents around the world with more than 7,000 life stories. These stories, posted on social media including Facebook, Twitter and Instagram, have attracted more than 30 million followers and generated millions of Likes, Shares and Comments. In fact, on Facebook, each of the top 20 stories has received more than 980,000 Likes and 76,000 Comments on average.

Not only is HoNY generating intense engagements on social media, but it is also causing a globally emerging “Humans of” life storytelling phenomenon. There are now over 70 digital storytelling projects named “Humans of x” around the world (e.g. “Humans of Helsinki” “Humans of Shenzhen” “New Humans of Australia”), following a similar style as well as making adaptations for local contexts.

Although HoNY has not collected stories in China so far, its influence has reached the country. Its Chinese translated version on Sina Weibo (named “人在纽约”) has more than 577,500 followers, who actively share and comment on the stories. This paper investigates whether HoNY stories create similar audience responses and interactions across Facebook and Sina Weibo, and if not, how are they different and why? To answer these questions, I compared selected comments under one story on HoNY Facebook page with those under its Chinese translation on “人在纽约” Sina Weibo page. The story is about an elderly man's grief over his wife, having received over 102,000 comments and raking the 4th among all the stories on HoNY Facebook page. Both quantitative and qualitative approaches are used to contrast the forms and contents of the two sets of comments.

The paper is still in progress; however, some preliminary observations can be made. Firstly, there are much fewer second stories (stories having contiguity and topical links or thematic coherence with the original story) among selected comments on Sina Weibo than on Facebook. Secondly, on Sina Weibo, the comments are seldom nested whereas, on Facebook, the comments receive replies and inspire further discussion. Furthermore, the commenters on Sina Weibo tend to communicate with their friends and strengthen already existent bonds, while on Facebook, intimacy and solidarity are developed between commenters who are strangers. Moreover, the contents of the comments on Sina Weibo are also different from those on Facebook, representing some unique socio-cultural

characteristics in today's China. For instance, criticisms on materialistic views on marriage, a major theme among the comments on Sina Weibo, is hardly found on Facebook.

The broader concern of this research is to enquire how people in a non-Western culture react to and participate in a global digital storytelling project/phenomenon originated from the Western world. Or in an even bigger picture, can life storytelling, a most universal tradition and practice of mankind, facilitate inclusiveness, mutual-understanding and reciprocity across cultures and societies in the digital era?

## **Submission ID**

2065

## **Reshaping the concept of “West” in Chinese Communication**

### **Studies: Taking European impacts as an example**

#### **Authors**

Deqiang Ji - Communication University of China

Ruhan Zhao - Communication University of China

#### **Abstract**

The year of 2020 marks the 42nd anniversary of China's Reform and Opening policy. Against this backdrop, communication studies as an academic discipline has since 1978 been constantly imported to the community of Chinese scholars from the West on the one hand, and articulated into the transformation of previously dominated dogmatic Marxist journalism theories and the market-oriented and techno-driven media reform on the other. Meanwhile, the quest for indigenous communication theories, or more importantly, Chinese paradigms, as awareness of cultural confidence and academic subjectivity, has never disappeared. Given this history, a center-periphery relationship is established and acknowledged by most Chinese communication scholars, which defines the paradigmatic asymmetry of communication studies, that is: West is the center, China is at the periphery.

In this paper, we argued that the center-periphery relationship is undoubtedly a historical fact, but also an artificial myth, which has been constructed by selective access to “Western” literatures, institutions, scholars, and a simplified imagination of the “West” by Chinese communication scholars. At the core of this imagination is to admit the American dominance in building communication studies as a scientific discipline. However, despite its geographical and geopolitical prominence, the American paradigm is mediated (Liu, 2005) and fabricated by Chinese scholars to fulfill their needs to build an independent discipline in universities, develop close ties with emerging media and ICTs industries, and transform their identity from political interpreter/consultant to social scientist (Hu & Ji, 2014). Amidst the process of importation and articulation, the American pragmatist paradigm prevailed, while a broader philosophical, ethical and

critical history of communication thoughts from other parts of the West like Europe stagnated (Xu, 2005; Chen, 2010).

Instead of reinforcing this single West-China or U.S.-China dichotomy, this article aims to explore the complexity of the concept of the “West” among Chinese communication scholars, with a specific focus on the constant European impacts. It is argued that a re-orientation towards Europe can help Chinese scholars reflecting the American-centrism draw a bigger map of communication scholarship across the globe.

By conducting both in-depth interviews with three generations of communication scholars in Chinese universities (Hu & Ji, 2014), and bibliometrical analysis of journal articles on the history and paradigms of communication studies in China between 1978-2017, we will develop a broader view to discover the academic origins that influence the establishment of communication studies as an academic discipline in China. On the other hand, we attempt to dismantle the myth of the “West” among Chinese communication scholars by re-discovering the position of the Europe in the building of communication studies as a discipline in the world.

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### **Submission ID**

2114

## **Netflix’s cycles of promotion on social media: The ephemeral life of non-US serialized fiction**

### **Authors**

Celina Navarro - Universitat Autònoma de Barcelona

### **Abstract**

Netflix has become one of the most important intermediaries of audiovisual transnational flows due to its presence in most TV markets worldwide. Its catalogs, still marked by States boundaries, are an important source of access to a large number of audiovisual contents. However, the mediation of Netflix is not only limited to the decision to acquire the licenses. Aspects such as the algorithms to

individualize suggestions to individual tastes, the service interface and the promotion of certain titles, mainly through social networks, largely determine what users watch on the platform.

Social networks are used as platforms to interact with users and promote certain catalog titles. Posts give visibility to titles mentioned and are key to direct users to watch the products that the company wants to highlight. This research focuses on the study of the promotion of the different serialized fiction titles on Instagram, Twitter and YouTube, delving into their promotion cycles in relation to the launch of each new season.

The official Netflix profiles in Spain, the United Kingdom and the Nordic countries have been analyzed from September 2018 until August 2019 with a total sample of 6,055 posts. Quantitative and qualitative content analysis has been used including variables related to the genres, the release dates, the origin and the type of production of the series in relation to Netflix (original or acquired).

The preliminary results show that while the major US titles of the catalogs, all Netflix originals, are constantly promoted, regardless of their season launch dates, most titles are only mentioned the days before their releases. This highlights the ephemerid role of most titles for the SVoD service. However, each market analyzed does an exception with the main local title of the country or region. These titles have more presence throughout the year highlighting the importance of the localization of catalogs by Netflix.

## **Submission ID**

2122

## **Panel description: BRICS and Soft Power**

### **Authors**

Kaarle Nordenstreng - Tampere University

### **Abstract**

For nearly two decades now, BRIC acronym referring to the four fast-growing emerging markets: Brazil, Russia, India and China. The coalition was formalized in 2006, with South Africa added in 2011, and it has held annual summits since 2009. It has engaged in re-shaping the global communication order in a 'post-American world', and yet media and communication studies have largely escaped deep academic scrutiny into this field of international communication. While recognizing the wide internal diversity among the BRICS nations and mindful of the considerable tensions (for example between China and India) and their international relations and ties with the United States (India and Brazil are relatively close to Washington while China and Russia are hostile), what unites these countries is that they are five major non-Western nations, representing 20 per cent of the global Gross Domestic Product (GDP).

In a globalized world, international media is in the process of transformation, enabling global instantaneous circulation of media content across continents in which the traditional domination of Western, or specifically American, media is diminishing, and, more importantly, being challenged

by the availability of media from the BRICS nations – television news in English from such countries as Russia (RT) and China (CGTN) – as well as entertainment from India (Bollywood), Brazil (telenovelas) and South Africa (infotainment and entertainment).

With the convergence of mobile technologies and content via a multi-lingual internet, such flows are growing and increasingly being noticed in Western capitals as challenging the traditional hegemony – the CGTN’s Africa service and the alleged ‘weaponization of information’ practiced by RT being cases in point. As more people connect, content from non-traditional actors such as BRICS countries is likely to become more pronounced on the media world, this panel will examine how far they might develop an alternative narrative on globalization. The panellists will suggest that the discourse about international media and requires new paradigms and theoretical frameworks to account for this altered reality.

These developments have been analyzed in the Finnish-based project ‘Media systems in flux: the challenge of BRICS countries’ (see <https://research.uta.fi/brics/>). The present panel – comprising of leading scholars of international communication from BRICS countries – focuses on a particular aspect of the BRICS media sphere, namely on ‘soft power’ by examining the way in which the BRICS countries are using their media and communications externally to present themselves to the world in an increasingly competitive global marketplace for commercial and political alliances.

**Chair:** Kaarle Nordenstreng, Tampere University, Finland

**Paper 1:** Brazil and Global Strategic Communication

Joseph Straubhaar, University of Texas at Austin, USA

**Paper 2:** Russian Soft Power from USSR to Putin’s Russia

Dmitry Gavra, St. Petersburg State University, Russia

**Paper 3:** The Rising Soft Power of India

Daya Thussu, Hong Kong Baptist University

**Paper 4:** OBOR, Connectivity, and China’s Cultural Power

Ying Zhu, Hong Kong Baptist University

**Paper 5:** Contending Soft Powers: South African Media on the African Continent

Herman Wasserman and Musawenkosi Ndlovu, University of Cape Town, South Africa

## **Submission ID**

2283

## **Brazil and corporatist soft power**

### **Authors**

Joseph Straubhaar - The University of Texas at Austin

### **Abstract**

Like other BRICS countries, Brazil has an external media and communication strategy. In essence, as noted by a book on Brazilian communication policy published by UNESCO in the 1970s, Brazil tends to delegate much of its internal and external communications strategy and practice to private media companies, rather like India and the United States. However, unlike the US, there is both very close cooperation and competition between national government, major political actors, and dominant media organizations, like TV Globo, in the Mediterranean and Iberian traditions of corporatism and clientelism. Major media and forms of culture, like print media, music, sports and film since the 1930s, and television since the 1970s, tend to be strategically produced to meet national political and commercial goals, but are frequently exported with notable success to meet both commercial and global strategic goals in an increasingly competitive global marketplace. This paper will include an exploration of how these media and cultural exports have taken on soft power attributes. It will examine the dual national and global roles of key cultural industries. The paper will also examine some recent government efforts at international public relations, as well as how two major networks, one controlled by a Brazilian evangelical church, are conducting their own broadcasting diplomacy.

### **Submission ID**

2317

## **Russian Soft Power from USSR to Putin's Russia**

### **Authors**

DMITRII GAVRA - St-Petersburg State University

### **Abstract**

The strategic communication of modern Russia arises from its attempt to return to the club of global superpowers. This paper will consider the topic in a historical perspective, as three phases in the implementation of Russia's soft power. The first is the period of the USSR and the global confrontation between the Western bloc led by the United States and the Eastern Soviet bloc. The second period, from about 1982 until 2002, was characterized by a lack of interest in and opportunities for Russian soft power. The third period began with Vladimir Putin coming to power and the establishment of his governance model. The term 'soft power' only entered the political lexicon in 2012 and was recognized as 'an integral part of modern international politics'. The paper will discuss the main elements of a model of modern Russian strategic communication and ways of implementing soft power, based on two key values: the idea of a multipolar world, with no

domination of the West or Western values, and the recognition of Russia's right to follow its own civilizational model (in terms of Huntington). The paper will look at the organizational structure of Russian soft power, including institutions such as Government agencies and NGOs that promote Russia to foreign audiences, as well as media and cultural diplomacy. The case of RT (formerly called *Russia Today*) news network is analyzed as an example of how Russia promotes its influence abroad.

## **Submission ID**

2336

## **The Rising Soft Power of India**

### **Authors**

Daya Thussu - Hong Kong Baptist University

### **Abstract**

India's soft power is on the rise, in parallel with its hard economic power as one of the fast growing major economies in the world. Acknowledging the notion of soft power developed by Joseph Nye, whose focus was primarily on the United States, this paper will suggest that an ancient civilization such as India offers a more complex narrative of its global presence. The paper discusses India's soft power within three domains: firstly, the democratic strengths of India, a particular distinction among the BRICS countries. As the world's largest democracy, India has retained and arguably strengthened democracy in a multi-lingual, multi-racial and multi-religious society, a model now under threat among Western democracies as well as within India as a majoritarian ideology takes root. The second domain will focus on the diasporic dimension of India's international presence, increasingly viewed by Indian government and corporates as a vital resource for its soft power. As the world's largest English-language speaking diaspora, the Indian presence is visible across the globe, as are ideas emanating from India. The third domain will focus on the emergence of an Indian internet – part of the Indian government's \$18 billion 'Digital India' initiative, launched in 2015 - and its potential for becoming the world's largest 'open' internet. The paper argues that the push for digital commerce and communication is increasing under the government of Prime Minister Narendra Modi. Already home to the world's second largest internet population, its creative and cultural industries have the potential to circulate across various digital domains, resulting in globalized production, distribution and consumption practices. Such content will no longer be an artistic or creative enterprise but a global brand, contributing to the reimagining of India's role on the international stage, from that of a socialist-oriented voice of 'the Third World' to a rapidly modernizing, market-driven democracy. However, the chapter will argue that these three domains of soft power will remain ineffective until India is able to eliminate the poverty afflicting a large number of its citizens. Among the BRICS countries, India retains the unfortunate distinction of having the largest number of people living below the poverty line. Will its democratic, diasporic and digital credentials help the country's developmental agenda?

**Submission ID**

2347

**OBOR, Connectivity, and China's Cultural Power****Authors**

Ying Zhu - Hong Kong Baptist University

**Abstract**

China's so-called 'going global' strategy has evolved over the past two decades, from dispatching state sanctioned messages via official media organizations toward what is now a diverse multi-platform strategy, one that asks commercial online media platforms to take a 'missionary position.' Pun unintended. The mission in this case is about national revitalization, as much as correcting perceptions of China internationally. Such revitalization depends to a large extent on connecting with diasporic Chinese who can be recruited to the cause. Diasporic audiences are tuning in in big numbers because technology allows them to do so; the China that they see now is an economically prosperous, technologically advanced, and culturally sophisticated one, although it remains a stable one-party state. This paper looks at the role played by digital media platforms to connect, and in many cases, reconnect audiences to the latest narrative of China's rise. The success of China's outward-bound media industries in the global diaspora, primarily targeted at national communities, is contrasted to its attempts to gain a cultural position (i.e. soft power) on the back of the 'Belt and Road Initiative' (OBOR) strategy, which extends Chinese trade influence through the region once known as Eurasia. OBOR is an initiative brought out in 2013 by president Xi Jinping to reconnect China with Europe as well as Central and West Asia. In 2015, seventeen European countries joining the Asian Infrastructure Investment Bank (AIIB) as part of a China-led effort to establish the "EU connectivity platform" to deepen the interdependence between China and Eurasia for regional infrastructure projects. Yet the OBOR initiative remains empty without cohesive classification, practical guidelines or regulatory frameworks that are valued among European partners. Though opening new windows for a deeper regional cooperation, it poses challenges to the rule-based US and Eurocentric model. The paper will address these challenges.

**Submission ID**

2351

**Contending Soft Powers: South African Media on the African****Continent****Authors**

Herman Wasserman - University of Cape Town

Musawenkosi Ndlovu - University of Cape Town

## **Abstract**

The South African media finds itself in a contested media space on the African continent, where various global media players are competing for attention, each aiming to use its media as platforms for the exercise of soft power in a strategic region. At the same time, as South Africa is looking north to expand its media beyond its borders, its BRICS partner China has broadened its influence in the region by establishing regional bureaux for its media on the continent and providing media assistance in a number of countries. While these BRICS countries strive to gain new ground, the media from former metropolitan centres such as the BBC World Service, Radio France International, Deutsche Welle and Voice of America continue to exert their influence on the continent. Other African countries have also entered the fray, for instance Nigeria which has established a new 24-hour news channel. This paper will provide an overview of these developments and evaluate their attempts at exerting soft power through the media, with a focus on South Africa's position within this contested landscape. An evaluation of whether South African transnational media can still become one of the contending soft powers in the fast transforming post-colonial African and globalized media spheres requires a detailed articulation of the history of the relationship between South Africa itself and the 'rest' of the African continent. This is because the South African media industry's soft power on the African continent, as a one of the micro components of the country's soft power, is (re)configured by the sum totality of macro soft power that is "Brand South Africa" in Africa. This paper aims to present the broader context by looking at the South Africa-Africa relationship with regards to the historical-political, economic, cultural and person-to-person aspects. After these aspects are dealt with, the chapter considers whether South African media can contribute to the country's soft power on the continent, in the light of the ongoing transformation of Africa's media sphere by a range of other players.

## **Submission ID**

2363

# **Environmental Justice and Global Value: How Media Frame Transnational Waste Flow Issue Differently**

## **Authors**

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Ye Yuan - Sixth Tone

## **Abstract**

Transnational waste transfer is an important issue of global environmental justice. For a long time, waste-exporting countries, mainly developed countries, have transported waste to developing countries, forming a global trade chain for waste flows. It seems to be a "win-win" situation for developing countries to import and recycle waste from developed countries: developing countries

have access to cheap resources, developed countries have made money and protected their own environment.

However, the environmental burden of waste is unfairly borne by the importers in developing countries, with many people losing their health, life and the living environment. Once the world's largest importer of waste, China issued a comprehensive ban on importing waste in 2017 to ease the environmental burden. The ban raised great concerns of the exporters and accelerated the garbage siege in these countries, as signified by media. Media's coverage of the issue is worth of exploration not only because it reveals the exist and changing attitude towards the waste flow, but also shapes public opinion and solution in responding to the waste crisis worldwide.

To examine media discourses on transnational waste transfer after the ban, this study analyzed reports from mainstream media in various countries, including not only waste importing countries (China and India), but also exporting countries (United States and Australia). The analysis was aimed to answer the following questions: How the media in these countries report the risk and environmental impact of transnational waste? What are the imbedded values and ethics in the media coverage?

This analysis compared two core dimensions of values and ethics-environmental justice and global/local value in media reports. We retrieved reports published by Chinese, Indian, American, and Australian media within one and a half years since the importing waste ban was issued (2017-2019). Methodologically, frame analysis and semantic analysis was used to analyze the discourses and visualize the findings.

Regarding the dimension of environmental justice, the findings showed that the media discourses of waste exporters and importers were completely different: China and India, as waste importers, tended to emphasize environmental justice and interpret international waste flow as a risk and environmental burden, and a hazardous substance dumped by developed countries. The media of the waste exporters-United States and Australia, however, remained to focus on the economic opportunities and regenerative value of waste.

Regarding the dimension of global/local value, the study found that coverage of the US and Australian media was significantly based on local values. It raised concern that the ban would reshape the global industrial chain and may cause garbage problem, but rarely mentioned about the pollution of waste to importing countries. Comparatively, India and China's report presented more global values. For example, Indian media criticized the unbalanced waste flow from global south to north.

The divide of media discourse--between environmental justice and economic development, and between global and local values--signifies the conflicting standpoints around environmental risk issues in the era of globalization. Whether a consensus of justice and global value could be reached depends on more inclusive and reciprocal communication.

## **Submission ID**

2368

# **Power and Game: A critical discourse analysis of international reverse news events illustrated by Essex Lorry Deaths**

## **Authors**

Gang Wang - Beijing JiaoTong University

## **Abstract**

International reverse news events happened as the evidence of sharp decline of the quality of international information flows as a result of widespread misinformation facilitated by the social media and the unbalances of the highest political powers are dividing the different societies in the world. Essex Lorry Deaths, which is a representative case of international reverse news, occurred at 1:40 a.m. on October 23, 2019 in the UK. Essex police found 39 dead bodies in a truck container in an industrial park. However, some western media used the case information provided by the police at will. When excavating the victim's identity, background and reasons of going to the UK, they connected them with China without verification, and made comments in vain, which led to misleading communication and negative effects. Based on the background of reimagining the digital future and thinking about how to build inclusiveness, respect and reciprocity, this paper takes the reports of Western and non-Western countries' mainstream media such as BBC, CNN and People's Daily, as well as responses from British, American, Chinese officials and comments from these countries' public on this case as the research objects. Then this paper makes critical discourse analysis in the perspective of international communication. Combined with the text and historical context, this paper reveals the relationship among discourse, power and ideology behind this case. Specifically, this paper includes the following three research questions: How does the news coverage of Essex Lorry Deaths reverse? How do different mainstream media, official news reports and responses to the Essex Lorry Deaths construct the image of China? What kind of power and ideological relationship does the news report, response and comment on Essex Lorry Deaths respectively reflect? In conclusion, the research found that, first, the reversal of this case has gone through the process of police release, media deliberately distorting the facts, government intervention in investigation and media correction. Second, under the cover of the problem of international labor migration, the reports of Western media reflect the deliberate stigmatization of China's image, which is embodied in the comments on China's democracy, human rights and economic problems. The governments' official response was more objective. And the public's attitude in China was radical, but more neutral in western countries. Third, this case shows that with the trend of technological development, the inequality of international discourse power distribution has been widened under the influence of stereotype, which formed because of different social systems and culture. But interpersonal communication on social media can be a way to narrow the gap. Finally, this paper has a critical thinking of the opportunities and challenges in the field of international communication in today's world, then puts forward some suggestions to promote the construction of a global village full of inclusive, respect and reciprocity in consideration of mankind should be digitally and technologically advanced but more human than ever in the near future.

**Submission ID**

2594

**Deliberative democracy and diffusing conflict: lessons from Ireland's citizens' assemblies****Authors**

Andrew Ó Baoill - National University of Ireland Galway

**Abstract**

When Ireland became, in 2015, the first country to introduce nationwide same-sex marriage rights as a result of a popular vote, it made international headlines. Then, in 2018, the country reversed its longstanding constitutional ban on abortion. Various factors were credited as contributing to the significant liberalisation of a country that was once seen as a bulwark of Catholic orthodoxy in Europe: a large, highly educated youth population, including many recent emigrants who ‘came home to vote’; significant declines in religious observance in recent decades, with a 2018 Pew survey suggesting that only 20% of Irish residents now attend religious services on a weekly basis; and an increasingly open economic and social system, reliant on (and embedded in) international flows of capital, information, and people.

One other important factor was the adoption by the Irish government of a form of deliberative democracy to address matters of significant social controversy and salience. A succession of “citizens’ assemblies” have been convened in recent years, starting with one addressing the issue of same sex marriage, and continuing with abortion, climate change, and a range of other topics.

The structure of these bodies - their reliance on a randomised (but representative) selection of resident citizens; their structured examination of complex questions of fact and policy; and their public, but relatively low-key profile, provided space for the development of some form of consensus on these matters, some of which had been left unaddressed by various political parties over a matter of decade.

This paper provides an opportunity to assess and explore the role of these deliberative bodies, sharing lessons that will be of benefit to those in other jurisdictions. Drawing on the work of Popper and Habermas, the paper examines the potential, and the limitations, of such assemblies, in contributing towards “inclusiveness, respect and reciprocity” in exploring and shaping our digital futures.

**Submission ID**

2613

# Digital-Age Social Movements in 2019 and the Media

## Dependence Model

### Authors

Andrew Kennis - Universidad Nacional Autónoma de México - FCPyS

### Abstract

The digital age has brought upon changes to our society that could scarcely have been previously imagined. In particular, several developments have occurred that have significantly impacted social and political affairs: the rise in the importance and the frequency with which mass social movements have successfully inserted themselves into the political and social arena, which have often forced public officials to pay attention to opposition movements considerably more than in previous eras and secondly, the considerable impact that digital technologies have had on both mass news media and social movements.

The close of this past decade has brought us more mass demonstrations demanding the removal of public officials than in any other given decade since 1900 (Chenoweth, 2019). Further, 2019 was the most active year of resistance in this decade. This study strives to understand these complicated phenomena by addressing all of them together in a holistic manner as opposed to separate entities of study via the media dependence model (MDM).

At the base of the MDM's expectations and components in terms of mainstream news media (MSM) performance is a critical argument that the "worthiness" of social movements according to MSM coverage will be disproportionately based on U.S. foreign policy positioning. What can cause exceptions to this general tendency, however, is the extent that mass resistance succeeds in forcing attention from public officials and pushing the MSM to coverage it wouldn't normally undertake. Viral social media activity can accentuate this social media age form of "press exceptionalism."

The MDM has been tried and tested via a number of previously published scholarship including case studies on immigration, Puerto Rico, Ecuador and Iraq (Author, 2009; 2011; 2015; 2016; 2017; 2020). This particular study proposes to compare and contrast past findings with those of a variety of examples in 2019, via a news content analysis of *New York Times* coverage of mass political resistance in Chile ("unworthy"), Hong Kong ("worthy"), Venezuela ("worthy"), Puerto Rico ("unworthy"), Ecuador ("unworthy") and Iran ("worthy").

While exceptions are more plentiful in the age of social media, and are duly noted within this study, a discomfiting dichotomy persists in terms of some social movements being significantly favored by the MSM over others and related sympathies based more on U.S. foreign policy positioning as opposed to any objective standard. Even though independent, online-based and social media have continued to exponentially rise in importance, their *original* news reporting remains sparse and the influence of nationally and globally distributed news sources persist as a force with which to be reckoned. This was demonstrated in recent empirical studies on search algorithms pointing to the

elite news outlet *The New York Times* as *much or more* than any other news outlet (Nechushtai and Lewis, p. 302, 2019; Trielli and Diakopoulos, p. 5, 2019).

This study seeks to make sense all of these factors via the MDM with important lessons to be learned about the capabilities *and* the limits of mass movements during the age of social media.

**NOTE:** complete bibliography at this URL:

<https://drive.google.com/open?id=1UHRJhz8TzStj51RSB9kecLhOTsx0S96U>

## **Submission ID**

2664

# **Understanding the international popularity of Li Ziqi: narrative transparency, respect and soft power**

## **Authors**

Xiaying, Richard Xu - Beijing Normal University-Hong Kong Baptist University United International College

## **Abstract**

Li Ziqi, known as “An Oriental Lifestyle Foodie”, became one of the most popular online celebrities for being a vlogger on YouTube and a number of Chinese social media platforms. Most of her videos are about how she makes daily food and other traditional Chinese items. Li Ziqi has 7 million subscribers on YouTube, more than that of BBC, with only a bit more than 100 videos uploaded, but most of which watched for more than 5 million times. This study mainly analyzes Li’s international popularity with a reference to Robert Olson’s Narrative Transparency Theory (NTT) (1999).

Olson develops the NTT to argue for the success of Hollywood films, that there exist mythotypic elements that make the Hollywood texts “transparent” to audiences from different cultural backgrounds, that they are able to interpret the story according to their own cultural experiences. According to Olson, there are eight general attributes internal to the media text that allow for its mythotypic reading: (1) virtuality, (2) ellipticality, (3) inclusion, (4) verisimilitude, (5) open-endedness, (6) negentropy, (7) circularity, and (8) archetypal dramatis personae (Olson, 1999). More over, two external attributes are worth noting as well: (1) production value, and (2) omnipresence.

Through analyzing the Li’s videos and para-texts including the comments of the videos, I argue that Li’s videos contain a number of the mythotypic elements, including archetypal dramatis personae, inclusion, negentropy, and production value. These elements contribute to the international popularity of her videos. Archetypal dramatis personae refers to characters that are deeply rooted in a culture, that everyone feel familiar with, such as a caring mother, or a supporting joker. Li Ziqi demonstrates two types of archetypal personae, one of traditional Chinese, and one of modern

feminist. The way she makes food and other things, the way she dresses, and her filial sense of responsibility for her grandma clearly exhibits a traditional “oriental” Chinese girl, but her independent, unyielding character and her astounding capability of getting things done exceeds the traditional Chinese expectation for girls. This personality appeals to western audiences, earning much of their respect.

Another mythotypic element is inclusion. The inclusive nature of the Li’s video’s is analyzed to explain how her seemingly exclusive content of country life constructs inclusiveness through the themes of topics and production techniques.

Are her works a form of cultural export? I discuss this often-asked question with the concept of soft power, a term famously coined by the Howard professor Joseph Nye. Joseph Nye defines soft power as “the ability to shape the preferences of others” (Nye 2004, p. 5) It works through attraction instead of coercion. The question indeed is: preference for what? Evidenced from audience comments, more audiences like Li Ziqi, irrespective of her nationality. Some show preference for the Chinese food culture and traditional Chinese culture. Few comments openly express their like for China because of these videos. This provides food for thought in relation to the inclusiveness, respect and reciprocity of digital content.

## **Submission ID**

2850

## **Performing cosmopolitanism on Twitter: a mixed-method analysis of Japanese-language tweets about Ukraine**

### **Authors**

Kateryna Kasianenko - The University of Tokyo

### **Abstract**

The exchange of symbols through technical media (Thompson 1995: 31) is seen as one of the most important pathways to encounter distant others and develop an attitude of openness and responsibility towards them, known as cosmopolitanism. Kaori Hayashi maintained that Japanese mass media fail to contribute to the development of such attitude as they are constrained both by the demands of domestic market and the government (Hayashi 2011).

If mass media’s potential as a locus of cosmopolitanism is limited, it is necessary to examine other elements of Japan’s media landscape in which the influence of the above-mentioned factors would be less prominent. Online communication has been regarded as a forum where users deliberate and connect to distant others, albeit in a form different from Jurgen Habermas’s vision of a singular public sphere (Habermas 1962=2008; Bruns 2018). Zizi Papacharissi has argued that places “away from singularity of a public sphere” are “more hospitable to a globalized spectrum of issues” and are better suited for the demands of cosmopolitanism (Papacharissi 2010: 118).

This study is an analysis of Japanese Twitter discourse on Ukraine, a country still grappling with the consequences of an armed conflict, which took lives of more than 13 thousand people. Following Zizi Papacharissi's (2014) mixed-method approach to the examination of Twitter-mediated communication, this study conducted topic modeling of 19865 Japanese-language tweets, resulting in a model with 16 topics, which were further grouped in "public" and "private". For each topic, discursive analysis of random sample of 200 tweets was carried out. The findings suggest that such media tendencies as conceiving of developments in distant places through the prism of international politics dominated by conflicting national interests, were the most prominent. However, there were tweets where users combined their private interest with public concerns about Ukraine's residents, suggesting that performances of the self on Twitter (Marwick and boyd 2011) may serve as a foundation for the attitude of openness and responsibility towards distant others.

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## Submission ID

2909

# **Deliberative democracy in the Internet context: A comparative study of 177 countries from 2000 to 2018**

## **Authors**

JIA LU - Tsinghua University

ZIKUN LIU - Tsinghua University

## **Abstract**

The topic fits perfectly this year's conference theme – “Reimagining the digital future: Building inclusiveness, respect, and reciprocity”. Inclusiveness, respect, and reciprocity are core values of the concept of deliberative democracy, which is examined in the new informational context created by the Internet technology.

As one of primary sources of political legitimacy, deliberation is essential to democracy. Deliberative democracy has three major functions – epistemic, ethical, and democratic. The epistemic function is to build reciprocity, which is grounded in the common good of all the citizens involved and is realized by using reasoning to deliberate. The ethical function is to promote mutual respect among deliberative citizens. The democratic function is to achieve inclusion of multiple and plural interests, voices, and concerns on terms of equality. Being inclusive takes two forms. One is through representation, referring to elite deliberation in representative legislature. The other is through participation, engaging large numbers of ordinary people in public deliberation. Elaboration on these functions reveals five core dimensions of deliberative democracy – reasoned justification, common good, respect counter-arguments, range of consultation, and engaged society.

As a communicative activity, deliberation is dependent on media technologies and is responsive to technological development. The rise of the Internet attracts an increasing number of studies to explore its effects on deliberative democracy. They were conducted at different levels from various perspectives and reported controversial outcomes. The optimistic side believes that deliberative democracy is improved by the Internet, which makes up for deficiency of the existing deliberative system. The pessimistic side worries that the Internet sabotages deliberative democracy by fragmenting its organizational base.

In light of the debate, this paper carried out a cross-national comparative study to explore the Internet's impacts on deliberative democracy. From the systemic approach, deliberative democracy was conceptualized as a tri-level system consisting of state institutions, public sphere, and civil society. From the ecological approach, the Internet was conceptualized as a context in which deliberative democracy occurs. The degree to which the Internet changes the informational context was adopted to predict deliberative system. Using the data from *Varieties of Democracy* (V-Dem) and the United Nations, this paper conducted a panel study with a sample of 3,363 units in 177 countries from 2000 to 2018.

Specifically, reasoned justification, common good, respect counter-arguments, range of consultation, and engaged society were adopted as dependent variables. The Internet penetration was adopted as the independent variable to specify the degree to which the informational context was shaped by the Internet. In addition, public sphere and civil society were included to explore how the Internet penetration moderates their effects on dependent variables.

The statistical results show that the Internet penetration strengthens common good and engaged society but weakens respect counter-arguments. In the meanwhile, the Internet penetration strengthens the effects of public sphere on reasoned justification and range of consultation but weakens the effects of civil society on reasoned justification, common good, respect counter-arguments, and range of consultation.

## **Submission ID**

3138

# **Representations of Inequality in Global Television News**

## **Authors**

Alexa Robertson - Stockholm University

Nadja Schaetz - Freie Universität Berlin

## **Abstract**

Digital futures build on a hybrid present. As Chadwick (2017) has convincingly argued, the contemporary media system is characterized by interactions among 'old' and 'new' media and the genres and norms associated with them. Authors like him and Noble (2018) remind us that biases in and exclusions from representations in media that pre-date the digital era are inherited and perpetuated by the digital media that preoccupy so many scholars. If the digital future is to be reimagined, it is thus necessary to be clear about representations in the hybrid present - in hybrid media such as global television, which is disseminated online as well as on screen. With this conviction as its starting point, our paper examines representations of social inequality, including information inequality and the technological divide, in four global television news outlets between 2009 and 2019. The work of Al Jazeera English, BBC World, CNN International and Russia's RT in 'framing inequality' for global rather than national audiences (the focus of Guardino 2019, among others) is analysed by comparing how representations vary according to the 'place' of news (Usher 2019), what attention is paid to which inequalities, and whose voices are heard. The empirical study is conducted in two steps. The first is a content analysis of programmes broadcast in four years of constructed weeks (covering 2009, 2011, 2014 and 2019). The second is a closer reading, informed by narrative method, of selected news items relating to our shared - or fragmented - digital future. Taken together, the results of the two empirical steps form the basis for a discussion of whether global news in the hybrid present can be thought more likely to highlight the nefarious costs of connection (Coudry & Mejias 2019) or, conversely, to foster the connectivity envisaged by cosmopolitanism (Robertson 2010, 2015), which can be thought to help reinforce the values that

abet inclusiveness, respect and reciprocity, as advocated in the conference theme. The paper reports preliminary findings from a 4-year project about the communicative dimension of inequality under globalization.

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## **Submission ID**

3158

# **A study on intercultural difference on emotion recognition of motion stickers: based on Chinese and American participants**

## **Authors**

Guangyu DONG - Ph.D Student of Communication University of China

LEI Wang - Faculty of Humanities and law School, Inner Mongolia University Of Science & Technology

## **Abstract**

Short and silent gif motion-pictures, which people widely use today on mobile devices and instant messenger, play an essential role in the daily scenario of emotional communication via computer-mediated-communication, known as stickers or "Biao Qing Bao" in Chinese. Previous researches on relevant topics have proved there exists a misunderstanding of non-verbal symbols when people

use it in digital communication. This research takes the cultural difference as the central aspect, tries to study the intercultural difference of peoples' recognition of motion stickers, which users frequently used in mobile and desktop instant message applications.

The research collects emotional recognition result data from both Chinese and American participants via a web-based experiment. In the experiment, a participant firstly sees an emotion word that the program randomly selected from the word list consists of 17 words. He or she should choose one from the picture pair as the preferred image, which can express the given emotion words. After data collection, the researcher converts choices on motion stickers pairs from participants into scores of emotion strength via the TrueSkill algorithm developed by Microsoft. All further analyses based on converted ratings.

The research found that both data from Chinese and American participants show excellent consistency in each emotional word ( $r_{\min} > 0.6$ ). The study argues that facial expression of motion stickers can spread out recognizable emotions.

Further factor analysis indicates that there are several 'basic' emotional patterns in recognition of facial expressions of motion stickers on given emotion words, but the emotion pattern is not universal; it is partially interculturally consistent.

Firstly, in the result of the factor analysis of Chinese data, there exist several items that have negative loads on factors. It means that the corresponding component has a reversed effect on the given emotional structure. In detailed comparison, when classifying all emotion words into four factors, the data will result in the best solution, and Chinese and American share 3 of 4 factors in total, which provide evidence support that emotional recognition is interculturally consistent.

Secondly, in Chinese data, no corresponding 'dislike' factor exists in American data. In the meantime, there is a lack of relevant 'humiliated' factor in American data compared to Chinese data.

Lastly, emotional words that integrated as each unique factor dissolve into the other set of data. Specifically, for Chinese participants, happy absorbs 'dislike' and those two factors become an integrated concept, just like both sides of a coin. Correspondingly, the 'ashamed' factor from American participants disintegrates and reintegrates with other emotional words, resulting in a new 'humiliated' factor in Chinese participants. The researchers hold the opinion that liberal and individualistic cultures may have a possible impact on peoples' emotional recognition.

In brief, the emotional recognition of motion stickers used in online communication derives from consensus created by media products. Its cross-cultural difference reflects the influence of a macro concept of social and culture, like social norms and language.

## **Submission ID**

3229

# **Does Food Affect Attitudes Towards the Country? A Study on the Impact of Food-related Short Videos on Chinese Attitudes of Overseas Audiences**

## **Authors**

Hanqing Jin - Shanghai Jiaotong University

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## **Abstract**

Previous studies on the effect of short videos on national image mainly focused on national promotional films, such as the discourse analysis of overseas media on China “National Image” promotional film (Liu 2011) and the examining of the effect of short videos on social media (Dong and Tian 2015) to evaluate national image. In recent years, the research on the influence of cultural short videos on national image has attracted global attention. Advertisements were found to be more persuasive if they reflect traditional culture (Chan and Cheng, 2002). In a later study (Golan and Zaidner, 2008), they used Taylor’s six-segment message strategy wheel as the theoretical framework to study the positive implications of cultural value during the information transmission. From the aspect of communication strategy, the property of Chinese Yi culture has a significant impact on the virality of food-related short videos (Zhou 2019). Food is the main focus in the study’s analysis of short videos, as food reflects the characteristics, values, religion and social history of a culture (Vidal Claramonte, M<sup>a</sup>Carmen África 2017). Nowadays, food-related short videos have become one of the most popular types of cultural short videos on YouTube. With reference from prior research, this study utilizes UGC short videos as the research platform, cultural food-related short videos as the research content, and viewer’s attitude change as the research core, to explore whether food-related short videos have an impact on the attitudes of overseas audiences. In this study, the authors discuss whether food-related short videos will change the attitudes of overseas viewers and improve the favorable impression of the country. We used the Stimulus-Organism-Response (SOR) Model (Mehrabian & Russel, 1974) as the fundamental concepts approach, defining food-related short videos as the stimulus, the participants as the organism, and the attitude change of the participants as the response. Based on the literature by Kagan (1980), we define the attitude change of overseas video viewers as the dependent variable. The independent variables are determined from the video characteristics and food imagery content. We choose colorfulness (Hasler and Süssstrunk 2003), arousing and relaxing colors (Elliot & Maier 2014), back-ground music (Tsuyoshi Moriyama and Masao Sakauchi 2002), length (Steffen Lo<sup>w</sup>1 • Holger Erne<sup>2</sup> 2015); tastiness, fillingness, healthiness (Carels, Konrad, & Harper, 2007; Oakes, 2006; Raghunathan, Naylor, & Hoyer, 2006; Schuldt, 2013), food safety (Godette, Beratan, & Nowell, 2015), and aesthetic appeal (Schifanella

et al. 2015). The research utilizes the Likert Scale to measure the attitude change of the participants when they see the videos and the degree of change. The objective is to explore whether food-related short videos can change the attitudes of overseas viewers toward the country and to examine which variables influence attitudes and the relationship between attitude change and the variables. As a result, the study is aimed to find the impact of the user-generated content on the public attitudes towards nations and to provide a strategy to increase the influence of short videos on the building of national image.

## **Submission ID**

3254

# **Who says what to whom? A production study of the contemporary representations of DR Congo and Belgium by Congolese and Belgian journalists.**

## **Authors**

Elke Mahieu - Ghent University

## **Abstract**

For many years the 'European world' was perceived to be the dominant producer of representations of 'Africa' (Bunce 2015; Gallagher 2015; Hawk 1992). Said 'western' representations were often criticized by media scholars for articulating colonial and Afro-pessimistic discourses (Hawk: 1992; Toussaint: 2016). Although Europe, being a continent of former colonizers, for a long time 'assumed the right to create images of Africa' (Gallagher 2015), previous research fails to take into account the nature and purpose of these representations. As Gallagher (2015: 3) states, an 'image is a product of relationships between the place, the people being imagined, and those on the outside who are engaging with them'. It should thus be seen as 'created by both parties in a relationship', rather than created by specific actors. Following Gallagher's (2015) relational approach we want to challenge previous research in two ways. Firstly, by adopting a reciprocal way of looking at news production and representation, including Western as well as African media. Secondly, by conducting a textual as well as a production study.

This paper focuses on the production of contemporary representations of Belgium in the media of Democratic Republic of Congo (Kinshasa) and vice versa, of the DR Congo in the Belgian media. Thereby focusing on the question if and how colonial discourses play a role today. This paper is informed by the findings of a textual analysis following the method of Critical Discourse Analysis (Fairclough: 2010). We analysed articles (N=81) that were published during one month surrounding the closure of the Schengen House in Kinshasa in 2018. Content was selected from six Belgian newspapers and four Congolese printed and online newspapers. Results suggest a dominance of discourses of development and democracy (Abrahamsen 2000), where the focus lies on problems in the Congolese governing and where Belgium is presupposed to have a role in reaching certain

development goals in DRC. Specific anti-colonial discourses were mostly present in articles that gave a voice to political actors of the government in power.

Following the textual analysis, we are examining the discursive practices surrounding these texts by applying newsroom observations, reconstruction interviews (Reich 2009) and in-depth interviews (Mortelmans 2007) with nineteen Congolese journalists who work in Kinshasa's news rooms, one Congolese Brussels based correspondent and six Belgian journalists. Although work in progress, preliminary findings point towards important structural and contextual factors that call our earlier textual findings into question. These are linked to structures of ownership of the Congolese online and printed press, daily obstacles of the Congolese journalists regarding amongst others access to information and financing, which often clashes with their own ideas of 'good journalism'. In addition, our study reflects on the position of the (Belgian) researcher during the interviews.

## **Submission ID**

3267

## **Blockchain in media res: Using STS to examine Blockchain**

### **Innovation in China**

#### **Authors**

Sophia Han - Simon Fraser University

#### **Abstract**

The first successful application of a blockchain dates back to the early '90s, but since then, applications and understandings of this technology have continuously evolved while hype around its most famous byproduct, the cryptocurrency, has flourished. As a relatively recent innovation in Information and Communication Technology (ICT), blockchain technologies have the potential to transform the way we store, transfer and authenticate information in a network (Swan, 2015; Han, 2018). As corporate and government stakeholders take an increasingly active stance on its development and regulation, it has become important for scholars from various disciplinary backgrounds to join the conversation. The underlying hash-inscription process that powers a blockchain network is algorithmic, and while much research has been done in critical algorithmic studies, they have tended to focus more on the material conditions that produce the technology (Dyer-Witherford, 2019; Hews, 2017; Zuboff, 2019) and less on the design and ideation of a technology during its nascent stages.

This work attempts to model an interdisciplinary approach that is interventionist by combining a framework from critical discourse analysis with concepts drawn from science and technology studies (STS) and the work of American sociologist, Susan Leigh Star. I examine reports by Xinhua and the China Daily following a group study session of the CPC Central Committee Politburo that occurred on October 24th, 2019. The event saw remarks by Xi Jinping speaking out in strong favour of the technology's adoption. Soon after, the CPC announced that its members could pledge their

party loyalty on a blockchain via an app. Since then, both the UK-based paper, the Independent and cryptocurrency news source, cnLedger, have reported that anti-blockchain sentiments have been removed on Chinese social media, Binance Research has released a report about a new “China coin” — a proposed Chinese Central Bank digital currency, and the China Daily has reported on the use of blockchain technology in the fight against Covid-19. Meanwhile, China’s National Development and Reform Commission quietly removed cryptocurrency mining from its list of banned industries (cryptocurrencies have been banned since 2017).

I discuss these reports in order to show how the technology is partially emerging from an “incubation” stage. The “incubation process” is an STS term describing the institutional practice of removing technologies to controlled environments so that they can be studied, tinkered with, and allowed to develop in a way that is of benefit to powerful stakeholders (Feenberg and Callon, 2010). By examining recent developments in China from an STS lens, we can pose questions on the reasons why a technology is incubated and adapted and how it might be transformed on both the material level (in terms of circuits, networks and infrastructure) and immaterial level (ideological and imaginary). It is an interventionist approach that may help us better understand how a technical object comes to be associated with certain social meanings and values — what might be referred to as its cultural encoding. This, in turn, allows us to critique the way technologies are transformed and used to do the work of organizations.

## **Submission ID**

3482

# **United Nations Discourse of Peace-building in the Democratic Republic of Congo: Implications for Regional Security**

## **Authors**

William Tayeebwa - Makerere University Department of Journalism and Communication

## **Abstract**

The United Nations (UN) in her peace-keeping and peace-building operations in Africa produces radio programs that it broadcasts to populations. In the Democratic Republic of the Congo (DRC), the United Nations Organisation Stabilisation Mission in the Democratic Republic of Congo (MONUSCO) operates Radio Okapi, a network that covers the entire country. This conference paper presents findings from a research project that examined the peace-building frames discernible in the *Radio Okapi* broadcasts to determine whether the UN through its radio advances a liberal peace-building agenda, set against alternative approaches proposed by other actors in the country and region.

A ‘concurrent nested’ mixed methods design was used to analyse the framing of the discourses in the broadcasts during three months of October to December 2019. The emergent frames were discussed during interviews with key actors in the country and the region to ascertain the extent to

which the UN appreciates alternative Afrocentric approaches of peace-building in the country. Findings show that while alternative approaches of peace-building such as ‘restorative justice’, ‘solidarity’, ‘forgiveness’ and ‘healing’ are discernible in the broadcasts, the dominant framing favors the western-centric ‘liberal peace-building’ agenda.

**Keywords:** DR Congo; *Radio Okapi*; peace-building; peace-journalism; liberal-peace; framing

### **Submission ID**

3593

## **Social Movements and the Protest Paradigm: An Analysis of Media Framing in French and German Newspaper Reporting on the Yellow Vests Protests and the Pro-Democracy Uprising in Hong Kong**

### **Authors**

Melanie Radue - Friedrich-Alexander-Universität Erlangen-Nürnberg

Susanne Merkle - Friedrich-Alexander-Universität Erlangen-Nürnberg

### **Abstract**

The so-called protest paradigm explains how the mass media tend to focus on negative features of social protests and how negative media frames are used to marginalize social movements. We analyze if the protest paradigm is present in the French and German newspaper reporting on the *gilets jaunes* (yellow vests) movement in France that started in November 2018 and the pro-democracy uprising in Hong Kong sparking with the protests against the extradition law in summer 2019. Both movements have drawn international attention due to some of the most violent street clashes the countries have witnessed in decades. The yellow vests demonstrate their anger at economic and social inequality and political immorality. Unlike other movements spreading recently in Europe, the yellow vests can be considered a truly grassroots movement. Their rejection of leadership and its decentralized organization reflects the mistrust in the capability of the government, parties, unions and other organizations to solve economic and social grievances. In contrast, the Hong Kong protests are driven by the pro-democratic and anti-Beijing political camps that support democratization and demand the right to self-determination. Both movements call for more consideration of their fundamental needs against the background of policies which are elite oriented and fail to address a great part of societies’ well-being. The supporters feel the established powers failed them in different manners, at the same time they share the sentiment of being omitted in their fundamental rights and needs.

Comparing German and French media coverage of social protests seems pertinent under various aspects. Germany does not share France’s deep tradition of revolutionary uprisings and both

countries differ in their journalistic culture and journalistic role perceptions (Hanitzsch, Steindl & Lauerer, 2016; Mercier, Frost & Hanitzsch, 2017). This leads to our assumption of a differing media coverage of social movements in the two media contexts. Additionally, we assume that the protest paradigm is more apparent in the reporting on social movements in liberal democratic contexts, as they question the functioning of the existing social order and the powerholders, than in the reporting on movements in non-democratic contexts, because they support demands for a liberal democratic social order.

By means of Entman's (1993) concept we evaluate how the German and French press frame the social unrests. In a quantitative content analysis, we examine the use of negative framing to "weaken the influence of social protests in public opinion" (Xu, 2013, p. 2412). Guided by the assumptions of Herman and Chomsky's Propaganda Model (2002) and Bennett's Indexing Theory (2016) we find that the protest paradigm is context dependent. Our results indicate that a marginalization does not dominate the reporting and has different levels of impact. While we did find a certain level of marginalizing frames, notably in the German coverage, yet overall positive frames are more prominent in both countries' newspapers. Instead of a stringent marginalization of the civil movements we also find frames with negative moral judgements of the governments which opens up our analysis with additional frames for the breaches of the established powerholders.

## **Submission ID**

3606

# **Dimensions of National Image and Their Mutual Heterogeneity: A survey-based study of university students in China and South Korea**

## **Authors**

Chunying Wen - Comm

## **Abstract**

### **Background and theoretical approach**

National Image is a complex construct. Among others, image dimensions are a cornerstone for national image studies. Questions include what factors and dimensions construct a national image, how national image is formed, and what is the dynamic mechanism of those factors, are basic inquiries into national image theory. The existing studies on national images have premised on two basic approaches, namely essentialism and constructivism. Building upon the constructivist approach, this study raises a construct of mutual heterogeneity of national image. Two aspects of the national image heterogeneity are identified, which are external heterogeneity and internal heterogeneity. External heterogeneity means that there is a significant difference in the constructing dimensions of national images in respective countries and the elements which compose these

dimensions accordingly. Internal heterogeneity happens when people in the same country evaluate the other country concerning the same issue in a polarized way. Combining marketing, international relations, and communication perspectives to construct basic dimensions of national image, this study aims to demonstrate and test the legitimacy of the construct of mutual heterogeneity of national images and discuss its theoretical and practical implications.

### **Research questions**

This study puts forward two-level research questions as follows:

RQ1-1: What are the dimensions of national image?

RQ1-2: What are the factors that construct the dimensions of national image?

RQ2-1: Is there a mutual heterogeneity in the national images when observing two associated pair countries?

RQ2-2: What are the attributes of heterogeneity of national images?

### **Data Collection and Analysis**

China and South Korea as a pair of subject-object countries are chosen for this study. The survey was conducted between November 2017 and January 2018 among university students in China and South Korea. In total, there are 357 respondents from China of which 105 are male (30%), and 252 are female (70%) with an average age of 19.20 years old. In South Korea, there are 397 respondents, of which 141 are male (47.5%), and 156 are female (52.5%) with an average age of 20.83 years old.

This study adopted an exploratory factor analysis method to extract the factors that compose national images. Furthermore, in order to locate the priority of those factors, the stepwise regression analysis is employed. A 27-item scale to measure the dimensions of national images based on 5 Likert measurement and semantic differential method is used as well.

### **Findings**

The study finds that there are some common dimensions between object-subject countries, but the order of priority reveals much more information than factors. Among various dimensions, culture is prominent both in terms of external and internal heterogeneity. Chinese and South Korean people released distinct opinions concerning cultural similarity, and the evaluation of the cultural power of the other country within the same country showed a significant inner discrepancy. This study empirically supports the construct of heterogeneity of national images, from both external and internal aspects. The evidence from this study implies that national image is, in nature, a cultural phenomenon instead of national power, media representation, and identity.

### **Submission ID**

3659

# **Caribbean Media Dreams - What kind of journalism Cubans in Havana want (ESN/INC)**

## **Authors**

Alexis Mirbach - Ludwig Maximilian University of Munich

## **Abstract**

This study on Cuba's journalism from the perspective of Cubans is the starting signal for an internationalization of the German research project "Media Future Lab". The Media Future Labs are a response to the crisis of confidence in the (Western) media. In them, "ordinary citizens" construct an ideal media system according to the method *Zukunftswerkstatt*. The method follows the sequence of events: criticism, utopia and concrete measures - and is transferred to a communist media system on a different continent for the first time in this study.

The fact that Cuba has a political system with limited freedom of the press makes it more difficult to conduct a Media Future Lab than in Germany. Due to this restriction, there is virtually no public university research on the attitudes of Cubans towards the political system in general and the media in particular. But the more difficult conditions make the results of this Cuban Media Future Lab with 9 participants in Havana in January 2020 all the more interesting.

In order not to fear repression, Cubans in their country hide their political opinions and are reluctant to give interviews. In the German Media Future Labs, 8 to 25 participants work *together* in one room. To maintain confidentiality, the Cuban participants discussed separately in four individual groups. The selection was based on the two criteria "basic political attitude" and "social status", resulting in the following groups: "functionaries" vs. "opposition" and "street people" vs. "physicians". Since all participants come from the center of Havana, it can be assumed that they are fundamentally more critical of the political system than Cubans living in the countryside. All participants are around 50 years old and thus belong to the "periodo especial" generation.

In the criticism phase, it becomes apparent that all respondents - including the "functionaries" - criticize that Cuban journalism is state-controlled. This includes points of criticism such as one-sidedness, journalists as mouthpieces, half truths or repetition. But also the foreign media of exiled Cubans from Miami or US-American news channels were strongly criticized - up to: "The same with more money". The Internet, on the other hand, is praised by all respondents because it has broken the state news monopoly, brought new truths to the island and opened Cuba up to the rest of the world.

In the second phase, the utopias of journalism, the findings were divided into five blocks: professionalism, material equipment, expansion of content, social journalism and musical journalism. The question of how the utopias can be turned into reality leads the participants in the third phase to the very big question: does their dream of journalism need radical system change? Or the lifting of the economic blockade by the USA? The participants will also provide numerous ideas

on how journalism can be improved within the reform course under President Díaz-Carnel and thus achieve more trust among the Cuban population.

In the end, the results are compared with those from the German Media Future Labs.

### **Submission ID**

3747

## **THE IMPACT OF NETFLIX ON TURKISH CULTURE: THE CONCEPT OF AUTHENTICITY IN THE SERIES “THE PROTECTOR” AND “THE GIFT”**

### **Authors**

Can Diker - Üsküdar University

### **Abstract**

Netflix, which was established as a DVD buying and rental company in 1997 and has continued to grow as a movie streaming service since 2007, is undoubtedly one of the most important and profitable Silicon Valley ventures of the 21st Century. As of 2010, Netflix has managed to announce its name worldwide by going out of the USA and internationalizing, and the company has more than 167 million paid subscribers by the end of 2019. It was seen that Netflix, which produced the first original series in 2013 and now has released nearly 371 originals only in 2019, will not only remain as digital distribution and display platform but will also operate globally as a production platform as well. Since January 2016, the Company has also started its activities in Turkey. Netflix, which has been providing Turkish subtitles and dubbing services for its existing content for a while, brought its first Turkish original series, “The Protector”, and its second Turkish original series “The Gift” to its subscribers in December 2019. The fact that Turkish TV series can meet with viewers on a global scale through Netflix has allowed the current series production, distribution and display system to change. Producers and directors now have the opportunity to internationalize by negotiating with Netflix, without having to look for a chance to be shown on their own national television channels, trying to find new customers in TV series festivals and worrying about success in the TV market of a different country. Netflix’s Turkish original series’ audiences, both national and international viewers, have a chance to watch the series' narrative within Turkey's major touristic locations. Thus, viewers experience Turkish culture in a touristic context, blended with authentic and mystical features, which may go wrong and might end with stereotyping of culture in an orientalist perspective. In this research, the economic and cultural consequences of internationalization, created by the co-production of “The Protector” and “The Gift” series in partnership with Netflix and Turkish producers, will be evaluated.

### **Submission ID**

3847

# **Cultural proximity and the reception of international news channels in Latin America**

## **Authors**

Pablo Sebastian Morales - School of Media and Communication, The University of Leeds

## **Abstract**

As the second most spoken language in terms of native speakers, Spanish has long been a popular choice among news channels trying to expand their international reach (e.g. CNN, Deutsche Welle, etc.). A phenomenon less studied is the proliferation of non-western news outlets broadcasting in Spanish and their impact in Latin American countries. Instrumental to the public diplomacy strategies of their home countries, their effect is still subject to debate due to a lack of reliable data on viewership. As part of a larger research project that explores whether international news channels can have a future in Latin America, this paper discusses the role of cultural proximity among audiences and their perception of international broadcasters such as CGTN (China), RT (Russia) and HispanTV (Iran). Originating in countries that are both geographically and culturally distant, it is pertinent to explore viewers' attitudes towards this type of international news channels. This study uses a framework of analyses grounded on audience research and perception of mediated messages as conceptualised by scholars from Latin America. It explores three research questions: What sort of a role plays cultural proximity in audience acceptance of international news channels? What aspects of cultural proximity play a more decisive role in the acceptance of international news channels by Latin American audiences? Based on a total of 13 focus groups conducted in Mexico and Argentina between September and October 2016, the findings are considered according to three main areas: language, style and professionalism. The findings show that cultural proximity is indeed a factor to be seriously considered, but it also needs to be understood in its multiple layers of analysis. As cultural systems shape the way people interact and communicate with each other, the cultural aspect also permeates to the way television programmes are designed, from the use of the language and the visual aspect, to the format of the programmes. As cultural and subcultural differences can undermine the perception by audiences, broadcasters need to learn how to navigate different cultural systems – including media systems – and understand how their messages will be perceived and interpreted by viewers overseas. Viewers in Mexico and Argentina appear to be avid for good quality news content and RT seems to be the one closer to fulfilling that need. Contrarily, CCTV-E seemed to be the furthest from achieving its goal, as it was broadly perceived as carrying the official views of the Chinese government, besides other issues.

## **Submission ID**

3857

## **Panel description - Television in Turkey: Local production, transnational expansion and political aspirations**

### **Authors**

Ece Algan - Loughborough University London

Yesim Kaptan - Kent State University

### **Abstract**

This panel stems from our edited collection which focuses on the rise of Turkish television in the global media landscape. As a lesser known emerging industry, television in Turkey has a rich history as a result of its complex sociocultural and political landscape formed partly through centuries-long interactions with both the Eastern and Western worlds and a turbulent relationship with modernity and Westernisation. By situating Turkish television within the contemporary global developments of international TV markets and its own national sociopolitical, economic and cultural dynamics, our panel will explore both the ripple effects of emerging industries' entrance into global markets and the political implications in the domestic realm of its transformation into a global growth industry. Analyzing the significant role of televised sports in the sociopolitical transformation of Turkey since the 1980 coup, Dağhan Irak's presentation will explore the ways in which globalisation and new technologies such as satellite television have altered the relationship between sports and television greatly toward the hyper-commodification of football under the new neoliberal order. Ayşegül Kesirli Unur's presentation will investigate female police detectives in three contemporary Turkish police procedurals, *Kanıt (The Evidence, 2010-2013)*, *Cinayet (The Killing, 2014)* and *Şahsiyet (Personality, 2018)* by building connections between the interest of the police procedural genre in feminist debates in the global context, and the influence of this interest on local remakes. In his presentation, Gökçen Karanfil will scrutinize TRT's engagement with transnational broadcasting since the 1990s by focusing on two different incentives behind TRT's transnational endeavors: (1) attempts to engage with the Turkish diaspora; and (2) strengthening the Turkish cultural presence in the Middle East and North Africa (MENA) region. Karanfil unpacks TRT's aspirations and transnationalization attempts by looking at the historical development of its global initiatives. In her presentation, Kumru Berfin Emre Çetin will cover the impact of Turkish television on the making of the transnational identity of the "twice minority" Alevi Kurds living in London. Drawing on in-depth interviews conducted with second-generation members of the Alevi Kurdish community, the author investigates how Turkish television contests the boundaries of their transnational social imaginaries.

Chairs: Ece Algan, Loughborough University London and Yesim Kaptan, Kent State University

Paper 1: Mediatisation and hyper-commodification of sports in the post-1980 Turkey, Dağhan Irak, University of Huddersfield

Paper 2: Representing Female Detectives in Turkish Police Procedurals, Ayşegül Kesirli Unur, Istanbul Bilgi University

Paper 3: Continuities and Changes in the Transnational Broadcasts of TRT, Gökçen Karanfil, Izmir University of Economics

Paper 4: Mediatized culturalisation through television: second-generation Alevi Kurds in London, Kumru Berfin Emre Cetin, University of the Arts London

### **Submission ID**

3859

## **Mediatization and hyper-commodification of sports in the post-1980 Turkey**

### **Authors**

Ece Algan - Loughborough University London

Daghan Irak - University of Huddersfield

### **Abstract**

Sports has a symbiotic relationship with television for decade, as it has always been one of the most marketable visual products, and the television is the most suitable medium to market football. The new technologies that have been introduced to television since the 1970s have altered this relationship greatly in a more commodifying way in each step. One of the most crucial aspects of this relationship is globalisation, which initially depended on satellite television and took sports' hyper-commodification to a whole new level. Turkey, which went through its massive transformation to a neoliberal rule following a bloody coup d'état in 1980 that practically razed the whole social and political structure, has since become an important example regarding the role of sports and television in a aggressively neoliberal setting. This paper aims to explain why televised sports has a remarkable role in the sociopolitical transformation of Turkey since the 1980 coup.

### **Submission ID**

3891

## **Representing Female Detectives in Turkish Police Procedurals**

### **Authors**

Ece Algan - Loughborough University London

Aysegul Kesirli Unur - Istanbul Bilgi University

### **Abstract**

Police procedural has been historically perceived as a dominantly masculine genre for continually revolving around the investigations of male police officers. In accordance with the patriarchal norms that pervade Turkish society, local variations of the police procedural genre have

conveniently appropriated this globally known convention and left little room for female detectives in their narratives. However, whenever they got a chance to be included in this male dominated universe, female detectives have been frequently depicted as relatively independent women but also submitted to the traditional norms of womanhood in an ambivalent manner. This chapter examines this hesitant position of female police detectives in three contemporary Turkish police procedurals, *Kanıt* (The Evidence, 2010-2013), *Cinayet* (The Killing, 2014) and *Şahsiyet* (Personality, 2018) by building connections between the interest of police procedural genre in feminist debates in the global context and the influence of this interest on local variations.

### **Submission ID**

3897

## **Continuities and Changes in the Transnational Broadcasts of TRT**

### **Authors**

Ece Algan - Loughborough University London

Gokcen Karanfil - Izmir University of Economics

### **Abstract**

This chapter traces the evolution of the Turkish Public Service Broadcaster with a focus on its transnationalisation. Drawing parallels between the changing dynamics in politics, culture and media in Turkey; contemporary cosmopolitan media cultures; and the continuities and changes in Turkish Radio and Television Corporation's (henceforth TRT) identity as a public service broadcaster, I shed light on the ways in which TRT has been engaging in transnational broadcasts since the beginning of 1990s. For this I elaborate on the ways in which transnational broadcasting processes in Turkey have been influenced by media transnationalisation around the world. I discuss two different incentives behind TRT's transnational endeavors. First, I elaborate on TRT's attempts at engaging with the Turkish diaspora around the world, later I articulate how, in more recent years, TRT sets out to exert a Turkish cultural presence in the Middle East and North Africa (MENA) region. The chapter aims to draw a general portrait of the concept of transnational broadcasting in Turkey with a specific focus on the country's public service broadcaster, TRT.

### **Submission ID**

3904

# **Mediatised culturalisation through television: second-generation Alevi Kurds in London**

## **Authors**

Ece Algan - Loughborough University London

Berfin Emre Cetin - University of the Arts London

## **Abstract**

Satellite television has not only provided migrant communities with stronger ties to their home countries but has also enabled second-generation migrants in particular to know more about their country of origin beyond their family ties. The aim of this chapter is to explore the ways in which Turkish television contributes towards the making of the transnational identity of the “twice minority” group of Alevi Kurds through what I call mediatised culturalisation. Drawing on seventeen in-depth interviews that I conducted with the second-generation members of the Alevi Kurdish community in London in 2016, I explore the role of Turkish television in contesting the boundaries of transnational social imaginaries of the second-generation viewers.

## **Submission ID**

3905