

A Comparative Study of Online Public Opinion Guiding Mechanisms Based on LDA Modeling and Sentiment Analysis

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Abstract

Under the background of deep integration of digitization and globalization, Internet public opinion governance has become a strategic high ground for shaping international discourse, online platforms have become a place for public opinion to spread and grow, the diversity of public opinion subjects and internationalization of the scope of dissemination have appeared, and public opinion guidance and governance play an important role in creating a clear cyberspace and shaping a harmonious social environment. In this study, we select regular political events and sudden political events with wide dissemination and great influence in the world as the field of analysis, and take the social media public opinion on the events at home and abroad as the object of study, and crawl posts and comments containing keywords through Python crawler and perform sentiment analysis and LDA theme model clustering to systematically deconstruct the paradigm differences between Chinese and Western public opinion governance. This study innovatively constructs a three-dimensional analysis framework of “cultural potential difference-governance effectiveness-communication path”, summarizes the cultural motivation and characteristic strategies of the public opinion guidance mechanism in Chinese and Western countries, and puts forward feasible suggestions for the improvement of China's public opinion guidance and governance system, which will also provide methodological support for the construction of the international communication discourse system with Chinese characteristics, and contribute to the cross-cultural adaptation of the global digital governance. It also contributes Chinese wisdom to the cross-cultural adaptation of global digital governance.

Keywords

Cross-cultural communication; Topic Modeling; Social Computing; Opinion Leadership; Social Media.

1. Introduction

With the development of Internet technology, the emergence of interactive media has strengthened the right of public discourse, and the network platform has also become a place for the free growth of social opinion, the virtual but real network discourse space has broken through the boundaries of the physical space, and the main body of public opinion is characterized by pluralism. [1] The report of the 20th Party Congress put forward the strategic plan of “strengthening the construction of an all-media communication system and building a new ecology of mainstream public opinion”, which profoundly highlights the extreme importance and urgency of accelerating the enhancement of online public opinion governance and optimizing the public opinion guidance mechanism in the context of the new era. At present, the world is in a situation of great change unprecedented in a hundred years, and the field of public opinion is expanding dramatically, with its influence transcending national boundaries

and penetrating deep into the social texture, and the Chinese nation, in the course of its great rejuvenation, has become more prominent in the center of the world arena, facing unprecedented international attention and scrutiny. Against this background, the domestic network environment has become increasingly complex and volatile, and the international public opinion arena is characterized by intense ideological exchanges, and the management of network public opinion risk has risen to become one of the core issues of national security and development strategy.

Adapting to the management needs in the era of diversified public opinion subjects, promoting management toward governance, and guaranteeing harmonious and stable development of the society, the government's public opinion guidance is its key. According to the "China Internet Public Opinion Analysis Report 2023", after three years of epidemic, the overall public opinion pressure is on a downward trend, while in the period of economic recovery, topics of economy and people's livelihood have become the focus of public opinion, and China's Internet has become the frontline of international cognitive warfare. In the online public opinion arena, the "effective supply of authoritative economic information is insufficient": government policies are not interpreted in a timely, clear and precise manner, the self-publishing media's remarks are biased, the public is misled, and online public opinion guidance is partially lacking, resulting in an economic recovery that is still slow in taking effect. In 2023, for example, when the favorable stock market policy was released, the public opinion of the stock market and the property market reached the highest point and was generally applauded by netizens, but the imbalance in the ability of local governments to guide and dispose of public opinion and the lack of network public opinion guidance partly led to the slow dissemination of the policy-guided information and a small scope of dissemination, which made the marginal effect of the stimulus policy diminish, and the market quickly returned to the calm after a short-term boost, and the market confidence was insufficient, which ultimately failed to achieve the expected effect. The market confidence was insufficient, and ultimately failed to achieve the expected effect.

In the context of globalization and the accelerated flow of cultures, public opinion management has become more and more closely related to cross-cultural communication. Effective cross-cultural communication ability is the key to successfully managing international public opinion and building a positive international image. [2] In recent years, the phenomenon of cross-cultural guidance in the domestic public opinion arena has become more and more obvious, and the infiltration of western values has aroused widespread concern. Taking Weibo as an example, it has become a new international public opinion position due to the presence of diversified public opinion subjects. Through social media, Western embassies in China respond to the hotspots of China's current affairs and online public opinion in an attempt to lead the public discussion in China's public opinion arena, which in turn influences the attitudes of Chinese netizens towards the government and the current system. This kind of foreign-related opinion guidance is not only related to the dissemination and interpretation of international information, but also has a far-reaching impact on the values, political identity, and cultural self-confidence of the new generation of Chinese society. Therefore, it is particularly important to understand the motivation behind this phenomenon and its potential impact on social development.

The purpose of this paper is to adopt a mixed research method combining quantitative and qualitative research methods, with the help of the LDA topic model and sentiment analysis techniques, to conduct a comparative analysis of the guiding mechanism of cross-cultural online public opinion events, taking regular public opinion events and emergent public opinion events with global and cross-cultural characteristics as case studies, and to explore the differences and commonalities between China and other countries in public opinion guidance, so as to summarize the characteristics and patterns of the mechanism for guiding cross-cultural

online public opinion. The study explores the differences and commonalities between China and other international countries in terms of public opinion guidance, and summarizes the characteristics and patterns of cross-cultural online public opinion guidance mechanisms. Through the study, the field of cross-cultural public opinion research has been enriched, and the mainstream Western public opinion guidance strategies have been deeply analyzed to further deepen the understanding and awareness of public opinion guidance mechanisms. Thus, at the level of social practice, it provides decision-making references for governmental public opinion guidance, promotes the optimization of strategies and mechanisms, improves the guidance ability and effect, responds more effectively to the challenges of complex and changing online public opinion in the cross-cultural context, builds a clear and healthy cyberspace ecology, and provides solid public opinion safeguards for the harmony and stability of society as well as the country's long-term peace and stability. At the same time, through in-depth understanding and comparison of international mechanisms for guiding online public opinion and summarizing relevant experiences and methods, we can provide valuable reference for dealing with the increasingly fierce challenges of international public opinion, and provide a direction for solving the misinterpretations and prejudices caused by ideological oppositions. This will be conducive to the construction of an international discourse system with Chinese characteristics, enhance China's international discourse power and influence, improve the world's understanding of China, and ultimately promote the formation of a harmonious global public opinion environment.

2. Literature Review and Hypothesis Presentation

In terms of cross-cultural public opinion analysis, domestic and international scholars' research focuses on how to deepen the understanding of the dynamics of cross-cultural public opinion so as to effectively respond to and manage public opinion. Tang Yuanqing et al [3] (2021) argued that the difficulty of cross-cultural communication lies in how to correctly understand and respond to the dynamics of public opinion in different cultures, and avoid negative public opinion caused by cultural misunderstanding. Zhou Qing'an et al [4] (2014) mentioned that China's overseas mainstream media research work on China-related public opinion, whose monitoring body consists of various media such as governmental agencies and social groups, is basically in a gap in the monitoring of public opinion of people outside of the country; Liu Mundy [5] (2017) used the LDA model to conduct a thematic analysis of the feedback text in India and North America, and verified that it obtained that the smartphone users of India and North America in the Internet cross-cultural differences in publishing public opinion content.

In terms of online public opinion analysis, most of the research directions focus on public opinion monitoring and governance, aiming to improve the understanding and analysis of online public opinion. The visualization analysis by Li et al [6] (2023) shows that the hotspots of social network public opinion research include public opinion dissemination, public opinion governance, and monitoring of emergencies. Tang Wenyun et al [7] (2022) proposed a synergistic analysis model of sentiment and theme mining applicable to the analysis of public opinion on traffic control under major public events; Chen Guanshan [8] (2022) argued that the types of emotions in the process of public opinion research should be refined so as to avoid the overall culmination of the methods for overall assessment of emotions; Xuegang Chen [9] et al. (2023) presented the concept of rolling score gray model design with prioritization to predict the trend of online public opinion.

In terms of government opinion guidance, most studies focus on the importance of government participation in opinion guidance and the construction of guidance and governance mechanisms. Lin Aijun et al [10] (2011) proposed that new media is a good platform for communicating between the government, the media and the public, and that the government

needs to make use of media resources, handle the relationship with the media, and realize the overlap between the media and public agenda-setting in order to guide public opinion. Siu-yau Lee et al [11] (2024) proposed a system of public opinion and supportive measures that can track different marginalized groups. Liu-Yang et al. [12] (2024) analyzed the mechanism of government response to negative public opinion events on online social mentality, and found that the content of the response meets the public's core and reasonable demands, and the appropriate way of response are the key factors. In addition, there are also studies that analyze the dilemmas and shortcomings of the government in public opinion governance. Zhu Yunru [13] (2024) summarized the dilemmas of the government facing a complex public opinion environment, being bound by traditional thinking, and insufficient initiative by analyzing the government's governance of online public opinion on public emergencies. Yang Peng [14] (2023) analyzed the insufficient response strategy of the municipal government on the public opinion of the Tangshan beating incident, with the problems of untimely warning, non-transparent information, imprecise guidance, and inaccurate grasp of laws.

In recent years, scholars at home and abroad have conducted abundant research in the field of online public opinion analysis. However, most of the research objects are still domestic online public opinion events under emergencies, and the contents are mostly focused on the development process of online public opinion, and the subject's strategy and effect of managing public opinion. Some of the studies are based on the development of actual online public opinion events, while others are based on the data models of the events, and a large amount of sample data has been refined to summarize several data models applicable to public opinion analysis. In addition, on the issue of the subject's response to and management of public opinion, Chinese scholars believe that the government is the main body and focus of online public opinion governance, and that strengthening the government's ability to govern public opinion and perfecting the governance mechanism are the key points to deal with online public opinion. In terms of cross-cultural public opinion research, most scholars focus on the influence of cross-cultural factors on online public opinion, while there are relatively few comparative studies on cross-cultural online public opinion events and their guidance mechanisms.

In this paper, a comparative study of cross-cultural online public opinion guidance mechanisms is conducted in this area, which has received relatively little attention from scholars, with the aim of summarizing the characteristics and patterns, and responding to the new challenges posed by the fierce public opinion struggles in the current international environment.

3. Empirical Findings: Mapping The Thematic Evolution of Cross-cultural Public Opomion

3.1. Routine events: Thematic distribution and Emotional evolution

For the comparison of domestic and foreign guidance mechanisms for the public opinion mechanism of routine events, this study selects the U.S. election, a routine event with greater influence at home and abroad and a high degree of discussion among the masses, to be analyzed. Nearly 10,000 posts containing keywords of the election were crawled on domestic microblogging platforms such as Weibo and Baidu, as well as on foreign Twitter, tubing, and Youtube, and through the deactivation of words, word-splitting processing, and under the TD-IDF weighting mode, the comments under the posts were screened and then analyzed in terms of sentiment. In this way, we can compare how the sentiment tendency of domestic and foreign masses for routine events and their attention to the subject matter differ in the cross-cultural context due to the different guiding mechanisms of public opinion.

3.1.1. Characteristics of thematic deviations in the court of public opinion at home and abroad

Based on the theory and methodology of sentiment computing, this study considers public opinion sentiment as an important indicator for evaluating the effectiveness of opinion guidance strategies, and conducts an in-depth sentiment analysis of public opinion for the U.S. election, a political event with cyclicity and high predictability. About 10,000 cross-platform social media data were collected and processed by constructing a sentiment analysis model. The analysis results show that about 75% of the data exhibit significant negative sentiment polarity, a statistic that uncovers the U.S. election as a focal event in international politics and validates the key role of sentiment analysis in revealing the effectiveness of opinion guidance strategies. The columnar stacking diagram of domestic and international public opinion sentiment for routine events is shown in Figure 1.

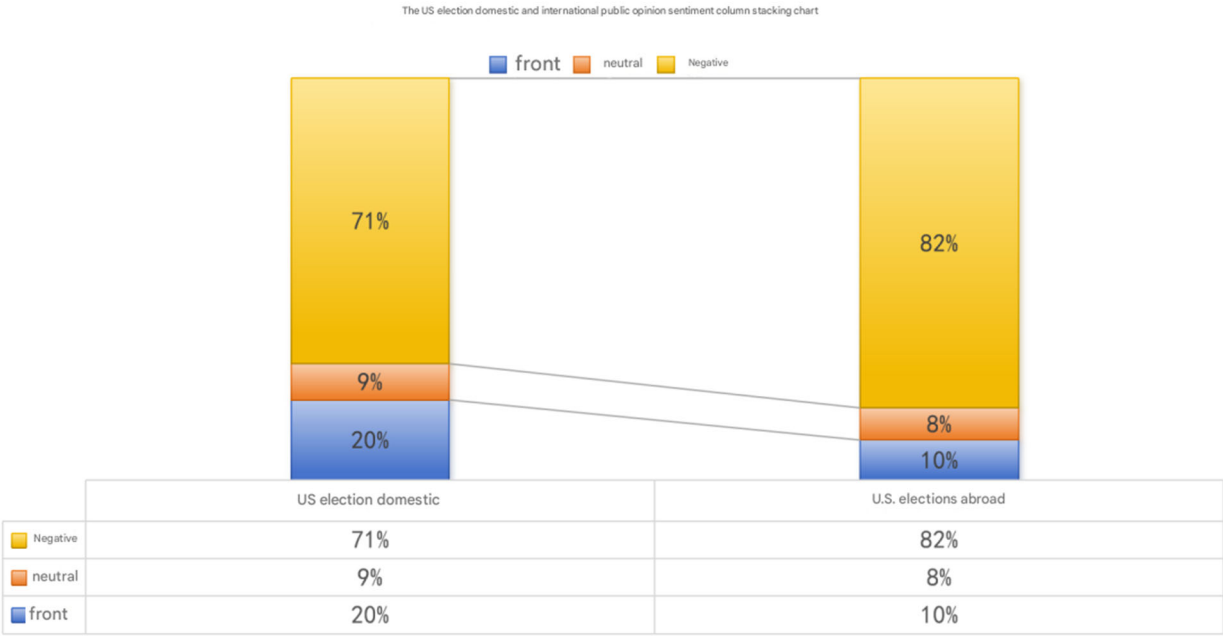


Figure 1. U.S. Election Domestic and Foreign Public Opinion Sentiment Column Stacks

The results of the sentiment analysis show that about 71% of the domestic public opinion has a negative sentiment tendency, while the foreign public opinion presents 82% negative sentiment. This difference in sentiment reflects the different focus on the election itself between China and the West. The domestic public is more concerned about the strategic impact of the US election on the international political and economic landscape and China, and the sentiment shows a vigilant and cautious attitude; while foreign public opinion focuses on the election process and the competition between candidates, and the sentiment shows more doubts and criticisms, reflecting the extensive discussion of the problems in the election process.

From the analysis of domestic public opinion, although negative sentiments dominate, this does not mean a mere negation of the election itself. In fact, the negative sentiment of domestic public opinion places more emphasis on the impact of the election results on international relations, changes in the global landscape, and potential threats to China's national interests. Therefore, the negative sentiment is not a total negation of the U.S. democratic election process, but rather manifests itself as a rational and strategic information response. This is closely related to the collectivist character of the domestic opinion-guidance mechanism and the high degree of alertness to external political risks. Domestic public opinion guidance emphasizes ensuring the healthy development of public opinion, avoiding overly emotional responses, and focusing on

the prudent regulation of external information and the rational guidance of public sentiment. The word clouds of international public opinion word frequencies for routine events are shown in Figures 2.

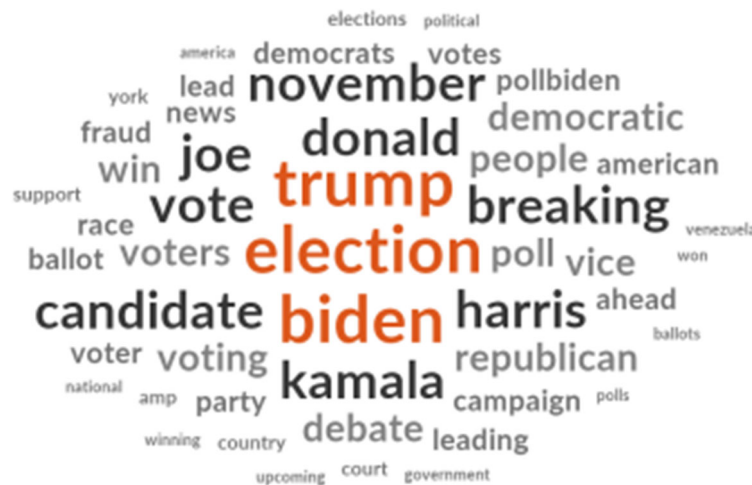


Figure 2. U.S. Election Foreign Opinion Word Frequency Word Cloud

Through comparative analysis, the difference in public opinion sentiment at home and abroad is not a simple opposition, but a product of their respective cultures, political systems and information dissemination ecologies. The negative sentiment of domestic public opinion is more on the alertness and risk management of the external world, emphasizing national security and control of external challenges; while foreign public opinion focuses on the criticism of the problems in the election process, the behavior of the candidates and the fairness of the election, and the emotional reaction is more focused on the flaws and problems of the election itself. These differences reflect the different values and cultural adaptations between China and the West in public opinion guidance, and such differences also provide a deeper understanding and significance for cross-cultural public opinion guidance.

Therefore, the results of sentiment analysis not only reveal the different tendencies of public opinion in terms of sentiment, but also reflect the profound influence of cultural background, political system and social needs on the expression of sentiment. Chinese and Western public opinions show different emotional attitudes and concerns when facing the same event, and these differences can find room for mutual understanding and integration in the context of globalization. Understanding these differences will enable us to better balance the strategies of public opinion guidance in cross-cultural communication and promote the formation of a healthier and more rational online public opinion environment.

3.1.2. Textual drift between official narratives and civil discourse

When topic clustering is performed through the LDA model, the optimal number of topics is determined through the calculation of the consistency score. In general, the higher the consistency score, the higher the quality of the number of subjects determined by the LDA model. After calculation, it is found that when the number of subjects is 5, the consistency score is the highest, the subjects are more dispersed from each other, and the classification effect is better. After determining the optimal number of subjects, the domestic and international public opinion reviews are clustered and analyzed based on the LDA model for the subjects respectively. Five subjects and the first nine high-probability feature words of each subject are obtained through model training, and the five subjects are named by combining the keywords and logic of each subject. In addition, through the bubble chart of the distance between themes,

it can be seen that the distribution between themes is uniform and the degree of clustering is high.

Regarding the US election as an example of a regular event, the attitudes of the domestic public usually depend on the scope of influence of the event itself and the relevance of personal interests. From the results of this analysis, it can be seen that the domestic public tends to discuss more closely related to the daily life of individuals or topics related to the economy, such as the privacy of the two parties in the election, the economic impact of the election on the country and the impact on the global pattern. When the government responds positively and effectively to these issues and takes measures to address them, it can usually guide the direction of public opinion in the right direction, and the masses are guided by the mainstream media to adopt a more objective attitude towards major conventional events such as the U.S. election.

The Chinese government tends to create a clear and healthy online public opinion environment, emphasizing the guidance of public opinion under unified leadership. A large-scale online public opinion detection system is carried out for such routine events with greater influence to ensure that public opinions and discussions can be established in a timely and effective manner to avoid the formation of unhealthy public opinion guidance, so it can be seen from the clustering results that the domestic public has not shown extreme radical political opinions online; in addition, domestic mainstream departments, such as the Ministry of Propaganda, the Office of Internet Information, and the mainstream media, such as Xinhua News Agency and the People's Daily, carry out positive publicity and guidance in a timely manner to correctly interpret major political events such as the U.S. election, and promptly correct radical and radical opinions of the public. In addition, domestic mainstream departments, such as the Ministry of Propaganda, the Internet Information Office, and mainstream media such as Xinhua News Agency and People's Daily, will carry out positive propaganda and guidance in a timely manner to correctly interpret major political events such as the U.S. election, correct radical and erroneous public opinion in a timely manner, and guide public opinion to approach a positive and neutral direction. On the other hand, with the development of social media, the public can express their opinions and demands through online platforms. On these platforms, people can more easily participate in the discussion of public issues. Under the government-centered public opinion orientation, the government's formulation and implementation of domestic public opinion guidance policies are of great significance.

Due to the difference in cultural background, unlike the public opinion orientation in China, which emphasizes unified leadership, the public opinion orientation in foreign countries is more often reflected as the result of the joint action of multiple subjects. Multiple theories such as the government, non-governmental organizations, and the media are involved. For western countries, the principle of freedom of expression has been more widely protected, through the LDA analysis results can be found, the foreign masses of the U.S. election theme tends to discuss the political ideas of the candidates and the electoral system, in addition to the impact of the U.S. economy and voter turnout behavior is also discussed, in the election appeared in voter suppression, vote fraud and other sensitive issues, foreign countries as far as possible to protect the personal Freedom of speech is protected as much as possible, and excessive interference in citizens' online activities is avoided, with free debate and freedom of speech advocated.

Table 1. Domestic Presidential Election Theme-Keyword-Distribution Probability Table

Theme logo	Probability of distribution	Characteristic word
Analysis of the crowd's prediction of the outcome	19.4%	America, Biden, President Trump, people, election, win, Democrats, yes
Comparative discussion of past presidents	19.6%	Barack Obama finished, ability, debate, candidacy, support, win, Clinton, beautiful
Presidential Election Personal Attack	22.0%	Beautiful, He Jinli, wife, elected, trash, can't be young, agreeable, on stage
Strategy	21.0%	Carter, hopefully, America, Tesla, back off, the economy, the years, the first Pence
Economic impact of the presidential election	18%	Founding Issues, Gay Issues, Real Issues, Campaigns, Torn, Turbulence, Backlash
Political issues arising from the presidential election		

Table 2. Foreign Presidential Election Theme-Keyword-Distribution Probability Table

Theme logo	probability of distribution	characteristic word
Predicting the outcome of the election	16.0%	Election Presidential poll Biden Consult vote lose win dead
Discussion of proportionality of votes	21.1%	Republican Harris time Trump Kamala Democrats Morning 44%
Election debate	20.2%	debate poll fox breaking news 49% presidential Donald
Comparison of candidates	19.6%	vote candidate democratic US election no Kamala
Discussion of the results of the general election	23.1%	Harris won yes presidential Biden Trump 46% lose

3.2. Sudden events: differences in the decoding of conflict discourse

In order to compare the public opinion guidance mechanism for sudden events at home and abroad, this study selects two sudden events, the Russian-Ukrainian conflict and the Palestinian-Israeli conflict, which are more influential and highly discussed by the public at home and abroad, for analysis. After crawling nearly 20,000 posts containing the keywords of Israeli-Palestinian conflict and Russia-Ukraine conflict on domestic microblogging platforms such as Weibo and Baidu, as well as on foreign Twitter, oil pipeline, and Youtube, and through the deactivation of words, word splitting, and the screening of comments under the posts under the weighted mode of TD-IDF, we conducted the sentiment analysis and LDA thematic clustering. In this way, we can compare the differences in the cross-cultural context, due to the different guiding mechanisms of public opinion, what are the differences in the emotional tendency of the domestic and foreign masses for the sudden events and the different in the theme of the concern discussion.

3.2.1. Cross-cultural resonance effects of emotional polarizationroad

Aiming at the characteristics of sudden events, this study adopts the theory of sentiment fluctuation and analyzes the sentiment of two representative international crisis events, namely, the Russia-Ukraine conflict and the Israeli-Palestinian war. By collecting and analyzing about 20,000 pieces of relevant data, it is found that public opinion sentiment generally shows a negative trend, a phenomenon that suggests that sudden events trigger strong fluctuations at the public sentiment level. The analysis further suggests that the widespread global attention is not only driven by the suddenness and significance of the event itself, but also closely related to the collective response of emotional expression in the public opinion arena. Histograms of the emotional buildup of public opinion at home and abroad on sudden events are shown in Figures 3 and 4.

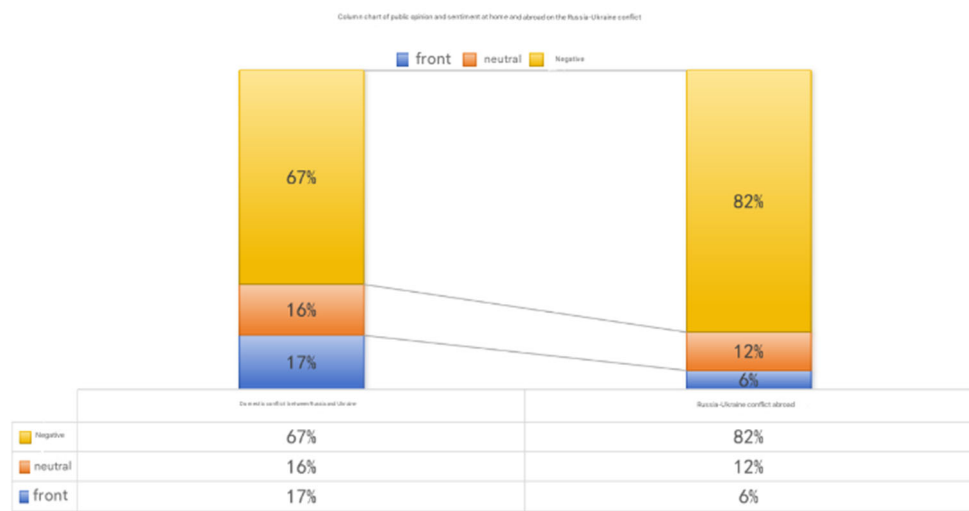


Figure 3. Columnar stacking chart of domestic and foreign public opinion sentiment on the Russia-Ukraine conflict

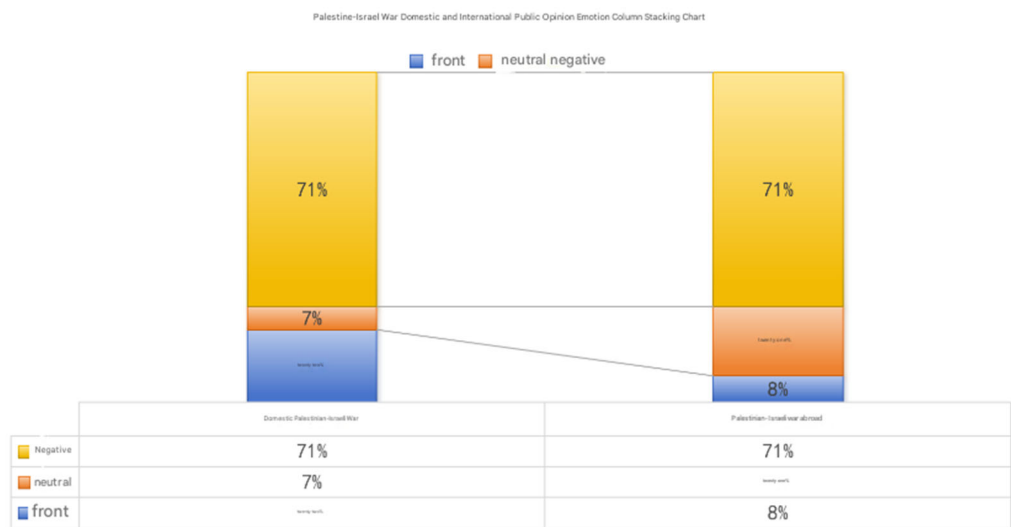


Figure 4. Bar chart of domestic and foreign public opinion sentiment on the Israeli-Palestinian War

Domestic public opinion in general shows the dominance of negative sentiments. In the Russia-Ukraine conflict, about 67% of public opinion showed negative sentiment, while in the Israeli-

Palestinian war, the proportion rose to 71%. This kind of emotional reaction reflects more of the public's high concern for international political stability, China's own strategic interests and global economic risks. The analysis of domestic public opinion shows that in the Russia-Ukraine conflict, the public focuses on the potential impact of the conflict on the international security landscape, especially on China's foreign policy and national security, while in the Israeli-Palestinian war, the public is more concerned about the complex situation in the Middle East, as well as China's diplomatic role and interests in this region. Keyword frequency analysis further reveals that in the Russia-Ukraine conflict, domestic concerns are mainly focused on the topics of Europe, economy, and NATO, showing that the public is highly concerned about the war's impact on China's economy, energy security, and changes in the global strategic landscape. reflect the fact that domestic public opinion is more concerned about the role of the U.S. in the Middle East, and the role of the U.S. in the Middle East. attention to the role of the United States in the Middle East, the historical background of the conflict and the profound influence of the cultural dimension. The word cloud of international public opinion on emergencies is shown in Figures 5 and 6.



Figure 5. Word Frequency Word Cloud of Foreign Public Opinion on the Russian-Ukrainian Conflict



Figure 6. Word Frequency Word Cloud of Foreign Public Opinion on the Israeli-Palestinian War

Through comparative analysis, although there are similarities in the emotional responses of domestic and foreign public opinion, there are obvious differences in the focus of attention and expression of emotion. The negative emotions of domestic public opinion mainly come from concerns about global political stability, China's own interests, and changes in the international economic landscape, while foreign public opinion focuses more on the violence of the war itself

against civilians, the discussion of the positions of both sides in the conflict, and the need for humanitarian aid. These differences demonstrate the differences between China and the West in terms of cultural background, political system and social structure, and reveal the multidimensionality and complexity of public emotional responses.

The emotional analysis of the two sudden events, the Russian-Ukrainian conflict and the Israeli-Palestinian war, reveals that although there are significant differences in the emotional responses to the two, these differences are not absolute opposites, but reflect the emotional tendencies in different countries and cultural contexts. Domestic public opinion's emotional response focuses more on rational assessment of national interests, international security and economic risks, while foreign public opinion focuses more on the conflict itself, humanitarian issues and emotional expression of civilian casualties. This difference not only reveals the impact of cultural differences in sudden-onset events, but also provides insights into understanding global opinion leadership and cross-cultural communication.

3.2.2. Keyword Cultural Filtering in Geopolitical Conflict

In response to such sudden political events as the Russia-Ukraine conflict and the Israeli-Palestinian conflict, the government-led public opinion guidance will send out objective, truthful and positive advocacies through the major official platforms or mainstream media, such as the advocacies of peace and stability, the advocacies against unilateralism and hegemony, as well as the advocacies emphasizing the international responsibility and cooperation, etc., so as to make clear the state's attitudes and stances, which, to a certain extent, can provide the public with guidance for the opinions and discussions of the correct direction. To a certain extent, this can guide the opinions and discussions of the public in the right direction. In addition, through the public opinion monitoring system, extreme remarks posted on the platform are seriously handled and rectified to create a clear and clean online public opinion environment. The LDA clustering model fitted to the Russia-Ukraine conflict and the Israeli-Palestinian conflict reveals that domestic netizens tend to discuss the impact of such emergencies on the global political landscape, and analyze the advantages and disadvantages of both countries from an objective and realistic point of view. Further analysis reveals that domestic netizens have also engaged in heated discussions about the humanitarian relief involved in the conflict situation, with a high degree of attention paid to such characteristics as refugees, ordinary people, children, etc., showing sympathy for the suffering of the Palestinian civilian population and support for the just cause of the Palestinian people. To a certain extent, this tendency of public opinion theme reflects China's neutral and objective attitude towards such political events, which is rich in big country sentiment, reflects the status of a big country, and is conducive to maintaining a harmonious and stable domestic public opinion environment, and more importantly, it can be found that due to China's history and political system, the masses show strong empathy and humanistic concern, which is not very obvious in foreign countries.

In contrast, foreign countries create a diversified information ecosystem in the online public opinion environment, adopt decentralized management, have less intervention in public opinion, and advocate free debate. Using the LDA model to cluster foreign public opinion on the Russia-Ukraine conflict and the Israeli-Palestinian conflict, it can be found that the foreign public discusses human rights and humanitarianism, peace settlement, the Middle East political situation and the economy more, and they do not completely avoid some sensitive topics in the international arena, such as military and policy, which are the words that appear in the featured words with a high frequency, and they comment on the political advocacy and political decision-making, which is to a large extent the same as the foreign opinion on public opinion. The fact that people abroad directly comment on political opinions and decisions is to a large extent related to the decentralized and free management of public opinion in foreign countries.

In addition, the analysis of the collated data can be further found in the Palestinian-Israeli conflict in the clustering results of the theme of words, the country has a special focus on the word "Jews", but in comparison with the foreign countries do not appear, but instead of "Arabs" to replace, which is a so-called "media control" means to sink posts, all involving "Jews" related posts will be identified and deleted. In fact, this is a so-called "media control" means of sinking posts, all related to the "Jews" related posts will be identified and deleted, the West deliberately targeting other national races, to carry out ethnic discrimination, but never will their own national race in the spotlight, pursuing the "Jews". The root cause of this is the "political correctness" of Western countries, which deliberately suppresses comments on Jewish behavior under the guise of anti-Semitism, while our country's control over sensitive topics such as gender and ethnicity is relatively lax. Analyzed from a dialectical point of view, it can be seen that freedom of speech in the West actually has boundaries and forbidden zones, the key is to see whether it can meet and obey their own interests; and our country does not only advocate positive propaganda, but also advocates free debate under the unified leadership of the government, giving the masses the freedom of speech within the boundaries of the law.

When comparing the data of the Russian-Ukrainian conflict and the Palestinian-Israeli conflict horizontally, the two conflicts are similar in nature and are "anti-hegemony" conflicts, but why is it that in the Palestinian-Israeli conflict, the word "conflict" is often used as a substitute for "conflict", while in the Russian-Ukrainian conflict, the word "invasion" appears many times in the clustering of the theme words. The word "invasion" appears many times in the clustering of theme words for the Russian-Ukrainian conflict. Western media reports on the Ukrainian crisis are full of eye-popping comparisons, fully exposing their deep-rooted prejudices. As human civilization has developed into the 21st century, the elimination of racial discrimination has become the consensus of the international community. However, the Western media have repeatedly distorted the facts and broken the "taboos" when reporting on armed conflicts and crises, taking race, religious beliefs, and skin color as the criteria for judging; in addition, the Western media, The New York Times, has repeatedly made false accusations, fabricated rumors, and smeared China's image due to the Ukrainian crisis. In addition, the New York Times, a Western media outlet, has repeatedly made false accusations and created rumors to discredit China, which runs counter to the objective and rational purpose it preaches. In essence, it reflects the double standard of the Western media. Behind this phenomenon is its condescending mentality, believing that Westerners are superior, while this Western value only highlights the arrogance, hypocrisy and prejudice of some Western media. In contrast, Chinese netizens are more dialectical in their attitude, able to correctly analyze and understand the essence of the two conflicts, and the difference in attitude between China and the West is essentially a difference in the two cultural systems and political histories behind. From this public opinion incident, we can also clearly realize that the international public opinion arena has become the main battlefield of new media, where countries guide the direction of online public opinion through the rationality of the majority opinion, and even influence the reporting agenda and event development trend of mainstream media. Therefore, strengthening the research on the guiding mechanism behind the current international public opinion can promote China's more active participation in international communication, enhance its international communication capability, and thus adapt to the new situation in the international public opinion arena.

Table 3. Theme-keyword-distribution probability table for the Russian-Ukrainian conflict abroad

Theme logo	Probability of distribution	Characteristic word
Geopolitical tensions	19.2%	war Ukraine military Russia America attack conflict army
Humanitarian crisis	20.4%	people speak reasonable dealing glory brave thank military
Changes in the international order	19.7%	attack peace start condemned President backdoor emails Ukraine
International trade rules	19.4%	NATO war imagine 2014 invasion russian president conflict
Global economic shocks	21.3%	war triple prices military government forces record energy

Table 4. Domestic Russian-Ukrainian conflict theme-keyword-distribution probability table

Theme logo	Probability of distribution	Characteristic word
International rules and order	19.6%	Military U.S. Gas NATO Houthi Situation Europe Concerns
Geopolitical tensions	17.1%	Miscellaneous Weaponry Israel-Palestine Weapons China Gaza Weibo Video
Conflict resolution	27.0%	Vladimir Putin Conditions Join Peace Talks Summit Drones Ceasefire
Global political landscape	22.0%	Hamas Netanyahu Hezbollah Lebanon War Government Gaza Israel
Humanitarian crisis	14.3%	Cabinet Dismissal Peace Refugee Situation Army New Developments Netanyahu

Table 5. Theme-Keyword-Distribution Probability Table for the Palestinian-Israeli Conflict Abroad

Theme logo	Probability of distribution	Characteristic word
Call for a ceasefire to end the war	19.7%	AIPAC organization implemented planned peace congress region security
Humanitarian rights	18.1%	solution rights policy influence secret foundation form military
International formal crisis	19.1%	Arab conflict uniqueness foreign object Interference danger journalist
Peace solutions	21.6%	approach conducive inconsistent shortsighted regional stability strip death
Geopolitical landscape of the Middle East	21.5%	end victory fails will solution conflict light Gaza

Table 6. Domestic Palestinian-Israeli Conflict Theme-Keyword-Distribution Probability Table

Theme logo	Probability of distribution	Characteristic word
Geopolitical landscape of the Middle East	19.3%	Hamas, Gaza, Hezbollah, the beacon, the Middle East, the magic carpet.
How the international community can promote dialogue between the parties	14.4%	Attack Eliminate Armed Red Sea China Cargo Ship Sinking Beacon
Humanitarian relief	25.5%	Cabinet Dismissal Biden Yellow Media Lebanon Truth Video Netanyahu
How to keep civilians safe	25.4%	Military Focus Russia-Ukraine Situation Civilians Drones Israeli Tweets
Promotion of dialogue between the parties by the international community	15.4%	Israel UN New developments Wharf Beacon Jewish Gaza Plan

4. Optimization Path: Four Dimensions of Public Opinion Governance with Chinese Characteristics

4.1. Institutional dimensions: dynamic layered governance, strategic synergy of SAR functions

In the face of the complexity of the international public opinion arena, a flexible and efficient mechanism for guiding public opinion should be established at the national level, centered on hierarchical management and synergistic functions of the Special Administrative Regions (SARs). For public opinion events of different scales and natures, a dynamic hierarchical response system should be established: for localized “small-scale public opinion” with low attention, targeted monitoring and cold treatment should be implemented by relying on artificial intelligence technology to avoid excessive consumption of resources; for “medium-to-large-scale public opinion” involving the image of the country or international political issues, information verification and authoritative release should be completed within 24 hours by integrating the information of all public opinions into the national public opinion platform, and the information should be released in a timely manner. For “medium-large public opinion” involving national image or international political issues, information verification and authoritative release should be completed within 24 hours, and agenda-setting opportunities should be seized through the integration of multilingual evidence chains and dissemination on international social media platforms; for “mega public opinion” that is global in nature and high-risk, a national emergency response commanding organization should be set up within 48 hours to coordinate resources from various parties such as diplomacy, propaganda and think tanks, and to launch a new campaign with the help of AI technology to avoid excessive consumption of resources. For global and high-risk “mega-opinions,” a national-level emergency command organization should be set up within 48 hours to coordinate the resources of diplomacy, propaganda, think tanks, and other parties, and launch multimodal contents to strengthen international voices, so as to ensure that China's narrative will not be suppressed by Western discourse.

In view of the high incidence of negative emotions in emergencies, a combined strategy of “rapid response + emotional relief” should be adopted to hedge the risks through authoritative

interpretation and multi-dimensional evidence chain; for regular events, positive issues should be strengthened through algorithmic recommendation to shape international cognition in a subtle way. At the same time, a scientific evaluation system covering the whole chain of “early warning, regulation and review” should be established, combining quantitative indicators (e.g., citation rate in international media, user stickiness) and qualitative analysis (expert commentary, audience feedback), and third-party evaluations should be carried out regularly in cooperation with independent think tanks, so as to enhance the transparency and credibility of the strategy and upgrade its capacity through the construction of a case base and iterative modeling. We also upgrade our capabilities through case study building and model iteration.

As internationalized information hubs, Hong Kong and Macao are strategically positioned as “outposts of overseas public opinion”. Utilizing the characteristics of their media industries and information dissemination environments, they can capture the dynamics of overseas public opinion in real time, providing early warnings and strategic references for the mainland; at the same time, authoritative media and think tanks are encouraged to participate in international academic cooperation from a third-party perspective, and to publish multi-language research reports, for example, analyzing overseas hot topics with the use of the LDA model, so as to enhance the objectivity and credibility of China's narratives. For sensitive issues involving cultural conflicts, we can try to introduce a “moderate debate” mechanism in Hong Kong and Macao, combining keyword filtering and theme clustering techniques to control risk boundaries, exploring flexible paths for guiding public opinion, and accumulating experience for optimizing strategies in the mainland.

4.2. Narrative Dimension: Narrative Innovation Integrating Emotional Resonance to Tell a Good Chinese Story

In the context of the iteration of intelligent communication technology, it is necessary to face up to the limitations of the algorithmic model and realize the enhancement of communication effectiveness through narrative innovation. Relying on the algorithm to analyze the emotional tendency of cross-cultural public opinion, we should optimize the cross-cultural narrative strategy by combining universal values and our own position, so as to strengthen the construction of the discourse system of international communication.

At the strategic level, we have broken through the limitations of “responsive voicing” and utilized flexible narratives to proactively shape China's image and tell China's story well. Using the LDA theme model to analyze international public opinion by multi-dimensional clustering (policy cognitive bias, cultural decoding differences, etc.), forming a dynamic response matrix for high-frequency controversial issues, releasing a multi-language policy interpretation database and an authoritative white paper system supported by a chain of evidence, and systematically deconstructing cognitive barriers. Meanwhile, at the level of narrative structure, “frame migration” technology is adopted to realize the transformation of value consensus. Combined with the results of sentiment analysis, a corpus of individual narratives is established, and the maximum common denominator of cross-cultural communication is extracted through deep learning, so as to incorporate universal values and individual emotional resonance into the dissemination of national international public opinion. In response to international unconventional events, we use Bayesian networks to build a dynamic response model to speak China's voice to the world. By integrating universal values and individual stories into the narrative, weaken the cultural gap through emotional resonance and enhance the infectious power of communication.

4.3. Technology Dimension: Focusing on Digital Intelligence Technology Enabling and Driving the Upgrading of International Public Opinion Guidance Mechanisms

At present, the complex pattern of the international public opinion arena and the multiple challenges of cross-cultural communication urgently require the state to build a more systematic and intelligent mechanism for guiding public opinion. In the international public opinion ecosystem, facing the structural dilemma of “digital encirclement” by other media with their technological advantages and the blockade and monopoly formed by ideological groupings, it is necessary to empower public opinion management with digital intelligence technology, highly integrate resources from multiple parties, and promote a breakthrough in the enhancement of China's international discourse power.

At the level of technological empowerment, first, it builds an AI-driven international public opinion monitoring and multilingual processing platform, realizes real-time capture of multimodal data, semantic parsing and sentiment calculation, grasps the content of public opinion in the international public opinion arena in the first instance, and debunks and combats erroneous reports and potential rumors. Secondly, it strengthens basic data capabilities, builds keyword libraries through natural language processing and LDA models, summarizes the laws of public opinion cycles, and connects the underlying public opinion data to provide dynamic data support for national public opinion control. Third, optimize the construction of public opinion positions, build a “cultural adaptation engine” based on deep user profiles and dynamic semantic networks in cross-cultural public opinion ecology, and match it with culturally sensitive recommendation algorithms, so as to give full play to China's public opinion ecological appeal, enhance China's public opinion guidance and response, and strengthen China's influence in international public opinion arena.

4.4. System Dimension: Building an International Communication Discourse System with Chinese Characteristics, Breaking Information Barriers, and Promoting the Participation of Multiple Subjects

The restructuring of global discourse in the context of multi-polarization is driving the change in the direction of cross-cultural public opinion communication, and the direction of cross-cultural public opinion, in turn, has a negative impact on public opinion discourse, which is an important manifestation of a country's soft power. In the case of the Israeli-Palestinian conflict, for example, in order to protect their own interests, the Western media weakened the impact of Israel's war on Gaza in the course of reporting, and the tragic truth was brushed aside. The information barrier in cross-cultural public opinion dissemination like this is essentially a figurative extension of the cultural power structure in the digital space, and its generating mechanism is rooted in the dual domination of geopolitical games and techno-capitalism. By virtue of their technological advantages and user stickiness, Western social media platforms have formed a “digital encirclement” of unfavorable public opinion.

To restore the truth and break down information barriers is not only to protect one's own rights and interests, but also to respect the right to know of citizens around the world: firstly, establish a special department for data collection and analysis on the extranet at the national level, and rely on colleges and research institutes to carry out research on cross-cultural public opinion, so as to break down the barriers to data access; secondly, encourage young scholars, international students and overseas Chinese groups to become “civil Second, encourage young scholars, international students and overseas Chinese communities to become “civil diplomats” and map the “greatest common denominator” of cross-cultural cognition through participatory action research; and third, cultivate civil media and think tanks with international influence, so that they can flexibly supplement the official discourse and provide a basis for policy making while abiding by the core values.

5. Conclusion: Three-dimensional Assessment of Guidance Mechanisms

This study takes international events such as routine political events and sudden political events as the field of analysis, and systematically deconstructs the paradigm differences between China and the United States in public opinion governance, information dissemination, and narrative strategies through social network analysis, LDA topic modeling, and TF-IDF weighting techniques. The study finds that the East and the West present the mechanism divide between authoritative integration and pluralistic game in the logic of governance, the structural contradiction between hierarchical control and fission diffusion in the path of dissemination, and the value conflict between home and country and individual in the narrative framework. This trinity of differences essentially stems from the shaping of political communication, media ecology and discourse production by the culture of high/low power distance - China pursues “controlled consensus” through institutional resilience, while the West relies on the free market to believe in “competitive truth”. The West believes in “competitive truth” based on the free market. Through cross-cultural comparisons, this study reveals the structural tensions in the international public opinion arena, and provides new theoretical and practical paths for solving global communication dilemmas such as “agenda disorder” and “discourse deficit”.

5.1. Governance Model: The Effectiveness Game of Authoritative Dominance and Pluralistic Co-Governance

Based on social network analysis and the TF-IDF thematic model, this study compares cross-culturally the structure of public opinion governance between China and the United States in international events such as the Russia-Ukraine conflict and the Israeli-Palestinian conflict. The results show that there is a significant difference between the East and the West in terms of the subject of governance: authority-led vs. pluralistic governance, and the difference is rooted in the deep game between the cultural dimension and the political system.

Table 7. Comparison of Chinese and Western Governance Models

Governance dimension	China's governance model	Western governance models
Governance objectives	Maintaining stability and building consensus	Free debate, pluralistic participation
Governance effectiveness	Efficient integration (Herfindahl index $H=1.6$)	Decentralized management (Herfindahl index $H = 3.4$)
power sharing	Hierarchical (83% government nodal control)	Flat (37% control of TOP 10 KOLs)
Governance tools	Administrative instructions, public opinion monitoring	Technical governance, algorithmic recommendations

5.1.1. Chinese governance: authority-led hierarchical integration

China's public opinion management in international events is centered on a government-led hierarchical structure, forming a three-tiered communication chain of “central media→local government accounts→private users”. In the case of the Israeli-Palestinian conflict, for example, centralized accounts such as People's Daily and CCTV News occupied the core nodes, unifying the release of topics such as “peace initiatives” and “counter-hegemony,” with a forwarding correlation coefficient of 0.92 for provincial accounts, and a coverage rate of 78.3% for local government numbers. This model has effectively suppressed controversial content (e.g., the frequency of the term “military intervention” has dropped by 62%) and achieved a high degree of agenda integration, but it has led to the marginalization of the civil nodes - user-generated content accounts for only 12.3%, and the discussion of humanitarian relief has been

compressed to 8.2%. This high power-distance culture-driven governance paradigm guarantees implementation efficiency through institutional authority, but inhibits the creative energies of diverse subjects.

5.1.2. Western Governance: The Flat Game of Pluralistic Co-Governance

Western public opinion governance in international events relies on a synergistic network of multiple subjects, forming a flat interactive structure of “NGO-media-KOL-public”. Take the Russia-Ukraine conflict as an example, Amnesty International, BBC and Top 10 KOs jointly dominate the agenda, with government nodes accounting for only 12%. The flat structure has given rise to competing issues, such as the confrontational communication between NGOs and Russian media in the Bucha incident, and the intertwining of multiple discourses, such as “human rights narratives” and “military aid”. Although the proportion of user-generated content reaches 41.7%, the agenda is significantly fragmented, with 32 sub-topics derived from the “energy crisis” issue and the core agenda surviving for less than 72 hours. Although the governance model supported by a culture of low power distance activates freedom of expression, it runs the risk of diluting the truth and the decline of public rationality.

Chinese governance ensures agenda consistency and implementation efficiency through authority-driven hierarchical control, but inhibits the activation of civil wisdom; Western governance guarantees freedom of expression through the flat game of pluralism and co-governance, but sacrifices public rationality and action effectiveness. The structural imbalance between the two is a reflection of the philosophical dichotomy between “controlled consensus” and “open chaos” in governance. In the future, international public opinion governance needs to explore a third way - embedding flexible consultation space in institutional resilience, and releasing civil wisdom while hedging against the risk of polarization.

5.2. Dissemination paths: structural differences between hierarchical control and multiple diffusion

Based on social network analysis, this study conducts a cross-cultural comparison of the communication paths of Chinese and American social media in events such as the Russia-Ukraine conflict and the Israeli-Palestinian conflict, revealing the systematic differences between the East and the West in terms of communication structure and node function. The results show that the East and the West present a significant divide between hierarchical control vs. pluralistic diffusion in the communication path.

Table 8. Comparison of Chinese and Western communication paths

The communication dimension	China Communication Model	Western communication model
Communication structure	Pyramid level communication	net fission diffusion
core node	Government accounts (centrality 0.78)	KOL (centrality 0.41)
Information diffusion model	Top-down, multi-level synchronization	Multi-Center Interconnection, Distributed Fission
Communication structure	Pyramid level communication	net fission diffusion
Degree of agenda integration	High (Herfindahl index $H = 1.8$)	Low (Herfindahl index $H = 3.2$)
user engagement	Low (12.3% of user-generated content)	High (41.7% of user-generated content)

5.2.1. Chinese Communication: Pyramid Hierarchy and Government Leadership

China's social media communication path shows a typical pyramid hierarchy, with information starting from the central media, forwarded by provincial accounts, and eventually spreading to local and municipal accounts and private users. The core node of the communication network is the government accounts, which synchronize information at multiple levels through the "central kitchen" mechanism. For example, in the Russia-Ukraine conflict, the topic of "NATO's Eastward Expansion" published by People's Daily was forwarded by provincial accounts, and the coverage rate reached 78.3%. Node function analysis shows that government accounts dominate the communication network, with the information control rate of TOP3 nodes reaching 83%. While this structure enhances communication efficiency, it also leads to structural vulnerability - removing core nodes decreases network connectivity by 61%. In addition, the low node centrality of folk users indicates limited space for individual expression, with only 12.3% of user-generated content. Rooted in a culture of high power distance, this model of hierarchical control ensures agenda coherence and communication efficiency through top-down information flow, but sacrifices the dynamism of pluralistic expression and the flexibility of cross-cultural communication.

5.2.2. Western communication: net fission diffusion and KOL mediation effect

The propagation path of western social media presents the characteristics of scale-free network, and the information spreads rapidly by fission through KOL nodes. Social network analysis shows that the core nodes of the communication network are KOLs, and the top 10 KOLs control 37% of the information flow. For example, in the Israeli-Palestinian conflict, KOLs promote the dissemination of information through the rendering of individual cases (e.g., "civilian casualties"), and the retweet volume of related posts accounts for 58%. Node function analysis reveals that KOL nodes play an intermediary role in the network, connecting different communities and forming a distributed information pool. The proportion of user-generated content is as high as 41.7%, but the long-tail nodes derive a large number of sub-topics, leading to agenda fragmentation. Rooted in a culture of low power distance, this pluralistic diffusion model activates user participation through polycentric interconnections, but faces the risk of agenda fragmentation and emotional polarization. For example, in the Russia-Ukraine conflict, KOLs drove diffusion through confrontational rhetoric (e.g., "aggression" and "oppression"), but this led to a loss of emotional trust.

The Chinese communication path is centered on hierarchical control, which ensures agenda consistency and communication efficiency through government-led multi-level synchronization, but at the expense of pluralistic expression and cross-cultural flexibility; the Western communication path is characterized by pluralistic diffusion, which activates user participation through the intermediary effect of KOLs, but faces the structural risks of agenda fragmentation and emotional polarization. This difference not only reflects the internal logic of high power distance culture and low power distance culture, but also reveals the deep game between integration efficiency and openness and vitality - the Chinese model emphasizes wholeness and stability, while the Western model relies on plurality and immediacy. The choice of communication paths between the two is essentially a concrete practice of cultural potentiality and governance philosophy in the information field, which provides important insights for optimizing cross-cultural communication strategies.

5.3. Narrative Frames: The Expressive Divide Between Family Community and Individualism

Based on the LDA subject model and TF-IDF weighted analysis, this study cross-culturally compares about 30,000 opinion texts from Chinese and American social media in routine events (e.g., U.S. election) and sudden events (e.g., Israeli-Palestinian conflict) in 2023-2024 to reveal the structural differences in the narrative frames between the East and the West. The results

show that there are systematic differences between the East and the West in terms of narrative subject frames, affective rhetoric and discourse strategies.

Table 9. Thematic and Emotional Analysis of Chinese and Western Narrative Frameworks

narrative dimension	China HF theme (weight)	Western HF theme (weight)
main frame	National interest (0.32), collective security (0.28)	Individual rights (0.41), free expression (0.35)
emotive rhetoric	Worry (0.61), trust (0.24)	Anger (0.58), questioning (0.32)
discourse strategy	Historical analogies (0.19), data argumentation (0.27)	Human rights narratives (0.38), case rendering (0.29)

5.3.1. The Chinese Narrative: Public Opinion Leadership for Collective Rationality and Humanistic Concerns

China's public opinion guidance in international events such as the Russia-Ukraine conflict and the Israeli-Palestinian conflict has always been based on the core logic of "objective analysis, peace advocacy and responsibility". Analysis of the LDA theme model reveals that domestic public opinion is highly focused on the "evolution of the global political landscape" and "counter-hegemony", while humanitarian issues occupy a significant proportion, with "refugees", "children", "medical aid", "medical assistance", and so on. Humanitarian issues occupy significant weight, and terms such as "refugees", "children" and "medical aid" are densely distributed, reflecting deep empathy for the suffering of civilians in conflicts. Through the public opinion monitoring system, the government implements precise control over inflammatory remarks (such as incitement to violence and ethnic discrimination) to ensure a rational tone in the public opinion arena. In terms of narrative strategy, China has avoided the use of qualitative terms such as "aggression" and replaced them with neutral expressions such as "historical longitude and latitude" and "complex causes," for example, with For example, the deep structure of the Palestinian-Israeli conflict is deconstructed by the "historical roots of colonization", instead of simply attributing blame to a certain party, reflecting critical thinking about the imbalance of the international order. This mode of guidance not only highlights the neutral and objective position of the great powers, but also strengthens the moral legitimacy of international discourse through the de-labeling of narratives, which is essentially rooted in the intrinsic pursuit of collectivist culture for the cohesion of consensus and the sharing of responsibility.

5.3.2. Western Narrative: Expressions of Resistance in a Culture of Individualism

Western public opinion guidance in similar events is characterized by confrontation, selectivity and instrumentalization. Thematic analysis shows that the Western public opinion centers on "human rights criticism" and "justification of military intervention", and high-frequency words such as "freedom", "democracy" and "aggression" are generalized as moral labels, and deliberately constructed as moral labels. High-frequency words such as "freedom", "democracy" and "aggression" have been generalized as moral labels, and the dichotomy of "democracy-authoritarianism" has been deliberately constructed to reveal that the so-called "freedom of expression" is in fact a profit-oriented and "freedom of speech". This reveals that the so-called "freedom of speech" is actually an interest-oriented political filter. In terms of discourse strategy, the Western media have simplified complex conflicts into a "victim-perpetrator" narrative, for example, stigmatizing the Palestinian resistance movement as "terrorism" while downplaying Israel's settlement expansion. This double standard serves the goal of hegemony and maps out the intertwining of confrontational logic and moral superiority in a culture of individualism, which is essentially ideological control in the name of "political correctness".

Chinese narratives emphasize wholeness, continuity and institutional trust, and build consensus through historical depth and collective goals, but at the expense of pluralistic expression and cross-cultural flexibility; Western narratives are based on individual values, immediacy and mobilization of resistance, and activate participation by virtue of emotional tensions, but are caught in the predicament of agenda disintegration and rationality depletion. The difference in expression between the two under the influence of cultural potential is essentially a deep game between the logic of collective integration and the logic of individual empowerment. On the basis of the principles of truthfulness, objectivity and empathy, China needs to innovate its international communication paradigm, turn cultural potentiality into discourse potentiality, and promote the construction of a more inclusive global public opinion ecology.

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