

Analysis of China's Social Media Outreach Strategies - Taking the Climate Change Issue as an Example

Kechen Tan

Department of Radio and Television Editing and Directing, Zhongyuan Institute of Technology, Zhengzhou, He Nan, 450000, People's Republic of China

Tkc18838121166@163.com

Abstract

This paper explores China's social media outreach strategies on the issue of climate change, particularly through the platforms Douyin (the domestic version of TikTok) and China Global Television Network (CGTN). Utilizing agenda-setting and framing theories, the paper analyzes how China employs social media to shape its international image, disseminate policy ideas, and play a significant role in global climate governance. The study finds that Douyin, with its vivid visual content and high interactivity, connects climate change policies with the daily lives of the public, while CGTN's authoritative reporting showcases China's leadership in global climate governance. The paper summarizes the successful strategies of China's social media in climate change advocacy and proposes suggestions for improvement and international cooperation.

Keywords

Climate Change, Social Media, Agenda-Setting, Framing Theory, China Global Television Network, Douyin.

1. Introduction

As China's comprehensive national power and international status improve, a "Chinese power" that should not be underestimated is increasingly entering the international arena. Since the reform and opening up, China has increasingly emerged as a global superpower, positioning itself on a level comparable to that of the United States. This transformation has been marked by rapid economic growth, technological advancements, military modernization, and significant influence in international politics and trade. China's strategic initiatives, such as the Belt and Road Initiative, along with its active participation in global organizations, have further solidified its standing as a formidable force on the world stage, rivaling the influence and capabilities traditionally associated with the United States. China's strong comprehensive national power has made Beijing more eager to grasp an important position in the international order and make China's voice heard.

On issues related to climate change, the mainstream Western view is that the greatest challenge to climate change now comes from the thriving industrial systems of developing countries. In terms of social media, the mainstream media campaigns are also different: ideologically, Chinese social media tends to emphasise the country's responsibility and leadership, as well as China's positive contribution and strategic vision in global climate governance. Western media's focus on climate change often highlights the urgency of the crisis, emphasizing extreme weather events, rising sea levels, and the need for immediate action by governments and corporations. Climate change significantly impacts human rights, disproportionately affecting vulnerable populations through displacement, food insecurity, and health risks. This environmental degradation also strains democratic institutions, exacerbating social tensions and challenging political stability. Meanwhile, China's approach to climate issues involves balancing economic

growth with environmental sustainability, implementing policies to reduce emissions and invest in renewable energy, while also facing scrutiny for its coal dependency.; in terms of values, Chinese media emphasize the profound impacts of climate change on both economic development and social stability. They highlight the challenges and opportunities presented by the need to address environmental concerns while fostering economic growth. Reports often delve into the delicate balance required to manage climate change mitigation efforts without hindering economic progress. This includes exploring sustainable development practices, green technologies, and policies that support a low-carbon economy. The media also discuss the social implications, such as job creation in green industries, the health benefits of reducing pollution, and the importance of international cooperation to tackle global climate issues. By focusing on these aspects, Chinese media aim to raise awareness and encourage a holistic approach to addressing climate change that integrates economic and social dimensions. In terms of values, Chinese media pay considerable attention to the profound impact of climate change on both economic development and social stability. They emphasize the intricate relationship between climate change and economic growth, underlining the urgent need for sustainable development practices to ensure long-term economic stability. Reports often highlight how climate change disrupts traditional industries, thereby affecting overall economic performance. This narrative underscores the critical importance of integrating environmental considerations into economic planning and policy-making.

Furthermore, Chinese media spotlight the social implications of climate change, particularly focusing on the potential for job creation in green industries. By promoting renewable energy sectors, eco-friendly manufacturing, and sustainable agricultural practices, there is a significant opportunity to generate employment and stimulate economic growth. Additionally, media outlets frequently discuss the health benefits associated with reducing pollution, such as lower rates of respiratory illnesses and other pollution-related health issues. This public health angle is often used to garner wider public support for environmental policies.

Another key theme in Chinese media is the balance between climate change mitigation efforts and economic progress. This involves discussing the challenges and opportunities of adopting green technologies and transitioning to a low-carbon economy. Articles and reports explore the potential economic advantages of leading in green innovation, as well as the short-term economic costs and adjustments required. The media advocate for comprehensive policies that support this transition, emphasizing the need for government incentives, corporate responsibility, and public awareness to foster a robust and resilient low-carbon economy.

In summary, Chinese media narratives on climate change are multifaceted, addressing the economic disruptions caused by environmental changes, the potential for job creation in sustainable industries, the health benefits of reducing pollution, and the broader socio-economic dynamics of transitioning to a low-carbon economy. These discussions highlight the dual objectives of mitigating climate change while maintaining economic growth, promoting the adoption of green technologies, and supporting policies that foster sustainable development. Due to earlier industrialisation and modernisation, Western media emphasize the threat of climate change to the ecological environment and people's health. They highlight the detrimental effects on natural ecosystems, such as the destruction of habitats, the loss of biodiversity, and the increased frequency of extreme weather events. These media outlets often underscore the direct and indirect health impacts on people, including respiratory problems caused by pollution, the spread of vector-borne diseases, and the adverse effects of heatwaves and natural disasters on vulnerable populations. By bringing attention to these issues, Western media aim to raise public awareness and drive policy changes that prioritize environmental protection and public health.

In contrast, Chinese media focus on the challenges climate change poses to China's national security and the ways to safeguard China's status and reputation in the international

community. They emphasize how climate change can affect food and water security, disrupt economic stability, and increase the risk of social unrest. Additionally, Chinese media highlight the importance of international cooperation and leadership in addressing climate change, positioning China as a responsible global player committed to sustainable development. They often stress the country's efforts in reducing carbon emissions, investing in renewable energy, and participating in international climate agreements. This narrative aims to enhance China's global standing and showcase its commitment to tackling one of the world's most pressing issues. Western media, on the other hand, are more concerned about the threat of climate change to the competitiveness and influence of Western countries, and even how to check and balance China's rise and influence. [1].

Therefore, how China's social media can make a breakthrough in climate change publicity in the international arena is an issue that we need to think about and solve. This study will analyse from some major social media such as Jieyin and CGTN.

2. Literature review

In recent years, the rise of social media has given birth to "digital diplomacy," a new method for communicating international relations and addressing global issues. This approach leverages social media platforms to facilitate dialogue and engagement between nations and their citizens, enhancing the transparency and immediacy of diplomatic interactions. Through digital diplomacy, governments and international organizations can share real-time updates, respond promptly to global events, and engage directly with the public, fostering a more inclusive and participatory form of diplomacy. This method not only broadens the reach of diplomatic messages but also allows for more dynamic and responsive communication, adapting to the fast-paced nature of the digital age. In the discussion of climate change as a global challenge, social media, as one of the main avenues of "digital diplomacy", has particularly demonstrated its ability to disseminate relevant information and shape public agendas and perceptions. One of the world's largest contributors to carbon emissions, China's actions and communication strategies to address climate change will inevitably receive extensive attention from the international community, and through social media platforms, the Chinese government not only conveys information about its climate policies and actions, but also endeavours to portray itself internationally as a responsible and active participant in climate governance.

Many scholars have now explored how digital diplomacy enables states to influence international public opinion across geographical and cultural boundaries [2]. Particularly in the field of environmental communication, social media provides a very convenient platform for states to directly interact with global audiences and engage in the climate change narrative. However, research on how China communicates about climate change through social media is still relatively limited. While there are examples of China's use of social media for political and economic issues at home and abroad (CGTN or China Daily), there is still a lack of evidence on how social media platforms can be used for effective communication and international image building on the specific topic of climate change: some researchers have previously used methods such as data mining and textual analyses to explore public perceptions and discussions of climate change on social media (Li Li), and others have used data mining and textual analyses to explore public perceptions and discussions of climate change on social media. Climate change awareness and discussion on social media [3], but did not apply relevant communication theories. Now the communication ground theory is used to re-examine this relationship from another dimension, which also helps to make up for the shortcomings of previous studies.

In this article, the author mainly adopts agenda-setting and framing theories. The agenda-setting theory underscores the significant role that the media plays in shaping the public's

perception of the importance of various issues. According to this theory, the media doesn't tell people what to think, but it does tell them what to think about. By choosing which topics to cover and how much attention to give to each one, the media can influence which issues the public perceives as important. This process involves the selection and emphasis of certain events, issues, and topics over others, thereby setting the agenda for public discourse. For instance, if the media extensively covers a particular political scandal, the public is likely to view that scandal as a crucial issue. Conversely, if the media ignores certain topics, those issues may be perceived as less important or may not enter the public consciousness at all. Through this mechanism, the media has the power to shape societal priorities and influence public opinion and policy; on the other hand, The framing theory emphasizes the media's influence on the public's reception and processing of information by using specific expressions. This theory suggests that the way information is presented—or "framed"—significantly impacts how audiences interpret and respond to it. By selecting certain words, phrases, and contexts, the media can shape the perception of events and issues, guiding public opinion and attitudes. For instance, framing an economic policy as a "tax relief" rather than a "tax cut for the wealthy" can lead to vastly different public reactions. Essentially, framing theory highlights the power of language and presentation in shaping our understanding of the world. By integrating the two theories, this article offers readers a comprehensive and nuanced understanding of the strategies and effects of social media. The synthesis of these theoretical frameworks allows for a more holistic analysis, shedding light on the multifaceted nature of social media dynamics. Readers can gain insights into how these strategies are developed, implemented, and their subsequent impacts on user behavior and society at large. This approach not only elucidates the mechanisms behind social media's influence but also highlights the interplay between different factors that drive engagement and interaction on these platforms. Ultimately, the article serves as a valuable resource for those seeking to navigate and comprehend the complex landscape of social media in China when dealing with global climate change issues.

Another point is that the complexity of cross-cultural communication calls for a more in-depth analysis of China's climate change communication strategies, which would allow for a better understanding of how international audiences in different cultural contexts perceive these messages. By filling this research gap, examples can be effectively provided on how social media can be utilised to promote effective cross-cultural environmental communication, which is crucial for addressing global climate change challenges.

In order to deeply analyse China's social media outreach strategies on the issue of climatisation, this study will collect and analyse relevant content from mainstream social media platforms such as China International Television (CGTN), Jitterbug (the Chinese version of TikTok), and Sina Weibo. These social media platforms were chosen because they have wide reach and influence in China's cyberspace and are often used by the government and its agencies to release official statements and propaganda materials [4].

We focus mainly on Chinese social media communication strategies for international climate change. During the formative period, new ideas put forward by the Chinese government are often not clearly defined. This lack of clear definition can lead to ambiguity and uncertainty, both within the government and among the general public. It may result in varied interpretations and implementations of these ideas across different regions and sectors. Moreover, the process of refining and clarifying these ideas often involves extensive discussion, debate, and experimentation, which can further contribute to the sense of uncertainty. This dynamic, while challenging, also provides opportunities for innovation and adaptation as the ideas evolve and mature. Over time, as these ideas become more clearly articulated and established, they can lead to significant policy developments and reforms that shape the country's future trajectory.[5]. When it comes to China, people in Europe usually show an "outsider's mindset" [6]. Therefore, in order to make the outside world understand more about

the thoughts of Chinese leaders and government, It is necessary for people to study the external communication strategies of Chinese social media in terms of climate change because these platforms play a critical role in shaping public perception and awareness. Chinese social media, with its vast user base and influential presence, has the potential to disseminate important information about climate change, promote sustainable practices, and mobilize collective action. Understanding how these platforms convey messages, engage with audiences, and influence behavior can provide valuable insights for improving communication efforts. Furthermore, studying these strategies can help identify best practices, highlight areas for improvement, and foster international collaboration in addressing the global challenge of climate change.

3. An Examination of "Climate Change" Content on Chinese Social Media

In September 2016, ByteDance launched Douyin, a short-form video sharing platform for global users. By December 2021, Douyin has surpassed 600 million daily active users, making it one of the hottest social media apps in China. The goal of the platform is to deepen international communication, enhance China's positive image abroad, and expand its global reach. Like other media in China, Jieyin's content is controlled and censored by the government, making it an important window into China's official propaganda and mindset.

Jieyin plays an important role in the global social media landscape, especially through its international version, TikTok, which has more than 1 billion monthly active users in the global market. The platform not only serves as a tool for Chinese officials to "tell China's story well", but also seeks to change the traditional way in which Western mainstream media report and view China through its carefully curated content.

The way Shakeology's video and textual content is presented on social media shows that textual and visual elements are inseparable in conveying information. The title and textual description of the video not only locates and identifies the subject matter, but also attracts and entices users to view it, providing potential viewers with the first means of accessing and understanding the content of the video. This strategy of integrating visuals and text is key to Shakeology's success in reaching an international audience and expanding its reach in the global news distribution and social media space.

3.1. ANALYSIS: "China is steadily emerging as a significant influence in global climate change initiatives"

China's economic reforms, initiated in 1978 under the leadership of Deng Xiaoping, marked a significant turning point in the nation's history. These reforms aimed to transition China from a centrally planned economy to a more market-oriented one, fostering rapid economic growth and development. Deng Xiaoping's policies included opening up China to foreign investment, encouraging private enterprise, and implementing agricultural reforms. The reforms led to unprecedented economic expansion, lifting millions out of poverty and transforming China into a global economic powerhouse. This period of reform not only modernized the Chinese economy but also reshaped the country's social and political landscape, who revitalised the country through a series of reform and opening-up measures. China followed Deng Xiaoping's low-key foreign policy, emphasizing a "peaceful rise" in international affairs. For the next three decades, this approach was characterized by a focus on economic development and modernization while avoiding confrontation and maintaining stability. China sought to integrate itself into the global economy, joining international organizations such as the World Trade Organization and participating in multilateral frameworks. This policy aimed to reassure other countries of China's peaceful intentions, fostering cooperation and mutual benefit. Additionally, China invested heavily in infrastructure, technology, and education, propelling its

rapid economic growth and enhancing its global influence. By pursuing a peaceful rise, China aimed to create a favorable environment for its development and gradually increase its role on the world stage.

During Hu Jintao's tenure as the President of China from 2004 to 2012, there was a significant focus on the country's rising global power status and the continuous increase in its comprehensive national power. This period marked a pivotal time in China's modern history, characterized by rapid economic growth, significant advancements in science and technology, and an expanding influence on the global stage.

In academia, numerous studies and papers were published analyzing China's development trajectory, its economic strategies, and its growing geopolitical influence. Scholars examined the factors contributing to China's ascent, such as its integration into the global economy, the implementation of strategic policies like the "Go Global" strategy, and its efforts to build a harmonious society. These academic discussions often highlighted the interplay between China's domestic policies and its foreign policy initiatives, emphasizing the country's increasing ability to shape global norms and participate in international governance.

Official documents and government reports during this period also underscored China's achievements and ambitions. The Chinese government articulated its vision for the future through various Five-Year Plans, which set ambitious goals for economic modernization, technological innovation, and social development. These documents reflected a confidence in China's path and a commitment to maintaining stable and sustainable growth.

Furthermore, the period saw China's active participation in international organizations and multilateral frameworks, aiming to enhance its diplomatic presence and leadership role. China's involvement in the World Trade Organization (WTO), the United Nations (UN), and the Group of Twenty (G20) exemplified its efforts to contribute to global governance and economic stability.

In summary, during Hu Jintao's presidency, the discourse on China's rising global power and comprehensive national strength was prominent both in academic circles and official rhetoric. This era laid the groundwork for China's continued ascent on the global stage, setting the stage for its future endeavors and aspirations. In 2005, Zheng Bijian, a prominent government political advisor and influential thinker, articulated a vision of China's "rise as a great power." He elaborated on this concept in various writings and speeches, emphasizing that China's ascent on the global stage would be characterized by peaceful development and mutually beneficial cooperation with other nations. Zheng's perspective aimed to allay international concerns about China's growing economic and political influence, framing the country's rise not as a threat but as an opportunity for global prosperity and stability. His ideas have since shaped much of China's foreign policy discourse and strategic planning in the 21st century. [7]. However, under Xi Jinping, this perception has changed significantly. Since November 2012, Xi Jinping's leadership has been marked by a significant strengthening of control mechanisms within the Communist Party of China. This period has seen a series of comprehensive reforms aimed at consolidating power, enhancing internal discipline, and increasing oversight to ensure party loyalty and unity. Measures include an intensified anti-corruption campaign that has targeted high-ranking officials as well as grassroots members, a push for ideological conformity through enhanced propaganda efforts, and the establishment of new regulatory bodies to oversee various aspects of governance and party activities. These steps have been accompanied by a broader strategy to centralize decision-making and tighten the party's grip on all aspects of Chinese society, reinforcing Xi's authority and the party's dominant position in the country's political landscape.[8]. The seven-year reform plan was officially adopted at the end of 2013. This strategic initiative was designed to address various structural challenges within the economy and to modernize several key sectors. The plan aimed to enhance overall efficiency, promote sustainable growth, and increase the competitiveness of the nation on a global scale.

It included specific measures to reform public sector management, improve the legal framework, and foster innovation across industries. Additionally, the plan sought to bolster social welfare systems and infrastructure development, ensuring a more equitable distribution of resources and opportunities across the population.[9] In 2018, China's economy achieved a significant milestone by surpassing 90 trillion yuan in gross domestic product (GDP). This impressive economic performance further solidified China's status as the world's second-largest economy, following only the United States. The achievement reflects China's rapid economic growth and development over the past few decades, driven by industrial expansion, technological advancements, and a strong manufacturing base. This economic milestone not only highlights China's increasing influence on the global stage but also underscores its pivotal role in international trade and economic affairs. The continued growth and diversification of China's economy have had far-reaching impacts, contributing to global economic stability and fostering deeper economic ties with countries around the world.

Xi Jinping proposed the "Chinese Dream" as a vision for China's future, emphasizing national rejuvenation, economic prosperity, and improved livelihoods for its citizens. This concept builds upon the foundation laid by his predecessor, aiming to revitalize the nation by fostering innovation, enhancing cultural values, and strengthening the country's global standing. The "Chinese Dream" seeks to unite the people towards achieving a common goal of restoring China's historical prominence and ensuring a prosperous and harmonious society. This vision encompasses various aspects, including modernization, social harmony, and environmental sustainability, reflecting the aspirations of the Chinese people for a better and brighter future. [10]. The Xi administration has taken a more proactive stance on climate change. At various international conferences, President Xi Jinping has consistently emphasized China's unwavering commitment to green and low-carbon development. He highlighted the nation's proactive stance on addressing climate change, outlining a comprehensive approach that includes reducing carbon emissions, enhancing energy efficiency, and promoting sustainable practices across all sectors of the economy. By advocating for these initiatives, Xi underscored China's role as a global leader in environmental protection and its dedication to fulfilling international climate agreements. This approach aims to balance economic growth with ecological sustainability, ensuring a better future for both the country and the world and promote the building of a community of human destiny. His pledge at the 2020 UN General Assembly that China's commitment to carbon neutrality by 2060 underscores its significant role in global climate governance. This ambitious target reflects China's dedication to addressing climate change and transitioning to a sustainable, low-carbon economy. As the world's largest emitter of greenhouse gases, China's actions are pivotal in shaping global climate policies and promoting international cooperation for a more sustainable future.

The 19th National Congress of the Communist Party of China, held in October 2017, was a significant event that marked a new era in the country's political and social landscape. During this congress, Xi Jinping, the General Secretary of the Communist Party of China, introduced the concept of "Socialism with Chinese Characteristics for a New Era." This concept underscored a renewed focus on the unique path of socialism that China has been pursuing, tailored to its own historical, cultural, and economic contexts. The congress emphasized the importance of maintaining and developing socialism with Chinese characteristics while addressing contemporary challenges and opportunities. The vision presented by Xi Jinping at the congress set the tone for China's development and governance strategies in the coming years, highlighting goals such as economic reform, technological innovation, and the strengthening of national governance. This congress was pivotal in reaffirming the party's commitment to its ideological roots while adapting to the demands of a rapidly changing world., setting out a roadmap for "developing a new development vision" and "developing a modernised

economy"[11]. Among them, green development is regarded as an important component, reflecting China's attention and commitment to the issue of climate change.

3.2. Building a community of people destiny

Previous studies of China's response to climate change have thoroughly examined the economic impact of its various policies. These assessments have provided valuable insights into how China's strategies to mitigate and adapt to climate change affect its overall economy. Researchers have analyzed factors such as the cost-effectiveness of renewable energy investments, the economic benefits of reducing greenhouse gas emissions, and the financial implications of transitioning from fossil fuels to cleaner energy sources. Additionally, these studies have explored the broader economic repercussions, including job creation in the green energy sector, changes in industrial productivity, and the potential for economic growth driven by sustainable practices. By evaluating the economic impact of China's climate policies, these studies contribute to a deeper understanding of the trade-offs and benefits associated with environmental sustainability efforts.[12]. The Chinese government and state-owned media frame climate policy positively in international promotions by highlighting the nation's commitment to sustainable development and environmental protection. They emphasize China's proactive measures in reducing carbon emissions, investing in renewable energy sources, and implementing green technologies. This positive framing aims to present China as a responsible global leader in the fight against climate change, fostering international cooperation and enhancing its image on the world stage. The narrative often includes success stories of ecological preservation, technological advancements, and policy achievements to underscore China's dedication to building a green future.[13]. Others explore how foreign policy has been influenced and developed.[14], consequently, numerous scholars concur that China's unprecedented geographic and financial scope to address climate change demonstrates its determination to pursue its ambitious vision [15]. China's shift from a traditional economic development model to a more inclusive A sustainable climate change response policy is crucial for addressing the long-term impacts of global warming and environmental degradation. Such a policy typically includes measures to reduce greenhouse gas emissions, transition to renewable energy sources, enhance energy efficiency, and promote sustainable land use and forestry practices. It also involves international cooperation, technological innovation, and economic strategies to mitigate climate risks and adapt to changing environmental conditions. By implementing sustainable climate change policies, countries can safeguard ecosystems, protect public health, and ensure economic stability for future generations.

China's growing global ambitions are evident in its active participation in international forums, significant investments in infrastructure projects worldwide through initiatives like the Belt and Road Initiative, and its increasing influence in global economic and political spheres. China's ambitious goals include leading advancements in technology, expanding its geopolitical influence, and fostering economic ties with developing countries. Additionally, China's commitment to becoming a leader in climate change mitigation and renewable energy showcases its intention to shape global environmental policies and drive the transition to a sustainable, low-carbon future.

The text emphasizes China's implementation of one of its most important and far-reaching policies, which has significant implications for the country's economic, social, and political landscape. This policy not only aims to drive substantial growth and development but also seeks to address critical issues such as poverty alleviation, environmental sustainability, and technological innovation. By focusing on long-term strategic goals, China is positioning itself as a global leader in various sectors, fostering international cooperation, and enhancing its influence on the world stage. The successful execution of this policy is expected to bring about transformative changes, improve the quality of life for its citizens, and ensure sustainable

progress for future generations, climate change policy was first proposed during Xi Jinping's participation in the 2015 Paris Climate Change Conference. The five objectives are part of a comprehensive framework aimed at tackling climate change and fostering cooperation: policy coordination, green facility connectivity, low-carbon trade, financial greening, and exchanges promoting ecological civilization. Often compared to the US-led Paris Agreement, which aims to tackle climate change globally [16], many see this as an important contribution by China to global climate change governance or, more accurately, a positive response to global environmental protection [17]. The policy development in China can be divided into three stages, each showing increasing ambition. Initially, from 1978 to 1992, China began economic reforms under Deng Xiaoping, transitioning from a planned economy to a market-oriented one with initiatives like Special Economic Zones and agricultural decollectivization. From 1993 to 2012, China deepened these reforms, integrated more into the global economy by joining the WTO, and reformed state-owned enterprises and financial markets, driving further economic progress. Since 2013, under Xi Jinping, China has aimed for high-tech manufacturing with the "Made in China 2025" strategy and expanded its global influence through the Belt and Road Initiative, focusing on sustainable development and playing a leading role in global affairs. These stages reflect China's journey from initial reforms to becoming a key global player, showcasing its growing ambition and influence.

China's climate change strategy began with domestic policy adjustments at the end of 2013. In early 2014, it began to include climate assistance and cooperation for developing countries. Then in late 2015, China pledged at the Paris Climate Change Conference to become carbon neutral by 2060. This process of expansion demonstrates China's growing ambition in global climate governance. Xi Jinping has emphasised at several international conferences China is committed to green and low-carbon development, reflecting its strategic approach towards creating a more sustainable future. This dedication aligns with the nation's broader vision of building a community of shared human destiny, where the well-being and prosperity of all countries are interconnected. By prioritizing green initiatives and low-carbon technologies, China demonstrates its proactive stance in combating climate change. This commitment is evident in both domestic policies and international collaborations, emphasizing the importance of sustainability and environmental protection. Through these efforts, China aims to lead by example, promoting sustainable development practices globally and contributing to a healthier planet for future generations. These keywords can be extracted in the Jitterbug Associated Word Mapping below:

- * :: Global warming
- * :: Paris Agreement
- * :: Renewable energy
- * :: Ecosystems
- * :: El Niño
- * :: Greenhouse gases
- * :: Atmospheric circulation
- * :: Agricultural production
- * :: Energy transition
- * :: Environmental protection
- * :: Human activities

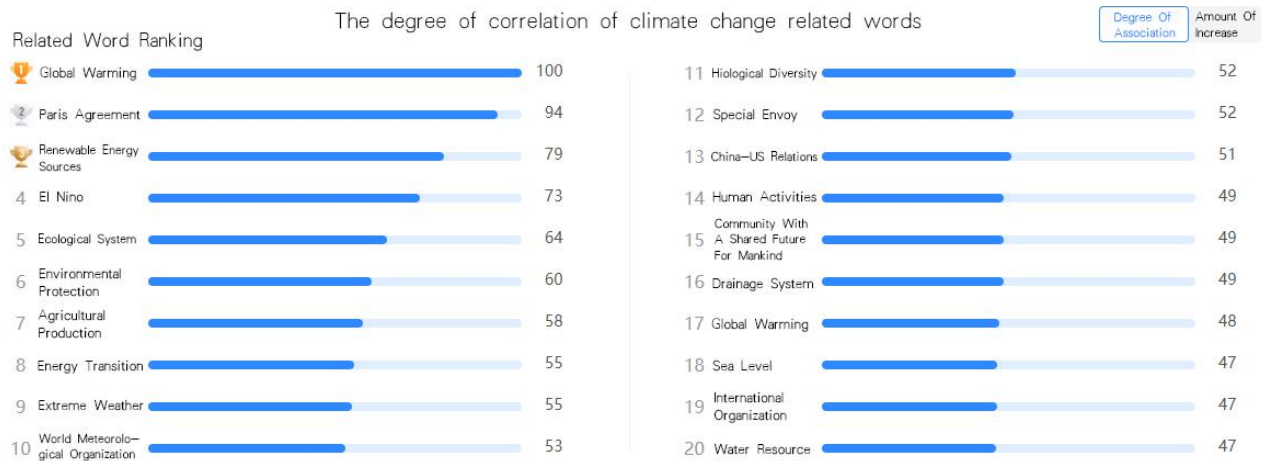


Figure 1 The ranking of climate change-related terms, with "global warming" as the highest, followed by "Paris agreement", "renewable energy" and so on

These are the keywords that have a relatively high degree of relevance in the Associated Words Atlas. Among them, global warming, ecosystems, and agricultural production appear several times in some titles and abstracts.

The spread of the three keywords global warming, ecosystems and agricultural production on social media platforms such as Shake Shack exemplifies the important role of interactive communication in promoting the popularisation of climate change policies. First, global warming is a global issue that affects every ecosystem and the agricultural production that depends on them. Through platforms such as Shakeology, these complex concepts can be presented in an easy-to-understand format, increasing the efficiency and reach of information dissemination. At the same time, through visual data and storytelling, social media can effectively enhance the public's understanding of scientific concepts[18].

Secondly, the interactive features of Shakeology, such as comments, shares and likes, allow users to not only receive content, but also to participate in discussions about it. This engagement increases users' sense of personal investment in the topic of climate change, making climate policy less distant and abstract and more relevant to everyone's daily lives. According to a survey by the Pew Research Center, the interactive nature of social media platforms significantly increases users' engagement and influence on public issues.

In addition, content about climate change on the Shakeology platform is usually accompanied by concrete examples or stories. For example, climate change affects agriculture in a particular area, and this kind of concretised narrative is more likely to resonate with viewers, thus raising public awareness and urgency regarding the effects of climate change, and the personalised stories are effective in bridging scientific information and personal emotions, and facilitating the popularisation of complex information[19].

Therefore, social media platforms such as Jitterbug can effectively connect keywords such as global warming, ecosystems and agricultural production to the daily lives of the general public through its interactive nature, thus promoting understanding and support for climate change policies. This approach involves not only disseminating information but also fostering interactive communication and educational exchanges. By sharing information, stakeholders are kept informed and up-to-date on relevant topics. Engaging in two-way communication ensures that feedback, concerns, and ideas from all parties are heard and considered. Furthermore, educational initiatives help deepen understanding, build skills, and promote informed decision-making. This comprehensive strategy enhances collaboration, supports mutual learning, and facilitates the achievement of shared goals, which helps to develop a broader social consensus and support for the strategy.

3.3. To tell the Chinese story and promote China's advocacy on climate change more effectively

The CGTN, as a communication tool of the Chinese government, undoubtedly plays an important role in publicising the "climate change" initiative and its associated values and motivations. Public diplomacy encompasses a broad range of activities through which governments engage and communicate with foreign publics. The primary objective of these efforts is to foster a deeper understanding and appreciation of the country's ideas, ideals, institutions, cultures, national goals, and current policies among international audiences. By doing so, public diplomacy seeks to build and maintain positive relationships, counteract misinformation, and enhance the country's image and influence abroad. This multifaceted approach includes cultural exchanges, international broadcasting, educational programs, and digital diplomacy, among other initiatives. Through these channels, governments aim to not only convey their messages effectively but also to listen and respond to the concerns and perceptions of foreign populations, thereby fostering mutual respect and cooperation on the global stage. The most effective way to demonstrate the success of this strategy and to convince more people to get involved is to use platforms such as Jitterbug and CGTN to tell the story of how the programme is benefiting the world and how the world is responding positively to China-led international initiatives.

Inter-country exchanges and cooperation must be at the top of the list. At the national level, in the Glasgow Joint Declaration on Enhanced Climate Action for the 2020s, China and the United States have expressed their satisfaction with the significant progress achieved thus far and have made a joint commitment to work together, along with other nations, to further strengthen and enhance the implementation of the Paris Agreement. This collaboration aims to ensure that the objectives of the agreement are met efficiently and effectively, addressing the global challenge of climate change through collective action and cooperation. Both countries recognize the importance of international partnership in achieving the goals set forth in the Paris Agreement and are dedicated to contributing their resources and expertise to support and enhance global efforts in combating climate change. Both sides agreed to take stronger climate action to effectively address the climate crisis. They will achieve this by implementing more rigorous policies and measures aimed at reducing greenhouse gas emissions and enhancing climate resilience. This commitment will be guided by the principle of common but differentiated responsibilities, which acknowledges that while all countries are responsible for addressing climate change, they have different capabilities and circumstances. Consequently, each country will contribute according to its specific capacities, resources, and national contexts. This approach ensures that the efforts to combat climate change are equitable and consider the unique situations of each country, allowing for a more balanced and effective global response to the climate crisis.

The two countries have agreed to establish a working group dedicated to fostering cooperation on issues related to climate change and multilateral processes. This initiative aims to enhance collaborative efforts, share best practices, and develop joint strategies to address global environmental challenges. By working together, they seek to promote sustainable development, reduce greenhouse gas emissions, and strengthen their collective response to the impacts of climate change. Additionally, this partnership will focus on engaging in multilateral forums and processes to influence international climate policies and commitments, ensuring a coordinated and impactful approach to combating climate change on a global scale. [20].

As the COP15 rotating presidency, China is prepared to collaborate with the UK to ensure the success of both conferences.

Sharma praised China's significant efforts and contributions to addressing climate change. He highlighted that the United Kingdom is keen to enhance its cooperation with China in several

key areas, including climate finance, renewable energy development, and carbon trading mechanisms. Additionally, Sharma emphasized the UK's eagerness to strengthen dialogue and coordination with China to ensure successful and positive outcomes at the upcoming international climate conferences, COP26 and COP15. The UK's aim is to work closely with China to tackle global environmental challenges and to support the transition towards a more sustainable and low-carbon future. [21].

Xie Zhenhua, China's Special Envoy on Climate Change, was recently honored by the Nobel Trust for Sustainable Development in Sweden. He was awarded the 2022 Outstanding Contribution to Sustainable Development Award in recognition of his significant contributions to the field. This prestigious accolade underscores the expert recognition of Xie Zhenhua's relentless efforts and dedication to promoting sustainable development practices. His work has been instrumental in advancing global climate initiatives and fostering international cooperation in the fight against climate change. The award not only acknowledges his individual achievements but also highlights China's commitment to addressing environmental challenges and advancing sustainable development goals on a global scale.[22].

Chinese President Xi Jinping recently responded to a letter from students at Francis Holland School in the UK, which expressed their concerns about climate change. In his reply, President Xi acknowledged the students' awareness and engagement with environmental issues. He emphasized the significance of global cooperation in addressing the challenges posed by climate change. President Xi highlighted China's commitment to sustainable development and its efforts to reduce carbon emissions. He also encouraged the students to continue their advocacy for the environment and to work together with people from different countries to build a greener and more sustainable future. This exchange underscores the importance of international dialogue and collaboration in tackling pressing global issues like climate change." The Earth can be compared to a large family where humanity forms a close-knit community. In this global family, every individual and nation has a role to play and a responsibility to uphold. One of the most pressing challenges we collectively face is climate change, a crisis that transcends borders and affects every corner of our planet. To effectively address this issue, it is imperative that we work together, fostering cooperation and collaboration across all levels of society. By sharing knowledge, resources, and innovative solutions, we can make significant strides in mitigating the effects of climate change and ensuring a sustainable future for generations to come. Through unity and joint efforts, we can turn the tide against this global threat and protect our shared home, and the vision that "clear water and green mountains are priceless treasures", which has become the consensus in China today", Xi replied to Dao[23]. This is a consensus from the people, the good wishes of ordinary people.

Through in-depth analyses of CGTN's and Jitterbug's coverage of President Xi Jinping's "climate change" policy on their social media platforms, this paper explores how China's image continues to be shaped in the global political landscape through social media strategies, taking into account the theory of discursive conjunctions. Combined with the theory of 'discursive knots'[25], the study explores how China's image continues to be shaped in the global political landscape through social media strategies. The study finds that both platforms communicate President Xi Jinping's policy ideas in their own unique ways, with CGTN emphasising the global significance and strategic depth of the policy, Jinyin aims to make the issue of climate change more relatable to the general public by using visually engaging and emotionally impactful content.

CGTN's coverage provides in-depth information on specific measures of policy and global cooperation programmes, reflecting China's global leadership role on climate change [25]. Shake Shack, on the other hand, utilises its platform characteristics to showcase the concrete impacts of climate action and individual stories through short videos, a strategy that not only

disseminates information, but also enhances the impact of the message through emotional resonance.

This two-pronged strategy reflects China's media strategy in communicating Xi Jinping's climate change policy. Strategic content production targeting different audiences through different platforms aims to build an all-encompassing policy advocacy framework. By leveraging the powerful influence of social media, China has not only widely disseminated its policy ideas both at home and abroad, but also portrayed an image of a responsible power on the international stage that actively addresses climate change and promotes global green development.

In addition, these narrative strategies reflect China's attempts to shape and reinforce Xi Jinping's "community of human destiny" view of global governance through social media, and to work with the global community to tackle the issues posed by climate change. The success of this strategy lies in its ability to effectively communicate China's environmental policies and sense of global responsibility on the global stage, while reinforcing its leadership position in global environmental governance.

4. Findings

Through in-depth analyses of CGTN and Jitterbug's coverage of President Xi Jinping's "climate change" policy on their social media platforms, The research examines how China's social media tactics persistently influence its image within the international political arena. The study reveals the strategic ways in which China uses social media to communicate its policy ideas, particularly on the issue of global climate change.

4.1. CGTN 's strategic coverage

CGTN's report offers a comprehensive examination of China's climate change policies, with a special emphasis on China's role and contribution in global climate governance. The report not only covers specific measures of the policy, such as emission reduction targets and the promotion of green technologies, but also details how China is pushing for climate action in the international arena, including active participation in multilateral forums such as the United Nations Climate Change Conference. China is not seeking to replace the existing global order, but rather to take a greater leadership role within it, especially on global environmental issues. In addition, the CGTN report also highlighted China's cooperation with other countries on climate change, such as China-Africa and China-Europe green development cooperation, showing China's efforts to promote cooperation on global environmental governance. These elements not only reflect the international dimension of the policy, but also show China's image as a globally responsible power committed to building an open, inclusive, green and clean world.

4.2. Interactive communication of Shakeology

Jitterbug, on the other hand, brings climate change policies closer to the lives of the general public through its vivid visual content and high degree of user interactivity. Short videos on the platform often showcase specific climate actions, such as tips for planting trees, energy saving and emission reduction in life, and how ordinary people can get involved in these activities. Not only is this content easy to consume, but it also reinforces the impact of the policies through emotional resonance, transforming climate action from a grand international issue into everyday behaviours that the public can engage with and influence.

Through Shakeology, users not only see the impact of the policy, but also China's achievements and progress in environmental protection, such as the popularity of new energy vehicles and the development of renewable energy projects. This bottom-up communication strategy has allowed the global issue of climate change to resonate and create a wider sense of action among the population.

4.3. Combined effect of social media

The different strategies of CGTN and Jitterbug show that China demonstrates a full range of coverage from authoritative reporting to interactive narratives when using social media to disseminate policy. This multi-layered and diverse content production strategy not only helps to disseminate complex policy information, but also helps to stimulate public engagement and interest. The text highlights the strategic use of social media in China. It serves multiple purposes, including the dissemination of information and the shaping of the national image. By leveraging social media platforms, China can influence international conversations, projecting its narrative and perspectives to a global audience. This strategic approach allows for the effective promotion of China's policies, culture, and achievements, while also countering negative portrayals and criticisms from external sources. Social media thus becomes a powerful tool in China's soft power arsenal, enhancing its ability to shape public opinion and achieve its geopolitical objectives.

Analysing these platforms reveals how China has presented itself on the global stage and how it has demonstrated an image of a country that is open to the outside world and environmentally forward-looking through its climate change policies. The key takeaway from the text is that the success of this strategy hinges on its capacity to communicate effectively with both international and domestic audiences. This involves not only understanding and addressing the diverse cultural, social, and economic contexts of these audiences but also tailoring messages to resonate with their specific needs and preferences. The strategy must employ clear and compelling communication techniques that can bridge language barriers, cultural differences, and varying expectations. By doing so, it can build trust, foster engagement, and ultimately drive the desired outcomes on a global and local scale. Effective communication in this context means being attuned to the nuances of different markets and being agile enough to adapt messages accordingly, enhance policy transparency and acceptance, and strengthen China's influence and leadership in global environmental governance.

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