



# The Dissemination and Reception of the Concept of “Chinese Path to Modernization”: A Discourse Analysis Based on MENA English News Corpus

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## Abstract

This study conducts a discourse analysis based on the MENA English news corpus to explore the dissemination and reception of the concept of “Chinese modernization/Chinese path to modernization” by the media. Via theme and sentiment analysis of the news discourse, it is found that news reports related to this concept mainly consist of objective information transmission. The reported themes are diverse and cover such areas as politics, diplomacy, international relations, economic and trade cooperation, and ecological construction. Furthermore, the discourse exhibits predominantly positive emotional tone, which may reflect neutral or descriptive reporting rather than explicit endorsement. Although the reports effectively disseminate the core meaning and features of “Chinese path to modernization”, they lack a contextualized interpretation through case analysis. This indicates that the concept has not fully integrated into the discourse system of this media, and there is still a need to enhance awareness of this concept in the Middle East and North Africa (MENA) region.

## Keywords

Political discourse; Chinese modernization; English translation; overseas communication

## 1. Introduction

“Chinese modernization/Chinese path to modernization” (as translated in the official Xinhua English version, see English Editorial Team of *Basic Norms for Translating Chinese Political Discourse*, 2023, p. 43) is a pivotal concept and theoretical framework for China’s socialist modernization. It embodies the Chinese people’s innovation and exploration in their quest for a unique modernization pathway. However, there remains a lack of research on the dissemination and reception of this concept within international public discourse. Examining data from global media reports to investigate how “Chinese modernization/Chinese path to modernization” is articulated and perceived in international narratives can provide valuable insights into its influence and recognition worldwide. Such analysis offers evidence and direction for China’s external communication efforts, enhancing its global image and discourse power. Ultimately, this contributes to fostering mutual understanding and cooperation among nations, while advancing the development of a community with a shared future for mankind.

## 2. Development of the Concept and Current Research Status

The term “现代化” (modernize, modernization) originates from the English word “modern”, which evolved from the

Latin root “modo”, meaning “present” or “current”<sup>1</sup>. It was introduced to China in the early 20th century (Xie, 2001), and in its broader sense, it refers to any period of time people are currently experiencing. In a narrower sense, it refers to the process of forming and developing a new form of socio-cultural civilization, first emerging in Europe in the 17th century and gradually spreading to other regions (Xie, 2001, p. 31). Based on this logic, it could be argued that the process of Chinese modernization began in the mid-19th century (Liang & Li, 2023). However, the concept of “Chinese modernization/Chinese path to modernization” was formally introduced as a political term by Deng Xiaoping during the early stages of China’s reform and opening up, and was later further articulated in the new era of China’s development. It signifies a rejection of foreign models of modernization and differs in meaning from the Western-centered definitions mentioned above.

The concept of “Chinese path to modernization” was first mentioned in a public speech at the Fifth Plenary Session of the 18th Central Committee in 2015<sup>2</sup>. In subsequent official speeches, the top leadership further elaborated on the concept, emphasizing that a unique path to modernization had been charted and successfully advanced (Xi, 2021). The statement also underscored that this path integrates historical experience with contemporary innovation, thereby offering a new framework for China’s development in the new era. In the 2022 New Year’s address, the leadership reiterated that China must resolutely advance its path to modernization to achieve the great rejuvenation of the Chinese nation (Xi, 2021). The message highlighted the importance of maintaining strategic consistency and confidence in national development. In July of the same year, during a seminar for provincial and ministerial-level leaders, it was emphasized that Chinese modernization follows a socialist orientation suited to China’s own conditions. The leadership stressed the necessity of continuing along this course while avoiding both the rigid conservatism of the past and the erroneous tendency to abandon established systems and principles<sup>3</sup>.

Later on, the concept of “Chinese modernization” was thoroughly articulated in the political report of the 20th National Congress in October 2022, China (Xi, 2022). Defined as China’s socialist modernization, it is characterized by five key features: “the modernization of a huge population”, “the modernization of common prosperity for all”, “the modernization of material and cultural-ethical advancement”, “the modernization of harmony between humanity and nature”, and “the modernization of peaceful development”. While sharing universal traits with other modernization processes worldwide, it is adapted to China’s national conditions and reflects distinct Chinese characteristics. The 20th Congress report underscores the Party’s deliberate and theoretical grasp of this concept.

Chinese modernization offers a new paradigm for global development and governance, challenging conventional modernization narratives. In a speech at the Central Party School on February 7, 2023, it was highlighted that the Chinese path to modernization is rooted in China’s traditional culture, embodies the essence of scientific socialism, draws from all human civilizations, represents the direction of human progress, and breaks the myth that ‘modernization equals Westernization. This self-developed concept transcends ideological and systemic boundaries, offering innovative perspectives for governance and development in other nations (Xu, 2023).

China’s modernization path has garnered substantial academic attention, leading to a rapid expansion of related research. However, significant gaps remain in the scope of research subjects and methodological approaches. Existing studies primarily focus on macro-level analyses and empirical explanations of the “Chinese modernization/Chinese path to modernization”, exploring its connotations, characteristics, developmental trajectory, and significance (Liu, 2023). Notably, there is a lack of studies examining the dissemination and reception of this concept in international contexts using empirical data, such as foreign news reports. Research on the English translation and dissemination of other Chinese discourse often emphasizes official translation strategies, which may reflect a “self-translation and self-evaluation” bias, or it focuses narrowly on Western countries like the U.S. and the U.K. The recognition of Chinese discourse in other countries and regions where English serves as a working or foreign language remains underexplored. Addressing these gaps requires refining the global dissemination strategies of Chinese discourse and concepts to develop more targeted and effective international communication approaches, ultimately enhancing the impact of China’s external messaging (Zhang & Li, 2021).

### 3. Framework of Discourse Analysis

Discourse encompasses not only the medium of linguistic information and the product of social practice but also serves as a form of social practice itself, reflecting a dialectical relationship between social practices and social

<sup>1</sup> For detailed information, see <https://www.merriam-webster.com/dictionary/modern#word-history>

<sup>2</sup> <http://cpc.people.com.cn/n1/2021/0701/c437828-32145969.html>

<sup>3</sup> [https://www.gov.cn/xinwen/2022-07/27/content\\_5703131.htm](https://www.gov.cn/xinwen/2022-07/27/content_5703131.htm)

realities (Fairclough, 2018). Discourse analysis focuses on the study of language use in real-world contexts. While its origins lie in linguistics, the field has evolved to integrate insights from political science, sociology, anthropology, communication studies, and other disciplines, becoming a focal point of inquiry across the humanities and social sciences. Traditional qualitative discourse analysis, however, often relies on case studies or small-scale sample analyses, raising concerns about representativeness, subjective interpretation, and systematization (Hu & Zhang, 2019). In contrast, corpus-based analysis, rooted in authentic datasets, examines units of meaning beyond individual words, enabling a more objective examination of discourse actors' actions and intentions. This approach facilitates a deeper understanding of evaluative content and its implications. By employing corpus-assisted discourse analysis, researchers can systematically analyze news data, uncovering the ideological underpinnings embedded within ostensibly objective and neutral news narratives (Subtirelu & Baker, 2018).

In recent years, some researchers have integrated the critical discourse analysis (CDA) framework with corpus-based methods to examine the English translation and dissemination of Chinese discourse, either holistically or for specific concepts. For instance, Hu and Zhang (2019) and Liu (2022) constructed self-compiled English-language media corpora based on news reports from mainstream U.S. and U.K. outlets about the “Chinese Dream”. Through diachronic discourse analysis of high-frequency lexical collocations, they revealed the national ideologies and policies toward China embedded in media discourse surrounding the concept. Similarly, Ding and Liu (2021) developed a corpus of discourses from U.S. and U.K. think tanks on the “Belt and Road Initiative”, analyzing the extended semantic units of the concept. Their study highlighted the differences and similarities in thematic concerns and dialogic positions between think tanks in the two countries. These studies adopt a micro-level linguistic approach, focusing on the English translation and dissemination of specific Chinese keywords. By examining textual contexts alongside the associated social backgrounds, they offer insights and directions for further research in this field.

Building on the integration of CDA and corpus-based methods in analyzing Chinese discourse translation and dissemination, the concept of Positive Discourse Analysis (PDA) offers another valuable perspective for research. Introduced by Australian linguist J.R. Martin at the 1999 International Critical Discourse Analysis Symposium, PDA shares CDA's ultimate goal of driving social change, and the two approaches are complementary in nature. PDA provides researchers and policymakers with insights into how social practices and ideologies can contribute to societal improvement (Martin, 2004). Unlike CDA, which often adopts a critical or deconstructive stance, PDA emphasizes a constructive and optimistic approach. It encourages researchers to analyze discourse with a positive and supportive attitude, focusing on identifying social behaviors and ideologies that generate beneficial impacts. By highlighting the affirmative aspects of discourse, PDA offers a nuanced lens for exploring the roles of language in shaping a better society, complementing the critical focus of CDA while broadening the scope of discourse analysis.

Recognizing the complementary strengths of CDA and PDA, this study adopts a hybrid framework that incorporates PDA principles alongside the four-step model (Fairclough, 2018, pp. 16-18) from CDA. By examining discourse across three levels—text, media discourse practices, and social practices (Fairclough, 1992)—the research aims to provide a balanced evaluation. It seeks to interpret discourse critically and constructively, addressing identified issues with actionable feedback. This progression from micro-linguistic details to broader societal contexts ensures a holistic understanding, offering insights and practical recommendations to refine discourse dissemination and enhance its effectiveness in diverse communicative settings.

#### 4. Research Design

This study aims to explore the following research questions:

1. What types of reports and topics related to “Chinese modernization” have been published by news agencies in the Middle East and North Africa (MENA)?
2. What sentiments and attitudes are reflected in the discourse of these reports?
3. What ideological stance can be inferred from the discourse of these media outlets?

To address these questions, the study employs the globally recognized Lexis database (<https://www.lexisnexis.com/>) as the primary data source. This database offers extensive coverage of news, including full-text access to newspapers, bulletins, broadcast scripts, and international news from hundreds of countries and regions in both English and non-English languages.

Given the timeline of the emergence and development of the concept of “Chinese modernization” and the scope of this research, the search period was set from July 1, 2021, to December 31, 2024. The English translations of the concept, as approved by Xinhua News Agency, were employed as search terms: [“Chinese modernization” or

“Chinese path to modernization”]. A comprehensive search of the Lexis database yielded 332 relevant English-language articles from MENA news outlets. After removing duplicates, the final corpus consisted of 208,191 tokens, providing a robust dataset for subsequent analysis.

The selection of MENA news media as a data source is both strategically and academically significant. Firstly, the volume of reports on the “Chinese modernization/Chinese path to modernization” from these outlets appears to be higher than that in the UK, US, and Asia, such as *The Guardian*, *The New York Times*, and *KBC*, based on preliminary search results. This observation corroborates earlier findings by Qin and Kong (2019), who noted that developing countries and regions neighboring Asia show significantly higher responsiveness to “China’s solutions and Chinese wisdom” than English-dominated media from Western countries, including the UK, US, Canada, and Australia. The substantial volume of data provides a robust foundation for this study to analyze the dissemination and reception of specific discourse concepts.

Secondly, the MENA region, as the focal point of this study, offers considerable theoretical and practical value. As a critical node in the Belt and Road Initiative, the MENA region holds strategic importance due to its geopolitical, economic, and cultural ties with China. The growing depth of cooperation between China and the region underscores the significance of understanding the level of attention and acceptance of “Chinese modernization” in MENA. These factors directly influence China’s national image and the effectiveness of its diplomatic strategies in the region.

Moreover, MENA media play a pivotal role in regional and segmented communication. The region’s cultural, religious, and historical diversity makes it an ideal case for examining how localized media narratives can shape perceptions of “Chinese modernization”. By analyzing these reports, the study offers critical insights into how tailored communication strategies can be designed to align with the unique social and cultural characteristics of different countries and regions, thereby improving the precision and effectiveness of external communication.

Finally, focusing on the MENA region significantly enriches the body of literature in communication studies. While existing research predominantly examines Western mainstream media’s portrayal of China’s image, relatively little attention has been given to emerging markets like MENA. This study addresses this gap by analyzing MENA news corpora, providing empirical evidence of the dissemination and reception of “Chinese modernization” in this region. Moreover, it offers valuable references for improving external communication strategies in other developing countries and regions, advancing both academic inquiry and practical applications.

This study employs the corpus analysis software AntConc for concept retrieval and contextual analysis of the texts. Sentiment polarity was computed using the Bing Liu lexicon within the tidytext package in R, with frequencies normalized by total token count.

## 5. Analysis of Reporting

### 5.1 Annual Distribution and Thematic Analysis of Discourse

Based on the timeline of reports on “Chinese modernization” and “Chinese path to modernization” spanning from July 2021 to December 2024, the data reveal significant trends. As shown in Figure 1, the concept was scarcely mentioned before October 2022. A notable rise in reporting emerged after China’s 20th National Congress, held in October 2022, which formally introduced and provided an official English translation of the term. This milestone spurred foreign media attention, marking the beginning of its dissemination.

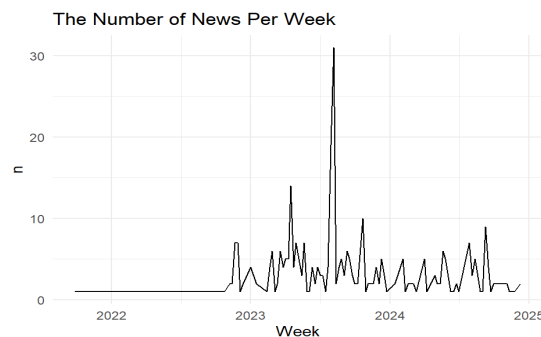


Figure 1. Statistics on MENA-Related Reports.

A modest increase in coverage occurred between March and April 2023, aligning with post-Congress discussions. The reporting peaked sharply from June to August 2023, indicating heightened media interest, possibly driven by key diplomatic or international events. While the intensity diminished subsequently, intermittent surges throughout 2024 suggest sustained, albeit fluctuating, attention to the concept. This dynamic trend highlights the evolving global discourse surrounding “Chinese modernization”.

Further textual analysis reveals two main reasons for this fluctuation. First, China’s active diplomatic engagements and public diplomacy efforts during this period garnered foreign media attention. During various diplomatic activities in the summer of 2023, Chinese state leaders and diplomats frequently elaborated on the implications, characteristics, specific achievements, significance, and future prospects of “Chinese modernization” in their speeches. For instance, a series of high-level meetings between Chinese national leaders and foreign counterparts, including the Prime Minister of Barbados, the Prime Minister of Mongolia, and senior officials from Australia, exemplify China’s proactive efforts to communicate the concept of Chinese modernization to other nations.

Second, China’s cultural and economic highlights during this period also prompted foreign media to associate its achievements with the emerging concept of “Chinese modernization”. For example, Guangzhou’s promotional film, “Weaving a City of Beauty”, which showcased the city’s international image, debuted on the Times Square big screen in New York, drawing global media attention. International news agencies reported that Guangzhou’s pioneering spirit continues to define the essence of a historic cultural city under Chinese modernization. MENA news agencies followed suit by reposting these related reports. Similarly, the media covered the Shenzhen Story promotional event in Beijing, where nearly 200 representatives from foreign embassies, international organizations, and media outlets experienced the charm of Chinese traditional culture and explored Shenzhen’s practices and contributions to Chinese modernization.

It is worth noting that during the same research period, MENA Report and MENAFN published 57,549 and 130,322 China-related reports, respectively, using [“China” or “Chinese”] as search terms. In comparison, the proportion of reports explicitly referencing “Chinese modernization” remains negligible. Additionally, there was a noticeable delay in reporting on this concept. For example, the Shenzhen Story promotional event took place on June 21, but MENA’s corresponding news article was not published until August 9.

While MENA media often focus on economic and trade-related information rather than political discourse, this delay may also suggest that “Chinese modernization”, as an emerging concept, has yet to receive sufficient attention and recognition in the MENA region. Major media outlets in the area still lack substantial engagement with China’s new ideas and practices. Consequently, China needs to further promote the concept of “Chinese modernization” to enhance its visibility and influence internationally. Strengthening communication with local mainstream media would help secure more timely and diverse coverage.

First, thematic keywords extracted through Lexis platform analysis reflect the focal areas of the news discourse related to “Chinese modernization/Chinese path to modernization” (see Table 1). High-frequency terms such as “international”, “relations”, and “economic” highlight the global and cooperative dimensions of the discourse. Terms like “government”, “security”, and “national” emphasize the importance of state governance and sovereignty. Additionally, words such as “development”, “talks”, and “partnerships” signify priorities in fostering growth and collaboration. Lower-ranked terms like “communism” and “ministers” reveal ideological underpinnings and diplomatic engagement. These keywords underscore a balanced representation of political, economic, and international themes, providing a comprehensive foundation for the subsequent analysis of annual distribution patterns and thematic trends in the discourse.

**Table 1. Key terms in news discourse**

| Rank | Frequency | Word          | Rank | Frequency | Word         |
|------|-----------|---------------|------|-----------|--------------|
| 1    | 500       | international | 11   | 157       | political    |
| 2    | 496       | relations     | 12   | 147       | meetings     |
| 3    | 373       | economic      | 13   | 141       | state        |
| 4    | 317       | government    | 14   | 138       | partnerships |
| 5    | 265       | security      | 15   | 128       | of           |

Table 1 Continued

| Rank | Frequency | Word        | Rank | Frequency | Word      |
|------|-----------|-------------|------|-----------|-----------|
| 6    | 262       | national    | 16   | 124       | parties   |
| 7    | 243       | foreign     | 17   | 120       | ministers |
| 8    | 223       | development | 18   | 115       | communism |
| 9    | 209       | talks       | 19   | 109       | economy   |
| 10   | 178       | news        | 20   | 108       | services  |

According to Figure 2, the term “development” (发展) ranks immediately after the search concept itself in frequency. Other high-frequency words such as “cooperation” (合作), “countries” (国家), “people” (人民), and “path” (道路) also appear in the top ten. The remaining high-frequency words relate to areas such as economy, international relations, and shared development. This suggests that Chinese-style modernization is inseparably linked to development, reflecting an emphasis on following a development path suited to China’s national conditions. It also highlights the importance of cooperation and win-win outcomes for all countries, the construction of a community of shared human destiny, opposition to unilateralism and hegemonic politics, and a focus on the well-being of the people, embodying the people-centered development concept. The frequent occurrence of the word “path” indicates that Chinese-style modernization does not advocate a single, fixed development path, but encourages each country to find its own path suited to its unique circumstances. Other high-frequency words related to economy and international relations emphasize the importance of economic development and international cooperation in Chinese modernization. The frequent appearance of these words, associated with themes like shared construction, cooperation, and development, reflects the value orientation of Chinese-style modernization.

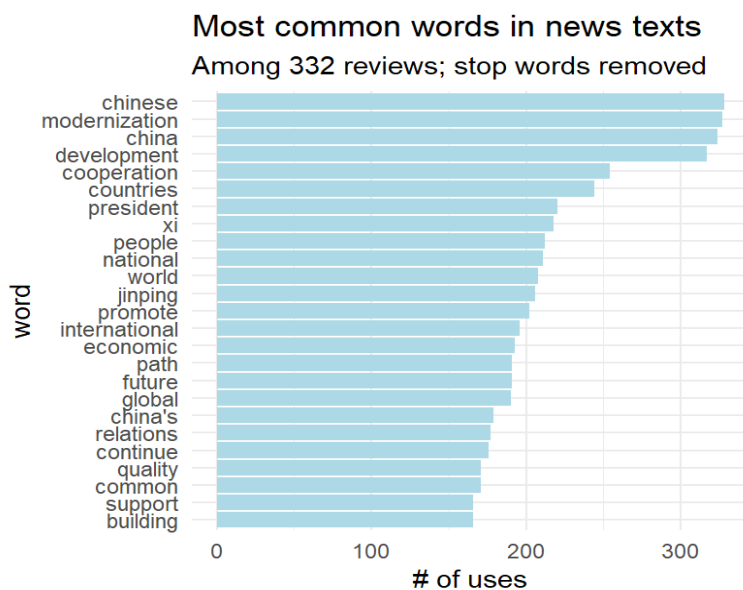


Figure 2. High-Frequency Lexical Items in News Texts.

Table 2 and Table 3 show that the most common grammatical collocations in MENA news reports containing the English translation of the concept of “Chinese-style modernization” include “Chinese national leader”, “the 20th Party Congress”, “Global Development Initiative”, “Communist Party of China”, “modern socialist country”, and “win-win cooperation”, which accurately reflect the theoretical sources and fundamental attributes of the concept. Among these, semantic collocations related to “win-win cooperation”, such as “win-win result/results”, “win-win benefit/benefits”, and “win-win development”, also rank among the top twenty in frequency.

**Table 2. Common Binomial Grammatical Collocations**

|    | Binomial grammatical collocations |               | n   |
|----|-----------------------------------|---------------|-----|
| 1  | Xi                                | Jinping       | 499 |
| 2  | Chinese                           | modernization | 356 |
| 3  | President                         | Xi            | 346 |
| 4  | shared                            | future        | 242 |
| 5  | quality                           | development   | 163 |
| 6  | central                           | committee     | 156 |
| 7  | Chinese                           | path          | 148 |
| 8  | communist                         | party         | 143 |
| 9  | Chinese                           | nation        | 120 |
| 10 | mutual                            | trust         | 108 |

**Table 3. Common Trinomial Grammatical Collocations**

|    | Trinomial grammatical collocations |             |             | n   |
|----|------------------------------------|-------------|-------------|-----|
| 1  | president                          | xi          | jinping     | 150 |
| 2  | 20th                               | national    | congress    | 67  |
| 3  | global                             | development | initiative  | 54  |
| 4  | cpc                                | central     | committee   | 47  |
| 5  | modern                             | socialist   | country     | 46  |
| 6  | comprehensive                      | strategic   | partnership | 45  |
| 7  | global                             | security    | initiative  | 38  |
| 8  | win                                | win         | cooperation | 32  |
| 9  | cpc                                | national    | congress    | 31  |
| 10 | mutually                           | beneficial  | cooperation | 29  |

With a close reading of the texts, one could observe that the concept of “cooperation” often refers to China’s expressed willingness and determination to cooperate with other countries in co-building, sharing, and achieving mutual benefits (will or be willing/ready to), while specific events related to “cooperation” are less frequently discussed. On one hand, this indicates that MENA news agencies have accurately grasped and disseminated the key elements of the concept. On the other hand, it suggests that the English translation of this concept is still in its “going out” stage. In the future, international communication should not only continue to emphasize the essence and characteristics of “Chinese-style modernization”, but also further enrich typical examples of Sino-foreign cooperation and win-win outcomes. This will help contextualize the concept, giving it both theoretical depth and practical operability. Additionally, the communication should bridge the gap between conceptual guidance and practical implementation, transforming the idea of win-win cooperation into concrete actions. The focus of communication should gradually shift from declarative statements to actionable cooperative paths and successful experiences, ensuring that the concept is “brought in” and applied in real-world scenarios, rather than merely remaining at the declaratory level.

## 5.2 Discourse Sentiment Analysis

Firstly, Figure 3 indicates that the news texts from MENA agencies containing “Chinese modernization” and “Chinese path to modernization” generally exhibit a positive sentiment, with “trust” being a prominent positive emotional term. Secondly, as shown in Figure 4, when scanning the corpus for high-frequency negative and positive emotional

terms, the events referred to by the term “issues” include the Russia-Ukraine conflict, Iran’s nuclear issue, the shortage of high-speed train tickets during China’s Spring Festival travel rush, and environmental protection issues in China. “Poverty” mainly refers to poverty reduction issues in China and across the world (poverty reduction/relief/alleviation). “Support” reflects China’s support in economic and trade cooperation with countries like South Africa, Algeria, Uruguay, and Gabon in Africa and Latin America. “Innovation” encompasses China’s breakthroughs and applications in fields like e-commerce, digital health, energy technology, and artificial intelligence. “Peace” introduces China’s commitment and actions toward world peace development and its expectations for other countries.

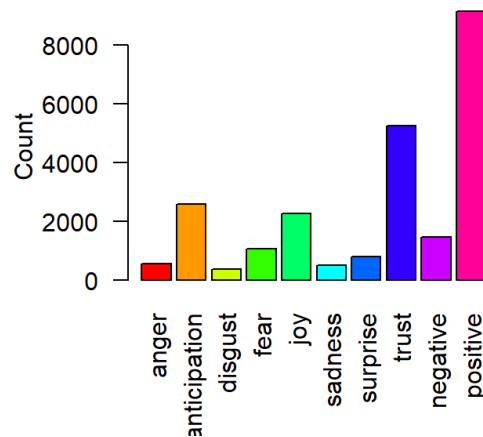


Figure 3. Overall Sentiment of News Texts

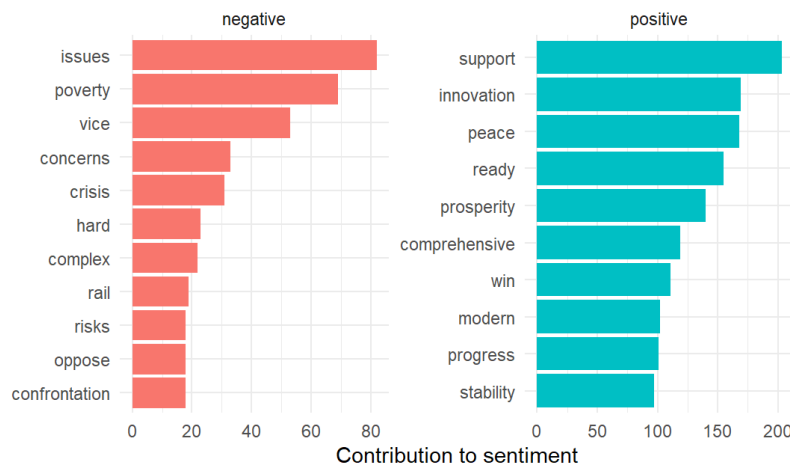


Figure 4. High-Frequency Words in News Texts

According to sentiment scores, the two news texts with the most positive and most negative sentiment (referred to as Text A and Text B) correspond to the titles “Awards Ceremony of the 5th Bri Short Video Competition Concluded in Chengdu Link to Story” (September 9, 2023) and “CGTN: Mid-Autumn Festival: Nostalgia Link to Story” (September 29, 2023), respectively. Text B is a reprint of CGTN’s report by MENAFN.

A close reading of the texts reveals that both articles focus on observation and description, and the emotions conveyed are not negative. Text A is a report on the 5th “Belt and Road” Short Video Competition, which describes how participants and builders from countries along the “Belt and Road” tell stories of mutual understanding and shared destinies through short videos. It highlights the international community’s understanding and recognition of the “Belt and Road” initiative and Chinese spirit, thereby showcasing the global practice of “Chinese-style modernization”. Text B, in fact, does not convey negative emotions such as anger or disappointment; instead, “nostalgia” is the main theme. The sentiment of longing for home and reflecting on past simple lives leads to the lower emotional score of Text B. This article does not focus on evaluating the concept of “Chinese-style modernization” but instead describes

its concrete manifestations. It reports on China's top leader's participation in the Zhejiang Hangzhou Asian Games and shares his reflections on grassroots work in various regions such as Zhejiang, Hebei, Fujian, and Shaanxi. This nostalgia and reflection present Chinese leaders as approachable and practical, showing the new image of urban and rural development in China, where Zhejiang's continuous high-quality development and the ongoing construction of a common prosperity demonstration zone are seen as precursors to "Chinese-style modernization."

These two examples indicate that the MENA news agencies adopt a relatively neutral stance in their reporting on "Chinese-style modernization", without offering clear negative evaluations. In terms of perspective, the reports emphasize China's statements and propaganda about "Chinese-style modernization" in international affairs, rather than focusing on its concrete practices. Although MENA news agencies are independent, non-governmental media organizations, their manner, means, and content of disseminating "Chinese-style modernization" reflect, to some extent, the attitude and stance of the major media in the Middle East and North Africa toward China.

The North African region refers to the northern part of the African continent, including Egypt, Libya, Tunisia, Algeria, Morocco, Sudan, and others, while the Middle East refers to the eastern and southern regions of the Mediterranean, including Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, and others. Most of these countries are developing countries with close ties to China in politics, diplomacy, trade, and cultural exchanges in recent years. In March 2023, Saudi Arabia and Iran responded to China's peace initiative, achieving a historic reconciliation, which is a sign of China's increasing influence in the Middle East.

Currently, the MENA media's coverage of China is objective and tends to be positive, closely linked to China's actions in international affairs, such as providing aid, promoting multilateralism, and maintaining world peace. However, these reports still lack original commentary and analysis, which may suggest that the media has not yet fully developed a comprehensive understanding of the recently introduced concept of "Chinese-style modernization." The media has not sufficiently recognized that China's policies and actions in the Middle East and North Africa are actually practicing the "modernization following the peaceful development path" and "building a community with a shared future for mankind, creating a new form of human civilization" as part of Chinese-style modernization.

## 6. Conclusion

This corpus-based study describes the emotional information implied in news discourse related to the concept of Chinese modernization. By employing a discourse analysis perspective, the study reveals the viewpoints and stances reflected in the discourse, as well as the social realities that these discourses represent. The findings contribute to enhancing the persuasiveness and appeal of Chinese diplomatic discourse, actively improving its "self-shaping" and indirectly boosting its "other-shaping". The study finds that the media's coverage of China is primarily objective news reports, with few editorials and some reprinted content. The topics covered are diverse, including politics, diplomacy, international relations, transnational economic and trade cooperation, and ecological construction. The emotional tone of the reports is significantly positive and proactive. The coverage has sufficiently conveyed the core meanings and characteristics of the Chinese modernization, but it lacks contextual interpretation, which may hinder the acceptance of the concept by news readers and its true integration into their discourse systems.

Based on the analysis, this paper proposes the following strategies for promoting the topic of Chinese modernization in the Middle East and North Africa region: First, strengthen the communication philosophy. This can be achieved by building on cultural confidence, integrating the culture and values of the MENA region, and enhancing the depth of the communication on "Chinese-style modernization." By shaping an inclusive, diverse, and sustainable development philosophy, "Chinese-style modernization" can gain broader recognition within the global governance and development discourse system.

Secondly, expand and enrich the content surrounding the core concept of Chinese-style modernization. On the existing foundation, it is necessary to increase diversified examples that showcase the real achievements and practices of Chinese-style modernization, as well as employ more narrative forms that are emotionally resonant and compelling to enhance the specificity and appeal of the concept.

Thirdly, adopt differentiated communication strategies tailored to the cultural context, audience characteristics, and communication channels of the MENA region. This includes optimizing communication paths and methods through cooperation with original and specialized discourse producers, strengthening collaboration with local mainstream media, experts, scholars, and opinion leaders, in order to achieve precise and synergistic communication. In this context, it is also necessary to establish a continuous monitoring and feedback mechanism, regularly assess communication effectiveness, and respond promptly to any doubts or discussions about "Chinese modernization" raised

by local media or the public. This will help optimize discourse expression, improve communication effectiveness and longevity, and gradually shape a more three-dimensional image of Chinese modernization.

Finally, strategic alignment and collaborative communication should also be key focuses. For example, by effectively linking the discourse of “Chinese-style modernization” with the “Belt and Road Initiative”, “community of shared future for mankind”, and other Chinese diplomatic discourses, we can achieve a complementary discourse. By strengthening the interconnection of various discourses, we can form a more powerful international communication synergy, further enhancing China’s influence in the global public opinion sphere.

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