

Difference Analysis of the Global Times and the New York Times Reporting on US High Officials' Visit to China: Taking the Visits of Blinken, Yellen, and Kerry as Examples

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Abstract. This study delves into the differences between "Global Times" and "The New York Times" regarding the reporting of visits by high-ranking US officials to China. Through content analysis, a detailed comparative analysis of the reporting strategies, emotional tendencies, and multimedia narratives of the two media outlets was conducted. Both media outlets utilize forms such as text, images, and videos in their multimedia narratives. However, the selection of narrative content and form is influenced by their respective cultural backgrounds, technical capabilities, and audience needs. For example, "Global Times" aligns its content with the Chinese cultural background, whereas "The New York Times" emphasizes reporting in line with the American cultural background. Regarding emotional tendencies, distinct emotional tones are exhibited by the two media outlets. These tendencies relate to the media's social responsibility, cultural background, and audience positioning and resonate with the public's emotional reactions. It was also observed that the media's emotional tendencies might influence the public's emotional identification and participation, potentially leading to emotional biases or conflicts among the audience. From the perspective of reporting strategies, significant differences exist between the two media outlets concerning the selection of reporting themes, focuses, and angles. These differences might be attributed to the media's social responsibility, economic interests, and political stance. They also mirror the distinct approaches of the two countries in foreign policy, cultural exchanges, and public communication. In conclusion, this study unveils the intricate relationship between media reporting and the public's cognition, emotional responses, and behavior.

Keywords: Media Reporting; Emotional Tendencies; Multimedia Narratives; Reporting Strategies; Public Agenda.

1. Introduction

With the acceleration of globalization and the increasing complexity of international relations, the relationship between China and the United States stands out as a pivotal bilateral relationship in the 21st century. Interactions and engagements in various domains, such as economics, politics, technology, and culture, have gone beyond bilateral boundaries, influencing global governance, the international order, and the development trajectory of nations globally.

Being the world's two dominant economies, interactions between China and the United States carry implications not only for their respective economies and political landscapes but also for global stability and progress. In this context, high-level visits of American officials to China naturally draw international focus. Over recent years, the China-US dynamic has witnessed numerous fluctuations. From trade confrontations to technological disputes, and from South China Sea issues to the Taiwan question, tensions have been evident. Nonetheless, high-level exchanges and dialogues have been sustained. Official visits from individuals such as Blinken, Yellen, and Kerry to China post-June 2023 exemplify this engagement.

Anthony Blinken's role as the United States' Secretary of State marks a significant juncture in the China-US dynamic. Before this visit, numerous tensions and challenges had strained the relationship, accompanied by perceptions of intensified competition. Blinken's journey to China aimed not merely at alleviating these strains but also at redefining the diplomatic framework. The agenda included

dialogues with top-tier Chinese officials to find mutual ground on global challenges like climate change, nuclear disarmament, and regional disputes.

Janet Yellen, in the capacity of the U.S. Treasury Secretary, centered her China visit on economic and trade dimensions. Despite existing economic frictions, both nations acknowledged the imperative of collaboration. Dialogues during Yellen's visit revolved around trade equilibrium, financial market stability, and global economic governance. Additionally, discussions on collaboration in domains like digital currencies, fintech, and sustainable finance were prominent.

John Kerry, serving as the U.S. Special Presidential Envoy for Climate, had a distinct focus: climate change. Given the escalating global climate predicament, collaboration between China and the United States, the planet's top carbon emitters, is crucial. Dialogues during Kerry's visit emphasized achieving the Paris Agreement objectives, enhancing carbon market cooperation, and exploring collaborative ventures in clean energy technology and sustainable infrastructure. These visits underscore the multifaceted nature of the China-US relationship.

In the globalization era, both cooperation and competition exist between the two nations. The visits of these top-tier officials aimed at uncovering cooperation avenues while addressing sensitive relationship facets.

In today's rapid information dissemination age, media significantly influences public perceptions. Media not only conveys information but also offers a lens through which international events are observed and interpreted. This interpretation often reflects the media's cultural backdrop, values, ownership dynamics, and the nation's political and economic climate. Given its role as a primary information source, media portrayal of China-US relations is naturally under the spotlight.

Distinct media entities might present different perspectives on identical events. "Global Times" and "The New York Times," representing influential media in China and the United States, are research focal points concerning their portrayal of "American officials' visits to China."

"Global Times," a subsidiary of the "People's Daily," has since 1993 evolved into a significant international news entity in China, offering a global viewpoint to its readers. Conversely, "The New York Times," established in 1851, has cemented its global news reputation through investigative journalism and comprehensive international coverage. Comparing their coverage offers insights into media perceptions and interpretations of pivotal China-US events, highlighting the differences in media perspectives from both nations on diplomatic occurrences.

2. Literature Review

The significance of media in directing the public agenda is evident. Research by McCombs and Shaw unveiled the connection between media reporting emphasis and public concerns, indicating that media, to a degree, guides public focus [1]. This research determined that the public's focus on specific issues aligns closely with the media's coverage intensity of that issue. Entman expanded on the concept of news framing events, which subsequently affects public interpretation [2]. These frames extend beyond mere factual descriptions, encompassing interpretations and evaluations.

Tuchman delved into the news "construction" process, underscoring the selectivity inherent in news reporting [3]. The perspective posits that news doesn't merely "mirror" reality but also "constructs" it. Hall's investigations highlighted the influence of cultural elements on media information encoding and decoding, accentuating culture's pivotal role in news interpretation [4]. The proposition is that varied cultural backgrounds yield different event interpretations. Herman and Chomsky's analysis encompassed a wider scope, examining how diverse elements, including economic and political, mold news content [5].

Schudson perceived news as a societal product, probing its roles and implications across varied societal contexts [6]. This perspective views news not merely as information but as a cultural entity, with its societal role and significance evolving over time. Disparities in news reporting between China and the United States have consistently intrigued scholars. Zhao's investigations provide profound

insights into the contrasting media portrayals of the Tiananmen Square incident by the two nations, shedding light on the impact of cultural and political contexts on reporting decisions [7].

Lee, through a crisis management lens, assessed the divergent strategies employed by Chinese and American media during the SARS incident reporting [8]. This analysis suggests that such differences mirror the unique crisis management and public communication approaches of the two nations. Robinson's research delved into the interplay between media and government during international crises, emphasizing the reciprocal influence between media coverage and governmental diplomatic tactics [9].

Liu and Xu examined the contrasts in Chinese and American media portrayals of the South China Sea dispute, identifying notable disparities in reporting angles, emotional inclinations, and narrative techniques [10]. Wang evaluated the cultural distinctions and mutual impacts of Chinese and American media when covering international events, approached from a cross-cultural communication standpoint [11]. Zhang concentrated on media's strategic decisions in shaping the public agenda, positing that these decisions correlate with media's societal responsibilities, economic interests, and political affiliations [12].

In conclusion, the nexus between media reporting and public cognition, emotional reactions, and actions is a multifaceted system influenced by a myriad of factors.

3. Methodology

3.1. Research Design

The data for this study is sourced primarily from the official platforms and electronic versions of "Global Times" and "The New York Times." Both media entities are prominent news providers in China and the United States, recognized for their extensive influence and representativeness. To uphold the research's integrity and accuracy, news articles pertaining to the visits of Blinken, Yellen, and Kerry to China have been chosen as samples. The timeframe for these reports spans from June 2023 to the current date, ensuring the coverage's contemporaneity and pertinence. This study concentrates on the content presented by both media entities regarding visits by American officials to China, encompassing text, imagery, and other pertinent media materials. Emphasis is placed on reporting themes, emotional tendencies, strategic approaches, and cultural contexts.

3.2. Data Collection

Text Collection: Web extraction tools, specifically Scrapy, facilitate the automated retrieval of textual content from the official platforms of both media entities. For text extraction from electronic versions, OCR (Optical Character Recognition) tools are deployed. **Images and Other Media Materials:** Advanced image extraction tools are engaged to retrieve pertinent images and videos from the platforms. All acquired data is archived in a structured database. To safeguard the data's security and integrity, periodic backups are transferred to cloud storage solutions.

3.3. Data Analysis

The initial step involves preprocessing the amassed text data, which includes the elimination of stop words, punctuation, and other non-essential content. Utilizing Natural Language Processing (NLP) tools, the text undergoes tokenization, part-of-speech tagging, and named entity recognition. Based on pre-established classification criteria, the textual content undergoes categorization. The sentiment expressed in the reports is classified as positive, negative, or neutral. Furthermore, the reports are categorized based on their themes, strategies, and cultural contexts. Post data categorization, a deeper exploration into the content's intrinsic meanings and foundational reasons is undertaken. The objective is to discern the rationale behind a specific report's strategic or emotional direction and its correlation with cultural, political, and economic backdrops. Through this exhaustive research methodology, the goal is to equip researchers in pertinent domains with a comprehensive, profound, and systematic research blueprint. This will facilitate a thorough examination of the

disparities between "Global Times" and "The New York Times" in their portrayal of visits by American officials to China, as well as the foundational reasons for these differences.

4. Results

Utilizing Scrapy, a total of 150 news articles pertaining to the visits of Blinken, Yellen, and Kerry to China were amassed from both "Global Times" and "The New York Times." Of these, "Global Times" accounted for 80 articles, and "The New York Times" provided 70 articles. A qualitative research approach was adopted based on the relevant news articles acquired.

Initially, a keyword roster encapsulating positive, neutral, and negative sentiments was formulated. For example, positive keywords encompassed terms such as "cooperation," "success," and "progress," whereas negative keywords featured terms like "conflict," "disagreement," and "criticism." By quantifying the occurrence frequency of positive and negative keywords within each article, an initial sentiment evaluation of the article was conducted. Sole reliance on keywords might result in inaccuracies, as specific terms could possess varied emotional undertones across different contexts. Hence, a contextual examination of sentences and paragraphs within the articles was also undertaken to ensure accurate sentiment comprehension. Moreover, certain Natural Language Processing (NLP) tools, including TextBlob and VADER, were employed for automated sentiment analysis of the articles. These instruments can autonomously gauge sentiment based on textual content, offering a score that ranges from -1 (indicating strong negativity) to 1 (indicating strong positivity).

Utilizing the previously described methodology, an exhaustive sentiment analysis was performed on the news articles related to the visits of Blinken, Yellen, and Kerry to China from both "Global Times" and "The New York Times." The analysis revealed the following sentiment distributions: For "Global Times", positive articles constituted 45%, neutral articles made up 35%, negative articles represented 20%. For "The New York Times", positive articles constituted 30%, neutral articles made up 40%, negative articles represented 30%.

To ascertain the central themes of the news articles related to the visits of Blinken, Yellen, and Kerry to China in "Global Times" and "The New York Times," a structured analysis was executed. Natural Language Processing (NLP) tools facilitated the extraction of pivotal keywords and phrases from the articles. These extracted terms provided insights into the primary subjects of the articles. Given that the themes of articles are intrinsically linked to their context, a comprehensive contextual examination of sentences and paragraphs within the articles was undertaken. This ensured an accurate interpretation of the central themes. To bolster the precision of the analysis, a cross-validation process was implemented between "Global Times" and "The New York Times." This entailed juxtaposing the coverage of identical events by the two media entities to verify the consistency of their thematic focuses.

Utilizing the aforementioned methodology, the central themes of the news articles pertaining to "American officials visiting China" in both media entities were identified. These findings shed light on the primary subjects and areas of emphasis that "Global Times" and "The New York Times" prioritize when detailing visits by American officials to China. They also highlight variances in their reporting approaches and cultural contexts.

"Global Times" predominantly emphasizes Sino-US economic collaboration, cultural interactions, and the robustness of bilateral ties. Conversely, "The New York Times" places greater emphasis on interactions between American officials and Chinese senior officials, divergences in their approaches, and potential areas of contention.

Reporting strategies encompass the narrative methods, perspective choices, manner of information presentation, and emotional conveyance that media entities utilize when covering a specific event or topic. These strategies significantly shape the outcomes of this research. In the analysis of how "Global Times" and "The New York Times" detailed the visits of Blinken, Yellen, and Kerry to China, several analytical procedures were employed:

Narrative Technique Examination: The narrative techniques within the articles were analyzed to determine whether they presented straightforward factual accounts, editorial commentaries, or in-depth analyses.

Key Theme and Central Viewpoint Analysis: The articles underwent examination for prevailing themes and primary viewpoints to ascertain the media's main focus during event coverage.

Classification of Information: A detailed examination was conducted on the type of information showcased in the articles, encompassing factual details, statistical data, quotations, contextual background, and more.

Assessment of Emotional Undertones: The emotional aspects of the articles were evaluated, with emphasis on the use of emotive language and the incorporation of emotionally resonant imagery or videos. This offered insights into the media's direction of reader sentiment.

Comparative Verification: As a final measure, a comparative analysis was executed between the two media entities to pinpoint any differences in their coverage.

Through these methodologies, a comprehensive assessment of their reporting strategies was conducted. The results illuminate the distinct choices and differences in reporting methodologies between the two media entities and the potential reasons for such divergences. "Global Times" primarily employs a fact-based reporting approach enriched by expert commentary, highlighting the importance of Sino-US relations and the necessity for mutual cooperation. In contrast, "The New York Times" leans towards third-party viewpoints, historical context, and data-centric analysis, emphasizing the contrasting strategies of both nations and potential challenges.

Images play a crucial role in news coverage, enhancing the visual appeal of the report and emphasizing its thematic and emotional nuances. To delve into the essence of the integrated images, several analytical steps were undertaken:

Image Classification: The initial procedure involved categorizing the images within the reports, discerning whether they were portraits, landscapes, event snapshots, informative diagrams, among others. This offered insights into the foundational strategies the media employed in image selection.

Examination of Principal Elements and Settings: A meticulous examination was conducted to identify the primary elements and settings depicted in the images, such as high-level meetings, agreement signings, group photos of delegations, and more. This illuminated the key aspects the media intended to accentuate through visuals.

Emotional Component Analysis: The images underwent evaluation for their emotional attributes, taking into account factors like tone, brightness, and composition. The objective was to determine if the images conveyed specific emotional nuances, whether positive, neutral, or negative.

Interrelation with Textual Content: The correlation between the images and the associated text was analyzed to determine if the visuals aligned with the written narrative and how they augmented or supplemented the textual information.

Comparative Evaluation: As a concluding measure, a comparative analysis of the visual content was conducted, juxtaposing the visual elements from both media sources to identify any contrasting features.

Following these methodologies, a comprehensive assessment of the visual content was carried out, revealing the media's strategies in image selection, the narratives they aimed to visually emphasize, the emotional subtleties inherent in the images, and the harmony between visuals and text.

The results outline the strategies and differences in visual content selection and presentation between the two media entities and the potential reasons for such variations.

"Global Times" primarily incorporates visuals that depict cordial interactions between senior officials of both sides, the formalization of cooperative agreements, and collective images of the involved parties.

In contrast, "The New York Times" tends to emphasize visuals capturing the ambiance of conferences, the visits of US officials, and symbolic gestures of collaboration, such as handshakes between representatives of both nations.

With the evolution of digital media, videos have emerged as a pivotal component in news dissemination. Videos offer audiences a more direct and dynamic insight, augmenting the appeal and credibility of news narratives. To scrutinize the video content within the pertinent reports, the subsequent procedures were employed:

Video Categorization: The initial procedure entailed classifying the videos within the reports, discerning whether they were news narratives, interviews, live broadcasts, contextual overviews, and so forth. This elucidated the foundational strategies the media employed when curating videos.

Analysis of Principal Elements and Scenes: A meticulous examination was conducted to identify the core content and scenes encapsulated within the videos, such as meetings of high-ranking officials, orations, agreement formalizations, interactions among delegations, and more. This illuminated the focal points the media sought to emphasize through video content.

Analysis of Emotional Components: The videos underwent an evaluation for their emotional attributes, considering elements like accompanying music, tonality, shifts in camera angles, and more. The objective was to ascertain if the videos conveyed distinct emotional nuances, be it positive, neutral, or negative.

Correlation with Textual Content: The interplay between the videos and the associated text was analyzed to determine if the videos resonated with the written narrative and how they enriched or supplemented the textual information.

Comparative Verification: As a concluding measure, a comparative analysis of the video content was executed, juxtaposing the video elements from both media sources to discern any contrasting features.

Adhering to these methodologies, a comprehensive assessment of the video content was conducted, unveiling the media's strategies in video selection, the narratives they aimed to emphasize visually, the emotional subtleties embedded within the videos, and the synergy between visuals and text.

The findings delineate the tactics and variances in video content curation and portrayal between the two media platforms and the potential motivations for such distinctions.

"Global Times" predominantly integrates videos capturing the dialogues between the two factions, formalization ceremonies, and addresses by representatives from both sides.

In contrast, "The New York Times" emphasizes videos of orations by US dignitaries, exchanges between the two factions, and the historical context of the dialogues.

Such disparities in video content may mirror the media's distinct emphases and narrative methodologies when detailing the sojourns of American officials to China.

5. Discussion

5.1. Variations in Emotional Orientation

Upon meticulous analysis of reports pertaining to the visit of senior U.S. officials to China, distinct disparities in emotional orientations emerged between "Global Times" and "The New York Times". Notably, "Global Times" depicted a more affirmative, collaborative, and friendly sentiment in its portrayal of the event. This perspective prominently highlighted the prospects for mutual endeavors and shared objectives between the two countries, suggesting a hopeful perspective on Sino-U.S. relations. In contrast, "The New York Times" conveyed a more scrutinizing, cautious, and inquisitive sentiment. This perspective emphasized potential obstacles and challenges, presenting a more circumspect stance on Sino-U.S. relations.

Such evident disparities in emotional orientation can be traced back to several foundational factors. Firstly, cultural heritage is instrumental in shaping this disparity. China's cultural heritage, enriched by its vast history and customs, values harmony, mutual endeavors, and group cohesion. These cultural principles might have profoundly shaped the emotional orientation of "Global Times", leading its reports to emphasize mutual endeavors and unity. In contrast, the cultural heritage of the United States, anchored in its traditions of self-determination and freedom, values self-sufficiency, freedom, and individualism. This might have influenced "The New York Times" to adopt a more scrutinizing and cautious emotional orientation in its coverage.

Additionally, political alignment plays a significant role. As a prominent media outlet in China, "Global Times" might gravitate towards underscoring the importance and potential of Sino-U.S. collaboration, thus conveying a more affirmative sentiment in its pieces. This perspective reflects the Chinese government's positive view on Sino-U.S. relations. Conversely, "The New York Times", a leading media outlet in the U.S., might emphasize the national priorities and stance of the U.S., thereby conveying a more scrutinizing and cautious sentiment in its pieces.

Audience demand has influenced the emotional tendency in reporting. The primary readership of the "Global Times" consists of the Chinese populace, who may favor witnessing positive developments in Sino-U.S. relations and amicable ties between the two nations. Such expectations could prompt the "Global Times" to accentuate the positive and cooperative facets in its coverage. Conversely, the main readership of "The New York Times" consists of the American populace, who may exhibit greater concern regarding national interests, security, and stance, thus being more attuned to potential risks and challenges.

The variance in emotional inclination in reporting has led to significant impacts on the public. On the upside, it offers diverse viewpoints, aiding in a more comprehensive understanding of events; the emotional inclination enriches the narratives, enhancing their appeal; and it aligns with public sentiment, fostering greater interest and involvement. However, on the downside, an excessively pronounced emotional inclination can result in information distortion and bias, influencing objective public perception and response to events, and might even foster misconceptions and biases between Chinese and American audiences.

To mitigate these effects, it is advisable for media outlets to strive for more objective and holistic coverage, tempering emotional inclinations and sidestepping pronounced biases. Enhancing media literacy education is paramount, equipping the public with the skills to discern and critically assess emotional inclinations. Furthermore, bolstering exchange and collaboration between Chinese and American media entities is vital. Such initiatives can foster mutual respect and confidence between the media sectors of both nations, thereby bridging emotional inclinations and dispelling misconceptions.

5.2. Dynamic Interaction between Multimedia Narratives in Media Reporting and the Public Agenda

Following a comprehensive analysis of reports regarding the visit of senior U.S. officials to China, distinct disparities in the reporting techniques and methodologies between "Global Times" and "The New York Times" become apparent. Both media entities utilized an array of media formats, encompassing text, visuals, and videos, to craft their narratives. These multimedia narratives not only illuminate the profound variances in cultural encoding between the two entities but also engage dynamically with the public discourse. Such engagement markedly shapes the public's understanding and behavioral reactions to the event.

The genesis of this influence can be attributed to multiple pivotal factors. Primarily, the evolution driven by technological advancements in narrative construction is paramount in this disparity. Owing to the relentless progression of digital technology, contemporary media entities possess the capability to employ diverse formats to craft more immersive and captivating narratives. For instance, video content grants audiences a direct insight into the event's ambiance, while visuals can amplify the representation of crucial details. Furthermore, distinct cultural contexts may result in divergent choices of narrative formats by media entities. For instance, "Global Times" might gravitate towards visuals and videos resonating with Chinese cultural and historical nuances, underscoring principles of harmony, mutual endeavors, and group cohesion. Conversely, "The New York Times" might select content that aligns more closely with American cultural norms and principles, highlighting self-determination, liberty, and individualism. Finally, given the ubiquity of social media platforms and mobile devices, there has been a notable transformation in media consumption patterns. Such a transition might prompt media entities to emphasize interactivity and virality in their narrative format choices.

The multimedia narrative approach exerts a significant influence on the public. On the upside, it offers the public a multi-faceted viewpoint on information, facilitating a more comprehensive and profound understanding of events; the emotional inclination enriches the narratives, enhancing their appeal; and it aligns with public sentiment, fostering greater interest and involvement. However, on the downside, an excessively pronounced emotional inclination can result in information distortion and bias, influencing objective public perception and response to events, and might even foster misconceptions and biases between Chinese and American audiences.

To mitigate these effects, several measures are proposed. Firstly, media entities should be urged to partake in cross-cultural training, elevating the cognizance and sensitivity of journalists and editors towards multimedia narratives, ensuring the impartiality and accuracy of the content. Secondly, media literacy education ought to be intensified, equipping the public with the skills to discern and critically assess multimedia narratives, sidestepping misconceptions stemming from cultural encoding disparities. Finally, bolstering exchange and collaboration between Chinese and American media entities is of paramount importance. Such initiatives can foster mutual respect and confidence between the media sectors of both nations, thereby bridging cultural divides and dispelling misconceptions.

6. Conclusion

Following a comprehensive examination of reports pertaining to the visit of American officials to China as presented by both Global Times and The New York Times, this study has identified marked differences in reporting techniques, emotional orientations, and multimedia narratives. These differences not only highlight variances in cultural, societal, and audience perspectives between the two media entities but also have a significant impact on the public's understanding and emotional reactions. Starting with multimedia storytelling, both media entities skillfully utilize diverse formats, including text, visuals, and videos, to craft their narratives. However, the choice of narrative forms and content is shaped by their distinct cultural contexts, technological prowess, and audience preferences. For example, Global Times might prioritize visuals and videos resonating with Chinese cultural nuances, while The New York Times might gravitate towards content that aligns more closely with American cultural norms. Such differences not only illuminate the cultural encoding inherent to each media entity but also align with evolving media consumption patterns and anticipations among the readership. Moreover, in terms of emotional orientations, the two media entities display varied emotional tones in their coverage of the visit of American officials to China. Such emotional orientations are intricately tied to the media's societal obligations, cultural contexts, and audience demographics, and they also align with the public's emotional reactions. For example, should a media entity's emotional orientation be overly skewed or prejudiced, it could foster emotional biases or tensions among the readership. On the other hand, if the emotional orientation remains balanced and impartial, it can bolster the public's emotional resonance and involvement. From the standpoint of reporting techniques, both media entities demonstrate variances in their choice of reporting themes, focal points, and perspectives. Such differences might be attributed to the media's societal duties, economic considerations, and political alignments. For instance, Global Times might emphasize content that aligns with China's national priorities and reputation, while The New York Times might prioritize the integrity and neutrality of their journalistic endeavors. In conclusion, by comparing the reporting of "The Global Times" and "The New York Times", one can perceive the complex interplay between media narratives and public understanding, emotional reactions, and actions. This interrelation is shaped not only by the media entity's cultural, societal, and economic determinants but also aligns with the readership's media consumption patterns, emotional requirements, and cultural contexts.

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