# Acknowledgement

I am so blessed to have a brilliant friend, Ta-te Yang, who knows the best how to ease my stress with his peculiar humor and always drops excellent ideas so casually (and of course, elegantly) when I get stuck. Ta-te is my Red Bull all the time. Our now-ten-year friendship is also to which this thesis is dedicated.

Last but not least, my deepest gratitude to Ting-Yuan Chen, who played a significant role in the past two years. Thanks for being such a good friend for witnessing the me and this thesis from scratch, from nonsense to sense. Thanks for your beautiful mind and understanding support. It would be impossible for me to pass through those desperate struggles without you.

I am grateful to you all.

<div align="right">

Ellen, Yi-Nian Zeng

July 2012

</div>
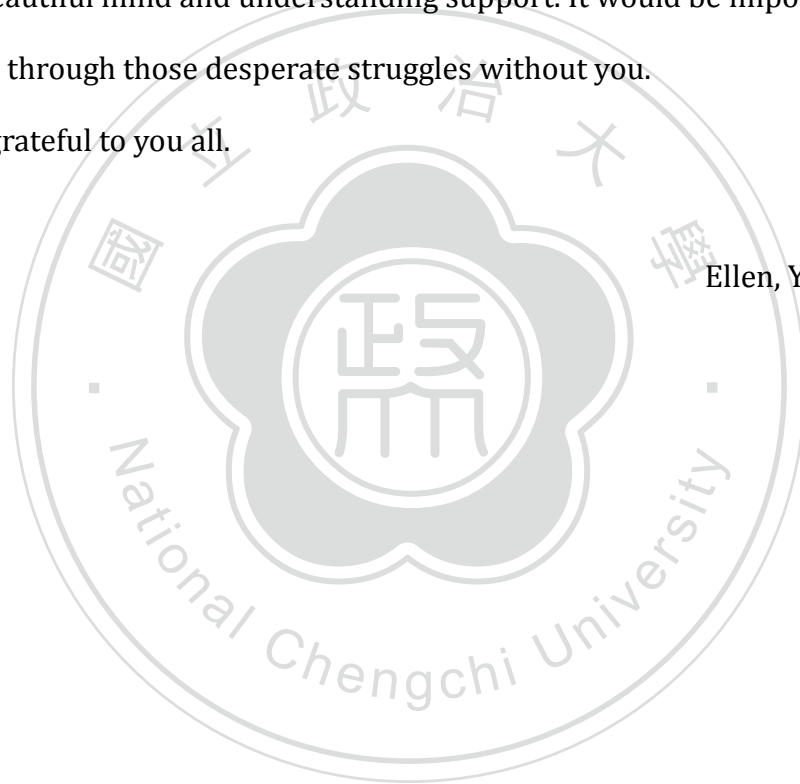
# Abstract

CNC World is an international news channel of China established in July 2010 with a mission of the changing China. Under the current international political context of a rising China, the Chinese government started to emphasize on the development of its soft power. One of the abilities that China wants to obtain is the power to influence the worldwide audience's conception of the major global agenda and their perception toward certain countries' images. This is the context in which CNC World is established. The Xinhua News Agency has invested unprecedentedly in CNC World to ensure its success. In addition, to assure CNC World's news credibility, the financial structure of CNC World is reformed to have a government hands-off editorial board.

This thesis compares CNC World's news reporting with CCTV 9 and CNN International, aiming to find out how CNC World adjusts its news coverage on the major global agenda under the soft power context. Seven current global issues are included in the study: *South China Sea Dispute between China and Vietnam, US Currency Bill on China, Palestinian Statehood bin in UN, The Fall of Gaddafi, Arab Spring in Egypt, Greece Debt Crisis,* and *The Killing of Osama bin Laden*. The result shows that CNC World tends to use a relatively neutral way to report these issues and it has indeed found a unique way to present the Chinese perspective. However, that the international news represents its funding providers' positions remains the same.

# 中文摘要

　　隨著中國在國際場域上地位的崛起，一方面為了消弭其他國際強權的防備之心，另一方面在經濟的驅動力之下，中國意識到國際形象的重要，於是近年來「軟實力」開始成為中國政府的重點政策。根據美國學者 Joseph S. Nye，軟實力指的是一個國家對於國際公眾的吸引力，這樣的吸引力可能來自於文化資產、政治的意識形態以及形塑國際議題方向的能力。媒體通常在軟實力中扮演著重要的角色，像是 CNN、Al Jazeera 就分別為美國和阿拉伯國家帶來影響國際輿論的能力。2010 年，新華社創立了一個新的國際新聞頻道 CNC World，便是因應軟實力的需求而生，期許 CNC World 能和 CNN、BBC、Al Jazeera 等國際新聞頻道分庭抗禮，不僅僅有主導國際議題的能力，更能在國際事件中，將所謂的「中國觀點」傳播出去。因此新華社投入了巨額的資金在 CNC World 上，並且在財務結構上改革，允許 49% 的私人投資，藉以昭示 CNC World 的新聞內容不受中國政府的檢查制度介入，旨在提供國際觀眾「公正」、「客觀」與具有「中國觀點」的國際新聞。

　　本論文欲探討，CNC World 是否在軟實力的時代脈絡下，在建構新聞事件上真的有所調整。因此本論文比較 CNC World 和另外一個全然由中國政府出資的國際新聞台 CCTV 9，以及國際主流新聞頻道 CNN，在七件國際重大議題上的報導架構，去觀察 CNC World 如何平衡中國政府的偏好和國際觀眾的期待。研究結果發現，CNC World 相較另外兩個新聞頻道，在修辭以及題材的選擇上都較為中立，而對於「中國觀點」CNC World 也有獨樹一格的闡述方式。但是研究結果也反映，無論是 CNC World、CCTV 9 或是 CNN 都無法脫離其主要資金提供者那隻「看不見的手」來左右新聞的框架。

# Table of Contents

# List of Tables