

Capability Gap Between Chinese Media and Western Media on Twitter

by None None

Submission date: 04-Apr-2022 05:25PM (UTC+1000)

Submission ID: 1801187361

File name: 1.docx (143.68K)

Word count: 7114

Character count: 40837

Capability Gap Between Chinese Media and Western Media on Twitter

Abstract

This particular paper documents the findings derived from a research study that was conducted to assess the widening capability-gap between the Chinese and western news outlets on Twitter that is a leading news-based social media platform. The key objective of the research was to identify the reasons that are causing this capability gap to exist, to propose suggestions. To attain these objectives, the research data was collected from the Twitter accounts of People's Daily China that is a reputed Chinese media outlet, and The New York Times that is a leading American/western news agency. Based on the analysis of the research data, certain areas were identified in the practices of Chinese media that were causing the capability-gap to exist between the Chinese news agencies and their western counterparts. Using the results deduced from the findings, certain suggestions were formulated to mitigate the existing capability-gap between Chinese and Western news agencies.

Keywords: Chinese Media, Western Media, Twitter, Media Globalization, Propaganda Tool

Contents

Abstract.....	1
1. Introduction:	3
1. Methodology:.....	8
1.1 Research Data Collection:.....	8
1.2 Discourse Analysis:	9
2. Analysis:.....	9
2.1 Topics:.....	10
2.2 Business/Economy:	10
2.3 Politics/Diplomacy:	10
2.4 Social Affairs:.....	11
2.4.1 COVID-19:.....	11
2.4.2 Technology/Hacking:	12
3. Results and Discussion:	12
4. Suggestions:	14
5. Conclusion:	15
6. Reference:	17
7. APPENDIX-1:	21

1. Introduction:

Media has been a formidable source of news and its timeline dates before the invention of electronic means to broadcast news and information. During earlier days, print media was the only way for people to stay up to date with current affairs. However, the invention of the radio in 1895 enabled the wireless transmission of information and the first public broadcast took place in November 1920 (Marsh, 2020). Since then, the news media has not looked back and kept evolving with the technology age. Later, television introduced the world with multi-media and video broadcasts. However, 21st century has combined all these means of news-broadcast and the ability of the internet to transmit the information in real-time has empowered the news-channels and media houses to create their dedicated digital outlets for news-business. The evolution of the internet introduced the world to social media platforms (SMPs) and some of these platforms emerged to be the most popular socializing forums for people. The media houses took the opportunity and expanded their digital news-broadcasting services to SMPs. Among these social media platforms, Twitter is most popular due to its liberal freedom-of-opinion (FOO) and freedom of speech (FOS) policies (Olesya Tkacheva, 2013). Also, as a social media platform, Twitter is equipped with all of the necessary tools that any media house may find necessary to run their news broadcast. This is the reason that nearly all of the renowned media houses have a notable presence on Twitter and they manage their Twitter accounts (a unique Twitter username is known as a Twitter account) alongside their other news broadcasting platforms (Sharma & Goyal, 2018).

So far it is fairly evident that the internet has made communication a lot robust, another aspect that the internet has promoted is the globalization of information. Unlike the aforementioned means of news broadcasting that are limited to certain geographical locations, the internet has blurred down the geographical boundaries and now the media-outlets can publish their news to reach the entire global populace (MacKinnon et al., 2014). As mentioned, Twitter provides all of the basic tools that are necessary to set-up an online news-broadcasting outlet while providing a global audience to read those news-updates. At a glance, these attributes make Twitter an ideal platform for news publication; however, there is more to it (Ott, 2017).

Twitter started its operations in March 2006, and the western media quickly assessed its effectiveness and started using it as a news publishing tool. This approach enabled them to gain first entrant's dominance on Twitter and allowed them to collect a loyal audience. If described otherwise, western news outlets took advantage of being the pioneers in Twitter-based news

broadcasts (Enli, 2017). As mentioned, Twitter has very liberal FOO and FOS policies that empowered the western media outlets i.e., NYTimes, ABC, BBC, and Daily Telegraph to openly criticize the policies of the Chinese government. All this criticism was supported by western governments in-sight of the ongoing trade war and political issues between the Chinese government and their western counterparts. The Chinese media outlets did not take quick notice of the situation and when Chinese Media houses i.e., *People's Daily China*, *China Xinhua News*, *China News* eventually established their presence on Twitter, they experienced constant competition for the viewers' attention (Zheng et al., 2014).

Sighting the ineffectiveness of response, the Chinese government decided to ban Twitter within its territory; however, special permissions were granted to certain media houses and brands to use Twitter via a government-controlled VPN (Virtual Private Network) connection (Joyce Y. M. Nip and Chao Sun, 2017). This way, few Chinese media houses, and brands have been able to maintain their presence on Twitter and describe the narrative of the Chinese government and publish the inside news about ongoing affairs within China. As per available reports, the Chinese government also allocated funds worth \$1.3 billion/annum to mitigate the impact of western propaganda and to portray the positive image of the country by increasing the global presence of Chinese media. These steps showcase that the Chinese government has been aware of the importance of Twitter as a news-broadcasting platform (Enli, 2017; Joyce Y. M. Nip and Chao Sun, 2017).

As it has been established that western media is a dominant entity on Twitter while Chinese media houses struggle to match their pace; therefore, the objective of this particular paper is to provide scientific evidence of the capability-gap that exists between the western media and Chinese media on Twitter. This paper will also analyze the published content of both entities to determine their social media strategy, as well as the factors that support the success of western news outlets, to identify and recommend suggestions to Chinese media to fill the previously mentioned capability-gap.

If described briefly, the key objective of this paper is to analyze the content published by the Twitter accounts of leading Chinese and American media houses (in this case *People's Daily China* and *The New York Times* respectively) to determine the gap of capabilities that exists between these media houses to provide useful suggestions to Chinese news outlets to improve their strategy, encouraging them to kickstart their transformation to comply with global trends so they could describe their narrative more effectively.

As stated earlier, the western media outlets enjoy the benefits associated with being the first entrants to Twitter that enabled them to gain unrivaled dominance (Guo et al., 2019).

Whereas the Chinese media was a late responder, and it has lost its competitive edge by letting the western media houses strengthen their roots by establishing their credibility (Enli, 2017).

The term “capability gap” is a broad term and it cannot be limited to the strategy of Chinese media, but it also covers the “strong grounds” that the western media outlets possess. Although this gap of capabilities between previously stated entities has been visible since the start of their operations but it gained prominence after the arrival of COVID-19 when Chinese media and government-affiliated accounts tried to promote a Twitter trend under the hashtag “#USAVirus” but they did not succeed (Wang et al., 2020). Not only that this trend failed to collect any support from the global audience, but the response of western media outlets was also so focused and concrete that Twitter decided to temporarily suspend over 30000 Twitter accounts that were directly or indirectly associated with the Chinese government. This action did not only cause damage to the Chinese narrative but also started a controversy against the Chinese government and its involvement in shaping public opinion (Guo et al., 2019; Wang et al., 2020).

During a similar incident, the Chinese government tried to strengthen its claim on the South China sea and initiated a series of events in 2017. The Chinese government wanted the global community to take notice of the situation and started a Twitter trend “#SouthChinaSea”(Guo et al., 2019). In response to this action, Australian media launched a similar trend “#South_China_Sea” and started spreading the western narrative about the ongoing Chinese actions in the South China Sea region. Although the Australian tweets were a lot small in number, they still managed to suppress the Chinese narrative on the situation.

The above-stated events serve as a fine example to determine the existing capability gap between western media and their Chinese counterparts. This particular paper conducts a thorough analysis of the techniques and tactics employed by the previously stated entities to maintain/gain dominance on social media. Based on the available data, it can be easily deduced that Chinese national identity is the target of both entities. As described otherwise, China is a growing economy and a global marketplace; therefore, their government and its people want China to be recognized as a technology and industry hub (Prokscha, 2016). On the other hand, the west is very conscious about their national image as a technologically advanced region, and they are not ready to let another nation take this title away from them. This is the reason that supports the ongoing battle of dominance between the Chinese and western media houses (Zeng, 2019).

As mentioned in the previous section, the Chinese government has banned Twitter in their country since 2009; and since the government controls the internet within the country, it has

not been accessible to Chinese people since then (S. : Zhang & Runtian, 2016). Nevertheless, despite the unavailability of Twitter to its citizens, the Chinese government has allowed various affiliated news services providers i.e., Global Times, CRI, China Daily, People's Daily China, Sixth Tone, CGTN, CCTV, and Xinhua News. This approach signifies the Chinese government's determination to showcase a positive national identity to foreign nations. In other words, these news channels have primarily been established to smoothen the foreign nations' opinions about China, and the primary purpose of their existence lies in the promotion of positive Chinese national identity. As a result, their association/affiliation with the Chinese government is regularly questioned by the western media outlets and they perceive Chinese news accounts as Chinese state propaganda tools (Xiaoling Zhang, 2013).

Continuing the previous para, it is important to note that the Chinese government closely regulates and controls the content published by the Chinese media organizations on Twitter to maintain a positive impression about the country (Zhao, 2019). However, it is to be considered that each media organization may possess certain objectives that may not be in-line with the Chinese government's objectives. This practice has led to accusations from the western media organizations about the involvement of the Chinese government's agenda in the content published by Chinese news publishers that have somehow hampered the credibility of Chinese news sources on Twitter (H. Huang, 2015; E. Zhang & Fleming, 2005).

All in all, it can be deduced that the western media organizations have managed to obtain a positive reputation on Twitter, while the Chinese media accounts still struggle to establish their identity as neutral news sources. This scenario provides a vivid picture of the existence of a gap of capabilities between the western media and Chinese media regarding their Twitter news broadcasts (Zhao Alexandre Huang & Rui Wang, 2019).

To narrow down the discussion, the theme of this paper has been set to political, economic, and social affairs and this paper will conduct an analysis of the tweets published by both *People's Daily China*, and *The New York Times* to identify the differences between their publication strategies. The results of the analysis will not only help to scale the capabilities of Chinese media in comparison to western media's capabilities in regard to their publication styles on Twitter as a news-publishing SMP. Furthermore, the analysis will also provide a clearer picture of the trends that are followed by the Chinese and western media (Nip & Sun, 2018; Weller et al., 2014).

While following a sequential approach, the research has formulated the following research questions, and their justification in the coming section would fulfill the objectives of this research.

RQ1: How do Chinese and western media treat issues related to the economy, politics, and social issues within their respective country?

RQ2: How do Chinese and western media treat issues related to the economy, politics, and social issues of a foreign country?

RQ3: What capability gap exists between Chinese and western media regarding reporting of economic, political, and social affairs?

Previous researchers have conducted a very little amount of research work regarding the research topic and mostly their research work has been focused upon the study of certain political issues and their reporting-policies within Chinese and western media outlets. Nevertheless, most of the researchers maintained the stance that Chinese media outlets are subject to interference from their government while the western media houses do not face any direct interference from their government (King et al., 2017). If described otherwise, the previous researchers believe that western journalism enjoys the benefits associated with freedom of speech and the political structure of their country supports investigative journalism. These factors add to their credibility insight of a common newsreader. On the other hand, the Chinese media is heavily regulated by their government, and their narrative is inspired by the narrative of their government. This practice has led to the weakened credibility of Chinese news outlets insight of foreign readers (Guo et al., 2019; Wang, 2006).

Another factor that is highlighted by few researchers is related to the economic growth of China. Researchers believe that China has been rapidly advancing in terms of the economy over the course of the past few years, and the Chinese government is not willing to hamper the economic success by allowing the negative news to make its way outside China (Alistair Dieppe, 2018). This is another reason that the Chinese government regulates and controls its media outlets. The existing literature also highlights that China has grown into an economic superpower and its industrial success has encouraged western brands to outsource their manufacturing facilities to China (Gary D. Rawnsley, 2015). For this reason, many journalists and think-tanks in the west are not supportive of the Chinese government and its policies, as a result, they criticize the Chinese government and its media outlets (Xu, 2014).

Nonetheless, this research will consider the publications of western and Chinese media to cross-examine the observations of previous researchers and will reach a conclusion to attain the objectives of this research study.

2. Methodology:

As the name suggests, this section of the paper discusses the methodology employed by the researcher to collect and analyze the research data. For the sake of simplicity and ease of management, the section has been further broken down into two sub-sections, the first of which describes the sources of research data and discusses the merits, whereas the second part is related to discourse analysis of the collected research data (Coulthard, 2014).

2.1 Research Data Collection:

Since this research is related to the identification and assessment of gap in capabilities that exists between the Chinese and western news outlets; therefore, Twitter accounts of two reputed news sources were selected. The selection of Twitter as a news platform is supported by the fact that Twitter is China's primary source of communication with the foreign world and the Chinese government heavily relies upon the platform to share news about China. For this purpose, People's Daily China's Twitter account (@PDChina) was selected to collect the research data to represent Chinese news outlets for the research. The Twitter account has nearly 7 million followers. The Twitter account has been verified by Twitter and carries the "Chinese State-affiliated Media". As per the definition available on the Twitter website, the badge is issued to verified Chinese news accounts that are controlled by Chinese government officials. Being one of the largest news broadcasters from China, People's Daily China's Twitter account qualified the merit for the selection of research data (Nip & Sun, 2018).

For the sake of comparison, a western news agency's Twitter account was needed, and the researcher used the account of The New York Times (@NYTimes). The account has nearly 50 million followers, and it has been officially verified by Twitter (Giachanou & Crestani, 2016). Interestingly, unlike the People's Daily China, The New York Times has segregated its news categories into different accounts i.e., The New York Times Opinion, The New York Times Global, NYTimes en Español, etc. However, for the sake of simplicity, only the accounts that are published in the English language were considered, and their tweets were combined to make a uniform pool (Borra & Rieder, 2014).

The tweets were collected from both accounts during the period from 01-November-2020 to 06-February-2021 (98 Days). A total of 6706 tweets were collected from The New York Times while 3276 tweets were collected from People's Daily China during a similar period. The Tweets were manually sorted and analyzed. The basic statistics related to these tweets have been added to Appendix-1.

2.2 Discourse Analysis:

As described in the previous section, a very large pool of tweets was ⁶collected from the People's Daily China, and The New York Time's Twitter accounts, and it was manually sorted to be arranged in a timeline-style. Following a sequenced approach, the discourse analysis technique was adapted for its flexibility and simplicity. While selecting the tweets for analysis, the tweets were divided into three major categories based on their contents (Z. A. Huang & Wang, 2019). For instance, News Cutouts were separated from opinion and themed posts and each category was kept isolated from the other one to avoid ambiguity in results. It is important to note that, only the textual content of the tweets was considered for the analysis, and the tweets that did not align with the topic of this research were discarded during the first stage of the analysis process (Jones, 2016; Prokscha, 2016).

Later, during the analysis process, close attention was paid to avoid repetition of the content and additional tweets that carried similar content were discarded. The observations were then recorded and then sorted in the form of categories and sub-categories to incorporate transparency in the analysis process. The categories were then related to each other and similar categories were merged into each other to further simplify the analysis process, and align the findings with the research questions, as well as the objectives of this research (Nip & Sun, 2018).

3. Analysis:

This section conducts the analysis of the research data. After the tweets were sorted and categorized according to their type, the initial observation was about the differences that existed among them. As mentioned in the previous section, the study mainly focuses on the research data that is relevant to economic, political, and social affairs. Nonetheless, a clear difference was observed in the publishing strategy of both news outlets. For instance, most of The New York Times' posts were related to glamour, showbiz, Hollywood, lifestyle, Technology, Books, and Music (Sugimoto et al., 2017). While they have maintained separate Twitter accounts for business, and politics, and global affairs. On the other hand, People's Daily China's tweets were mostly related to the natural sights of the country. The Twitter account posts pictures of Chinese culture, nature, sceneries, with a secondary focus on Business, political relationships, and Chinese events (Jia & Li, 2020). If summarized, The New York Times's Twitter account offers a modern, futuristic layout of news related to the previously stated categories; whereas, the People's Daily China has a classical layout that combines colors, nature, and culture (Wang et al., 2020).

Nevertheless, as stated earlier, the irrelevant tweets were discarded and only the ones with relevance to the topic of the research were considered for the analysis. Further details about the tweets have been provided below with respect to their topic and themes.

3.1 Topics:

As stated earlier, this particular research study only considers the research data that is related to certain topics such as Business/Economy, Politics/Diplomacy, and Social affairs such as the COVID-19 pandemic (Boon-Itt & Skunkan, 2020). During the analysis phase, the tweets that were related to these topics were marked separately. However, the tweets that were related to these topics but carried vague or unclear information were discarded, and only the news-oriented tweets with clear classification were added to each topic, as discussed below.

3.2 Business/Economy:

During the data collection phase, it was observed that The New York Times manages a separate Twitter account for tweets related to business and the economy. However, The People's Daily China manages all these topics on its official Twitter account. As per the collected research data, a significant proportion (more than 55%) was related to China's economic success and its trade relationship partner companies. People's Daily China mostly reported the ongoing projects with Pakistan, Russian, and Sri Lanka while discussing the trade war with America. Also, the People's Daily China narrated the country's trade policies and how the leadership of the country is determined to be an economic giant while maintaining its close focus upon the mitigation of poverty from the country (Zeng, 2019).

On the other hand, The New York Times posted about futuristic technology and how companies are investing in artificial intelligence and space exploration. The majority of The New York Times' posts were related to investments and innovation. However, it is important to note that the Business/economy-related news was mostly broadcasted by The New York Times' dedicated business account and their frequency was much lower than that of People's Daily China (Chen et al., 2020).

3.3 Politics/Diplomacy:

In the segment of politics/diplomacy, a contrasting policy was observed in both accounts. People's Daily China mostly posted news about the statements issued by the Chinese president and there were few updates about any other members of the state. Nevertheless, the account contained information about other countries and China's relationships with them. PDC (People's Daily China) issued frequent updates regarding the country's stance regarding various regional and geographic issues. An important attribute was observed that most of these posts could be categorized as the "information" category as those lacked engagements from the

viewers. Nonetheless, PDC maintained an aggressive stance about Hong-Kong's activities to establish a democratic or political infrastructure. As per the researchers' observations, the Chinese government used PDC to broadcast its narrative about these activities and declared its determination to safeguard Hong-Kong as part of China. A similar stance was observed about Chinese maritime holding and south china sea affairs (Bolsover & Howard, 2019).

However, The New York Times showcased a very active role in this regard and their Twitter accounts posted frequent updates about the ongoing elections in the country. In the political segment, The New York Times' posts were more frequent and more engaging for the audience.

Similarly, PDC and NYT (The New York Times) also posted regular updates about their foreign affairs and diplomatic relations. In this domain, PDC mostly maintained its focus upon the nature of China's relationships with other countries and its partner states, whereas NYT's broadcasts were similar to the news updates (Enli, 2017). NYT's posts mainly discussed the political affairs of different countries and did not consider their impact or that country's relationships with America. If described otherwise, NYT maintained a neutral stance about other countries, while PDC's political/diplomatic coverage was entirely reliant upon the nature of the relationship that china possessed with the other nation. For instance, most of the updates were related to the eastern bloc (Russia, Pakistan, and Sri Lanka) as china has good relationships with these countries. On the other hand, NYT also posted about Venezuela despite the fact that the USA and Venezuela do not have any political ties or relationships (Ott, 2017).

3.4 Social Affairs:

3.4.1 COVID-19:

Corona Virus (COVID-19) emerged as a sudden pandemic and quickly made it to headlines across the globe. China was accused by Western media as the origin of this virus; however, PDC stated otherwise. Their coverage about COVID-19 was mostly limited to the preparation, testing, and effectiveness of the COVID-19 Vaccine. Also, they posted several updates about the provision of this vaccine to other friendly nations (Gill, 2020). PDC posted very few updates about the reported cases of Coronavirus in the country, and mostly highlighted the cases being reported in other countries. Nonetheless, PDC also highlighted the country's efforts to control the impact of this pandemic globally and showcased the successes attained from those efforts (Chen et al., 2020).

The NYT, on the other hand, posted very frequent updates about the regional spread of the coronavirus, and regularly published the graphs to spread awareness about the disease and

its impact. The NYT’s coverage of the pandemic was comparatively more thorough and detailed.

3.4.2 Technology/Hacking:

As stated earlier, The NYT has been very actively posting about technology and new trends in technology. The analysis of the NYT’s tweets revealed that the media house’s Twitter Account has been regularly posting updates about the involvement of Chinese citizens in hacking attempts on American technological infrastructure. Especially after when Trump administration-imposed trade restrictions on Chinese technology brands, a rapid increase in reports about hacking-attempts was observed (Hosain, 2019).

As said, PDC posted very few updates about the technology, and no serious attempt was observed to answer the western accusations of attempted-hacking and information theft. Moreover, PDC also did not post any updates about the ongoing technology-war between the United States and China regarding the 5G technology spectrum. In addition, no updates were observed about ongoing 5G technology trials in China. As per the observations, it could be deduced that technology and relevant news are not preferred by PDC for its audience (Xiaoling Zhang, 2013; Zeng, 2019).

Nevertheless, it is important to note that PDC highlighted the scientific breakthroughs of the country in the domains of medicine and engineering. PDC’s Twitter accounts posted regular updates about the Chinese space program with a close emphasis upon the moon-exploration program (Dengyun et al., 2016).

If summarized, PDC highlighted the Chinese scientific achievements and advancements in the domain of medicines; however, no serious attempts were observed to counter the western accusations about the involvement of Chinese citizens in hacking, data theft, and cyber-attacks.

4. Results and Discussion:

Based on a thorough analysis of research data, it can be concluded that the NYT’s Twitter account is more effective than the PDC’s Twitter account and it has been successful to obtain a higher number of overall followers, as well as higher engagement on its posts. The following table provides a statistical overview of the activities of both media outlets with respect to certain parameters. For the sake of simplicity, the official accounts of both media outlets have been considered for this analysis, and the statistics collected from the affiliated Twitter accounts of NYT are not included in these figures.

	@PDChina	@NYTimes
Total Tweets	2808	6762

Tweets per day	34	70
Average Replies per Tweet	4.5	48.1
Business/Economy Related Tweets	294	1404
China Related Tweets	2340	630
Non-China Related Tweets	468	540
Politics Related Tweets	644	1820
Events/Coronavirus Related Tweets	126	620

It is fairly evident that NYT has published more tweets than PDC over the course of the past 98 days and its posts have been mainly related to business and political segments while maintaining a close emphasis upon other topics such as lifestyle, entertainment, science, and technology. It can be observed in the above table that NYT's content encourages its audience to engage with the media-outlet and NYT has been successful to develop a two-way relationship with its audience. ⁴⁶ This argument is supported by the fact that a large number of people interacted with NYT's posts about the presidential election. All in all, based on these statistics it is fairly safe to assume that NYT is trusted by its audience and its audience likes to engage with its content.

The PDC showcases slightly different statistics. As established before, PDC is a late entrant to Twitter as a news platform which has resulted in a significantly lower audience than NYC. Also, PDC posts less content than NYC and still has not been able to generate an engagement rate similar to NYC.

The NYC has maintained a neutral stance about regional and global issues while PDC serves the role of a local Chinese news-outlet that is mainly focused on all the internal and external affairs of the country that involve China and its relationships with other countries. Also, NYC covers a broader spectrum of news while maintaining a significant volume of business/economy-relevant news. On the other hand, PDC is mainly focused on political affairs (Nip & Sun, 2018; E. Zhang & Fleming, 2005).

These trends showcase the difference in the strategy of both media outlets. NYT is determined to target a global audience with topics of their interest, while PDC is more like a Chinese narrative-broadcaster for people outside China. Furthermore, NYC enjoys a neutral image as a news broadcaster that has helped us to maintain its position as a preferred source of

news across the globe. On the contrary, PDC's publications, broadcasts, and operations are significantly influenced by the Chinese government that is conscious about its national identity; therefore, PDC is often perceived as a Chinese government's propaganda tool to showcase China's positive image to the world. This perception has led to the unreliability of PDC as a news source for western/non-Chinese audiences and they prefer to rely upon western media outlets to seek information about China. This argument is supported by a negligible engagement rate on PDC's posts on Twitter (Nip & Sun, 2018).

If summarized, then the findings of the analysis process provide the justification to address RQ-1, RQ-2, and RQ-3. As far as the RQ-1 is concerned, the western and Chinese media prioritize their domestic affairs i.e., economy, politics, and social affairs. However, the western media's approach empowers their audience to share their opinion about these issues and supports the brief that discussions enable them to build a relationship with their viewership. On the other hand, the Chinese media outlets follow a "news/information" style where users are informed about the news with little-to-no concern regarding their participation (King et al., 2017; Nip & Sun, 2018).

Similarly, the findings derived from the research data also provide ample justification regarding the RQ-2 as well. The western media has provided a more liberal and a wider range of reporting in international news coverage, but it also adopts a national-interest-based policy regarding foreign affairs. For instance, among its repostings concerning China, NYT has tended to post more negative posts about China. Whereas Chinese media mostly targets the news that involves China, the Chinese government or countries that has good relations with China. For instance, a major part of their updates involves the ongoing Chinese projects with Russia, Pakistan, and Iran (Abid & Ashfaq, 2011; Kanwal et al., 2019).

The RQ-3 has been the focus of this entire paper, and it is fairly easy to answer as it is directly related to the topic of this research. Based on the statistical data derived from the research data, it is evident that a significant capability gap exists between Chinese and western media, and Chinese media needs to implement the following changes in their reporting strategy to compete with their western counterpart (Bolsover & Howard, 2019; Nip & Sun, 2018).

5.Suggestions:

Based on the discussion above, the following suggestions have been finalized to fulfill the capability gap between the Chinese media outlets (PDC in this case) and western media outlets (NYT in this case).

1. PDC needs to retain its image as an independent international news source that not only represents the voice of China but also reports objectively. This practice will allow the PDC to dilute the perception that the Chinese government uses it as a propaganda tool but (Stockmann & Gallagher, 2011; Yu, 2011).

2. PDC needs to implement a globalization policy to emerge as a global news outlet. Currently, it discusses mostly issues that involve China; however, reporting affairs of other countries would not only add to the credibility of PDC but will also significantly enhance its viewership (Stockmann & Gallagher, 2011).

3. PDC needs to publish independent news articles and analyses from third-party analysts. This approach will not enable PDC to effectively counter the western accusations about the Chinese government and its policies (Stockmann & Gallagher, 2011; Wang et al., 2020).

4. PDC needs to modernize itself. It carries the brand image of a classical media outlet that is determined to promote China's soft image to the world. However, the researcher believes that a modern and more dynamic image of PDC will help it attain its objectives as a news source more effectively (Stockmann & Gallagher, 2011).

5. PDC needs to incorporate entertainment and lifestyle news also to maximize its audience. Its current image as a political news source is hampering its way to compete with western news outlets that provide an all-in-one blend of content to their audience. This approach will help PDC to grow to grab a larger viewership and enable it to stand toe-by-toe with western media outlets (Liu, 2017; Nip & Sun, 2018).

6. PDC needs to improve its news positing style. Its broadcasting style still relies on Hashtags. This style of posting updates is unattractive and needs improvement (Stockmann & Gallagher, 2011).

5. Conclusion:

The primary objective of this paper was to study the strategies of western media on Twitter to understand their policies, and to employ that knowledge to examine the capabilities of Chinese media to assess the gap of capabilities that exist between Chinese and western media to propose suggestions. To attain the objective of this research, the researcher collected the research data from Twitter accounts of two reputed news outlets i.e., PDC and NYT in the form of their published tweets and broadcast activities. To ensure the accuracy of the analysis process, a timeline of 98 days was followed on Twitter accounts of the aforementioned

accounts. The collected data was then analyzed to determine that Chinese media outlets are not on par with their western counterparts and there are certain areas that can be improved.

Western media realized the power of electronic media and SMPs long before the Chinese and established their presence. This allowed them to attain a larger viewership across the globe. Furthermore, their strategies have been fruitful too.

Fundamentally, the western media represents a capitalist mindset of Twitter and it has a lot of glamorous stuff to offer, which attracts their viewership. On the other hand, the Chinese media represents a socialist society where mutual efforts are preferred to attain mutual benefits. Interestingly, China has banned twitter in 2009, and since then the Chinese news outlets have been utilizing a government-approved VPN to access Twitter and publish their news updates. This approach enables the outer world to have a glimpse inside the Chinese regime. As stated earlier, the Chinese media outlets represent a socialist mindset on Twitter. This practice may be a norm for Chinese citizens, but it does not attract western viewership, which is the reason that PDC has not been successful to gain a large enough audience.

In addition, this is a common perception that the Chinese government controls their media and news outlets to promote their publicity. This perception has been a leading barrier for the western viewership to follow the PDC as they believe in the freedom of speech, and freedom of opinion. Furthermore, this perception also benefits the western media as western viewership tends to prefer the opinion/update broadcasted by the western media outlets than the ones published by the Chinese media, resulting in a weak response to support the Chinese stance against their western counterparts.

The issues associated with the credibility of the Chinese media have significantly reduced the impact of Chinese attempts to address the impact of accusations and allegations raised by the western news agencies. However, the Chinese media outlets (especially PDC) are yet to take notice of these shortcomings to address them in the long-run.

The paper has not only compiled the reasons that may have been causing the existence of capability-gap between Chinese and Western news outlets but has also proposed certain suggestions that can significantly address the existing issues. These suggestions have been prepared insight of the analysis of the research data collected from the news-updated broadcasted by the Twitter accounts of previously mentioned news outlets.

Reference:

- Abid, M., & Ashfaq, A. (2011). *CPEC: Challenges and Opportunities for Pakistan*.
Alistair Dieppe, R. G. (2018). The Transition of China to Sustainable Growth – Implications for the Global Economy and the Euro Area. *European Central Bank (ECB)*.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3113109
Bolsover, G., & Howard, P. (2019). Chinese computational propaganda: automation, algorithms and the manipulation of information about Chinese politics on Twitter and Weibo. *Information, Communication & Society*, 22(14), 2063–2080.
<https://doi.org/10.1080/1369118X.2018.1476576>
Boon-Itt, S., & Skunkan, Y. (2020). Public perception of the COVID-19 pandemic on twitter: Sentiment analysis and topic modeling study. *JMIR Public Health and Surveillance*, 6(4), e21978. <https://doi.org/10.2196/21978>
Borra, E., & Rieder, B. (2014). Programmed method: Developing a toolset for capturing and analyzing tweets. *Aslib Journal of Information Management*, 66(3), 262–278. <https://doi.org/10.1108/AJIM-09-2013-0094>
Chen, E., Lerman, K., & Ferrara, E. (2020). Tracking social media discourse about the COVID-19 pandemic: Development of a public coronavirus Twitter data set. *JMIR Public Health and Surveillance*, 6(2), e19273. <https://doi.org/10.2196/19273>
Coulthard, M. (2014). *An Introduction to Discourse Analysis* - Malcolm Coulthard - Google Books.
[https://books.google.com.pk/books?hl=en&lr=&id=mjOgBAAQBAJ&oi=fnd&pg=PP1&dq=discourse+analysis&ots=MWwAmHe7Pz&sig=_Ig_enhDCgElPPj7aMQ0bX777jE&redir_esc=y#v=onepage&q=discourse analysis&f=false](https://books.google.com.pk/books?hl=en&lr=&id=mjOgBAAQBAJ&oi=fnd&pg=PP1&dq=discourse+analysis&ots=MWwAmHe7Pz&sig=_Ig_enhDCgElPPj7aMQ0bX777jE&redir_esc=y#v=onepage&q=discourse%20analysis&f=false)
Dengyun, Y., Xueying, W., Weiren, W., Dengyun, Y., Xueying, W., & Weiren, W. (2016). Review of Technology Development for Chinese Lunar Exploration Program. *Journal of Deep Space Exploration*, 2016, Vol. 3, Issue 4, Pages: 307-314, 3(4), 307–314. <https://doi.org/10.15982/J.ISSN.2095-7777.2016.04.002>
Enli, G. (2017). Twitter as arena for the authentic outsider: exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. *European Journal of Communication*, 32(1), 50–61. <https://doi.org/10.1177/0267323116682802>
Gary D. Rawnsley, M. T. R. (2015). *Routledge Handbook of Chinese Media* (Vol. 1). Routledge 2 Park Square, Milton Park, Abingdon, Oxen.
<https://books.google.com.pk/books?hl=en&lr=&id=VWqhCAAQBAJ&oi=fnd&pg=P>

A47&dq=Chinese+government+and+its+media+outlets&ots=baTH3_BuPE&sig=t_Jld
LEx9K2bEcbGg5HJbARAnSs&redir_esc=y#v=onepage&q=Chinese government and
its media outlets&f=false

Giachanou, A., & Crestani, F. (2016). Like it or not: A survey of Twitter sentiment
analysis methods. In *ACM Computing Surveys* (Vol. 49, Issue 2). Association for
Computing Machinery. <https://doi.org/10.1145/2938640>

Gill, B. (2020). China's Global Influence: Post-COVID Prospects for Soft Power.
Washington Quarterly, 43(2), 97–115. <https://doi.org/10.1080/0163660X.2020.1771041>

Guo, L., Mays, K., & Wang, J. (2019). Whose Story Wins on Twitter? *Journalism
Studies*, 20(4), 563–584. <https://doi.org/10.1080/1461670X.2017.1399813>

Hosain, S. (2019). The Role of Human Resource Information System on
Organizational Performance: Evidence from Bangladeshi Pharmaceutical Industry View
project International Journal of Commerce and Economics Online Huawei ban in the
US: Projected consequences for international trade. *Volume, 1*(2), 22–25.

www.commercejournal.in

Huang, H. (2015). Propaganda as signaling. *Comparative Politics*, 47(4), 419–437.
<https://doi.org/10.5129/001041515816103220>

Huang, Z. A., & Wang, R. (2019). *The New 'Cat' of the Internet: China's Panda
Diplomacy on Twitter* ☆ (pp. 69–85). Emerald Publishing Limited.

<https://doi.org/10.1108/s2398-391420190000004006>

Jia, R., & Li, W. (2020). Public diplomacy networks: China's public diplomacy
communication practices in twitter during Two Sessions. *Public Relations Review*,
46(1), 101818. <https://doi.org/10.1016/j.pubrev.2019.101818>

Jones, R. H. (2016). *DISCOURSE ANALYSIS A resource book for students* PDF
Editor

Joyce Y. M. Nip and Chao Sun. (2017). China's news media tweeting, competing
with US sources. *University of Sydney, AU*. <https://researchdata.edu.au/chinas-news-media-competing-sources/1329978>

Kanwal, S., Pitafi, A. H., Pitafi, A., Nadeem, M. A., Younis, A., & Chong, R.
(2019). China–Pakistan Economic Corridor (CPEC) development projects and
entrepreneurial potential of locals. *Journal of Public Affairs*, 19(4), e1954.
<https://doi.org/10.1002/pa.1954>

Ke, Q., Ahn, Y.-Y., & Sugimoto, C. R. (2017). A systematic identification and

analysis of scientists on Twitter. *PLOS ONE*, 12(4), e0175368.
<https://doi.org/10.1371/journal.pone.0175368>

¹⁴ King, G., Pan, J., & Roberts, M. E. (2017). How the Chinese government fabricates social media posts for strategic distraction, not engaged argument. *American Political Science Review*, 111(3), 484–501. <https://doi.org/10.1017/S0003055417000144>

²³ Liu, L. (2017). *BEYOND THE GREAT CHINESE FIREWALL: A CASE STUDY OF INTER-MEDIA AGENDA SETTING EFFECTS BETWEEN CHINESE AND WESTERN REPORTING ON CORRUPTION IN CHINA*. <https://uh-ir.tdl.org/account/10657/1861>

²⁸ MacKinnon et al. (2014). *Fostering freedom online: the role of Internet intermediaries* (1st ed., Vol. 1). UNESCO.

²⁶ Marsh, A. (2020). The first radio. *IEEE Spectrum*, 57(5), 56–56. <https://doi.org/10.1109/mspec.2020.9078459>

¹⁶ Nip, J. Y. M., & Sun, C. (2018). China's news media tweeting, competing with US sources. *Westminster Papers in Communication and Culture*, 13(1), 98. <https://doi.org/10.16997/wpcc.292>

Olesya Tkacheva -. (2013). *Internet Freedom and Political Space* (1st ed., Vol. 1). National Defense Research Institute.

³⁶ https://books.google.com.pk/books?hl=en&lr=&id=wQYuAQAAQBAJ&oi=fnd&pg=PP1&dq=freedom+of+speech+policies+on+internet&ots=X5F_a56vVT&sig=LjawomC5X0PXdKA-Ri44eJINvAQ&redir_esc=y#v=onepage&q&f=false

⁴⁷ Ott, B. L. (2017). The age of Twitter: Donald J. Trump and the politics of debasement. In *Critical Studies in Media Communication* (Vol. 34, Issue 1, pp. 59–68). Routledge. <https://doi.org/10.1080/15295036.2016.1266686>

⁵³ Prokscha, A. (2016). *Final paper. January*, 1–1. <https://doi.org/10.1109/nmdc.2016.7777058>

³¹ Sharma, A., & Goyal, M. A. (2018). Tweet, Truth and Fake News: A Study of BJP's Official Tweeter Account. *Community & Communication Amity School of Communication*, 8, 2456–9011. <https://doi.org/10.31620/JCCC.12.18/05>

² Stockmann, D., & Gallagher, M. E. (2011). Remote Control: How the Media Sustain Authoritarian Rule in China. *Comparative Political Studies*, 44(4), 436–467. <https://doi.org/10.1177/0010414010394773>

¹⁵ Wang, J. (2006). Managing national reputation and international relations in the global era: Public diplomacy revisited. *Public Relations Review*, 32(2), 91–96.

<https://doi.org/10.1016/j.pubrev.2005.12.001>

Wang, Lee, M., Wu, M.-H., & Shen, P. (2020). Influencing overseas Chinese by tweets: text-images as the key tactic of Chinese propaganda. *Journal of Computational Social Science*, 3(2), 469–486. <https://doi.org/10.1007/s42001-020-00091-8>

Weller, Katrin, Bruns, Burgess, Jean, Merja, Mahrt, & Puschmann. (2014). *Twitter and society: An introduction* / QUT ePrints. <https://eprints.qut.edu.au/66322/>

Xiaoling Zhang, Y. Z. (2013). *China's Information and Communications Technology Revolution*. University of Nottingham, UK.

Xu, B. (2014). *Media Censorship in China - Council on Foreign Relations*. <http://www.cfr.org/china/media-censorship-china/p11515>

Yu, H. (2011). Dwelling narrowness: Chinese media and their disingenuous neoliberal logic. In *Continuum* (Vol. 25, Issue 1, pp. 33–46). Taylor & Francis Group. <https://doi.org/10.1080/10304312.2011.538466>

Zeng, J. (2019). Chinese views of global economic governance. *Third World Quarterly*, 40(3), 578–594. <https://doi.org/10.1080/01436597.2018.1552828>

Zhang, E., & Fleming, K. (2005). Examination of Characteristics of News Media under Censorship: A Content Analysis of Selected Chinese Newspapers' SARS Coverage. *Asian Journal of Communication*, 15(3), 319–339. <https://doi.org/10.1080/01292980500261639>

Zhang, S. :, & Runtian, Y. H. (2016). *Strategies for Managing Government Microblogs: A Critical Study of 29 Provincial Weibos in China*. <http://www.199it.com/archives/422583.html>

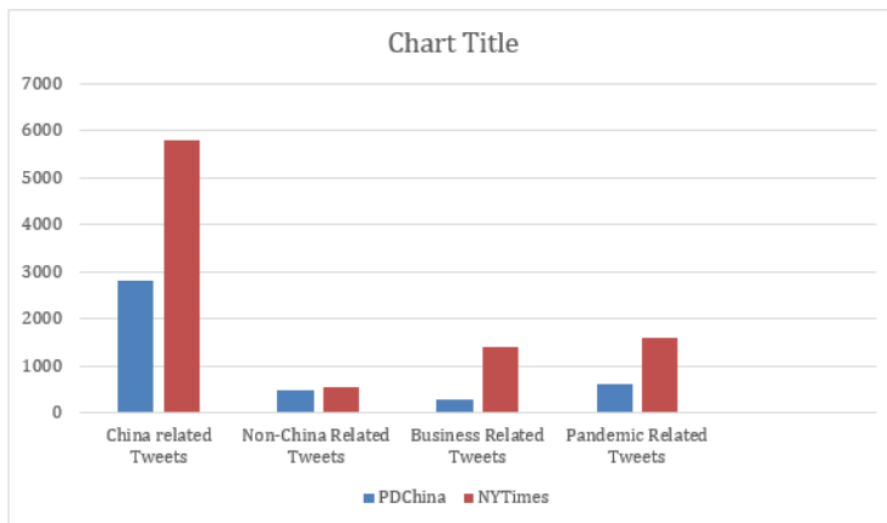
Zhao Alexandre Huang, & Rui Wang. (2019). Building a Network to “Tell China Stories Well”: Chinese Diplomatic Communication Strategies on Twitter. *International Journal of Communication* . https://www.researchgate.net/publication/334129110_Building_a_Network_to_Tell_China_Stories_Well_Chinese_Diplomatic_Communication_Strategies_on_Twitter

Zhao, K. (2019). The China model of public diplomacy and its future. *The Hague Journal of Diplomacy*, 14(1–2), 169–181. <https://doi.org/10.1163/1871191X-14101033>

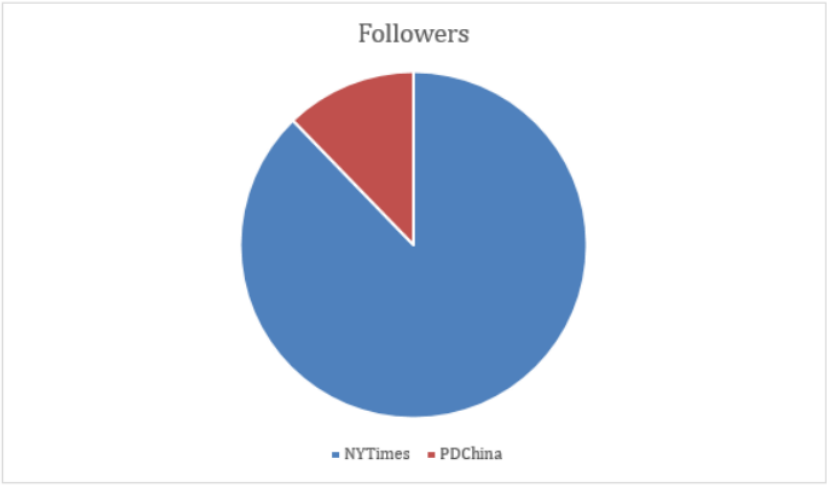
Zheng, H., Li, D., Wu, J., & Xu, Y. (2014). The role of multidimensional social capital in crowdfunding: A comparative study in China and US. *Information and Management*, 51(4), 488–496. <https://doi.org/10.1016/j.im.2014.03.003>

1. APPENDIX-1:

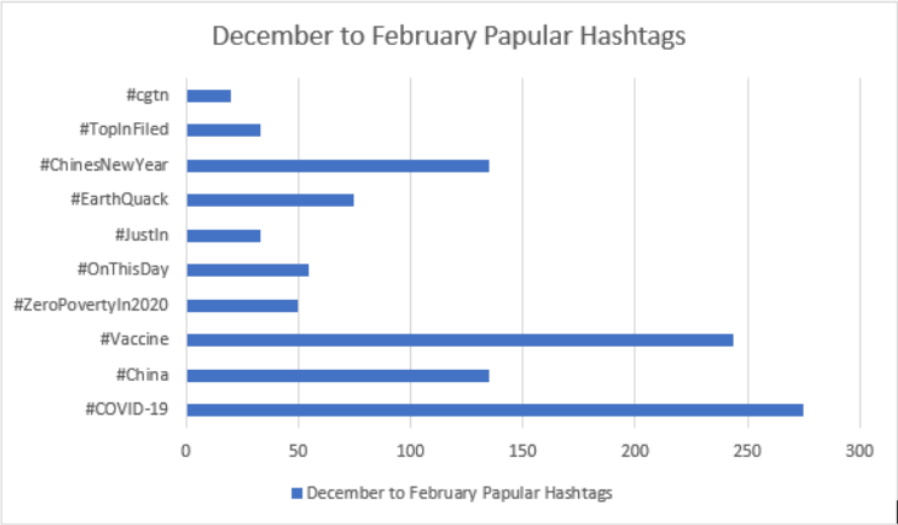
1. Tweets Statistics



2. Number of Followers



3. Most Popular Hashtags



Capability Gap Between Chinese Media and Western Media on Twitter

ORIGINALITY REPORT

17%
SIMILARITY INDEX

15%
INTERNET SOURCES

12%
PUBLICATIONS

14%
STUDENT PAPERS

PRIMARY SOURCES

1 Submitted to University of Portsmouth
Student Paper 1%

2 dx.doi.org
Internet Source 1%

3 Submitted to University of Technology,
Sydney
Student Paper 1%

4 Submitted to University of Westminster
Student Paper 1%

5 growthzonesitesprod.azureedge.net
Internet Source 1%

6 Qiaolei Jiang, Yang Cheng, Sung Kyum Cho.
"Media coverage and public perceptions of
the THAAD event in China, the United States,
and South Korea: a cross-national network
agenda-setting study", Chinese Journal of
Communication, 2021
Publication 1%

7 nrl.northumbria.ac.uk

Internet Source

1 %

8

Submitted to Loughborough University

Student Paper

1 %

9

Shama Nazneen, Xu Hong, Nizam Ud Din, Barkat Jamil. "Infrastructure-driven development and sustainable development goals: Subjective analysis of residents' perception", Journal of Environmental Management, 2021

Publication

1 %

10

shura.shu.ac.uk

Internet Source

1 %

11

Submitted to University of Liverpool

Student Paper

1 %

12

Submitted to University of Central England in Birmingham

Student Paper

1 %

13

misinforeview.hks.harvard.edu

Internet Source

<1 %

14

rcp.uanl.mx

Internet Source

<1 %

15

Submitted to Radboud Universiteit Nijmegen

Student Paper

<1 %

16

Submitted to Liberty University

Student Paper

<1 %

17

[ebin.pub](#)

Internet Source

<1 %

18

[repository.tudelft.nl](#)

Internet Source

<1 %

19

[tel.archives-ouvertes.fr](#)

Internet Source

<1 %

20

[www.kas.de](#)

Internet Source

<1 %

21

Submitted to Heriot-Watt University

Student Paper

<1 %

22

[pure.diis.dk](#)

Internet Source

<1 %

23

[worldcat.org](#)

Internet Source

<1 %

24

Submitted to Xianjiaotong-Liverpool University

Student Paper

<1 %

25

[journals.sagepub.com](#)

Internet Source

<1 %

26

Submitted to Bridgepoint Education

Student Paper

<1 %

27

Submitted to University of Sheffield

Student Paper

<1 %

28	unesdoc.unesco.org Internet Source	<1 %
29	Submitted to University of Nottingham Student Paper	<1 %
30	www.emerald.com Internet Source	<1 %
31	Submitted to University of Leeds Student Paper	<1 %
32	Submitted to University of Macau Student Paper	<1 %
33	journalijisr.com Internet Source	<1 %
34	jdse.bit.edu.cn Internet Source	<1 %
35	ruor.uottawa.ca Internet Source	<1 %
36	www.ijmp.jor.br Internet Source	<1 %
37	Submitted to University of Bristol Student Paper	<1 %
38	lapsikulta.wixsite.com Internet Source	<1 %
39	greenwichjournals.com Internet Source	<1 %

40

www.eppcgs.org

Internet Source

<1 %

41

Joao Tiago Aparicio, Joao Salema de Sequeira, Carlos J. Costa. "Emotion analysis of Portuguese Political Parties Communication over the covid-19 Pandemic", 2021 16th Iberian Conference on Information Systems and Technologies (CISTI), 2021

Publication

<1 %

42

en.itu.dk

Internet Source

<1 %

43

Submitted to Intercollege

Student Paper

<1 %

44

Sidan Wang. "Chapter 5 Framing Climate Change Resilience in China", Springer Science and Business Media LLC, 2022

Publication

<1 %

45

Yan Su, Jun Hu. "A territorial dispute or an agenda war? A cross-national investigation of the network agenda-setting (NAS) model", Journal of Information Technology & Politics, 2020

Publication

<1 %

46

dlib.scu.ac.ir

Internet Source

<1 %

47

dokumen.pub

Internet Source

<1 %

48	jhir.library.jhu.edu Internet Source	<1 %
----	---	------

49	ueaeprints.uea.ac.uk Internet Source	<1 %
----	---	------

50	www.coursehero.com Internet Source	<1 %
----	---	------

51	www.scribd.com Internet Source	<1 %
----	---	------

52	Haiqing Yu. " : Chinese media and their disingenuous neoliberal logic ", Continuum, 2011 Publication	<1 %
----	---	------

53	Michael Johann. "Dialogorientierte Unternehmenskommunikation in den sozialen Medien", Springer Science and Business Media LLC, 2020 Publication	<1 %
----	--	------

54	Guoxin Shi, Dawei Wang, Mehmet Altuntaş. "Financial Development and Health Outcomes: Do Financial Globalization Matter in Selected Asian Economies?", Frontiers in Public Health, 2022 Publication	<1 %
----	---	------

Exclude quotes Off

Exclude bibliography Off

Exclude matches Off