

Research of Discourse Analysis on the news coverage of the Russo-Ukrainian war:

Comparing the New York Times with the People's Daily

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Abstract. In this paper, the primary focus of cross-cultural communication research in the Russo-Ukrainian war revolves around understanding how it could interact with individuals from diverse cultural backgrounds, how comprehension and misunderstandings arise, and how communication bridges gender, ethnic, racial, linguistic, and cultural gaps to foster globalization, between the New York Times and the People's Daily. This paper revealed that constructing models based on these motivations will assist people in conducting more successful military campaigns with the reduced risks, especially, news coverage from New York Times and the People's Daily about the Russo-Ukrainian war varied a lot.

Keywords: Discourse analysis; News coverage; Russo-Ukrainian war.

1. Introduction

The death toll on both sides is staggering: 20,000 to 50,000 Ukrainians have had their limbs amputated, on a scale comparable to World War I. The war between Russia and Ukraine was sparked by opposition from the Ukrainian government and Western countries to Russia's deployment of troops in Crimea and a referendum to join Russia, which triggered strong opposition from Ukraine and Western countries. In addition, Ukraine's political and economic problems have increased domestic tensions and made Ukraine more vulnerable to external influences, and geopolitical competition has also contributed to the war.

Since the outbreak of the conflict in Ukraine, the United States and its European Allies have been quick to impose sweeping sanctions on Russian foreign trade. They want to put pressure on Russia to make compromises on Ukraine. However, facts have proved that it is impossible to resolve the contradiction, and on the contrary, it has further intensified the contradiction. In the last three months, Russia has increased its troop deployment on the Ukrainian battlefield, which has also made a peaceful settlement of the Ukrainian issue a little distant. Chinese Foreign Ministry spokesman Zhao Lijian gave a clear response to the question of how China views the conflict in Ukraine when he held a regular press conference on the same day. Our position on the conflict in Ukraine is clear. We hope that Russia and Ukraine can resolve their bilateral differences through dialogue. At the same time, we also believe that some countries outside the region should stop pouring fuel on the Ukraine issue and take the initiative to sit down for negotiations instead of maintaining so-called military aid, which is not the right way to solve the problem.

This proves that our policy of neutrality and non-interference, actively reconciling conflicts and providing a bridge between Ukraine and Russia, is the right choice. This really shows our sense of responsibility and responsibility as a big country. On the contrary, the Western countries, led by the United States, have not only failed to mediate the conflict, they have continued to fire. When it comes to speeding up the approval of Ukraine's entry into the European Union and providing military assistance to Ukraine, its purpose is nothing more than to use Ukraine to delay Russia's attention and consume Russia's national strength. The policies of the US and European countries, which serve their own interests, are quite selfish.

During the mid-twentieth century, cross-cultural communication between the New York Times and the People's Daily emerged as a spiritual phenomenon. In today's era of globalization and advanced technologies, news coverage in social media has assumed a crucial role in facilitating cross-

cultural interactions, for instance, the Russo-Ukrainian war. Various research areas about the New York Times or the People's Daily have emerged in this domain, including the establishment of digital boundaries, the relationship between social media and globalization, and the clarification of social media content. The war between Russia and Ukraine was sparked by opposition from the Ukrainian government and Western countries to Russia's deployment of troops in Crimea and a referendum to join Russia, which triggered strong opposition from Ukraine and Western countries. In addition, Ukraine's political and economic problems have increased domestic tensions and made Ukraine more vulnerable to external influences, and geopolitical competition has also contributed to the war (Choudhary et al, 2022).

These studies employ quantitative research methods or field surveys to analyze different types of news coverage about the Russo-Ukrainian war. In contrast to research on the New York Times by the scholars, some Chinese researchers have explored the current trends in the People's Daily and cross-cultural studies from a macro-theoretical and national system design perspective, project conceptual research, or media measurement. However, microscopic analysis of events or social media remains scarce. This paper analyzed news reports from two news outlets, then using theory of framing and priming to compare two different interpretations and political ideologies. This paper aims to identify existing issues in news coverage of the Russo-Ukrainian war research and discuss relevant cases with examples from the New York Times and the People's Daily.

2. Roadmap and Literature Review

As an influential communication strategy in Asia and other parts of the world, there are many of communication theories on framing and priming, for instance, Key Opinion Leader (KOL) requires a tool that ensures effective resource allocation for strategic communication plans, such as the New York Times and the People's Daily (Whitler 2021: 166-178). Nevertheless, the relationship between the New York Times and the People's Daily or the cross-cultural communication is complex, resulting in multi-dimensional interactions between humans and technology, culture and technology, and monoculturalism and multiculturalism. Additionally, "cyber-culturalism", cross-cultural conflicts, and prejudices have also emerged in news coverage about the Russo-Ukrainian war, necessitating the creation of new barriers in cross-cultural communication between the New York Times and the People's Daily (Mohammed et al, 2023). Especially, there has been an existing body of knowledge on antecedents of social media opinion leadership since the Russo-Ukrainian war (Fox & Rossow, 2017).

Over time, as instrumental, linguistic, spatial, and temporal barriers in intercultural communication between the People's Daily and the New York Times are alleviated, the emergence of the "Network Society" with its "location logic" and "timeless logic" (Manuel Castells, 1997) has become apparent. This research explores how intercultural communication about the Russo-Ukrainian war can transcend political, cultural, and economic barriers imposed by traditional structures in the new society. It emphasizes the evocation of emotional resonance, individual rights, self-expression, and mutual cultural identity. The study draws support from the New York Times and the People's Daily, focusing on key opinion leaders to conduct analysis.

3. Compare and Contrast: Analysis of Reporting Differences between NYT & PD

Social media plays a pivotal role in driving the global integration of human society, as it has been main part of the New York Times and the People's Daily. In terms of social and cultural aspects, globalization has transformed our perception of community, redefined cultural identity and civil society, and necessitated the exploration of new methods for cross-cultural interactions about the Russo-Ukrainian war (Chen & Zhang, 2010). The research model of social media has garnered considerable attention on the Russo-Ukrainian war, particularly discussions on the "Internet of Things" and the online environment, which hold significant research significance. According to

Marsili (2023), the rise of the mobile Internet has led to a lifestyle characterized by constant connectivity, challenging traditional audience dynamics and influencing research paradigms. This paper offers a theoretical explanation of the concept of "always-on, always-connected" by describing the behavior and psychological state of the Chinese audience in relation to this phenomenon about the Russo-Ukrainian war, utilizing data obtained from a national random sample survey. Moreover, it analyzes the factors that influence this behavior. The findings reveal that the availability of mobile Internet technology significantly impacts continuous online connectivity. Additionally, price sensitivity, fashion internationalization, aggressiveness, stability, and a carefree lifestyle exert varying effects on continuous online connectivity, while the fear of missing out has a significant positive impact on being perpetually connected online, with them all in the New York Times and the People's Daily. Some studies also delve into the theme of "Russia is good" and shed light on the changes or characteristics of this phenomenon within the realm of new media communication about the Russo-Ukrainian war.

Cui et al (2023) examines the media portrayal of Chinese viewpoints through the lens of social media, which is of particular interest to social media communicators, given the transformations and preservation of Chinese viewpoints in the present context of the People's Daily. The media's portrayal of Chinese viewpoints in the social media environment is shifting towards visualization, virtualization, entertainment, and lightness between the New York Times and the People's Daily. This transformation serves to stimulate enthusiasm for traditional culture and fosters a subtler sense of responsibility towards its preservation, on the Russo-Ukrainian war. Moreover, the paper highlights the media's responsibility and commitment to Chinese viewpoints of the People's Daily in terms of "creative transformation and innovative development." Recently, it has brought together the literature on far right parties, medievalism and opinion leadership (Esteve-Del-Valle & Costa López, 2022), while it may depend on having average knowledge about a certain topic of the New York Times (Dhawan et al, 2022).

Cultural tolerance and multicultural integration on social media differentiate cross-cultural communication in the virtual world from the traditional realm, such as the issues about the Russo-Ukrainian war. As social media of the New York Times and the People's Daily reshapes the paradigms, mindsets, and practices of cross-cultural communication, it converges and collects media information at an accelerated pace on a global scale. With the advent of translation software and language learning resources, language barriers are gradually diminishing for diverse cultural groups of the People's Daily or the New York Times. As intercultural communication increasingly occurs directly through the media, for instance, images of the Russo-Ukrainian war become more abundant and disseminated at a faster pace (Hanley et al, 2023).

4. Findings: Key Opinion Leaders (KOLs) in News Coverage of the Russo-Ukrainian War

Existing studies on "KOLs" about the Russo-Ukrainian war coverage primarily focus on interpreting the concept, particularly exploring the new dynamics of key opinion leaders in the context of new communication forms. These studies have enriched the understanding of key opinion leaders beyond the original scope. In the era of mobile Internet, Linnéll (2015) argues that vloggers have become new key opinion leaders in the New York Times, significantly influencing users' lifestyles, interaction patterns, and consumption behaviors. Zhu et al (2022) analyze the rise of short videos from technological, social, and content-related perspectives, considering external environments, internal logics, and challenges in terms of innovation and development. The rapid growth of news coverage about the Russo-Ukrainian war is attributed to technological advancements and user demand, resulting in fragmented, diverse, and context-specific content in the New York Times. The role of online opinion leaders where they disseminate messages influence us much (George & Sandler, 2022). Some studies adopt innovative research perspectives, examining aspects of "image" and "visuals" to understand various phenomena in news coverage in the People's Daily about the Russo-

Ukrainian war. Bauer (2022) focuses on the images in social media events and how public opinion formation and expression in such events are achieved through the audience's interpretation of visual frames in the New York Times.

Scholars have also developed models to analyze the dissemination of short videos by key opinion leaders on social media platforms in the People's Daily. Garcia et al. (2020) employ Twitter as the primary research platform to examine how key opinion leaders in news coverage about the Russo-Ukrainian war participating in political talk shows generate trending search topics and contribute to agenda-setting on news coverage about the Russo-Ukrainian war. The study selects 20 key opinion leaders active on Twitter from mainstream Spanish media platforms and conducts quantitative analysis on nearly 3,000 pieces of information collected within a month. The results reveal substantial differences in disseminating opinions on political issues among key opinion leaders from different professional backgrounds. Journalists of the People's Daily exhibit a higher degree of criticality and interactivity, while experts excel at analyzing political news from a professional standpoint. This study illustrates how social media opinion leaders in the New York Times utilize news coverage about the Russo-Ukrainian war to express their views, provide critical opinions, and promote civic engagement in political discussions of the New York Times. Dubois et al. (2020) focus on the role of key opinion leaders in cyberspace about news coverage in the People's Daily about the Russo-Ukrainian war, comparatively analyzing media trust, fact-checking, and the potential for falling into the "echo chamber" effect among key opinion leaders and information recipients, while it is necessary in news coverage about the Russo-Ukrainian war. Scott et al. (2012) explores the role of governance and highlight issues related to governance, assurance, risk mitigation, control, compliance, strategy, law enforcement, law enforcement oversight, and the strategic impact of social media in the New York Times on economic activity, or news coverage about the Russo-Ukrainian war in the People's Daily. Mahoney and Tang (2016) argue that social media technology has made it easier for individuals to engage in causes they care about, examining the impact of civic engagement in the People's Daily on political communication, behavioral change, and historical trends in civic participation. Brogan (2010) discusses motivations and behaviors associated with social media engagement about news coverage about the Russo-Ukrainian war, providing an understanding of the roles played by key opinion leaders, individuals, and experts in the People's Daily. It is noteworthy that in the realm of social media, marketers must develop strategies to identify and differentiate individuals, experts, and key opinion leaders in the New York Times.

5. Conclusion

It is obvious that the media of the two countries have obvious differences in topics, positions, presentation of facts and use of language. This difference reflects the differences in national values and ideologies represented by the media in the two countries. This study only focuses on intercultural communication about the Russo-Ukrainian war by the method of case study on key opinion leaders from the New York Times and the People's Daily. In terms of research theory, this study adopts a case study method to analyze intercultural communication between the New York Times and the People's Daily. The main point is on the effect research about news coverage about the Russo-Ukrainian war, as it uses the case study method to analyze the presented intercultural communication about the Russo-Ukrainian war during the new media era.

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