

# The Telling of the "China Story" and the Construction of the National Image from the New Crown Vaccine Report

## -- Based on the Content Analysis of the "Global Times" Report on "China's New Crown Vaccine"

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### Abstract

In response to the international public opinion war brought about by the new crown epidemic, the Global Times actively explored effective ways to spread Chinese stories and build a national image, and made important contributions to spreading the voice of China and showing a true, three-dimensional and comprehensive China. Through the content analysis method, this paper analyzes the reports on "China's new crown vaccine" in the English and Chinese versions of the Global Times, summarizes the commonalities and differences in the dissemination of Chinese stories inside and outside, as well as the national image created, and draws a conclusion. The internal dissemination of vaccine knowledge and information, and the external dissemination of the country's political image construction and other conclusions. It aims to provide a reference for China to effectively respond to international doubts, improve its international communication capabilities, and present a comprehensive and three-dimensional China in the future.

### Keywords

"China Story"; "Global Times"; National Image.

### 1. Preface

China's rapid development has attracted worldwide attention. Some Western countries' remarks with smear intent have negatively affected my country's image and misled some people. [1] The CPC Central Committee with Comrade Xi Jinping at the core put forward a far-sighted assertion of telling Chinese stories well. General Secretary Xi Jinping emphasized in his important speech on "5.31" that telling Chinese stories well, spreading Chinese voices well, and showing true, three-dimensional, A comprehensive China is an important task to strengthen my country's international communication capacity building.

Since 2019, the new crown epidemic has swept the world. my country has taken the lead in developing a new crown vaccine, actively providing international assistance, and demonstrating the responsibility of a major country. However, the diversification of the international public opinion field and ideological prejudice have brought about a complex game of "discourse". Some Western mainstream media have used double standards to politicize and stigmatize China, in an attempt to provoke international concern about the quality of my country's vaccines by spreading rumors. Doubt, and see vaccine aid as a political act with ulterior motives. Against this background, Chinese mainstream media upholds the concept of a community with a shared future for mankind, adopts flexible methods to deal with this public opinion war, and insists on telling Chinese stories to the people of the world.

This article hopes to analyze the similarities and differences in the dissemination of Chinese stories inside and outside the country and what kind of national image has been constructed from the perspective of telling Chinese stories and building a national image through the report

on "China's new crown vaccine" in the Global Times, so as to effectively respond to the international community in the future. Questioning, improving international communication capabilities, and presenting a comprehensive and three-dimensional China to provide reference.

## 2. A Research Object and Research Method

This article selects 552 reports on the "new crown vaccine" published by the Chinese and English versions of the Global Times from January 2020 to October 2021 as research samples. In order to ensure the completeness and validity of the information, this paper uses "vaccine" and "vaccine" as the keywords to search, remove irrelevant information, and finally determine the sample.

According to the general steps of content analysis method, this research specifically analyzes the subjects, contents and attitudes involved in the communication process, and constructs categories according to the principles of mutual exclusion and exhaustion. In the aspect of national image construction, on the basis of integrating sample data, the method of extracting keywords is used for analysis.

## 3. "Global Times" Spreads Chinese Stories based on the Same Construction Differences

The new crown epidemic is a common problem faced by all mankind. People from different countries, regions, and ethnic groups in the world have differences in values, ways of thinking, psychological characteristics, religious beliefs, customs, and language habits. There is a common concern - the life and health and health safety of all human beings. "Difference between inside and outside" is an important principle of international communication, which occupies an important position in my country's international communication and fundamentally defines the characteristics and working methods of my country's international communication. [2] Therefore, this paper analyzes the differences based on the same point, and aims to dialectically and comprehensively view the development trend of external communication.

### 3.1. Common Analysis of Internal and External Communication

Focus on dissemination according to the different stages of the vaccine and different information needs, and respond to the concerns of the audience.

Paying attention to social hotspots and actively guiding public opinion is the core vitality and ultimate value orientation of news, and it is also an effective way to tell Chinese stories well. This requires the news media to explain, answer and guide the practical questions that people are generally concerned about and urgently need to answer.

Global Times, as a mainstream domestic media, has given full play to its important role in responding to concerns, and has carried out targeted reports at different stages, instead of accumulating information in the style of "grabbing the eyebrows and beards", and achieving "tailor-made". For example, from January 2021 to March 2021, China's new crown vaccine has entered the stage of vaccination promotion. In the face of vaccines that can be vaccinated and promoted, due to different positions and needs, domestic audiences and foreign audiences have different concerns. Domestic audiences are generally concerned about the effect of vaccines and whether they are safe, while foreign audiences are concerned about China's research and development. Whether it will support other countries after success. There is a demand deviation between the two, and a "one-size-fits-all" response cannot meet the audience's information needs and cannot comprehensively disseminate vaccine information. Therefore, the Chinese version of the Global Times report at this stage has the largest number of "quality, efficacy and international recognition of the new crown vaccine", with a total of 27 articles,

focusing on safety and effectiveness; the English version of the topic "China Provided the largest number of international aid, with a total of 38 articles, and expressed their position on this issue by reporting the situation of foreign aid. Grasp the balance between massive events and limited coverage to maximize communication efficiency.

### **3.2. Both Internal and External Communication Attach Importance to Reporting from an Objective Perspective, and Focus on Positive Communication**

Objective reporting takes conveying the truth of the news to the audience as the primary task, and strives to fully convey the true information related to the news to the audience, so as to satisfy the audience's right to know. Objective reporting is related to whether the public can have a comprehensive understanding of news events, the correct orientation of public opinion, and whether a comprehensive and three-dimensional China can be shown to the world.

"I don't tell, I don't explain, I just show and let my character speak for me." The angle of news reporting is objective and the communication is intuitive. The audience receives the most direct and original information, and can process the information and form an understanding on their own, rather than passively accepting the views and attitudes of the media. In the vaccine information of the Global Times, there are 349 news reports in the English version and 161 in the Chinese version, both of which have an absolute advantage in number. Especially when it comes to external communication, my country's main task is to respond to doubts and build a good national image. Subjective opinions are only "words from one family" and lack credibility. By stating the facts, the audience can understand the information by themselves, and subjectively eliminate doubts, so as to understand a comprehensive and three-dimensional China.

Promoting positive energy through reports of sudden disasters is the key to telling the "Chinese story" well [2] The Global Times, as a national mainstream media, bears the great responsibility of leading the correct direction of public opinion. Among the news samples of the Global Times, 364 articles tended to be positive, and the rest were mostly neutral or indifferent, with almost no negative reports. Use positive communication to stabilize social order internally and enhance people's sense of security; externally display the image of a responsible and responsible big country, and promote the formation of a "community with a shared future for mankind". For example, in the report "Domestic Vaccines are Safe and Effective (Inoculation of New Crown Vaccines to Build a Healthy Great Wall)", by reporting the testing procedures and review and approval of domestic new crown vaccines, it conveys key information about safety and effectiveness, so that the audience can change from suspicion to reassured vaccination, to achieve positive guidance. In the report "China will provide 2 billion doses of COVID-19 vaccine to the world and \$100 million to COVAX", by providing China with 2 billion doses of COVID-19 vaccine to the world and donating 100 million doses to developing countries for free Objective and positive reports of facts such as vaccines and the provision of 100 million US dollars to COVAX, establish an image of an open and shared great country in the world.

### **3.3. Both Internal and External Communication Use the Information of the New Crown Vaccine as a Carrier to Convey Chinese Wisdom and Chinese Plans, and Promote the Construction of a "Community with a Shared Future for Mankind"**

After more than 40 years of reform and opening up, China has created a miracle of development and achieved new governance achievements in solving China's problems. At the same time, it effectively responds to global challenges, provides Chinese solutions and contributes Chinese wisdom to global governance challenges. In the report of the new epidemic pneumonia, my country's mainstream media used the information of the new crown vaccine as a carrier to

convey Chinese wisdom and Chinese plans; hold high the banner of a community with a shared future for mankind, tell Chinese stories, spread Chinese voices, and show a true, three-dimensional and comprehensive China.

Among the samples of the "Community with a Shared Future for Mankind" in the English and Chinese editions of the Global Times, there are 38 and 33 reports on "proposing Chinese wisdom and Chinese solutions to human problems" respectively, which are absolutely dominant in number. By reporting information about the new crown vaccine, it shows the role of China's wisdom and China's plan in the response to the epidemic, realizes the call of "building a community with a shared future for mankind", and establishes an image of an open and cooperative country. For example, in the news "Argentina uses China's CanSino COVID-19 vaccine to vaccinate working-class communities", by reporting the vaccination situation of Chinese vaccines in Argentina, it reflects the role of Chinese vaccines in Argentina's epidemic, and reflects Chinese wisdom and Chinese solutions Contributions to solving human problems. Compared with promises and calls, speaking with actions is more persuasive, and effectively conveys information through reports on practical actions, avoiding the drawbacks of empty content and lack of appeal.

#### **4. "Prescribe the Right Medicine", The Questioning Response is Loud**

China's new crown vaccine has been facing doubts from the outside world from the stage of independent research and development to the stage of injection use, and it must not be ignored in the face of public opinion doubts from some international media. Using the influence and authority of the mainstream media, the Global Times took the initiative to take on the responsibility of responding to doubts, safeguarding the country's reputation and image, and "prescribed the right medicine" to deal with doubts.

##### **4.1. Speak with Data, Real and Powerful**

Regarding the doubts about the safety of use, research and development and effect, the most convincing thing for the audience is the reflection of the real situation and the authoritative proof. Data often represents accuracy, authenticity and authority. Based on these characteristics of data, the Global Times applied it to the responses to the above three questions. In response to questions about safety and efficacy, the Global Times responded by showing data from clinical trial results. According to the statistics in this article, in response to the two questions of vaccine use safety and efficacy, the English version of the Global Times used the most textual evidence such as data, with a total of 9 articles; the Chinese version also used the most textual evidence such as data to respond, with a total of 2 articles.

In response to the doubts about independent research and development, the Global Times proved it by publishing some experimental data. According to the statistics in this article, in response to the issue of independent vaccine research and development, the English version of the Global Times used the most textual evidence such as data, with a total of 2 articles; the Chinese version also used the most textual evidence such as data to respond, with a total of 4 articles. For example, in "CanSinoBIO vaccine is highly effective and safe for people aged 6-17: the latest data", experimental data on vaccine safety and immunogenicity are presented, and the authenticity and accuracy of the data and the authority of the release are used in the international public opinion space. trust.

##### **4.2. Face the Problem, Respond Positively, and Use the Joint Statement to Enhance Authority and Persuasion**

After the successful development of the new crown vaccine, my country immediately provided assistance to countries in Asia, Africa, Latin America, Europe and other regions. However, some countries questioned my country's use of vaccines for diplomacy as a political tool and political

means to manipulate other countries. When it comes to international relations such as diplomacy, the most convincing thing is to issue a statement to clarify. The statement issued by the state is formal and authoritative in information, and has a greater influence in the international community.

According to the statistics in this article, in the Global Times' response to the question of "vaccine diplomacy", the English version mostly uses "state agencies and their spokespersons to hold press conferences" and "jointly issue statements with other countries and international organizations". , a total of 6 articles, accounting for 100% of the total; the Chinese version uses the word "jointly issue a statement with other countries and international organizations" to respond. A total of 5 articles, accounting for 100%. For example, in the news article "The Chinese Embassy said that actions speak louder than words, and the United States tried to slander China and damage Sino-Zimbabwe relations", China and Zimbabwe jointly responded to the slander of China by the United States, and the third party involved in the incident personally clarified more than made independent remarks. More credibility, but also makes the response more international impact.

### 4.3. Difference Analysis of Internal and External Communication

1. Internally disseminate vaccine knowledge and information, and externally disseminate national political image

**Table 1.** News Topics\* Newspaper Category Crosstab

		count		
		Newspaper category		Total
		Global Times English version	Global Times Chinese Edition	
news topics	International help provided by China, role played in the world	116	23	139
	Covid-19 vaccines developed in China	62	36	98
	China's new crown vaccine research and development	59	33	92
	China's new crown vaccine stockpiling and processing	20	3	23
	The quality and efficacy of China's new crown vaccine and its recognition	76	50	126
	International health, health security, political issues related to China's COVID-19 vaccine	20	11	31
	Refuting rumors and popular science	13	30	43
<b>Total</b>		<b>366</b>	<b>186</b>	<b>552</b>

Domestic communication and international communication face completely different discourse and communication environments. Only by setting goals according to communication needs and focusing on reporting can effectively spread Chinese stories and build a good national image.

The Chinese version of the Global Times reported on the topic with the largest number of "quality effects and recognition of vaccines", with a total of 50 articles. For the domestic communication environment, the audience is the vaccinator of the vaccine, and the task of the



media is to respond to the public's concerns about the safety of vaccine injection, precautions, and the effect of vaccine injection, so as to relieve anxiety, respond to concerns, and stabilize through information interpretation. the role of order. For example, in "How effective is my country's new crown vaccine? Here comes the answer," said: "More than 60,000 vaccine recipients have traveled to high-risk areas overseas, and so far we have not received a report of a serious infection case, which also proves from another perspective that our vaccine has certain The protection effect." The display of authoritative data shows the efficacy of my country's new crown vaccine, which is more in line with the information needs of domestic audiences.

The topic with the largest number of reports in the English edition of the Global Times is "China's International Help and Its Role in the World", with a total of 116 articles. For the international communication environment, facing international concerns and international doubts, the main task of the media is to respond to doubts and demonstrate the power of great powers through vaccine reports, and the purpose of communication is highly political. For example, in the article "China Donates More New Crown Vaccines to the Philippines", "Chinese Ambassador to the Philippines Huang Xilian said in a brief statement to reporters at the airport, "The delivery of the new vaccine shows the friendship of the Chinese government and people towards the Philippines", Through authoritative information from government agencies, state leaders and government workers, it shows my country's friendly and open political image, which meets the needs of this communication environment.

2. There are more news comments disseminated domestically than internationally. Use news comments to guide correct public opinion trends and build consensus.

Rational and rigorous news commentary can guide the audience and provide valuable thinking for the audience. Mainstream media has great influence and wide dissemination range, and shoulders the heavy responsibility of building social consensus and leading the correct direction of public opinion in internal communication. Therefore, news commentary of mainstream media plays a greater role in internal communication. It transcends individual consciousness, is based on social responsibility and public care, expresses unique cognition and mainstream values, and lays a solid ideological foundation for the good dissemination of Chinese stories.

The Chinese version of the Global Times has 25 news comments, and the English version has 14 news comments. The Chinese version has more news comments than the English version. Global Times, as a mainstream media with great influence, builds social consensus by publishing news comments with the characteristics of this media in the domestic communication environment, and leads the correct direction of public opinion. For example, in the news commentary "Zhang Jieyu: China-Latin America Vaccine Cooperation Should Not Be Subject to External Interference", the author explained the inevitable trend of China-Latin America cooperation, conveyed my country's image of an open and inclusive country, and consolidated and strengthened external cooperation within the entire society. Cooperation, achieve mutual benefit and win-win results, and build a consensus on building a community with a shared future for mankind. Played the role of the main media to lead social values. [3]

## 5. "Global Times" Builds a Multi-dimensional National Image

National image is related to social stability, international status and international discourse power. In recent years, my country has made efforts to build a comprehensive and three-dimensional national image. Internally, we will build an image of a trustworthy, progressive, people-centered, and world-leading big country, gather social consensus and people's strength, strengthen our beliefs, strengthen our self-confidence, and jointly build a modern socialist country. Build an image of a close partner that is open and cooperative, safe and reliable, and

honors its promises, promotes international cooperation, counters the China threat theory and other remarks that deliberately smear China, and enhances its international discourse power and international status. Mainstream media plays a pivotal role in the construction of national image both internally and externally by virtue of its wide dissemination and great influence.

### **5.1. Chinese Version --Leading Position, Sufficient Guarantee, Active Efforts, Safe and Effective, "Made in China", People's Safety**

"Leading position" and "Made in China" build a powerful image of a big country - according to the statistics of this article, keywords such as "leading position" and "Made in China" appear 51 times in the sample. At the beginning of the spread of the new crown epidemic, my country has quickly invested in vaccine research. The reports on the vaccine research process in the selected samples often include words such as "world's first" and "leading". "Made in China" goes to the world and builds a powerful image of a big country. , is no longer a weak manufacturing country with backward technology in the past.

"Sufficient security", "safety and effectiveness", and "people's safety" create a warm backing for the people - according to the statistics of this article, keywords such as "sufficient security", "safety and effectiveness", and "people's security" appear 73 times in the sample. Once the vaccine research and development is successful, my country will organize a nationwide injection work. So far, there have been no strong adverse reactions and safety problems, and the safety of the people has been guaranteed to the greatest extent. The report on the vaccination of the new crown in the sample shows the safety and effectiveness of the vaccine by reporting the progress of the injection; the sufficient vaccine stock is shown by reporting the increase in the coverage of the vaccine. These reports fully give the people a sense of security and embody the people-centered philosophy of governing the country.

"Active effort" builds a national image that seeks development and keeps moving forward - according to the statistics of this article, keywords such as "active effort" appear 42 times in the sample. While ensuring the safety of people's lives, my country also actively provides international assistance and cooperates with partners around the world to jointly discuss solutions to problems and seek development. In the sample reports on vaccine assistance provided to my country, there are many words "actively seeking" and "working hard to achieve", building an image of a strong country that actively seeks cooperation and keeps moving forward.

### **5.2. English Version --Cooperation and Sharing, Altruism, Recognition, Close Partners, Keeping Promises**

"Cooperation and sharing", "altruism" and "close partners" build the image of a big country with friendly cooperation, openness and win-win results. According to the statistics of this article, keywords such as "cooperation and sharing" and "altruism" appear 78 times in the sample. As soon as the new crown vaccine hit, my country shared the virus sequence with the world and provided assistance to other countries. Adhering to the concept of a community with a shared future for mankind, China, together with other countries in the world, promotes the development of global public health, actively promotes the construction of a community of health for mankind, and expresses China's determination and position to fight the epidemic together with other countries in the world. [4] Relevant samples mostly demonstrate open cooperation and altruism by reporting on the international support provided by my country, cooperation with other countries or international organizations in terms of technology and materials, and effectively counter the China threat theory and other remarks that deliberately smear China.

"Keeping promises", "recognition" and "reliable" build a responsible and responsible image of a big country - according to the statistics of this article, keywords such as "honoring and keeping

promises" and "reliable" appear 46 times in the sample. The new crown vaccine developed by my country has been recognized by the international community for its safety and reliability, and it has promised to contribute Chinese wisdom and Chinese solutions to solve the problems of all mankind, and has been firmly fulfilling it. The samples are mainly reflected by reporting news from various countries and international organizations that recognize the efficacy of Chinese vaccines, countries promoting Chinese vaccines at home, and China's solemn commitment statement to the international community.

## 6. Conclusion

Telling Chinese stories well is a powerful tool to build a national image and strengthen external communication, and an effective measure to demonstrate the right to speak internationally and to enhance cultural soft power. In the 5,000 years of China, many stories have happened in the land of China, which shows the national character and spirit. Telling these stories well and letting the world know a comprehensive and three-dimensional China is a historical burden that the times have given to the media. The current mainstream media have carried out useful practices of telling Chinese stories well, and have received good responses both at home and abroad. However, due to cultural differences, complex contexts and changes in the international political situation, there are still many difficulties in disseminating Chinese stories to the outside world. There are also problems such as false information interference and insufficient perspectives internally. There is still a long way to go to tell China well. go.

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