

China's soft media power

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The research explores the goals, means and achievements of China's global media expansion. The aim of the study is to investigate media's role in the soft power policy of China and changes in the global balance of international communication.

The study is based on 30 interviews of journalists, academics and other experts in Beijing and in Hong Kong in 2014–15 and on content analysis of Chinese news journalism published in English.

The study (and the forthcoming book in 2016) consists of introduction, three content parts and conclusion:

Introduction presents the focus, research questions, material, methods and concepts of the research.

Part 1 China's global media – theoretical and contextual viewpoints and approaches explores China's increasing international media presence from five different point of views: (1) globalization and trends in international communication, (2) China's global media in foreign political context (soft power, public diplomacy), (3) media as part of China's cultural industry and economic development, (4) media as nation branding and (5) media as propaganda.

Part 2 Media with Chinese characteristics describes (1) values and norms of journalism in contemporary China, (2) the global media fleet of China (CCTV News, CRI, Xinhua, China Daily etc.) and (3) the Chinese media "going out" policy, its planning and implementation since 2004.

Part 3 Case studies of the content and influence of Chinese media presents five examples: (1) Hong Kong media and the influence of mainland China, (2) China's global media in Eastern Africa, (3) comparison of the foreign political content of CCTV News and the Russian RT, (4) images of Japan and the USA in Chinese global news, and (5) political journalism and political news management in "Chinese style".

In **Conclusion** of the study, the ability and competence of China's media to cross cultural and political borders in the world is evaluated, and predictions of the next steps of China are proposed.