

The Construction of the Party Image in the Foreign Media Report of the 20th CPC National Congress

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Abstract. As an intra-party meeting of the CPC, the 20th CPC National Congress is not only the focus of the mainstream media in China, but also a news event that cannot be ignored by the global media. From the perspective of the theory of online agenda setting, this paper looks at the warm-up period, progress period and precipitation period of the agenda of the conference, crawls the content of foreign media reports on the 20th National Congress of the Communist Party of China, and uses the public opinion analysis method to summarize the focus of "other shaping" of the image of the Communist Party of China in the western mainstream media, with a view to seeking practical lessons for the "self-shaping" of the image of the Communist Party of China, and then help the image of the CPC to appear and identify with the presence.

Keywords: 20th CPC National Congress; Foreign media reports; Party image.

1. Introduction

The influence of the CPC in the international public is rising. The 20th National Congress of the CPC, as an intra-party conference held by the CPC, its influence also transcends regional barriers with the international flow of information. Global attention is focused on China again because of the convening of the 20th National Congress of the Communist Party of China. In the context of socialism with Chinese characteristics entering a new era, telling a good story of the CPC has become a key link in telling a good story of China ^[1]. Therefore, the "He-shaping" choice of foreign mainstream media for the content of the report of the 20th National Congress of the Communist Party of China will directly affect the content that global audiences pay attention to and talk about, and then affect the global dissemination of the image of China's ruling party. Under the complex pattern of increasing international risks and challenges faced by the CPC, how can the international public opinion environment report the 20th CPC National Congress? What are the main themes of the 20th CPC National Congress that foreign mainstream media focus on? How does the CPC better shape its self-image in the future, so as to realize the global dissemination and recognition of the image of the Communist Party of China? This article will consider and respond to the above questions.

This study uses Factiva, a global news and business database owned by Dow Jones to analyze data crawling. In the specific news sample screening, the research uses English as the retrieval language and "20th CPC National Congress" and "20th Party Congress" as the keywords for retrieval. The retrieval time is from October 1, 2022 to December 31, 2022 (a total of 92 days). The sample crawling time spans the warm-up period, the ongoing period and the settling period of the meeting agenda. After data cleaning, a total of 3645 relevant reports and articles were obtained. This study uses the method of quantitative analysis and text reading to analyze and summarize the main reporting views and implicit attitudes of foreign mainstream media towards the 20th National Congress of the CPC.

2. Foreign media reported the "inverted V" trend of the 20th CPC National Congress

The 3645 relevant reports and articles obtained were graphed to gain insight into the reporting trend of foreign media on the 20th CPC National Congress. Observing the daily volume trend chart reported by foreign media, it is easy to see that the international public opinion constructed by foreign media keeps the same frequency of attention as the agenda of the 20th CPC National Congress. The peak week of foreign media coverage occurred from October 17 to October 23 (see Figure 1), which was basically synchronized with the holding time of the 20th CPC National Congress (October 16 to October 22). From the perspective of the trend of the number of reports, the attention of international public opinion to the Twentieth National Congress of the Communist Party of China in the month of the Twentieth National Congress of the Communist Party of China presents an "inverted V" trend. This "inverted V" reporting trend is the way that foreign media report to the Twentieth National Congress of the Communist Party of China, which fully reflects the "media event" characteristics of the Twentieth National Congress of the Communist Party of China, and also objectively shows the agenda setting power of the Twentieth National Congress of the Communist Party of China to the world information and public opinion. It can be said that the successful convening of the 20th CPC National Congress has created a new channel for the global dissemination of the image of the CPC to show a credible, lovely and respectable image, and also a new opportunity to tell the story of the CPC well.

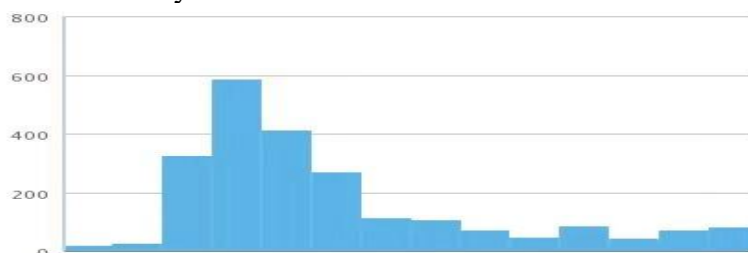


Fig. 1 Trends of foreign media reports on the 20th CPC National Congress

3. "He-Shaping": Foreign media reports on the four themes of the 20th CPC National Congress

According to the network agenda-setting theory, the news media determines how the audience relates different pieces of information, and thus constructs the cognition and judgment of social reality [2]. After the topic classification of the articles reported by the foreign media, it is easy to see that the topics reported by the foreign media on the 20th CPC National Congress are mainly divided into four categories: domestic and foreign politics (accounting for 69%), foreign relations/affairs (accounting for 18%), sustainable development (accounting for 4%), and poverty alleviation (accounting for 3%). Throughout the coverage of the four themes, the foreign media have a positive attitude towards the image of the CPC. The following will discuss the above four themes in detail, analyze what kind of image of the CPC has been shaped by foreign media in the theme reports.

The foreign media have shaped the image of the CPC to actively respond to changes and seek national unity in domestic and foreign political issues. Taking samples of reports on relevant topics, many overseas media have shown a positive reporting attitude towards the domestic and foreign political issues of the 20th CPC National Congress. For example, Canada NewsWire pointed out in its report that "the Twentieth National Congress of the Communist Party of China reflected the future of China's socialist modernization"; The Central News Agency Hong Kong Bureau pointed out in its report that "the CPC will respond positively to the Taiwan issue in the future and seek national reunification".

The foreign media have shaped the image of the CPC in the diplomatic relations/affairs issues to seek happiness for the Chinese people and seek common ground for the people of the world. In the past three years of the epidemic, China has shown more responsibility as a major country, actively

extended a helping hand to its friends, paid attention to the health of the global public, and built a community with a shared future for mankind. For example, China has actively carried out "vaccine diplomacy", provided nearly 40 countries and regions with COVID-19 vaccines, and the global cumulative supply has exceeded 600 million doses. Taking a sample of reports on related topics, Weekend Argus pointed out in his report that "China's goal is to rise with new vitality and focus under the leadership of the CPC, accelerate the economic pace in the post epidemic era, and share the benefits of its prosperity around the world".

The foreign media have shaped the Keep forging ahead and shoulder the mission bravely image of the CPC in the sustainable development issues. The CPC, as a socialist party that has gone through a hundred years of trials and tribulations, all previous leaders have taken the "people" as their own ruling origin, insisted on serving the people and helping the people become better masters of their own country. Extract sample reports on relevant topics, Daily News Egypt pointed out in the report "The leaders of the CPC have inherited the mission of realizing China's modernization, which is the dream and struggle of several generations of Chinese people."

Foreign media have shaped the image of the CPC in the issue of poverty alleviation. The year 2022 is the first year after the comprehensive poverty alleviation. The CPC has successively put forward the policy of rural revitalization and development in the era of "post poverty alleviation", striving for the people's happy life. Taking a sample of reports on relevant topics, Canada NewsWire pointed out in its report that "with the efforts to promote rural revitalization in full swing, China is now ready for a new round of agricultural and rural development, improving the rural living environment is part of the implementation of rural revitalization strategy". The constant attention of the CPC to China's rural areas is a powerful manifestation of the unity of the party and the people.

4. "Self-shaping": practical suggestions for improving the global communication effect of party image

Improve the ability of the CPC to set the international agenda related to the content, promoting the global dissemination and construction of the concept of a community with a shared future for mankind. As mentioned earlier, the concept of a community with a shared future for mankind is an important governance concept put forward by the ruling party of China. It is related to the global public, affects the world topic, and is the correct concept in the context of the global epidemic. It can be said that the concept of a community with a shared future for mankind represents the image of the CPC to some extent. Therefore, we should maintain, elaborate and construct the concept of a community with a shared future for mankind in the practice of global communication of the concept of a community with a shared future for mankind, making it a positive case in the global communication of the image of the CPC. However, in recent years, RAND Corporation and other western representative think tanks have ideologized the discourse of the community of human destiny. They believe that the global governance mode advocated by the community of human destiny contains a strong ideology, which will have a strong impact on the current international order. Western institutions' "stigmatization" interpretation of the persistence, seriousness and provocation of the concept of a community with a shared future for mankind can easily label the image of the CPC as autocratic, hegemonic and other negative labels. Therefore, in the future global communication practice, we should strengthen the international agenda setting of the concept of a community with a shared future for mankind, explain the content through the positive concept of open research and production, and help the positive communication of the image of the CPC.

Optimize the rhetoric of the global communication of the image of the CPC, telling the story of the CPC well from multiple dimensions. Under the current complicated international public opinion, it is urgent for our communication subject to change the rhetoric of the global communication of the image of the CPC and tell the story of the CPC in a more appropriate, effective and multi-dimensional way. In the past external communication practice, China has taken "China" as

the unified communication object, insisted on telling the Chinese story well and spreading the Chinese voice well. Specifically, it can be divided into telling the stories of Chinese enterprises, Chinese medicine, and Chinese cities, but it has always neglected to tell the stories of the CPC. Although a considerable amount of research has been done on "telling a good story about China", it cannot be copied and used in the research topic of "telling a good story about the CPC". Because of the importance and sensitivity of the topic of "telling the story of the CPC well", we need to optimize the rhetoric of the global communication of the image of the CPC, and formulate publicity rhetoric with a more active, more positive and more positive discourse attitude. CPC, the promotional film for the image of the CPC launched at the 20th National Congress of the Communist Party of China, is a good example of the rhetorical devices used to optimize the global dissemination of the image of the CPC.

Diversification concerns the subject and channel of political communication, improving the matrix construction of the global communication of the image of the CPC. It can be observed that the political image of all countries in the world is not shaped by a single medium, but by multiple media, multiple channels and multi-dimensional discourse. In recent years, China has focused on opening overseas accounts of China's mainstream media on international platforms such as Twitter and YouTube has received a large number of overseas fans' attention. In the external communication of the image of the CPC, we can borrow the existing overseas resources and attention flow, transform it into the global communication matrix of the image of the CPC, and realize the global recognition of the image of the CPC as soon as possible.

5. Summary

There is no end to practice and no end to theoretical innovation, but the inexhaustible source of theoretical innovation is the people's innovative practice. Achieving the global communication of the image of the CPC is not the end of the behavior practice, obtaining the image recognition of the global public is the ultimate embodiment of the communication goal. In the future, China should enhance the ability of the CPC to set the international agenda concerning the content, and promote the global dissemination and construction of the concept of a community with a shared future for mankind; Optimize the rhetoric of the global communication of the image of the CPC, and tell a good story of the CPC from multiple dimensions; Diversification concerns the subject and channel of political communication, and improves the matrix construction of the global communication of the image of the CPC. Only by taking multiple measures can we achieve the goal convergence of "other shaping" and "self-shaping" of the image of the CPC. We should seize all kinds of favorable opportunities to spread the image of the CPC to the outside world, realize the global public's recognition of the image of the CPC, and help the CPC to obtain more global "fellow travelers".

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