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Framing of Business in China: East vs. West

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A thesis

presented to

the faculty of the Department of Communication

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In partial fulfillment

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by

Xueyi Li

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ABSTRACT

Framing of Business in China: East vs. West

by

Xueyi Li

China is one of the largest and most promising markets for new global business ventures. This exploratory research investigates the current news-related themes regarding business in China by comparing news originating from eastern countries to western countries. This study applied agenda-setting and framing theoretical frameworks. A mixed-method approach of both qualitative and quantitative content analyses was used to generate key themes and their related concepts. The results indicate some thematic similarities as well as differences in agenda and news framing between eastern and western news samples. This exploratory study contributes to agenda-setting and framing literature as well as by creating a media agenda benchmark for future agenda-setting studies focused doing business in China.

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CHAPTER 1

INTRODUCTION

China's economy has been rapidly developing in past years, which enables it to own

higher economical social status both regionally and internationally (Barboza, 2010). Since 1978

China has developed the "open up policy" to reform Chinese economic organization, which

allows China to start developing free trade internationally (Demurger, 2001). Therefore, the

Chinese economy has been rapidly increasing, with an "average 9.4 percent annual Gross

Domestic Product (GDP) growth, one of the highest growth rates in the world" (Zheng, 2005, p.

18). In the past 35 economic reforming years, China has made a great change to its traditional

closed market and showed the world its great potential in work force, power of consumption, and

economic independence. The increasing economy in China also brings a great contribution and

impact to the world's economy development (Barboza, 2010).

Globalization brings China both cooperation and competition with foreign companies.

China might face different situations when it deals with problems from eastern and western

countries (Branstette & Lardy, 2006). Because most of eastern countries are the developing

countries whose economic development levels are not as high as China, they might explore more

cooperation with China in different aspects such as technology and science skills (Ge, 1999).

However, most western countries are the developed countries who own large competitive

companies both nationally and internationally (Huffman & Just, 1999). Therefore, China will

learn more about the west's advanced technologies. China might also face more challenges and

competition from western economic models compared to the Chinese traditional economic

models (Ge, 1999). Thus, this paper will explore the question are there differences in agenda and

news framings for business in China comparing eastern countries to western countries?

CHAPTER 2

LITERATURE REVIEW

Agenda-Setting

In 1968 McCombs and Shaw first conducted the Chapel Hill Study and explored agenda-setting to examine how media influenced people's perception toward specific issues. The definition of agenda-setting was stated as "the idea that there is a strong correlation between the emphasis that mass media place on certain issues and the importance attributed to these issues by mass audiences" (Scheufele & Tewksbury, 2007, p. 11). Researchers believed that although agenda-setting cannot influence how people think about certain issues; it does influence people of what to think about (Bryant, Thompson, & Finklea, 2012).

Agenda-setting has experienced four phases of evolution (McCombs & Shaw, 1993). First, McCombs and Shaw (1972) introduced the agenda-setting study to the public, which stated that the importance of how people think about certain issues is directly related to how the media presents those issues. Second, in 1977 Shaw and McCombs continued the study and found that people who used mass media in their daily lives had a greater likelihood of resonating with media than people who did not use mass media daily (McCombs & Shaw, 1993). Third, in 1981 Weaver, Graber, McCombs, and Eyal conducted a study to explore how agenda-setting was applied from voters and political issues. The study showed that people with different educations, positions, and locations showed different degrees of resonation with the media agenda. Fourth, in 1991 Shoemaker and Reese explored how the agenda of people who work in mass media is generated as a result of multiple sociological, ideological, and individual factors (Bryant et al., 2012).

Shift from the past revolution to today, researchers are frequently asking a new question of "who sets agenda for media" (Weaver & Elliott, 2012)? Because hundreds of news messages are spread every day locally, nationally, and internationally, there is no way for news professionals to examine and control all the news messages at the same time. Therefore, to avoid the disordered news situation, news professionals take control and set the agenda to choose which kind of important news should be distributed to people, and which kind should not. Thus, journalists and news editors will select important news for people to follow by the news professionals' instruction (Bryant et al., 2012).

In the past news professionals commonly adopted the gatekeeping method to control and supervise news industries. Gatekeeping refers to the way news professionals select a certain number of news messages for people, while stopping and preventing other news messages from distribution to the public (Williams & Carpini, 2008). By doing this the news professionals are strictly screening and identifying the news content. In recent years the attribute agenda-setting as the second level of agenda setting became widely accepted by researchers. The first step of attribute agenda-setting is the substantive dimension that aims at influencing people concerning importance of issues by arranging an agenda's order and intensity. The second step of attribute agenda-setting is the affective dimension, which will influence people's perception by using different perspective of reporting and negative or positive tones in reporting. Many researchers believed that the second step of attribute agenda-setting is similar to framing, with emphasis on influencing people's perception of how to perceive certain news content (McCombs, Llamas, Lopez-Escobar, & Rey, 1997).

Definition of Frame

Many researchers use framing in media in order to explore the truth of the world. When the word "framing" first came into literature, many researchers brought their personal conception to it. The word "framing" was first introduced by Goffman (1974) who believed that framing is the "schemata of interpretation" that makes people "locate, perceive, identify, and label" events and messages (p. 21). Norris (1995) stated that journalists often use frames in the news to simplify, prioritize and structure the stories of newsworthy events. Benford and Snow (2000) asserted that frames "simplify and condense the world out there by selectively punctuating and encoding objects, situations, events, experiences and sequences of action within one's present or past environments" (p. 137). They believed that to frame is to shape one's or other's thoughts purposely and strategically. Entman (2010) insisted that framing is a prevalent process in politics and policy analysis. It involves selecting a few aspects of reality and connecting them together in a narrative that encourages events to be interpreted in a certain way. Entman believes that the main purpose of framing is selection and salience, which emphasize the "process of selecting some aspects of a perceived reality and making them more salient in a communicating text" (Tong, 2006, p.4). Thus, researchers have generalized that the main function of framing is the shaping of peoples' minds and building their expectations towards truth.

There are four common important framing elements: communicators, text, receivers, and culture (Entman, 1993). Communicators frequently act as exporters in a communication process. They make and spread frames to the public based upon their personal values and purpose in order to shape and influence people's thoughts. To better spread frames to the public, communicators use varieties of logos, words, sentences, or pictures to convey their own ideas and values. By doing this, communicators increase the likelihood that receivers will remember

and admit the messages that communicators want receivers to follow (Entman, 1993). During the process of making and spreading frames, culture plays an important role in combining and resonating communicators with receivers' ideas. Communicators commonly aligned frames with existing culture in order to "demonstrate the set of common framings exhibited in the discourse and thinking of most receivers in a social grouping" (Entman, 1993, p. 53). Once the alignment is made, frames organize people's perceptions, facilitate sense-making, and provide criteria for people to understand situations (Wright & Reid, 2010) as well as establish new social order.

Traditionally, a frame contains four core functions: define problems, diagnose causes, make moral judgments, and suggest remedies (Entman, 1993; Wright & Reid, 2010). First, the function of defining problems refers to the measurement of cost and profit during a specific issue based on the common values. Second, the diagnose causes function notifies people of the major force of the specific issue. Third, after getting to know the causes of the issue, moral judgments will "label the situation as unjust" (Wright & Reid, 2010, p. 3), and the last function of framing will suggest remedies or place blame on their opponents in the issues. A single frame may not contain all of these four processes, but some of these processes may happen at the same time (Entman, 1993). For example, the U.S. government applied the frame of "Cold War" after the Second World War between the west and east. The U.S. government insisted that the cause of the "Cold War" was to fight against communists. In order to support this point of view, the U.S. applied moral judgments of atheistic aggression against the east to increase support of the west in the war (Entman, 1993). By applying this frame, the U.S. shaped people's minds and controlled the situation during the war time.

How Framing Works

Frames are applied by highlighting and emphasizing important aspects of a crucial event, making the important subjects salient. "Salient" was explained by Entman (1993) to mean "making a piece of information more noticeable, meaningful, or memorable to audience" (p. 53). An effective frame will let the receivers obtain information, understand meaning, and remember the information that communicators wanted them to (Tong, 2006; Yang, 2003; Zhou & Moy, 2007). Frames can be easily remembered and used by receivers when frames are repeatedly and saliently used during a period of time. Frames also can be easily remembered when it combines with the existing culture that will resonate with receivers (Brewer, 2006; Wright & Reid, 2010). However, a frame might be difficult to accept when it is opposes with receivers' existing culture and ideas. It also might be difficult for receivers to understand, interpret, and apply frames because most frames were invented and made salient by communicators whose ideas were not exactly the same as receivers (Entman, 1993).

Commonly, the way communicators apply frames is by highlighting salient specific texts while omitting others (Wright & Reid, 2010). Communicators are more likely to emphasize some particular aspect of reality in order to draw receivers' attention on those parts of information. Thereby, receivers will omit the other information. Most of the time a large portion of receivers would be attracted by communicators' ideas. However, there was no guarantee that receivers would accept the frames that communicators applied (Entman, 1993). In addition, it would be a challenge to use an unfamiliar frame rather than a widely accepted frame for audiences because they might feel the communicators lack credibility, or the receivers might even fail to understand the communicator's message (Entman, 2010).

Mass Communication and Media Framing

In the study of mass communication media plays an important role in influencing people's perceptions. Because media serves public interest and concerns, it essentially speaks for all people (Mack. 2009), and it can reach a large number of people and influence their ways of thinking. Mack (2009) believes that "news is a window to the world, and through its framing Americans learn about institutions, leaders, and other nations or understand an object or event's social meaning" (p. 3). Yang (2003) asserted that news could be influenced by many factors such as ideology, media organization, constraints, etc. Yang (2003) also stated that the media's influence "makes a significant contribution to the final product of news and eventually defines the landscape of media content" (2003, p. 233), and not a single newscast could proceed without framing. The frame of "War on Terror" was used as a definition of the 9/11 events by the government that was widely accepted and used in both the national and international media fields (Entman, 2004). The U.S. brought the concept of "evil" and "war" to the hijackers and defined themselves as innocent, which helped the U.S. define themselves in terms of a safeguard to defense, a country united for a fight for justice (Anker, 2005).

News, as the product of media, is viewed as the "window to the world" (Tuchman, 1978, p.1), which aims to reach a large number of audiences and introduce information. Journalists in the news industries are believed to have great influence on frame-building (Zhou & Moy, 2007). Rachlin (1988) stated that "The journalist sees with the lens provided by his or her culture and writes to an audience that is expected to be viewing the world in a similar manner" (p.125). Thereby, media framing is considered as a connection with constructivist theories that emphasized the development of social identity and the role of language in creating and

reinforcing distinctions among groups (Pu & Hook, 2010). The news media acts as both director

and actor according to the specific events that they spread.

<div align="center">News Framing</div>

Two concepts of frames, media frames and individual frames, are widely used in today's

world helping people better present and interpret the news. Media frames refer to how journalists

apply the news to the issues (Scheufele, 1999). Gitlin (1980) stated that "Media frames are

present patterns of cognition, interpretation, and presentation, of selection, emphasis, and

exclusion, by which symbol-handlers routinely organize discourse" (p. 7). However, individual

frames focus on the internal mindset of people. Individual frames provide people an idea of how

to interpret news, and this affected how audiences understand and analyze political news

(Scheufele, 1999).

News frames (i.e. media frames) are widely used in many different fields such as public

health, environment, and humanities. When it comes to the framing of health matters, framing

was used as a function of alerting people in order to prevent diseases. For example, African

Americans were thought to possess the highest risk of acquiring HIV/AIDS when compared to

other ethnicities (Sutton et al., 2009). In order to reduce the numbers of people contracting HIV,

President Obama announced the U.S. government would make efforts in reducing HIV,

especially for African Americans. Thus, the news media plays an important role in influencing

people's perception of preventing HIV (Sutton et al., 2009). Moreover, framing has been widely

used in protecting the environment. Thus, the function of media network helps to find major

problems of environment and establish the problem solving methods. More environmental

policies and management methods were observed from media networks (Niemeijer & Groot,

2008). In addition, framing has also been used in racial issues. Many people frame white people

as "symbolic capital" because many of them enjoy more privileges than other people with different skin colors. Thus, this historical problem of racial profiling by law enforcement, unfair employment practices, oppositional responses from institutions, lack of representation, and restrictions from social networks, etc. (Feagin, 2010). As a result, the media network helps to shape people's minds and build their expectations through disseminating fair and justifiable information.

News frames are considered as one of the most powerful manners in exploring political communication, which would lead people to follow and interpret news in a way that politicians want. Many politicians think that journalists have great power in pushing forward political news, which helps government to be viewed in a positive light (Entman, 2004). During the Cold War period, the White House used the conception of "Friend" and "Enemies" (Norris, 1995, p. 1). The government used this frame and transmitted it to the world. Thus, framing is a dominant paradigm that guides journalists' and the public's knowledge and understanding of international affairs (Entman, 2003). According to Entman (2003), "When a single paradigm shapes public thinking, virtually all foreign crises and military decisions can be assimilated to this one dominant theme" (p. 2). Similar to the framing that occurred during the Cold War, the U.S. used framing after the American army shot down Iran Air Flight 655. The American media used frames to manage and alter the perception of this political issue. The U.S. called the shoot down a technique failure. However, the framing of the event portrayed the American government as morally outraged at the incident (Robinson, 2001). This framing helped the U.S. to get rid of the negative public opinion that American participated in an intentional shooting of a civilian aircraft. After 9/11, the U.S. government defined the attack as 'War on Terrorism', which was aimed at shaping the event in people's minds as being patriotic and fighting for justice (Boykoff,

2008). Similar to 9/11, the Chinese newspapers defined the war in Xinjiang province as "terrorism". The Chinese government believed the attack was premeditated by Osama bin Laden and al-Qaeda who aimed at separate Xinjiang province from China by supplying "Xinjiang separatists with money, weaponry, and training in order to help them launch a holy war aimed at setting up a theocratic Islamic state in Xinjiang" (Boykoff, 2008, p. 27). By linking the war to terrorism, the Chinese government claimed they were fighting for justice.

<u>Distinction Between Western and Eastern Media Systems</u>

In the West media was widely accepted by its features of "journalistic professionalism, media interdependence and autonomy and concentration of ownership and capital" (Yang, 2003, p. 235). Even though the primary function of media should be supervising of social phenomena, the actual work that media did was to initiate critical thinking about policies and procedures and selected people's favorable news to offer. Compared to the western media system, eastern media commonly focused on serving governments' political needs rather than public interest, and the news content is dictated by the state's political and ideological viewpoints (Brewer, 2006; Hook & Pu, 2010; Luther & Zhou, 2005). For example, most of time the political ideology of the Chinese Communist Party was embedded in the news media in order to publicize the government's ideas. Thus, "reports on party guidelines, policies, and major decisions are expected to be carried in all Chinese papers according to party organ style" (Yang, 2003, p. 235). However, western media outlets are expected to present information from multiple political parties in a balanced manner. Therefore, because of the different media systems between the East and West, the news from two countries in each area might hold different ideas toward the same issue. However, a common feature in both hemispheres is that media systems incorporate frames,

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and these frames are unavoidably employed by journalists in delivering the news, which brought a chance to discuss and compare each area's coverage of news internationally.

<center>Distinction Between Western and Eastern News Frames</center>

The media system's differences between the East and West could lead to the news frame's differences between each location. Yang (2003) explored this concept when she conducted a study to explore the different frames China and U.S. exhibited during the Kosovo air strike issue. In 1999 with the help of U.S., Kosovo as part of Yugoslavia, started the war with Serbs, in order to protect Albanians (a country in Kosovo) from being separated by Serbs. The air strike was framed as the "intervention of Yugoslavia's sovereignty and territory" (Yang, 2003, p. 231) by Chinese newspapers. Compared to U.S. newspapers, the Chinese newspapers applied more antistrike terms and Serbian point of view stories by adopting frames mainly from Chinese and Russian sources. However, the air strike was framed as "humanistic aid to Albanians to stop the ethnic cleansing initiated by Serbians" by U.S. newspapers (p. 231). The U.S. newspaper applied more prostrike terms and Albanian's point of view stories by adopting sources from America and NATO. The study showed that U.S. newspapers applied different frames with Chinese newspapers (Yang, 2003). Both sides of newspapers applied the recourses from their own countries or aligned nations. The media messages from both the East and West influence countries' national interests and are thought to be one of the most important factors in dealing with international media news and shaping audiences' thoughts (Brewer, 2006; Yang, 2003).

Similar to Kosovo's air strike study, the differences of adopting frames between the East and West were also examined by the study of China-based economic sphere. Guo, Hsu, Holton, and Jeong (2012) conducted a study to explore how Chinese and U.S. newspapers framed the

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recurring suicide issue in Foxcoon Technology Group in Chinese context. Both Chinese and U.S. newspapers framed the issue as a "Chinese-specific problem, ignoring global social justice and world economy aspects" (Guo et al., 2012, p. 484). However, the newspapers in China also framed the issue as a psychological problem for today's young people, rather than a sweatshop issue. The Chinese newspaper tried to build a nonsweatshop frame in order to maintain Chinese normal social order and protect China from being blamed internationally. On the opposite, the U.S. newspaper framed the case as a sweatshop issue that blamed the Foxcoon Company of violating employees' human rights in a Chinese context. The U.S. news media blamed Chinese human rights and disturbing normal economic orders mainly based on its dominant anticommunism ideology (Guo et al., 2012). The study showed that both countries applied framing based on their own nations' interests. Both economic interest and political interest contributed to the constitution of building frames. This incident is one instance of how the East and West frame a single event in dissimilar ways.

The differences between eastern and western news frames were also studied in many other fields such as SARS (Luther & Zhou, 2005), HIV (Tong, 2006), and the internet (Zhou, 2008). All of these studies showed significant differences toward news frames based on each country's media system. Western newspapers more frequently "emphasized the economic consequences, responsibility, leadership, and conflict" (Luther & Zhou, 2005, p. 866) than eastern newspapers. Western newspapers were more likely to make economic conflicts when using frames and related the economic sanctions toward eastern-based economic issues. However, few eastern newspapers linked either external or internal economic conflicts with China or other countries (Snyder, 2001). Both of the hemispheres applied frames depending on

national interests especially economic interests that had great influence on shaping and controlling people's thoughts about the issues presented.

<center>Research Question</center>

The previous studies exhibited evidence of significant differences between eastern and western newspapers in applying news frames within each country. One common feature found in both area's newspapers was that both exhibited news frames based on national interests. However, these studies do not capture the news frames exhibited outside their respective borders and these frames are regionally supported or if they are a product of the political and societal influence within that area's media system. While the previously presented evidence supports the notion an area's interests can influence a message, no study to date has examined if regional news frames outside of borders are thematically different-especially when referencing business-related endeavors.

The way media frames business and economic issues within an area affects how business is conducted on a global scale. Media frames often result in a region being viewed negatively by other regions, for instance, the problems of U.S. debt, dangerous factories in Mexico, and labor law concerns throughout the East. Adverse views of an area's business and economic policies can affect the way countries do business with each other. When one country's economy is harmed by these media influences, each location around the world that is engaged in business with this country is also affected. A country's economic interests and political interests are fueled by its business endeavors and China is one of the fastest growing economic countries in the world (Allen, Qian, & Qian, 2005). Further, much of the growth in China is fueled by western-based business initiatives (O'Connor, Chow, & Wu, 2004). Thus, this exploratory study

will be specifically focused on the regional thematic frames differentiating Chinese business in eastern and western news.

RQ: Are there thematic differences in Chinese business frames when comparing news originating from eastern countries and western countries.

CHAPTER 3

METHOD

The current study applies the content analysis method to examine the research question based on newspapers. The content analysis is a method that is commonly applied when one observes research questions or hypotheses in terms of messages rather than researchers or viewers (Kyngas & Elo, 2007). The method enables researchers to explore and measure varieties of text based on content such as "words, symbols, themes, characters, and items" (Marshall & Roberts, 2008, p.53). By analyzing those contents, researchers might bring new ideas toward the existing knowledge, and summarize phenomena into theoretical principles (Krippendorff, 1989). The method has the features of being both replicable and systematic, which enables scholars to use content analysis to describe and quantify phenomena (Kyngas & Elo, 2007; Marshall & Roberts, 2008). Using this method, many researchers explored studies in different fields such as advertising, psychology, and language (Malterud, 2001).

Marshall and Roberts (2008) noted that content analysis is helpful for analyzing all forms of recorded communication in an organized manner. Traditionally, content analysis can be used in both qualitative and quantitative methods by adopting either inductive or deductive approaches based on the different studying purposes (Semetko & Valkenburg, 2000). Researchers apply deductive approach to inquiry that uses quantitative analysis to assign numeric values to content, which permits statistical inferences to be made (Marshall & Roberts, 2008). The deductive approach enables researchers to analyze data based on the previous knowledge, which functioned as summarizing facts from broad to detailed. However, the inductive approach is widely applied when there is not enough former knowledge. Researchers commonly apply the

inductive approach to analyze data from detailed to broad. Therefore, the specific knowledge can be generalized and applied into general statements (Kyngas & Elo, 2007).

By using the content analysis method, the current study explores the different frames that eastern and western countries exhibit when talking about Chinese business. To review recent newspapers, this study identifies news frames based on related concepts and themes, which display a clear view of how eastern and western countries view Chinese business in a global environment.

Many people believe that there are distinctions between western and eastern countries when applying frames based on the topic of Chinese business (Guo et al., 2012). To examine this question the study uses the LexisNexis database as a source to collect data and explore the facts. LexisNexis is electronic database that contains a large number of regional, national, and international news press (LexisNexis, 2013). By using this online database researchers are able to easily find news from different regions, periods, publications, and companies. To better help students and faculty complete research, LexisNexis also offers its subproduct LexisNexis Academic for school use purposes, which contains more than 15,000 articles from a single location (LexisNexis Academic, 2013).

In the current study data samples were selected through "Newspapers" category in LexisNexis Academic, which could bring a large scale of news press related to the study question. The key words of "China" and "business" were used when searching subjects of the study, which was believed to be broad enough to cover sufficient information of news frames. Due to the number of available articles and timelines of news, specific data ranges were selected. The specific dates of applying data samples were randomly selected. The random selection provided three periods, September 12th to September 30th (2012), Feb 13th to Feb 28th (2013),

May 13th to May 31th (2013). The randomly selected periods enabled the data samples to be less

prone to specific financial events and impartial. The study chose the "World Region" as the

article location include as many as possible eastern and western countries to be involved in the

study. Both western and eastern countries followed the same data collection procedures in the

study. Two separate truncated lists of western and eastern countries with numbers of publications

and articles were listed in Table 1and Table 2. Total lists of publication by country are available

in the Appendix A and Appendix B.

Table 1		
Lists of Eastern Countries' Publications and Numbers of Articles		
Country	Publication #	Article #
Bahrain	1	1
Bangladesh	2	6
Botswana	1	1
Cameroon	1	1
China	2	767
Egypt	1	1
Fiji	1	1
Ghana	1	1
India	18	99
Israel	3	7
Japan	2	13
Korea	2	24
Kyrgyzstan	1	1
Malaysia	2	9
Mozambique	1	3
Namibia	1	1
Nepal	2	2
Nigeria	2	4
Oman	2	8
Pakistan	13	180
Philippines	1	8
Republic of South Africa	5	97
Rwanda	1	4
Singapore	4	99
Sri Lanka	1	3
Thailand	2	17

Table 1 (continued)

Uganda	2	7
United Arab Emirates	4	6
Zimbabwe	2	3

Table 2

Lists of Western Countries' Publications and Numbers of Articles

Country	Publication #	Article #
Australia	35	219
Canada	23	135
Cyprus*	1	1
France	1	3
Ireland	10	43
New Zealand	10	66
Russia*	4	7
Scotland	8	21
Turkey*	1	1
UK	61	427
US	69	370

*These countries were included as western based on geographic location and economic relationships.

The boundary lines between eastern and western countries were difficult to distinguish because many countries geographically belong to the East, while economically belong to the West, or vice versa (Ascani, Crescenzi, & Iammarino, 2012; Bray, Ferlay, Parkin, & Pisani, 2002). For example, while Australia is in the east, it would be considered more westernized based on its economic development. Therefore, this study differentiated western and eastern countries mainly based on each country's overall economic development level and absolute geographic location. Table 1 and Table 2 show the list of countries defined and number of articles from LexisNexis. Overall, a total of 1,371 western data samples were found during the three time periods. A total of 1,296 eastern data samples were generated at the same timeline.

However, LexisNexis showed several similar news press in the database. To avoid the duplicate information, the highly similar articles were excluded by the study. Thus, a total of 1,223 eastern news articles and 1,119 western news articles were generated by LexisNexis database.

All data samples were analyzed by the Leximancer software that works by generating and summarizing the key themes and concepts based on the texts. As of 2013, a total of 870 academic publications applied this software in doing research studies (Leximancer, 2013). Many framing studies applying Leximancer software include Weiwen (2012), Barber (2012), McCarty (2007), and Larkin, Previte, and Luck (2008). In the current study both eastern and western countries' data samples were analyzed by Leximancer content analysis software separately. The software automatically counts and lists the frequency of each theme and accurately analyzes those themes with the most related concepts in a visual map. In the concept map different colors represent the different degree of importance for each theme. For example, the warm-toned theme (red and yellow) indicates a stronger relationship compared to the cold-toned parts (green and blue). Even the different color themes represent different meanings, some concepts within the theme will overlap to other themes that shows the connection among different themes.

Leximancer (2013) offers the ranked concept lists of name-like concepts and word-like concepts. The name-like concepts refer to the most frequently appearing proper nouns that are related to the study. Leximancer software will automatically count the times for each name-like concept's appearance and its relevance to the study. The word-like concepts refer to the most frequently occurring common words that show in the software and its relevance to the study. Leximancer also has the function of merging the similar themes into one big theme, which helps to reduce the duplication of similar themes and concepts. Therefore, all final results were generalized from Leximancer content analysis software.

CHAPTER 4

RESULTS

The research question of this paper asked, "Are there thematic differences in Chinese business frames when comparing news originating from eastern countries and western countries?" Findings from this analysis support the notion that there are differences in themes, but some common themes exist between the samples.

<u>Eastern Sample Themes and Concepts</u>

Based on the visual map from Leximancer, four major themes were identified from eastern data samples: "China", "year", "government", and "people" (see Figure 1). The software ranked the connectivity of each theme with the percentage of "China" 100%, "year" 72%, "government" 39%, and "people" 17%. The word "China" is the largest theme throughout the data samples because all the eastern countries talked about China as a center point. This is also because it was a main focus of the research. The second largest theme "year" seemed to show that Chinese business articles were discussing progress in the current year and the results of various current business activities. The third largest theme "government" exhibits that there was a heavy focus on government issues when talking about Chinese business. At last, the theme "people" was shown as an important factor that has great influence on Chinese business.
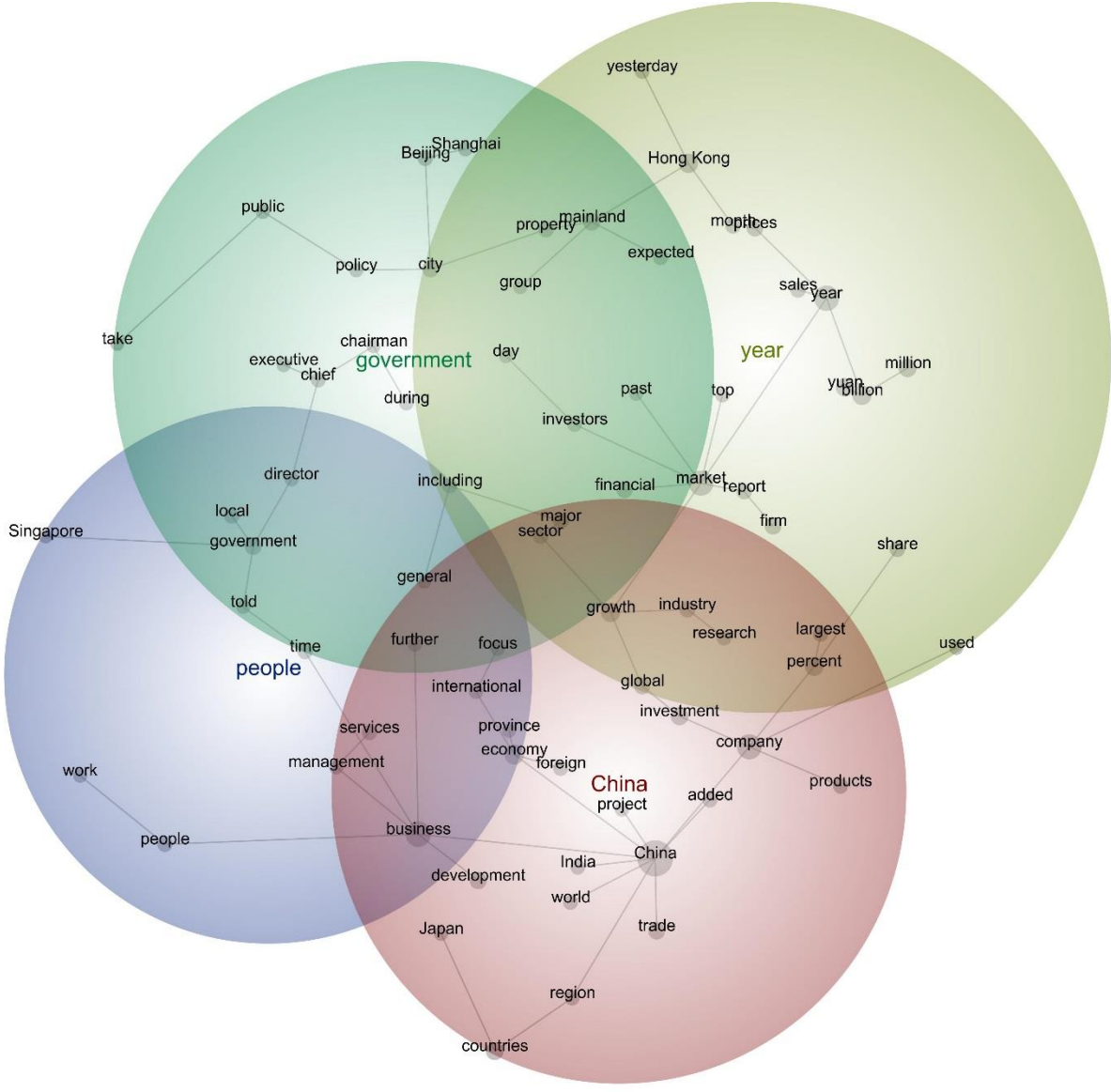
Figure 1: Eastern Countries Theme Map. The theme map of Chinese business by eastern countries. This figure illustrates the major themes in news articles regarding Chinese business from eastern countries' data samples.

Themes Development from Eastern Countries

The "China" theme was developed out of over 20 most frequently appearing concepts. These concepts include "China", "business", "company", "growth", "percent", "investment", "countries" and so on (see Table 3). These concepts showed a close relationship with the "China" theme, and most of the concepts had a large number of hits with this theme. For example, the study showed that the concept "China" had the most hits. This is the basis for our search so this was expected. In terms of "China", the concept is built on the discussion of relationships between China and other countries. Other countries were more likely to mention China when they need to do business and seek cooperation with China. An example from the data showed that "Our relationship with China is built not only on the supply of iron ore, but also includes the purchase of equipment and the investment by China in our projects and our company".

Two concepts: "business" and "company" were grouped together with over 500 hits. The concept "business" was often mentioned when other countries wanted to explore Chinese market and attract more Chinese consumers to foreign brands, for instance "In June 2012, it announced its return to China by introducing its mobile devices retailing business Best Buy Mobile to Chinese consumers". In terms of "company", the concept is built on the discussion of relationships between Chinese companies and other companies. One example from the data is, "China is also recruiting Chinese managers in high-level positions in non-Chinese companies". Five other concepts received more than 200 hits: "economy", "growth", "countries", "percent", and "investment". These most related concepts helped explain the relationship with the theme "China", which seemed to show that people were more likely to talk about "China" with its

business development levels. A truncated list of these concepts and their hits is available in Table

3. A complete list of these theme concepts is available in Appendix C.

Table 3	
Theme "China" for Eastern Countries	
Theme: China	
Concepts	Hits
China	1115
Business	593
Company	553
Economy	287
Growth	264
Countries	256
Percent	251
Investment	214
Development	187
Trade	181
Global	151
Industry	133
added	127
products	124
Foreign	121
largest	116
India	104
region	102

Note: 7 additional themes had <100 hits each.

Similar to the theme "China", the "year" theme developed out of nearly 15 of the most

frequent concepts which include "year", "market", "billion", "Hong Kong" and so on (see Table

4). These concepts showed a close relationship with the "year" theme (or current status of

business), and most of the concepts had a large number of hits with this theme. For example, the

study showed that the concepts "year" and "market" were ranked as the number 1 and number 2

concepts respectively, which grouped together with over 500 hits. In terms of "year", the concept

is built on the discussion of building mutual cooperation from different fields among Asian

Countries. One example from the data is, "He said that mutual opportunities to cooperate in

tourism, food packaging, and energy must be explored. Mr. Gao Shuxun, the Vice Governor of

Yunnan Province had personally visited Karachi this year to invite FPCCI to participate actively

in the Kunming Fair in June".

The concept "market" was often mentioned when analyzing the Chinese market

situation. An instance of this concept within the data is "As a result, the market performance this

year will be more or less similar to last year's. Developers will face opportunities and challenges

in such market conditions". The concept "Hong Kong" has 300 hits that ranked it as the third

biggest concept. It is frequently mentioned for its special zone economic policies, such as "More

importantly, Hong Kong now has no taxes on wine after slashing duties from 80 per cent to 40

per cent in 2007 and then scrapping the tax completely a year later". In addition, four other

concepts received more than 200 hits: "billion", "million", "yuan", and "mainland". A truncated

list of these concepts and their hits is available in Table 4. A complete list of these theme

concepts is available in Appendix D.

Table 4	
Theme "Year" for Eastern Countries	
Theme: Year	
Concepts	Hits
year	576
market	501
Hong Kong	300
billion	261
million	251
Yuan	224
mainland	211
prices	199
firm	181
financial	143
share	143
sales	125
month	125

Table 4 (continued)

report	121
yesterday	119

Note: 3 additional themes had <100 hits each.

The "government" theme was related to nearly 20 of the most frequently appearing concepts such as "government", "city", "Beijing", "property", and so on (see Table 5). These concepts showed a close relationship with the "government" theme, and most of the concepts had a large number of hits with this theme. An example from the data stated that the concept "government" had the most hits with 228. Our data showed that the Chinese government has the right to control and balance the numbers of taxes in Beijing. This seemed to show that Chinese government plays an important role in regulating Chinese domestic industries.

Four concepts like "city", "Beijing", "property", and "major" also received more than 120 hits. In terms of "city", the concept is discussed when talking about Chinese domestic coastal cities' economic development. For example, the data showed that "As Zhang was enjoying his business growth, exporters in coastal cities were complaining about their low margins and screaming for government bailouts. Proprietors of many brick-and-mortar companies were closing down their shops, complaining that it was getting increasingly difficult to make money". In addition, the concept "Beijing" is repeatedly mentioned in data samples. Because Beijing is the capital of China, it likely best represents Chinese economic development levels. A truncated list of these concepts and their hits is available in Table 5. A complete list of these theme concepts is available in Appendix E.

Table 5	
Theme "Government" for Eastern Countries	
Theme: Government	
<u>Concepts</u>	<u>Hits</u>
government	228

Table 5 (continued)

city	178
Beijing	140
property	124
major	122
sector	119
including	115
investors	108
Shanghai	107
chief	106
public	103
during	100

Note: 7 additional themes had <100 hits each.

The theme "people" showed 10 most related concepts including "people", "time", "local", "services" and so on (see Table 6). These concepts showed a close relationship with the "people" theme, and most of the concepts had a large number of hits with this theme. The theme "people" is repeatedly brought up in data samples based on the reason that people could influence countries' economic development levels. From the data, people as labor forces, would produce values for companies that enables companies to grow bigger. People might believe as the carter point in promoting consumptions and improving economic development. Five concepts received more than 100 hits: "people", "time", "local", "services", and "management". A truncated list of these concepts and their hits is available in Table 6. A complete list of these theme concepts is available in Appendix F.

Table 6	
Theme "People" for Eastern Countries	
Theme: People	
Concepts	Hits
people	170
time	135
local	132
services	122
management	100

Note: 5 additional themes had <100 hits each.

<u>Name-like and Word-like Concepts for Eastern Countries</u>

Leximancer software also generated the name-like concepts (proper nouns) and word-like concepts in a ranked concept list for the eastern data samples. The result presented that there were seven most frequently appearing name-like concepts: "China", "Hong Kong", "Beijing", "Shanghai", "India", "Singapore", and "Japan" (see Table 7). These concepts showed a close relationship with the eastern data, and most of the concepts had a large number of counts with this eastern data. The name-like concept "China" had the most counts of 1,115. Three other name-like concepts received more than 107 counts: "Hong Kong", "Beijing", and "Shanghai". The result showed that all four top name-like concepts were China's domestic provinces, which seemed to imply that eastern countries were more likely to relate Chinese business with Chinese domestic provinces rather than other nations. A complete list of name-like concepts and their relevance and count is available in Table 7.

Table 7

Ranked Name-like Concepts for Eastern Countries

<u>*Name Like*</u>	<u>*Count*</u>	<u>*Relevance*</u>
China	1,115	100%
Hong Kong	300	27%
Beijing	140	13%
Shanghai	107	10%
India	107	9%
Singapore	88	8%
Japan	79	7%

The result from Leximancer showed a total of 66 word-like concepts that best related to Chinese industry: "business", "year", "company", "market" and so on (see Table 8). These concepts showed a close relationship with the eastern data, and most of the concepts had a large number of counts. For example, the study showed that four concepts: "business", "year",

"company", and "market" were grouped together with over 500 counts. A truncated list of word-like concepts and their relevance and count is available in Table 8. A complete list of word-like concepts and their relevance and count is available in Appendix G.

Table 8		
Ranked Word-Like Concepts for Eastern Countries		
Word Like	Count	Relevance
business	593	53%
year	576	52%
company	553	50%
market	501	45%
economy	287	26%
growth	264	24%
billion	261	23%
countries	256	23%
percent	251	23%
million	251	23%
government	228	20%
Yuan	224	20%

Overlap Concepts for Eastern Countries

The eastern countries' visual map showed that all of the four major themes overlapped (see Figure 1). The most intensive overlap area was the focus of this study, the "China" theme, which included more overlapping concepts compared to other themes. The noticeable overlapped concepts between the themes "China" and "people" were "international", "economy", "management", and "province". The overlaps between these two concepts could be argued that China's economy was influenced by both international and domestic people. The overlapped concepts between themes "China" and "government" were "financial", "further", and "growth". This seems to show that Chinese government played an important role in developing Chinese business. Additionally, Chinese government might take steps in controlling the Chinese economy. At last, between the themes "China" and "year" the noticeable overlapped themes

showed "industry", "largest", "growth", and "global". This could lead to the argument that Chinese business industry experienced large growth internationally in past years.

<u>Western Countries' Data Sample Results</u>

Different from eastern data samples that exhibited four themes of "China", "year", "government", and "people", the western data generated three major themes: "China", "business", and "revenue" (see Figure 2). The software ranked the connectivity of each theme with the percentage of "China" 100%, "business" 81%, and "revenue" 26%. Similar to the eastern data results, the theme "China" was also the biggest theme in western data samples. The second largest theme "business" in western data samples might argue that Chinese business was closely related to western countries' interests in terms of Chinese development. The last biggest theme "revenue" seemed to show that western countries put a heavy focus on business revenues when discussing China.
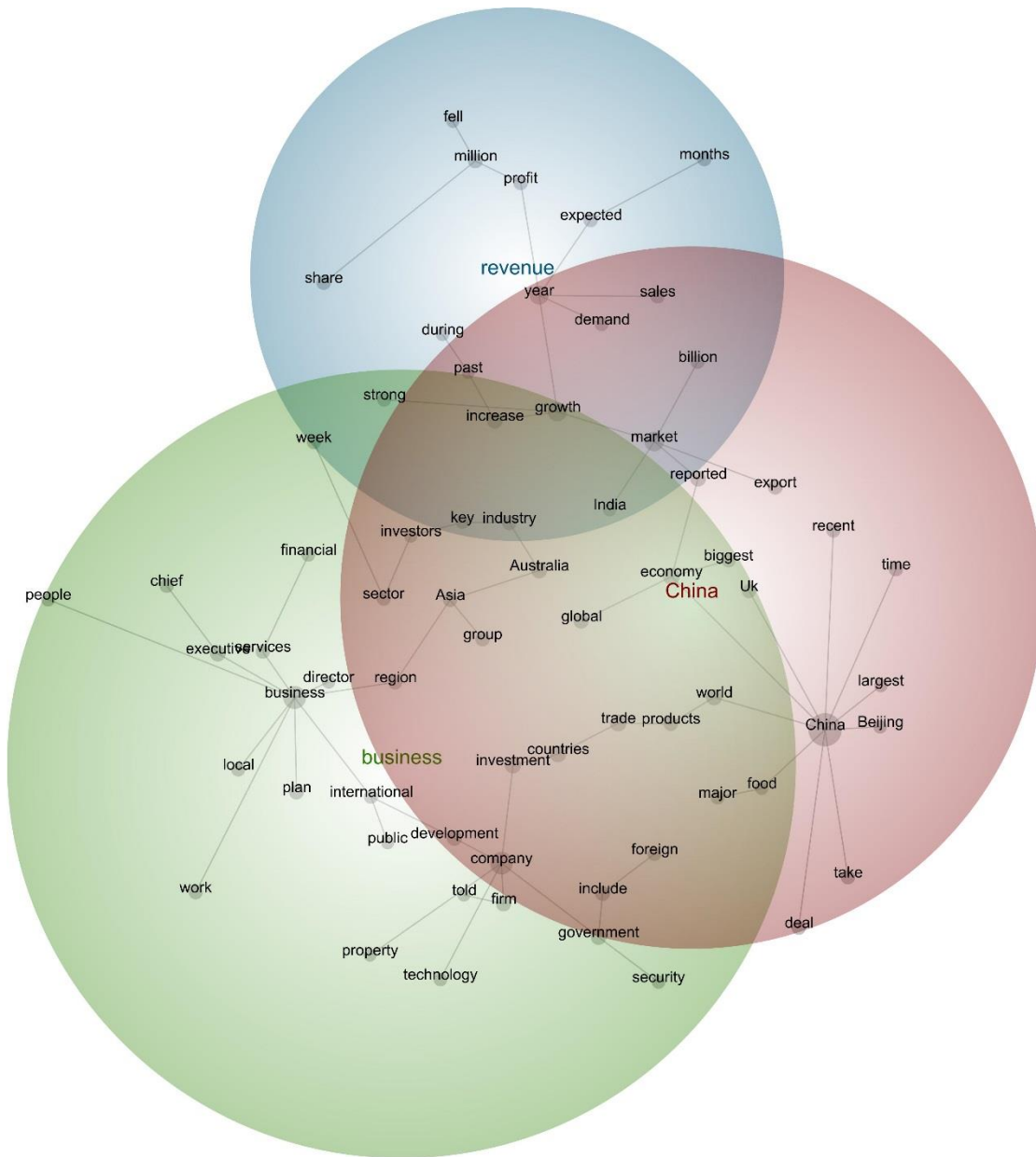
Figure 2: Western Countries Theme Map. The theme map of Chinese business by western countries. This figure illustrates the major themes in news articles regarding Chinese business from western countries' data samples.

Themes Development from Western Countries

The "China" theme was developed out of over 20 most frequently appearing concepts. These concepts include "China", "market", "year", "growth", "economy", "trade", and so on (see Table 9). These concepts showed a close relationship with the "China" theme, and most concepts had a large number of hits with this theme. For example, the study showed that the concept "China" had the most hits. This was the basis for the search so this was expected. In terms of "China", the concept is also built on the discussion of relationships between China and other countries, which is similar to eastern data results.

The term "market" was ranked as the second largest concept with the theme. The data showed that western countries were more likely to talk about Chinese market when relating it to their own business. Most western companies would evaluate the Chinese market first and decide if they want to join the Chinese market or not later. Two concepts: "year" and "growth" were grouped together with over 300 hits. The concept "year" repeatedly appeared in data samples because most western countries constantly talked about Chinese economic situations in different periods. For example, the data showed that "Export logs going to China have continued to gain in price with A-price logs up to US$140/ JAS CIF. This is now 8 per cent higher than a year ago". The concept "growth" was frequently mentioned by western countries because they paid great attention to Chinese economic growth and would like to compare Chinese economic growth with other countries internationally. For instance, the data exhibited that "At the moment, the opportunity in China is much bigger than our ability to meet it. We will grow as quickly in China as we put resources at it." Other concepts like "economy", "trade', and "world" also had a large number of hits above 200. A truncated list of these concepts and their hits is available in

Table 9. A complete list of word-like concepts and their relevance and count is available in Appendix H.

Table 9	
Theme "China" for Western Countries	
Theme: China	
<u>Concepts</u>	<u>Hits</u>
China	1,464
market	413
year	383
growth	363
economy	253
trade	234
world	214
reported	206
Australia	194
increase	193
time	174
deal	158
products	154
global	153
take	142
export	137
industry	133
UK	127
recent	127
biggest	105

Note: 7 additional themes had <100 hits each.

Similar to the theme "China", the "business" theme developed out of almost 30 of the most frequently appearing concepts which include "business", "company", "countries", "investment", "executive", "government" and so on (see Table 10). Both "business" and "company" concepts had the largest hits of 643. The "business" concept showed that western countries were more likely to talk about cooperation between China and other countries. The concept "company" was frequently mentioned when talking about how different types of companies were involved in the Chinese market. For instance, the data exhibited that "Dr. Yeow

Poon, chairman of the forum, said it will provide practical support for small companies building

business relationships in China".

Three concepts: "countries", "investment", and "government" were grouped together

with over 200 hits. The concept "countries" appeared frequently because western countries

showed great interest in building relationships within countries to build collaboration business

relations among different countries. For instance, the data exhibited that "The main objective of

this forum is to promote academia-industry collaboration in business and the economic sector for

mutual benefit of the two countries". The concept "investment" seemed to show that western

countries were interested in making investments in Asian areas that will bring extra profits for

the western businesses. A truncated list of these concepts and their hits is available in Table 10.

A complete list of word-like concepts and their relevance and count is available in Appendix I.

Table 10	
Theme "Business" for Western Countries	
Theme: Business	
Concepts	Hits
business	643
company	643
countries	241
investment	235
government	204
executive	181
include	180
development	177
firm	173
people	157
plan	146
work	133
services	130
chief	126
group	120
sector	119
international	116
region	112

Asia	105
local	103
financial	100

Note: 7 additional themes had <100 hits each.

The "revenue" theme found more than 10 most frequently appearing concepts such as "million", "months", "expected", "share", and so on (see Table 11). Three concepts: "million", "months", and "government" were grouped together with over 150 hits. The concept "million" repeatedly appeared in data samples since western countries talked about the business revenues with Chinese business. In terms of "month", the data showed that western countries compared each month's revenue within the same year or different years. The theme "expected" reflected how western countries set expectation values toward Chinese business. A truncated list of these concepts and their hits is available in Table 11. A complete list of word-like concepts and their relevance and count is available in Appendix J.

Table 11	
Theme "Revenue" for Western Countries	
Theme: Revenue	
Concepts	Hits
million	195
months	161
expected	156
share	150
profit	148
week	132
sales	131
billion	111
strong	109

Note: 4 additional themes had <100 hits each.

Name-like and Word-like Concepts for Western Countries

Leximancer software also generated the name-like concepts and word-like concepts in a ranked concept list for the western data samples. The result presented that there were six most

frequently appearing name-like concepts: "China", "Australia", "UK", "Asia", "Beijing", and

"India" (see Table 12). These name-like concepts showed a close relationship with the western

themes. The name-like concept "China" had the most counts of 1,464. Three other name-like

concepts received more than 100 counts: "Australia", "UK", and "Asia". Compared to the

eastern countries' name-like concepts that showed more inland Chinese provinces, the western's

major name-like concepts showed more independent countries' names in the world region. This

result could be argued that western newspapers were likely to talk about Chinese business in a

global environment rather than Chinese domestic provinces. A complete list of name-like

concepts and their relevance and count is available in Table 12.

Table 12

Ranked Name-like Concepts for Western Countries

Name Like	Count	Relevance
China	1,464	100%
Australia	194	13%
UK	127	9%
Asia	105	7%
Beijing	90	6%
India	80	5%

The results from Leximancer showed a total of 62 word-like concepts that best related:

"business", "company", "market", "year", "growth" and so on (see Table 13). These concepts

showed a close relationship with the western themes, and most of the concepts had a large

number of counts over 300. Compared to the eastern countries' word-like concepts, western

countries' data samples showed similar concepts: "business", "year", "company", "market",

"economy", "growth", and "countries". The results could be argued that both eastern and western

countries paid similar attention to Chinese business in terms of Chinese markets and companies.

A truncated list of word-like concepts and their relevance and count is available in Table 13. A complete list of word-like concepts and their relevance and count is available in Appendix K.

Table 13		
Ranked Word-Like Concepts for Western Countries		
Word Like	Count	Relevance
business	643	44%
company	643	44%
market	413	28%
year	383	26%
growth	363	25%

Overlap Concepts for Western Countries

The western countries' visual map showed that all of the three major themes overlapped (see Figure 2). The most intensive overlap area was the "China" theme, which included more overlapping concepts compared to other themes. The noticeable overlapped concepts between themes "China" and "business" were "year", "investors", "global", "countries" and "trade". The overlaps between these two concepts could be argued that western countries paid more attention to how Chinese business developed internationally. The Chinese trades might influence western countries' judgment of global trades. The overlapped concepts between themes "China" and "revenue" were "billion", "growth" and "increase". This seems to show that Chinese business gained more profitability in recent years.

CHAPTER 5

CONCLUSION

The research question of this paper asked, "Are there thematic differences in Chinese business frames when comparing news originating from eastern countries and western countries?" Findings from this analysis support the notion that there are differences in themes, but a common theme does exist between the samples.

<u>Commonalities and Differences in Themes between Eastern and Western Data Results</u>

Based on the results, we found that both eastern and western countries generated the major theme "China" from their visual maps, given the fact that both countries paid great attention on how Chinese business developed in recent years. This was the basis for our search so this was expected. According to the results it appears both eastern and western countries hold strong beliefs that China's economic growth enables it to take place in the worldwide economic marketplace. Chinese businesses will have great influence on the world economy situations, which might change many countries' economic status internationally. The rapid growth of Chinese economy might bring both opportunities and challenges to other countries, which will influence other countries' economic interests. Thus, each country paid close attention to Chinese economic development.

Different themes were also found between eastern and western countries' visual maps. In the eastern countries' visual map, the themes of "government", "year", and "people" were closely related to the theme "China". These three themes slightly overlapped but were all centered around the core theme "China". Most concepts were widely dispersed within each theme. Several concepts like "Singapore", "public", and "yesterday" were further distributed from the core theme "China". Looking at the eastern countries' visual map, it seemed that

eastern countries were more likely to look at Chinese business in a detailed way. Because each theme of "government", "year", "people", and "China" was largely independent from others, the unique meaning and detailed information was widely provided from each theme. The different information generated from each theme of government's regulation, different years' revenues, and people's contribution to the GDP will check and balance each other to reflect how China's economic situation changed all the time.

Compared to the eastern countries' visual map, the western countries' map demonstrated that the core theme "China" was largely overlapped within two other themes of "revenue" and "business". Most of the concepts were overlapped from those three themes as well. Different themes would work together and reflect Chinese business situations. Thus, it appeared that western countries were more likely to view Chinese businesses' revenue as a whole because they paid more attention to Chinese business in a global view. Instead of looking at Chinese economy from many different detailed aspects, western countries would focus on the overall business revenue from Chinese economy. The western perspective on the Chinese economy may be affected by the use of Chinese labor by western companies.

Commonalities and Differences in Concepts between Eastern and Western Data Results

Much to the author's surprise, the study did not find many differences on how eastern and western countries looked at Chinese business differently from its related concepts with themes as expected. Both eastern and western countries talked about the most frequently appearing word-like concepts of "companies", "market", "years", "growth", "economy", "investment", and "business". Both countries paid close attention to the Chinese economy growth in different years. Both countries showed great interest in developing business and seeking cooperation with China. One example from the eastern data sample showed that "Our

relationship with China is built not only on the supply of iron ore, but also includes the purchase of equipment and the investment by China in our projects and our company". Similar to the eastern data sample, one example from the western data showed that "At the moment, the opportunity in China is much bigger than our ability to meet it. We will grow as quickly in China as we put resources at it". The most frequently appearing word-like concepts are closely related to capitalistic ideas. These two examples illustrated that both eastern and western countries wanted to seize opportunities to do business with China in order to gain more profits from Chinese markets.

One reason that might explain the finding that there is no big difference between how Chinese business is framed in eastern and western countries is globalization. Because the world is becoming a global village, the resource sharing and benefit sharing pushes all countries to be involved in the global economic environment (O'Brien & Leichenko, 2000). Communication among countries largely improved in past years, which enables all countries to mutually exchange needed information and products (Hitt, Ireland, & Hoskisson, 2009). Thus, countries keep updating international information synchronously, which brought most countries the common perception toward the same issues internationally (Ge, 1999). An example of these evolving perceptions would be human rights issues in global companies. People share common perspectives globally, which could lead to similar themes being present in both eastern and western countries.

However, a difference was discovered between eastern and western data samples from the name-like concepts. The result showed that all top four name-like concepts in eastern countries' data samples were Chinese domestic provinces, which seemed to say that eastern countries were more likely to relate Chinese business with Chinese domestic provinces rather

than other nations. Because many eastern countries were either contiguous or close to mainland China, most of their import and export businesses were developed with China's coastal cities or special economic zones. Thus, eastern countries were more likely to talk about Chinese business, and relate their own business with China's domestic province.

Different from eastern countries' name-like concepts, the western data results exhibited many countries' names in the world region rather than Chinese domestic provinces when talking about Chinese business. This might illustrate that western countries were more likely to talk about Chinese business in a global environment rather than the Chinese domestic provinces. The western media tends to view China as a monolithic country as opposed to a nation divided into distinct provinces. Since most western countries are the developed countries, they had great assets and investments throughout the worldwide market (Huffman & Just, 1999). Just as mentioned earlier, western countries preferred to view Chinese business revenue as a whole. Western countries would take into account of Chinese business first and decide how to distribute their business globally later. Thus, when western counties discussed Chinese business, they preferred to relate Chinese business to global economic situations.

<u>Relate the Current Research to the Agenda-Setting and Framing</u>

The current study exhibited that there are differences in themes, but a common theme exists between the samples. This result showed a great support to the idea that news professionals would apply both common and different agenda-setting and framing approaches when talking about Chinese business. Agenda setting theory has the function of distributing important information to people, while influencing people of what to think about. Researchers believed that the second step of attribute agenda-setting is similar with framing, with emphasis on influencing people's perception of how to perceive certain news content (McCombs et al.,

1997). Both agenda-setting and framing approaches were found in the current study. The current

study showed that both eastern and western data samples applied the common theme of "China"

in their news articles, which presented that both countries paid great attention to Chinese

business development levels and valued it as an important issue toward each countries'

development and people's living standards. Therefore, a large number of "China" topic news

articles were distributed in both eastern and western countries to draw people's attention to the

development of Chinese business that might influence other countries' international economic

position.

The major function of framing is to select a few aspects of reality and connect them

together in a narrative that encourages events to be interpreted in a certain way. The concepts

with the theme "China", "business", "growth", "market", "year", and "economy" were widely

applied throughout the eastern and western data samples. This showed great support that both

countries would like to deliver the message that Chinese business industry experienced large

growth internationally in past years to people, and convince people to interpret those news

content in accordance with news professionals' perceptions. By doing this, most of the articles

presented the common perspective that Chinese business increased in past years which is

significant to the world economy.

However, the current study exhibited many different concepts with themes from both

eastern and western countries' data samples, which is not surprising because both countries could

hold different opinions toward the same issues. The eastern data sample exhibited several major

concepts like "cities", "government", "Shanghai", "local", "provinces" and so on, which showed

more concentration on domestic Chinese business. However, the western data sample exhibited

several major concepts like "global", "UK", "international", "profit", "export", "billion", and so

on, which showed more concentration on international business. The differences between both countries' major concepts revealed that eastern news professionals were likely to discuss economic problems in local regions that might be thought of as a way to protect the domestic economy. However, western news professionals were likely to discuss and distribute global economic news to people which might be a way to draw people's attention to facing severe economic problems internationally. Therefore, the different concepts between eastern and western countries showed the evidence that each countries' news professionals had different emphasis when using different frames in delivering messages and persuading people's perceptions to the specific issue.

Limitations and Future Studies

Several limitations were present in the current study. First, the study did not explore how people react to the important information that news professionals wanted to deliver. The agenda-setting focused on both deliver important message to people and guide people of what to think about. However, the current study did not examine peoples' reaction to those important information, such as if people hold the same degree of importance as news professionals did toward certain issues. Focusing on more peoples' feedbacks toward curtains issues might deliver more evidence to answer the research questions.

Second, the number of news articles was limited because only a small amount of news articles were collected during the data collection process. Many articles from other publishers that related to the Chinese business topic were not available in the LexisNexis software. Thus, it might cause the problem that insufficient information was analyzed to produce the results. Gathering data from a more comprehensive list of news articles might deliver more evidence to answer the research questions.

Third, several unimportant or duplicated themes and concepts were generated in the visual map in the current study. For example, the Leximancer software automatically generated the theme of "taken" to the visual map, which is unimportant to our data analysis. Therefore, the author had to actively clear away those unimportant words, which might have caused the problem that other key concepts within this theme were also eliminated from the visual map. This could affect the accuracy of the data and the result. Moreover, several similar words like "economy", "economic", and "economical" were actively combined in order to avoid the duplicated concepts appeared in the visual map. However, this might cause the problem that specific meaning of words or phrases might be changed due to the merging process.

Fourth, the current study focused on the topic of Chinese business but only one Chinese news publisher was found in the LexisNexis software, which might reduce the information of how Chinese news professionals described its own economy information. In addition, when comparing eastern and western data samples, there is not equal amount of publications and articles for the two groups. Because eastern data samples had more publications and articles than western data samples, eastern data samples might provide more news contents than western data samples.

Future studies should generate more people's opinions toward certain issues in order to examine hold the same degree of importance as news professionals did toward certain issues. Future studies should use more news articles as data samples. More publications and articles should be generalized in order to provide more detailed information to the future study. Future studies should also focus on maximizing the efficacy of the Leximancer software when making visual maps in order to present all the useful information to analyze results. Equal numbers of publications and articles from each group of countries should be provided from the future studies

in order to keep balance of news information when analyzing results. Moreover, the current study did not explore the field of comparing the Chinese newspaper's business discussion with our findings of eastern and western newspapers. Therefore, future studies can collect more Chinese domestic business newspapers to compare with other countries' newspapers to deeper analyze how news frames were applied in China.

<div align="center">Conclusions</div>

The goal of the current study is to examine if there are differences in agenda and news framings for business in China comparing eastern countries to western countries. Thousands of news articles were explored in the study of Chinese business that brought new ideas to Chinese economic situations. By comparing the eastern and western data samples, it appears that there are differences in agenda and news framing, but a single common agenda and news framings exist between the samples. This study contributes to the literature on agenda setting and framing from differentiating how eastern and western countries apply frames differently to the same topic of Chinese business. It was discovered that eastern newspapers focused more on regional Chinese business, while western newspapers focused more on global Chinese business. Future studies should examine a larger amount of Chinese newspapers to better assess framing and agenda-setting from China's perspective.

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APPENDICES

Appendix A

Table 1

Lists of Eastern Countries' Publications and Numbers of Articles

Country	Publication	Article #
Bahrain	Bahrain News Agency	1
Bangladesh	The Financial Express	5
Bangladesh	The New Nation	1
Botswana	WeekendPost	1
Cameroon	Cameroon Tribune English	1
China	China Daily European Edition	468
China	South China Morning Post	299
Egypt	Daily News Egypt	1
Fiji	Fiji Times and Sunday Times	1
Ghana	Ghanaian Chronicle	1
India	Right Vision News	20
India	Mail Today	3
India	Plastics News	2
India	Political & Business Daily	5
India	The Economic Times	8
India	Indian Express	4
India	Kashmir Monitor	1
India	New India Express	2
India	People's Review Weekly	3
India	Times of India	24
India	BusinessWorld	2
India	Free Press Journal	2
India	Afternoon Voice	1
India	The Pioneer	1
India	The Times of India	17
India	Economic Times	1
India	South East Asian News	1
India	The Statesman	2
Israel	Globes [online] - Israel's Business Arena	4
Israel	The Jerusalem Post	2
Israel	The Jerusalem Post	1
Japan	The Nikkei Weekly	10
Japan	The Japan Times	3
Korea	Korea Herald	8
Korea	Korea Times	16

Kyrfyzstan	The Times of Central Asia	1
Malaysia	New Straits Times	7
Malaysia	The Malaysian Reserve	2
Mozambique	Agencia de Informacao de Mocambique	3
Namibia	The Namibian	1
Nepal	EKantipur.com	1
Nepal	Himalayan Times	1
Nigeria	Vanguard	1
Nigeria	This Day	3
Oman	Oman Tribune	2
Oman	Times of Oman	6
Pakistan	Business Recorder	100
Pakistan	The Express Tribune	7
Pakistan	Pakistan Observer	10
Pakistan	Daily Times	14
Pakistan	Daily Pakistan Today	6
Pakistan	Daily Regional Times	4
Pakistan	The Balochistan Times	11
Pakistan	Dawn	1
Pakistan	The Financial Daily	4
Pakistan	The Frontier Star	7
Pakistan	Pakistan Today	4
Pakistan	Daily Balochistan Express	5
Pakistan	The Frontier Post	7
Filipinas	Philippines Daily Inquirer	8
Republic of South Africa	Business Day	59
Republic of South Africa	Mail & Guardian	1
Republic of South Africa	Sunday Times	2
Republic of South Africa	The Star	34
Republic of South Africa	Cape Argus /Argus Weekend	1
Rwanda	The New Times	4
Singapore	The Business Times Singapore	63
Singapore	The Straits Times	29
Singapore	The Edge Singapore	6
Singapore	TODAY	1
Sri Lanka	Daily News	3
Thailand	The Nation	16
Thailand	The Bangkok Post	1
Uganda	East African Business Week	5
Uganda	New Vision	2
United Arab Emirates	Gulf News	2
United Arab Emirates	7 Days	1

United Arab Emirates	Khaleej Times	2
United Arab Emirates	Gulf Times	1
Zimbabwe	The Herald	2
Zimbabwe	The Zimbabwean	1

Appendix B

Table 2		
Lists of Western Countries' Publications and Numbers of Articles		
Country	Publication	Article #
Australia	Ararat Advertiser & Stawell Times	4
Australia	Australian Financial Review	31
Australia	Banking Day News Bites	1
Australia	Central Courier	2
Australia	Cumberland Newspapers	2
Australia	Daily Telegraph and Sunday Telegraph	2
Australia	Farm Weekly	1
Australia	Fraser Coast Chronicle	1
Australia	Geelong Advertiser	5
Australia	Herald Sun/Sunday Herald Sun	10
Australia	Hobart Mercury/Sunday Tasmanian	1
Australia	Illawarra Mercury	2
Australia	Ipswich News *	1
Australia	Merimbula News Weekly	1
Australia	NewsMail and Rural Weekly	1
Australia	North Queensland Register	2
Australia	Northern Territory News	3
Australia	Queensland Country Life	1
Australia	Quest Newspapers	2
Australia	Sunshine Coast Daily	2
Australia	Sunshine Coast Sunday	1
Australia	The Advertiser/Sunday Mail	6
Australia	The Age	30
Australia	The Australian	44
Australia	The Ballarat Courier	1
Australia	The Cairns Post/The Cairns Sun	13
Australia	The Canberra Times	10
Australia	The Courier Mail/The Sunday Mail	4
Australia	The Examiner Newspaper	2
Australia	The Land	1
Australia	The Sydney Morning Herald	22
Australia	The Weekly Times	1
Australia	The West Australian	2
Australia	Townsville Bulletin/Townsville Sun	6
Australia	WA Business News	1
Canada	Edmonton Journal	13
Canada	Nanaimo Daily News	2

Canada	National Post	5
Canada	National Post's Financial Post & FP Investing	3
Canada	Ottawa Citizen	4
Canada	Prince George Citizen	4
Canada	The Calgary Herald	15
Canada	The Daily Gleaner	6
Canada	The Globe and Mail	32
Canada	The Hamilton Spectator	3
Canada	The Leader-Post	5
Canada	The National	10
Canada	The Star Phoenix	5
Canada	The Telegraph-Journal	3
Canada	The Times & Transcript	1
Canada	The Toronto Star	2
Canada	The Vancouver Province	1
Canada	The Vancouver Sun	5
Canada	Times Colonist	3
Canada	Toronto Star - Metroland Newspapers	4
Canada	Waterloo Region Record	4
Canada	Windsor Star	2
Canada	Yukon News	3
Cyprus	Financial Mirror	1
France	AFP - RELAXNEWS	3
Ireland	Irish Examiner	1
Ireland	Kilkenny People	1
Ireland	Limerick Leader	1
Ireland	Nationalist	1
Ireland	Sunday Independent	1
Ireland	Tipperary Star	1
Ireland	Irish Daily Mail	4
Ireland	Irish Independent	9
Ireland	Irish News	4
Ireland	The Irish Times	20
New Zealand	Daily The Pak Banker	9
New Zealand	The Daily News	5
New Zealand	The Dominion Post	7
New Zealand	The Nelson Mail	4
New Zealand	The New Zealand Herald	18
New Zealand	The Press	6
New Zealand	The Southland Times	8
New Zealand	The Sunday Star-Times	2
New Zealand	The Timaru Herald	3
New Zealand	Waikato Times	4

Russia	Europolitics Energy	1
Russia	Europolitics Environment	1
Russia	Russian Financial Control Monitor: Business News	4
Russia	The Moscow News	1
Scotland	Aberdeen Evening Express	1
Scotland	Aberdeen Press and Journal	7
Scotland	Daily Record & Sunday Mail	2
Scotland	Scotland on Sunday	3
Scotland	Scotsman	5
Scotland	Scottish Business Insider	1
Scotland	Scottish Express	1
Scotland	The Scotsman & Scotland on Sunday	1
Turkey	Cihan News Agency	1
UK	Belfast Telegraph	2
UK	Birmingham Evening Mail	3
UK	Birmingham Post	2
UK	Cambridge Evening News	1
UK	City A.M.	5
UK	Coventry Newspapers	5
UK	Daily Post	6
UK	Derby Evening Telegraph	3
UK	Diss, Wymondham and Attleborough Mercury	1
UK	Eastern Daily Press	3
UK	EuroWeek	5
UK	Evening News	1
UK	Evening Star	1
UK	Evening Times	1
UK	Financial Times Archive	49
UK	Gloucestershire Echo	3
UK	guardian.co.uk	5
UK	Huddersfield Daily Examiner	2
UK	Hull Daily Mail	1
UK	i - Independent Print Ltd	29
UK	Intellinews - Asia Today	10
UK	Kentish Weeklies	1
UK	Lancashire Evening Post	2
UK	Leicester Mercury	2
UK	Liverpool Post	2
UK	Middlesbrough Evening Gazette	1
UK	Newcastle Chronicle & Journal Ltd. publications	7
UK	News Letter	9

UK	Northcliffe Newspapers	3
UK	Nottingham Evening Post	4
UK	Progressive Media - Company News	45
UK	The Bristol Evening	4
UK	The Daily Mail and Mail on Sunday	4
UK	The Daily Telegraph	51
UK	The Evening Standard	12
UK	The Financial Express	2
UK	The Gazette	3
UK	The Gloucester Citizen*	1
UK	The Guardian	1
UK	The Guardian Weekly	1
UK	The Herald	7
UK	The Independent	9
UK	The Mirror	4
UK	The Observer	1
UK	The Palm Beach Post	1
UK	The Patriot Ledger*	2
UK	The Plymouth Herald	2
UK	The Star	2
UK	The Sun	1
UK	The Sunday Express	2
UK	The Sunday Telegraph	3
UK	The Sunday Times	17
UK	The Times	64
UK	The Western Mail	5
UK	Wales on Sunday	1
UK	Watford Observer	1
UK	Western Daily Press	3
UK	Western Morning News	3
UK	What The Papers Say	1
UK	Yorkshire Evening Post	1
UK	Yorkshire Post	4
US	American Banker	6
US	Automotive News	2
US	Bangor Daily News	2
US	Brattleboro Reformer	1
US	Casey Weekly Cranbourne	1
US	Chicago Daily Herald	1
US	Contra Costa Times	4
US	Crain's Cleveland Business	1
US	Daily News (New York)	1
US	Daily Variety*	4

US	Dayton Daily News	2
US	Deseret Morning News	2
US	Gold Coast Publications	4
US	International Herald Tribune	4
US	Investor's Business Daily	71
US	Las Vegas Review-Journal	2
US	Legal Monitor Worldwide	2
US	Long Island Business News	1
US	Los Angeles Times	1
US	Manchester Evening News	64
US	McClatchy Tribune non-restricted	37
US	Medical Device Daily	1
US	Monterey County Herald	1
US	National Herald Tribune	5
US	New Orleans CityBusiness	1
US	North Shore News	1
US	Pittsburgh Post-Gazette	7
US	Plastics News	2
US	San Gabriel Valley Tribune	1
US	San Jose Mercury News	4
US	Sentinel & Enterprise	1
US	St. Louis Post-Dispatch	2
US	St. Paul Pioneer Press	1
US	Star Tribune	3
US	Tampa Bay Times	1
US	Telegram & Gazette	2
US	The Berkshire Eagle	1
US	The Bismarck Tribune	1
US	The Buffalo News	2
US	The Christian Science Monitor	1
US	The Columbian	1
US	The Daily News of Los Angeles	1
US	The Denver Post	5
US	The Express	5
US	The Herald-Sun	2
US	The Hollywood Reporter	13
US	The Idaho Business Review	1
US	The Lebanon Daily News	1
US	The Messenger	1
US	The Nation	5
US	The New York Times	20
US	The Patriot	2
US	The Philadelphia Inquirer	4

US	The Racing Post	1
US	The Record	1
US	The Salt Lake Tribune	5
US	The Sentinel	2
US	The State Journal-Register	1
US	The Union Leader	1
US	The Virginian-Pilot	1
US	The Washington Post	5
US	The Washington Times	3
US	The Wyoming Tribune-Eagle	1
US	Tire Business	4
US	Tulsa World	2
US	USA Today	1
US	Wall Street Journal Abstracts	3
US	Wisconsin State Journal	4
US	WMI Company News	23

Appendix C

Table 3	
Theme "China" for Eastern Countries	
Theme: China	
<u>Concepts</u>	<u>Hits</u>
China	1,115
Business	593
Company	553
Economy	287
Growth	264
Percent	251
Investment	214
Countries	256
Development	187
Trade	181
Global	151
Industry	133
Foreign	121
largest	116
products	124
added	127
India	104
region	102
research	83
world	87
project	90
international	84
focus	72
province	73
Japan	79

Table 4	
Theme "Year" for Eastern Countries	
Theme: Year	
<u>Concepts</u>	<u>Hits</u>
year	576
market	501
billion	261
Hong Kong	300
Yuan	224
million	251
mainland	211
firm	181
prices	199
financial	143
sales	125
share	143
report	121
month	125
expected	122
yesterday	119
top	95
past	85
used	84

Appendix E

Table 5	
Theme "Government" for Eastern Countries	
Theme: Government	
Concepts	Hits
government	228
city	178
major	122
sector	119
property	124
Beijing	140
including	115
investors	108
chief	106
during	100
Shanghai	107
executive	85
group	96
public	103
director	84
day	87
policy	76
chairman	68
take	82

Appendix F

Table 6	
Theme "People" for Eastern Countries	
Theme: People	
<u>Concepts</u>	<u>Hits</u>
people	170
time	135
local	132
services	122
management	100
further	82
general	75
work	99
told	73
Singapore	88

Table 8
Ranked Word-Like Concepts for Eastern Countries

Word Like	Count	Relevance
business	593	53%
year	576	52%
company	553	50%
market	501	45%
economy	287	26%
growth	264	24%
billion	261	23%
countries	256	23%
percent	251	23%
million	251	23%
government	228	20%
Yuan	224	20%
investment	214	19%
mainland	211	19%
prices	199	18%
development	187	17%
firm	181	16%
trade	181	16%
city	178	16%
people	170	15%
global	151	14%
financial	143	13%
share	143	13%
time	135	12%
industry	133	12%
local	132	12%
added	127	11%
sales	125	11%
month	125	11%
property	124	11%
products	124	11%
major	122	11%
expected	122	11%
services	122	11%
report	121	11%
foreign	121	11%

sector	119	11%
yesterday	119	11%
largest	116	10%
including	115	10%
investors	108	10%

Table 9	
Theme "China" for Western Countries	
Theme: China	
Concepts	Hits
China	1,464
market	413
growth	363
year	383
economy	253
trade	234
world	214
increase	193
reported	206
Australia	194
global	153
products	154
export	137
industry	133
time	174
deal	158
UK	127
biggest	105
take	142
recent	127
major	99
foreign	81
India	80
Beijing	90
key	67
food	79
largest	75

Appendix I

Table 10	
Theme "Business" for Western Countries	
Theme: Business	
<u>Concepts</u>	<u>Hits</u>
business	643
company	643
countries	241
investment	235
executive	181
government	204
development	177
firm	173
include	180
plan	146
region	112
chief	126
group	120
services	130
sector	119
Asia	105
international	116
people	157
work	133
local	103
financial	100
technology	93
security	93
investors	78
director	76
public	67
told	61
property	60

Appendix J

Table 11	
Theme "Revenue" for Western Countries	
Theme: Revenue	
<u>Concepts</u>	<u>Hits</u>
million	195
expected	156
profit	148
share	150
months	161
sales	131
billion	111
strong	109
week	132
demand	97
during	74
past	71
fell	75

Appendix K

Table 13		
Ranked Word-Like Concepts for Western Countries		
<u>Word Like</u>	<u>Count</u>	<u>Relevance</u>
business	643	44%
company	643	44%
market	413	28%
year	383	26%
growth	363	25%
economy	253	17%
countries	241	16%
investment	235	16%
trade	234	16%
world	214	15%
reported	206	14%
government	204	14%
million	195	13%
increase	193	13%
executive	181	12%
include	180	12%
development	177	12%
time	174	12%
firm	173	12%
months	161	11%
deal	158	11%
people	157	11%
expected	156	11%
products	154	11%
global	153	10%
share	150	10%
profit	148	10%
plan	146	10%
take	142	10%
export	137	9%
industry	133	9%
work	133	9%
week	132	9%
sales	131	9%
services	130	9%
recent	127	9%
chief	126	9%

group	120	8%
sector	116	8%
international	116	8%
region	112	8%
billion	111	8%
strong	109	7%
biggest	105	7%
local	103	7%
financial	100	7%
major	99	7%
demand	97	7%
technology	93	6%
security	93	6%
foreign	81	6%
food	79	5%
investors	78	5%
director	76	5%
largest	75	5%
fell	75	5%
during	74	5%
past	71	5%
key	67	5%
public	67	5%
told	61	4%
property	60	4%

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