

Student Conference

“Media and Politics in Europe, East Asia, and the United States”

University of Bologna & 東洋大学 (Tōyō University)

16-17 November 2023



ALMA MATER STUDIORUM
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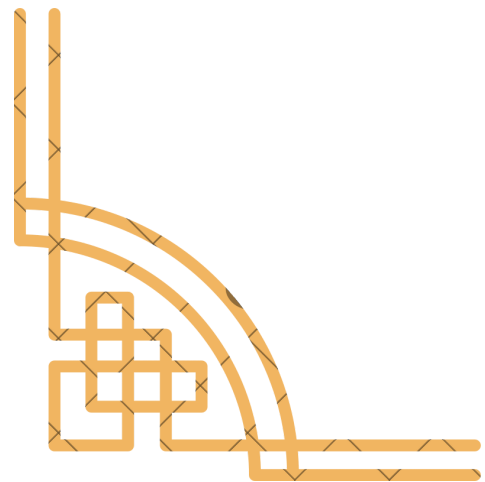


How China Enters our Homes: Chinese Propaganda on Traditional and New media

University of Bologna & 東洋大学 (Tōyō University)

16-17 November 2023

Kurumi Kishino, Giulia Rossi, Alessandra Coletti



Outline

Introduction

- Chinese Propaganda and its development
- Chinese External Propaganda
- Propaganda and Soft Power

China approach towards Italy

- RAI, ANSA and Il Sole 24 ore
- Online sphere
- Italian Response to Chinese Propaganda

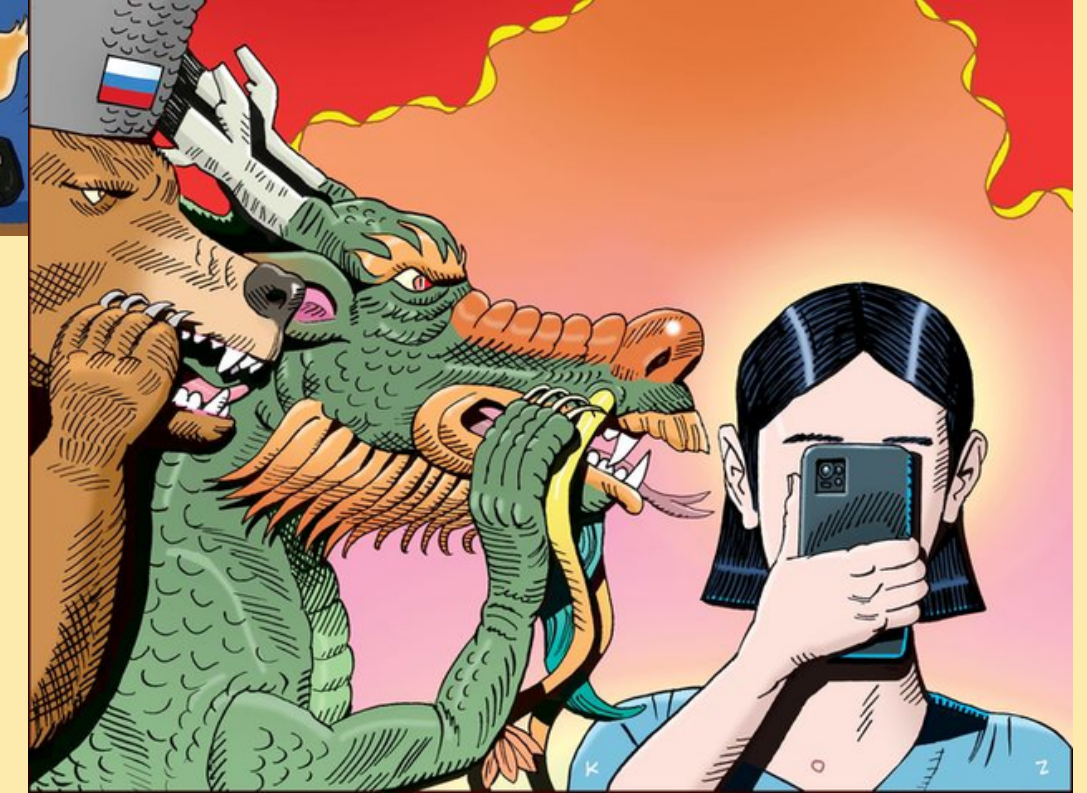
The influence of Chinese Propaganda in Japan

- Fukushima and the nuclear water waste
- G7 and the Increase of Disinformation
- The countermeasure for China

Conclusion



Chinese Propaganda and its development



Chinese External Propaganda

Strategic Goals

- Reducing fears that China is a threat to neighbouring countries
- Securing access to resources and energy
- Building alliances and weaken Taiwan's relations with the International Community
- Promoting a multipolar world and constraint U.S. global power

Characteristics according to the Chinese Governament

- peaceful rise
- do not seek hegemony
- CCP no longer an authoritarian regime
- US are not seen as a strategic adversary

Propaganda and Soft Power

In 1980s Joseph Nye created a definition of Soft Power, so ***“a country’s ability to influence others without resorting to coercive pressure”***



Chinese approach toward Italy

Narrative: Fostering a positive perception, downplay of ideological differences and critics, focus on common economic interests

Content dissemination: cooperation with Italian media through content-sharing agreement

- 2019 Memorandum of Understanding where Rai and Ansa signed bilateral agreements with China Media Group (CMG) and Xinhua respectively. This led to **increased coverage of news related to China, usually without any editing and/or source by the Italian providers.**



Cina: ferrovia alta velocità simbolo di prosperità

Olivia Cheung, ricercatrice China Institute Università di Londra

Xinhua

26 maggio 2021

18:32

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(XINHUA) - WASHINGTON, 26 MAG - Dalla prima linea nel 2008, al record mondiale nel chilometraggio, la ferrovia ad alta velocità cinese ha simboleggiato il potere economico del Paese, la rapida modernizzazione, la crescente abilità tecnologica e l'aumento della prosperità. È quanto affermato da Olivia Cheung, ricercatrice presso il China Institute dell'Università di Londra, riportata dalla CNN venerdì scorso.

Title: “China: high-speed railway a symbol of prosperity”

China's high-speed railway symbolizes rapid modernization, increasing prosperity: CNN

Source: Xinhua | 2021-05-26 15:58:03 | Editor: huaxia



WASHINGTON, May 26 (Xinhua) -- From the first line in 2008 to the world's top in mileage, China's high-speed railway has symbolized a country's economic power, rapid modernization, growing technology prowess and increasing prosperity, CNN reported.

A CURA DELLA CONCESSIONARIA 24ORE SYSTEM

26.3.2023

Focus sulla Cina
Speciale sull'economia cinese

FOCUS CHINA

經濟日報
聚焦中国·中国经济特刊

Nel 2022 il Pil cinese ha toccato un nuovo record

Xiong Li, Economic Daily

Nel 2022 l'economia cinese ha continuato a svilupparsi nonostante le difficoltà, toccando un nuovo massimo: secondo i calcoli provvisori dell'Ufficio nazionale di statistica, il Prodotto Interno Lordo è stato di 121.020,7 miliardi di yuan, con un aumento del 3% rispetto al 2021, un tasso di crescita più rapido rispetto alle principali economie mondiali.

"Produrre un tale risultato è stato difficile, di fronte alle numerose sfide inaspettate" ha detto lo scorso 17 gennaio, in una conferenza stampa, il direttore dell'Ufficio nazionale di statistica, Kang Yi. Ma è un risultato che dimostra la resilienza e la vitalità dell'economia cinese.

Resilienza e potenziale di crescita per l'economia cinese

In termini di tasso di cambio medio annuale, i 120.000 miliardi di yuan equivalgono a circa 18.000 miliardi di dollari Usa, posizionando la Cina al secondo posto a livello mondiale. In termini di Pil pro capite, nel 2022 quello cinese è stato di 85.698 yuan (+3%), pari a circa 12.741 dollari.

Per Kang Yi, le basi di sviluppo sono più solide e il tenore di vita dei cinesi è migliorato. Mentre Wen Bin, capo economista della Bank of China, ha sottolineato che il potenziale è lo stesso

in Cina era di 169 milioni, di cui 114 milioni erano imprese individuali. Con il rallentamento dell'economia mondiale e dei commerci globali, la Cina sta accelerando la promozione di un'apertura verso l'estero, sostenendo le imprese per mantenere i livelli di produzione ed espandere il mercato. Nel corso dei primi 11 mesi del 2022, l'utilizzo effettivo degli investimenti esteri è stato di 1.156,1 miliardi di yuan, superiore a quello dell'intero 2021.

Sono aumentati anche gli investimenti sociali: +10,9% rispetto all'anno precedente, tra cui +26,1% degli investimenti in sanità e lavori sociali, con un'accelerazione di 6,6 punti percentuali.

Il mercato dei consumi verso una graduale ripresa

I dati mostrano che nel 2022 la spesa finale per i consumi ha contribuito alla crescita del Pil per 1 punto percentuale, la formazione di capitale per 1,5 punti, le esportazioni nette di beni e servizi per 0,5 punti.

Il totale delle vendite al dettaglio di beni di consumo sociale è diminuito dello 0,2% rispetto all'anno precedente, a causa delle perturbazioni a breve termine della pandemia. Ma, come ha sottolineato Fu Linghui, portavoce dell'Ufficio nazionale della statistica e capo della Direzione generale delle statistiche economiche, la Cina ha promulgato una serie di politiche a

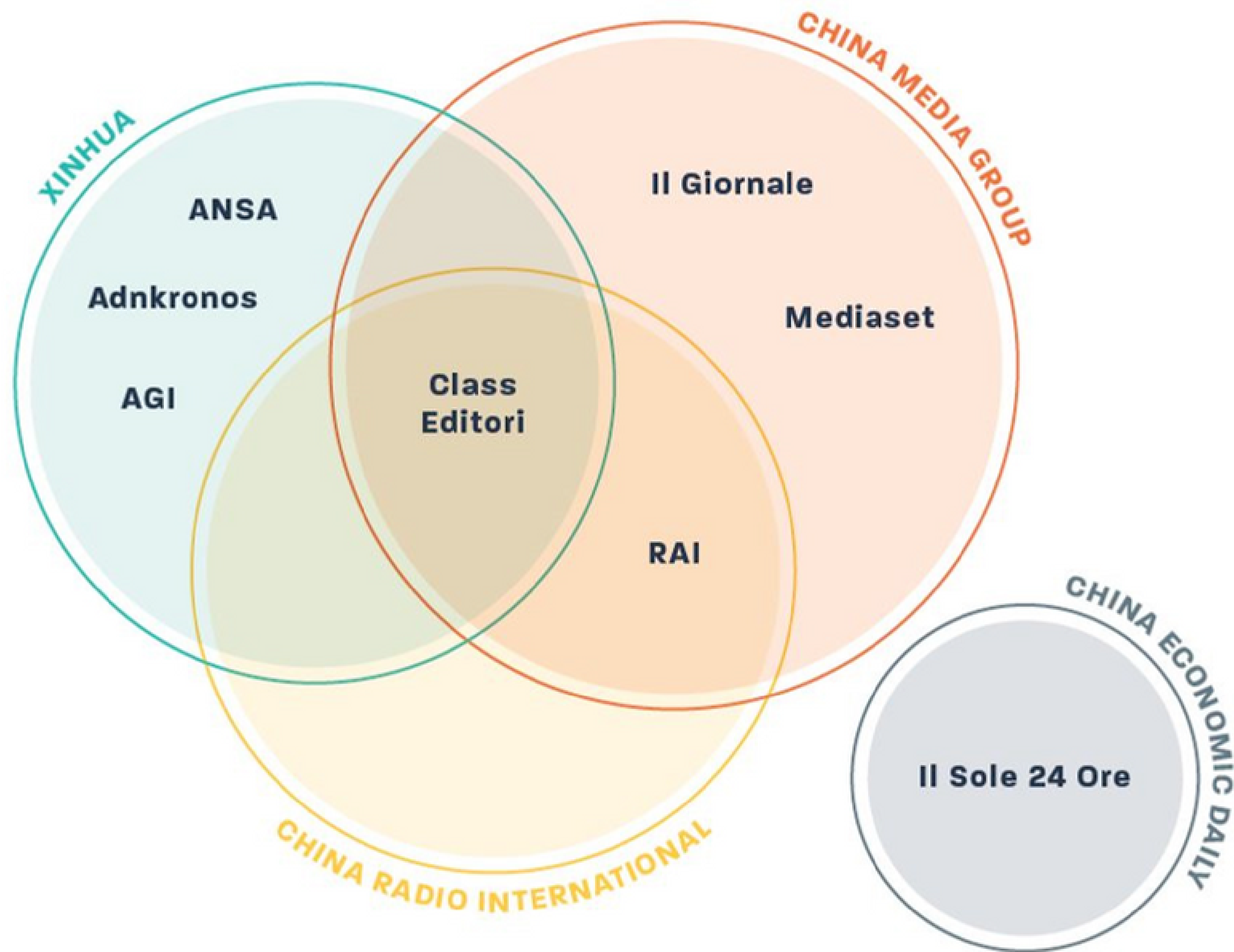


Congresso Nazionale del Partito Comunista Cinese, nonché l'anno chiave per l'attuazione del 14° Piano quinquennale. Kang Yi ha detto che, realizzando la situazione del 2022, la

RAI -in partnership with CMG-provided praising coverage of China on the occasion of Beijing's pandemic assistance to Italy.

Mediaset has longstanding ties with China Media Group.

Il Sole 24 Ore - Italy's most influential economic-financial newspaper- signed a memorandum of understanding with China's Economic Daily. It has been criticized for hosting advertisements paid for by the Pcc's official press organ, the People's Daily



Graph: Ghiretti, Francesca , and Lorenzo Mariani. "One Belt One Voice: Chinese Media in Italy." IAI Papers, vol. 21, no. 43, 2021, www.iai.it/sites/default/files/iaip2143.pdf.

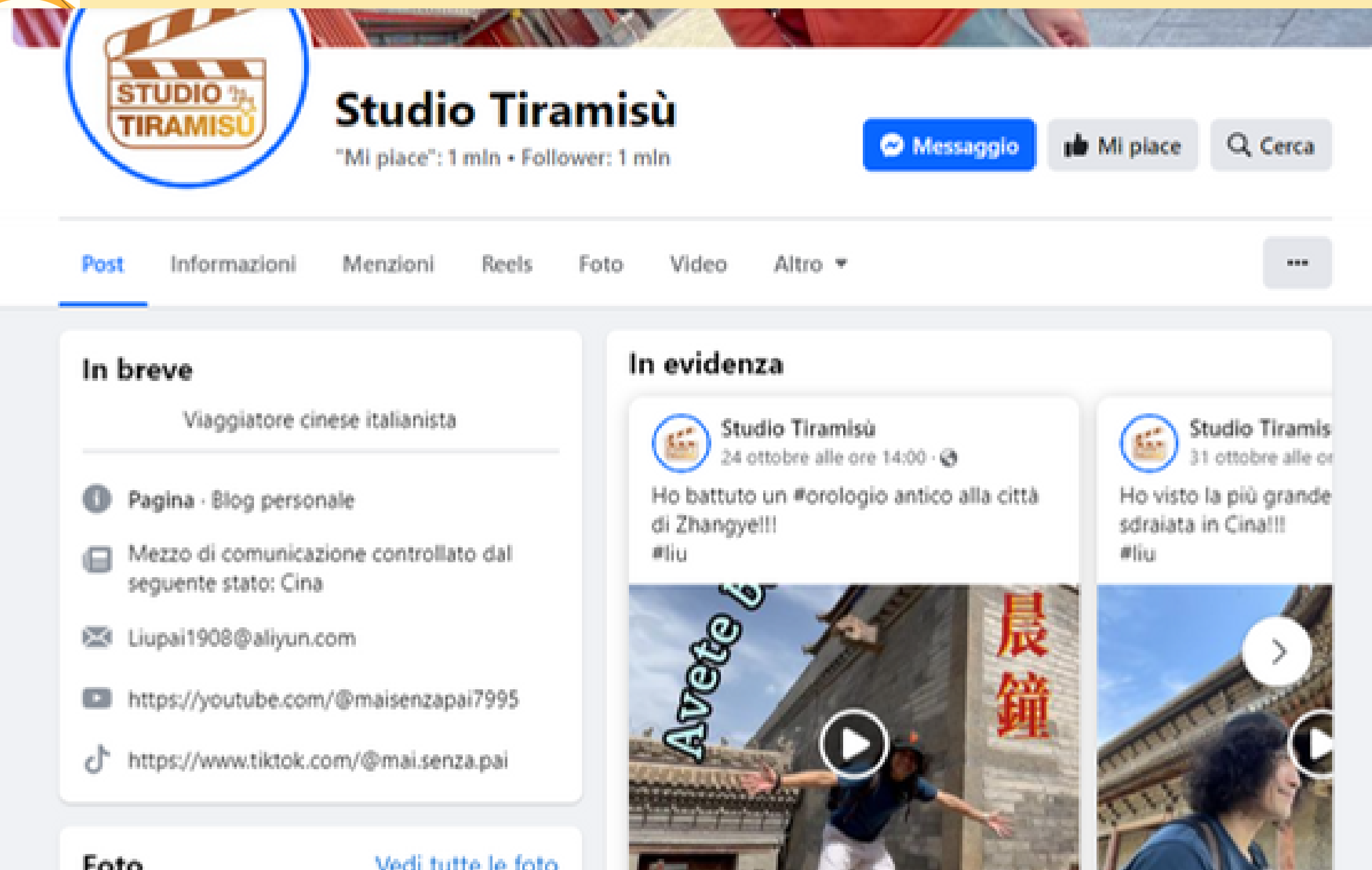
Online sphere

*76 % of Italians learn news from online sources, with Facebook being the main social media used for news, exposing themselves to **Chinese disinformation campaigns**

An investigation by the journalist Giulia Pompili, discovered several news sites and pages :

- "veneziapost.com,"
 - "romajournal.org,"
 - "Italia finanziaria"
-
- Not registered in court (mandatory for newspapers in Italy);
 - Publish content from the China Media Group;
 - IP address belonging to Tencent, a Chinese company linked to Xi.

Italo-Chinese Influencers have also a great role in contributing to disinformation and positive portrait of China



China Radio International correspondent Liu Pai

- “share Chinese culture with my Italian friend” but controlled by China.
- Host at TGC24

Italian Ilham Mounssif

- took part in at least 10 Italian talk shows fostering China's optimal policies in dealing with COVID

Italy's response

Public opinion

- Peak in 2020*, driven by Chinese aid during the pandemic, admiration of China's crisis management and positive media coverage (fostered by RAI).
- In 2021 more cautious, the percentage who see China as a threat has increased.

*Freedom House. "Italy: Beijing's Global Media Influence 2022 Country Report." Freedom House, 2023, freedomhouse.org/it/country/italy/beijings-global-media-influence/2022. Accessed 14 Nov. 2023.

Market

- Italy implemented measures to counter foreign influence, investigating interference in key economic sectors, and limiting telecommunications companies like Huawei
- Still substantial presence in telecommunication

Society

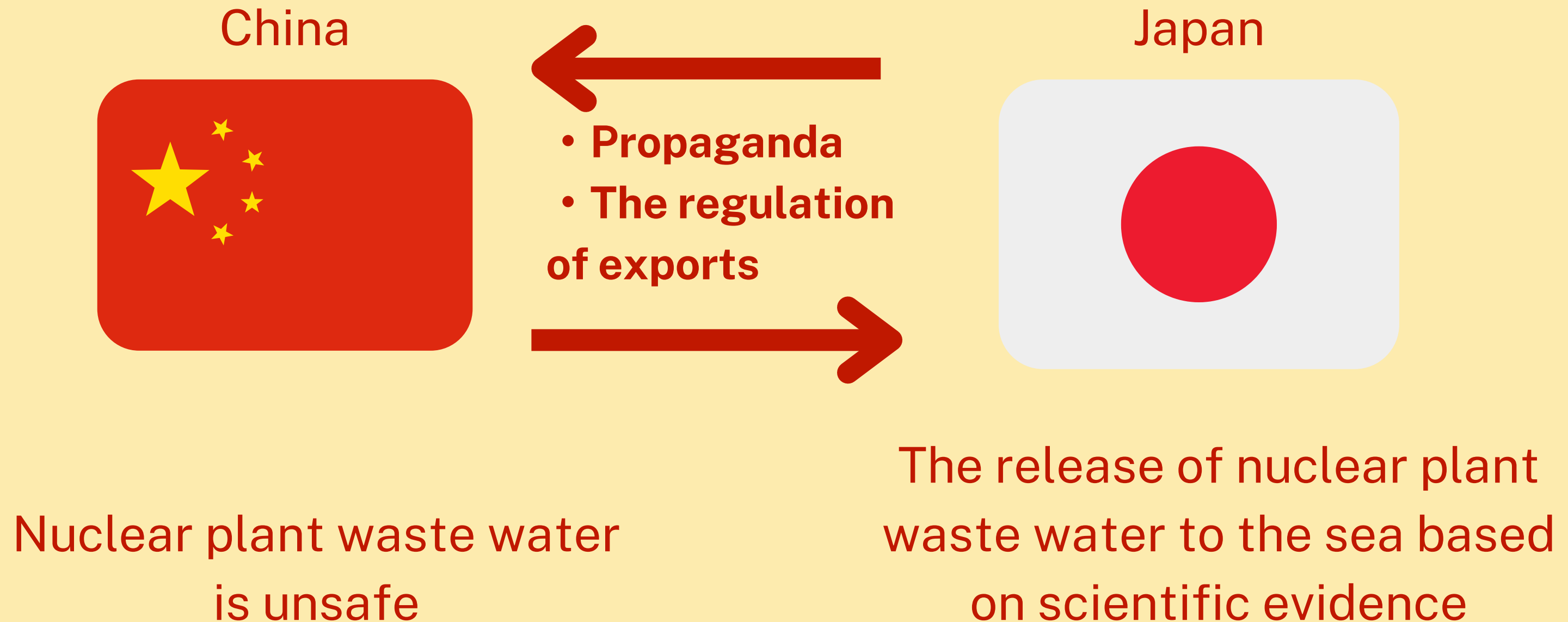
- Think tanks intensified research on China and its influence.
- Parliamentary Committee on the Security of the Republic, initiated an investigation in 2021 to assess Italy's vulnerability to external interference
- Italian lawmakers condemn human rights violations in Xinjiang

The Influence
of Chinese
Propaganda in Japan



The influence on our life

- Nuclear plant wastewater problem



The details of the propaganda

In the first five months of 2023 after the IAEA decided the final plan, Chinese diplomats and state media have tweeted more than 300 times, already exceeding the total number of mentions in 2022.

These accounts are likely related to the CCP's past covert operations in social media. **The coordination of covert and overt approaches is usually intended to spread a narrative for strategic purposes.**



astland
@astland1



If the Japanese government continues to sneak nuclear waste into the ocean, then "Godzilla" won't just appear in movies.



12:02 PM - Dec 26, 2022 - 32 Views



Lijian Zhao 赵立坚
@zlj517



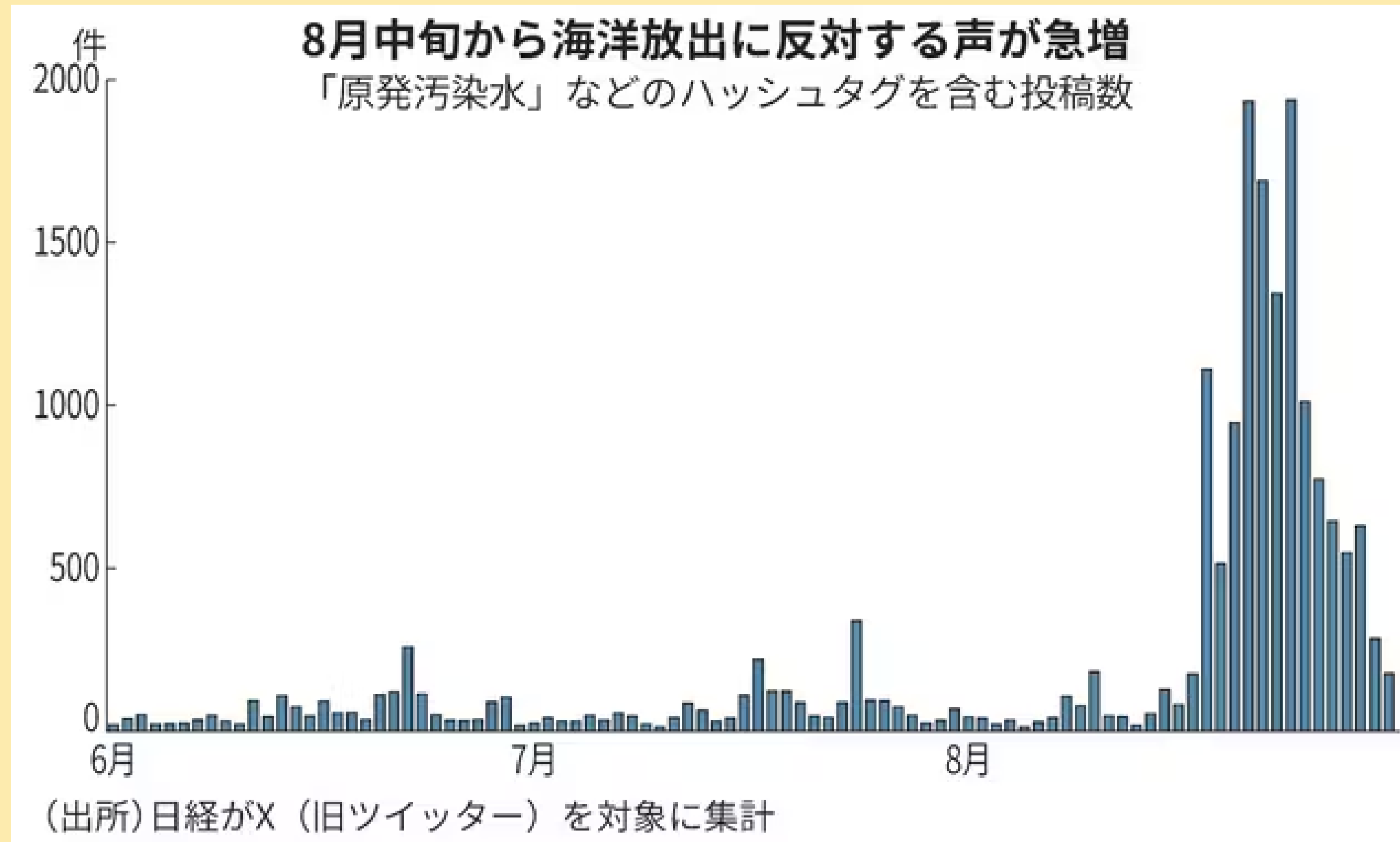
An illustrator in [#China](#) re-created a famous Japanese painting The Great Wave off [#Kanagawa](#). If Katsushika Hokusai, the original author is still alive today, he would also be very concerned about [#JapanNuclearWater](#).



8:56 PM - Apr 26, 2021

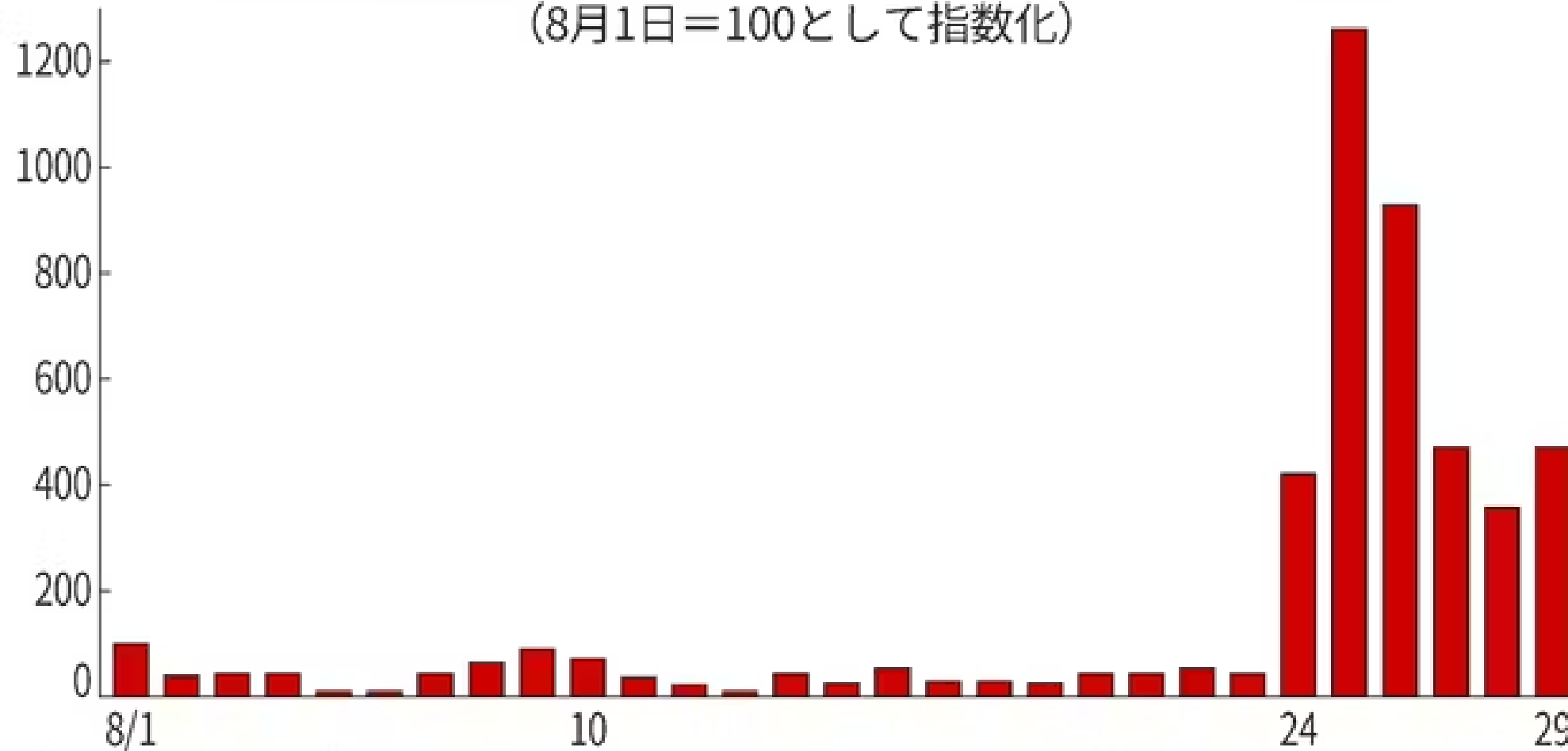
11.9K Retweets 4,670 Quotes 54.5K Likes 516 Bookmarks

The graph shows the number of tweets against Fukushima nuclear wastewater



What is the change before and after propaganda?

中国からの着信件数は、処理水の放出開始後に急増
(8月1日=100として指数化)



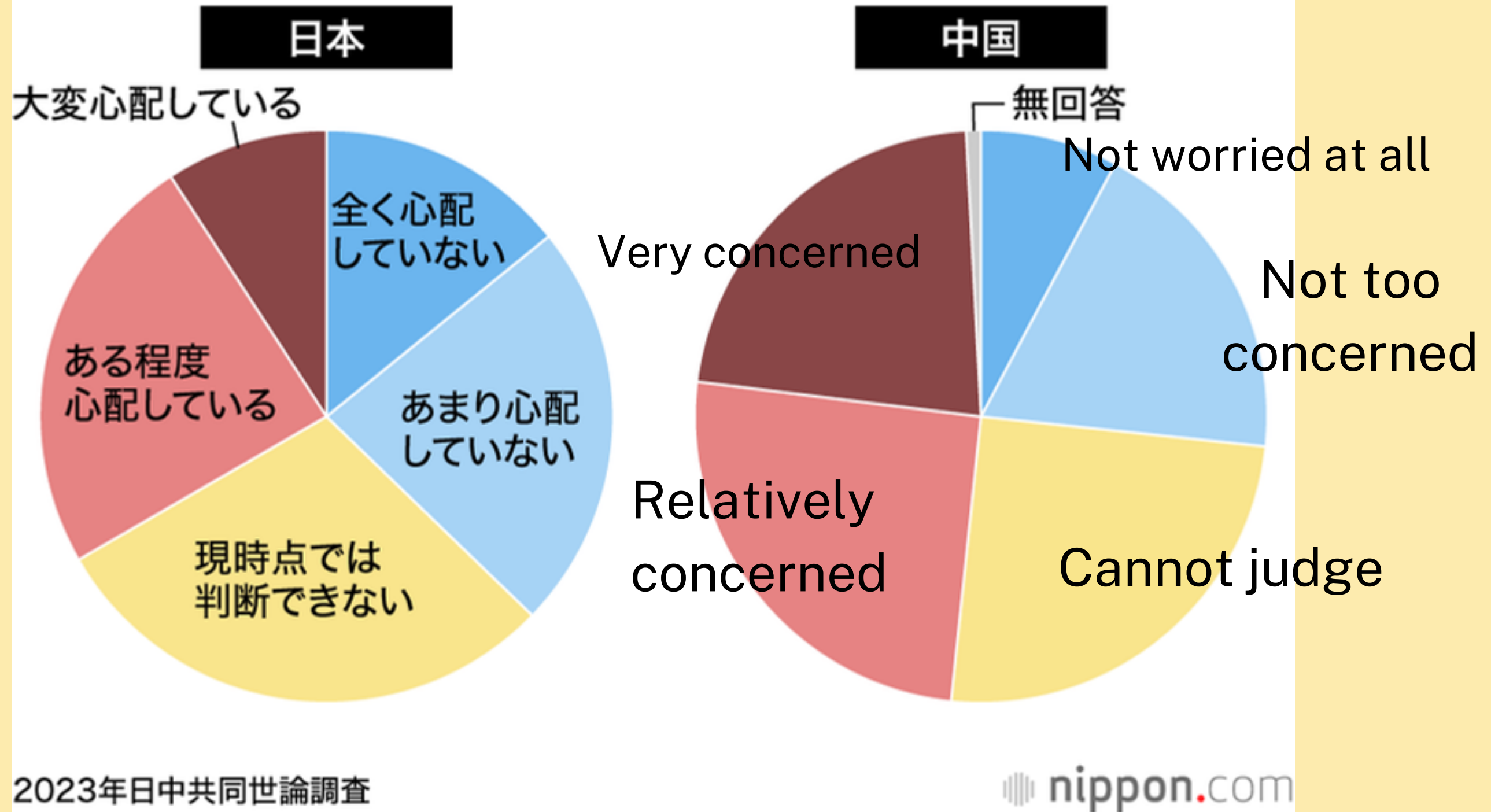
(注) 法人向け迷惑電話フィルタリングサービスで検知した件数。一般の電話も含む
(出所) トビラシステムズ

Reputational Damage

- Negative image of marine products in Japan
- The increase of prank calls from China

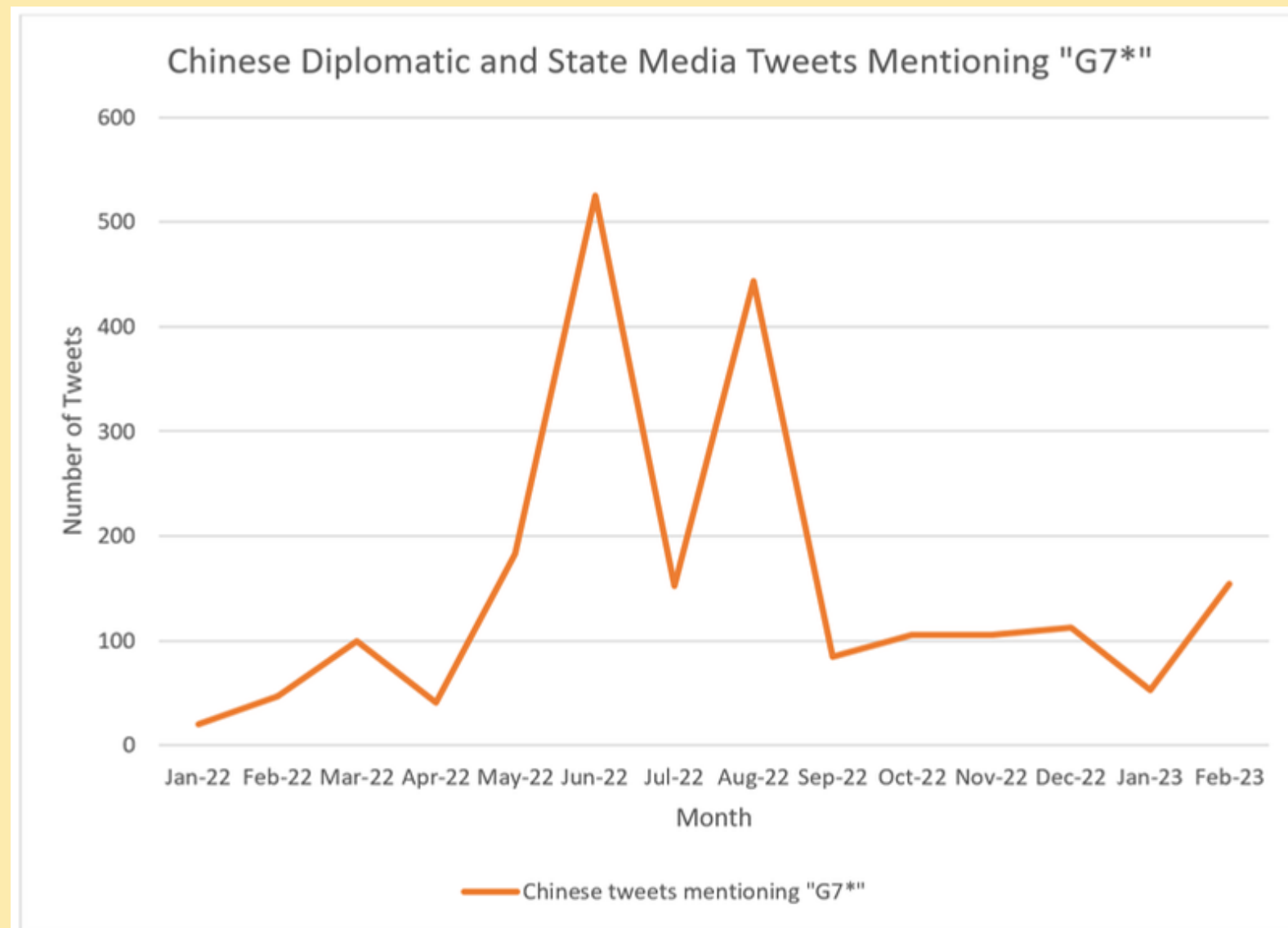
<https://www.nikkei.com/article/DGXZQOCB010GM0R00C23A9000000/>

「福島第一原発の処理水放出を心配しているか」という設問への回答割合

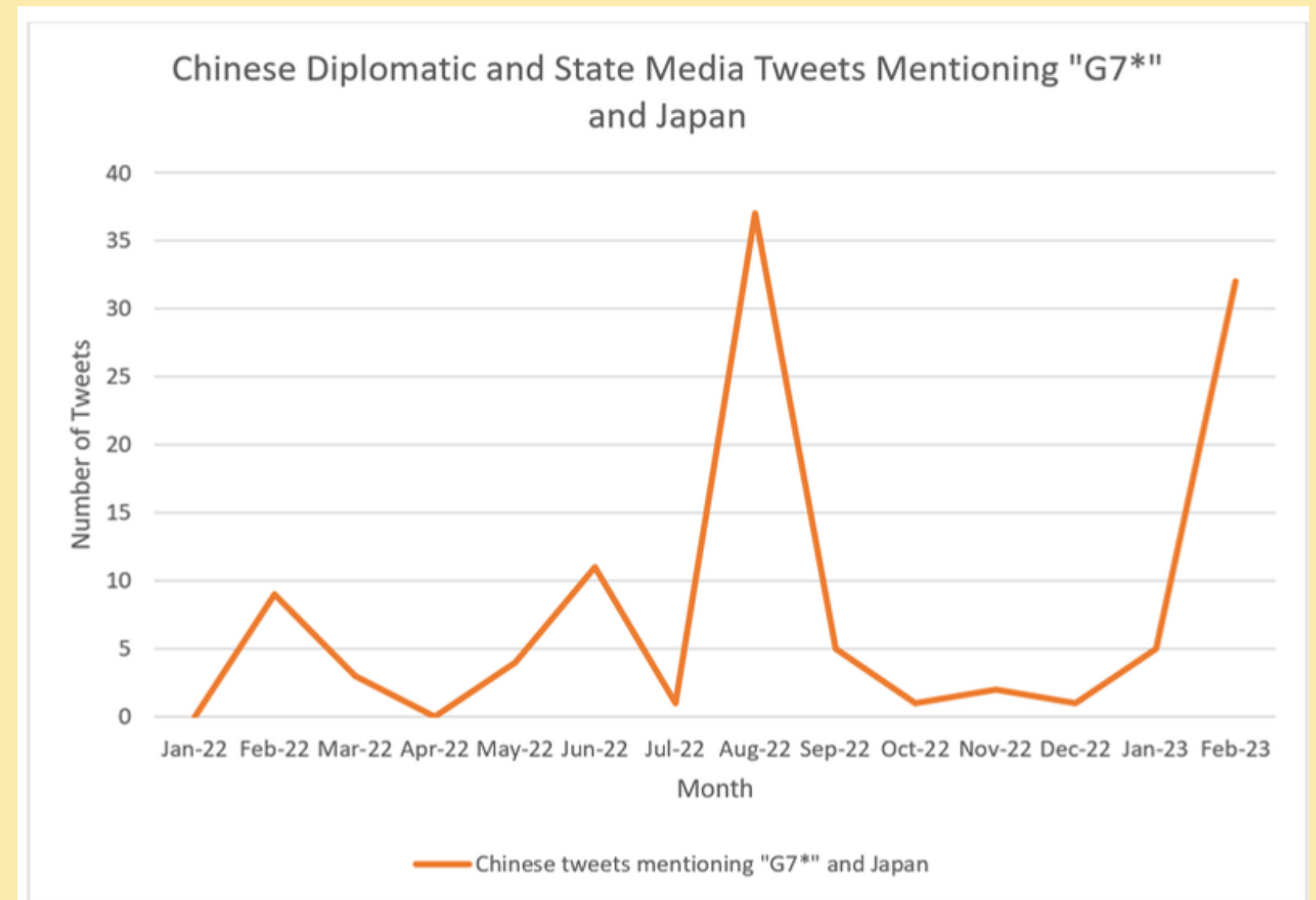


• Hosting the G7

At the beginning of 2023, Japan assumed the presidency of the Group of Seven (G7) from Germany.



G7



G7 and Japan

Xiao Yewen 肖业文
@XiaoYewen

This is G7 meeting. But where's Japan? 😂😂



bbc.com

七国集团峰会：全球基建计划对抗“一带一路” -
BBC News 中文

10:16 PM · Jun 27, 2022

32 Retweets 9 Quote Tweets 296 Likes



Global Times @globaltimesnews · Feb 1, 2022

China state-affiliated media

Japan committed innumerable crimes during the war of aggression it waged in the past, and with a deplorable track record in human rights, it has no authority whatsoever to make wanton remarks about other countries' human rights conditions: @zlj517



globaltimes.cn

Japan has no authority to wantonly comment on other countries' hu...
Japan committed innumerable crimes during the war of aggression it waged in the past, and with a deplorable track record in human ...

41 41 150



Chen Weihua (陈卫华)

@chenweihua

China state-affiliated media

Replying to @globaltimesnews and @zlj517

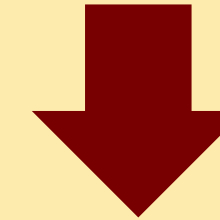
The next G7 Summit should focus on how to make Japan learn from Germany to repent for horrible WWII crimes. Germany did very well. Japanese leaders still live in denial and still worship Imperial Japan war criminals every year. Appalling.

2:32 PM · Feb 1, 2022

22 Retweets 4 Quote Tweets 188 Likes

The content

- Chinese media and diplomats look down on Japan
- Return to history

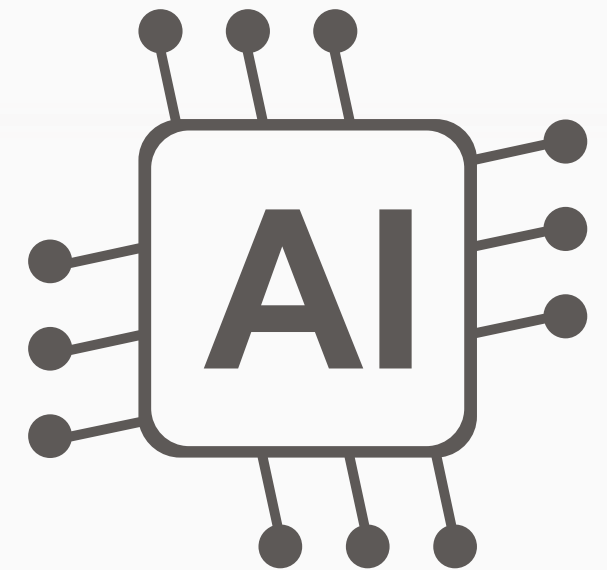
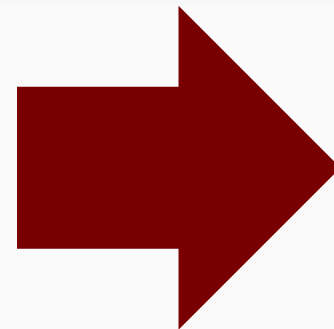
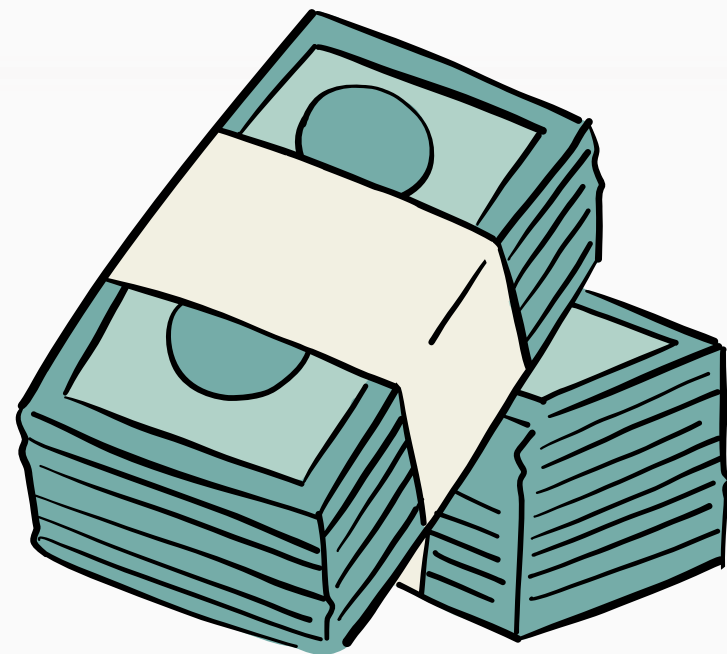


Chinese Social
Media attempts to
lower Japanese
impression

Countermeasures in Japan

- Disinformation about Fukushima nuclear plant wastewater

70 billion yen



Increase of
budget for
disinformation

Japanese response

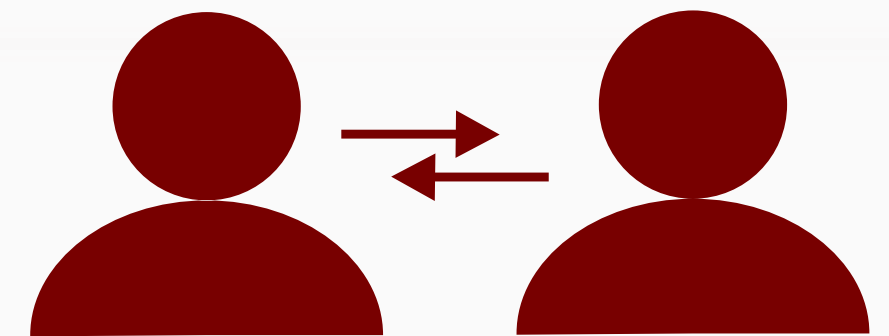
- Disinformation



Set a counter online
in case you find false
information



Enhance transparency
and accountability



International dialogue

Conclusions

“hide our capabilities, and bide our time”

Deng Xiaoping

