

The Impact of the Chinese Digital Journalism on the Economic Security

A Case Study of US-China Trade War 2018

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تأثير الصحافة الرقمية الصينية على الأمن الاقتصادي
"دراسة حالة عن الحرب التجارية بين الولايات المتحدة والصين 2018"

ملخص الدراسة:

أدت حرب التجارة بين الصين و الولايات المتحدة الأمريكية الي وجود عدم استقرار علي الساحة الدولية الاقتصادية مما نتج عنه عدد من التغيرات الاقتصادية و السياسية و الدولية، و الذي بدوره تضمن وجود عنصر الإتصال السياسي مصاعا في ثوبه الجديد "الرقمي". تتناقش هذه الدراسة دور الإعلام الرقمي الصيني المتمثل في هذا البحث في "الصحافة الرقمية " و استخدامه من خلال الصين لدعم و نشر أهداف السياسة الخارجية لها من خلال تشكيل الاطارات الاعلامية المناسبة ، و أيضا من خلال استخدام نوع "صحافة السلام و الحياد" و البعد عن "صحافة الحرب".

انطلاقا من اهمية دراسة تأثير و فعالية مبحث الصحافة الرقمية في الأزمات السياسية و الاقتصادية كأحد الأدوات المستخدمة لتدعيم دور للإتصال السياسي، قامت الباحثة استنادًا علي منهجية البحث الوصفي التحليلي مستخدمة اداة تحليل المضمون، ببتحليل عينة من 285 مقالة اخبارية للصحيفة الرقمية "PEOPLE'S DAILY ONLINE " الصينية المنشورة علي مدار عام 2018، و ذلك لتحليل الاطارات الاعلامية المستخدمة.

رصدت نتائج هذه الدراسة ان دولة الصين مالت في أغلبية المقالات التي تم تحليلها الي استخدام صحافة الحياد و يليها صحافة السلام فلم تتجه الصين بشكل واضح و مباشر لإستفزاز الولايات المتحدة اطلاقا في الوقت ذاته اظهرت جاهزيتها للدفاع عن حقها حال اذا اضطررتها الولايات المتحدة لذلك، بينما رصدت الدراسة ان اكثر من 60% من هذه المقالات ناشدت بحلول سلمية مشتركة بين البلدين، بشكل عام كشفت الدراسة عن لهجة الهيمنة السياسية التي تتبناها الصين عن طريق اظهار الدعم الدولي المقدم لها من المنظمات الدولية المختلفة مثل (الإتحاد الاورروبي) و (صندوق النقد الدولي).

الكلمات المفتاحية: (الصحافة الرقمية، الأمن الاقتصادي، الأمن القومي، حرب التجارة، العلاقات بين الصين والولايات المتحدة الأمريكية، الإتصال السياسي)

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Abstract:

The trade war between China and the United States of America led to the existence of instability in the international economic arena, which resulted in a number of economic, political, and international changes, which in turn included the presence of the element of political communication formulated in its new "digital" dress. This study discusses the role of Chinese digital media represented in this research in "digital journalism" and its use through China to support and disseminate its foreign policy goals through the formation of appropriate media frames, and also through the use of the type of "peace and neutrality journalism". And stay away from "war journalism."

Based on the importance of studying the impact and effectiveness of the study of digital journalism in political and economic crises as one of the tools used to support the role of political communication, the researcher, using the descriptive analytical research methodology by means of the content analysis tool, analyzed a sample of 285 news articles for the digital Chinese newspaper "PEOPLE'S DAILY ONLINE" published throughout the year 2018, in order to analyze the media frames.

The results of this study observed that the State of China tended, in the majority of the analyzed articles, to use the press of neutrality, followed by the press of peace. The study found that more than 60% of these articles called for joint peaceful solutions between the two countries. In general, the study revealed the tone of political hegemony adopted by China by showing the international support provided to it by various international organizations such as (European Union) and (International Monetary Fund).

Keywords: (Digital journalism, economic security, national security, trade war, relations between China and the United States of America, political communication)

Introduction:

The study of digital media from a political and economic perspective focuses on how the creation of digital commodities in general and media in particular varies from conventional access and distribution methods for information. Early theories emphasized how the rising availability of computer systems provided an access method that marked a significant break from conventional media. As networked electronic media reportedly generates structures based upon non-hierarchical interactions, mass media representation theoretically reinforces and re-inscribes the architecture of representative democracies.

In this study, an analysis was applied to the use of this type of digital media, which was represented in the form of digital journalism for the "PEOPLE'S DAILY ONLINE" Chinese digital newspaper during the Trade war, where the digital media contributes to promoting and strengthening the dissemination of the objectives of the country's foreign policy during conflicts, conflicts, and wars.

The trade war begins since Donald Trump pledged to cut the US's huge trade surplus with China due to unfair Chinese trade policies, such as intellectual property theft, forced technology transfer, the denial of connectivity to the Chinese market for American businesses, and an uneven playing field brought on by Beijing's incentives for preferred Chinese businesses. With China's entry into the World Trade Organization in 2001, bilateral trade between the US and China was close to \$559 billion USD. However, the US has a huge and expanding trade imbalance with China, which turned into a crucial political matter in the US presidential election of 2016. Prior to the commencement of the trade war, the US trade deficit increased from US\$103.1 billion in 2002 to US\$375.6 billion in 2017. China believes that the US is attempting to impede its development as a significant economic force. Based on the foregoing, it becomes clear that countries must monitor and manage digital media, especially in times of crisis, through which they can strengthen or disturb the national security of the state, as every word and news published contributes in turn to the crisis, so this effect must be positive. And it must also be under strict management and control. In addition to the possibility of teaching political digital media

subjects to students of the faculties of mass communication as well as students of the Faculty of Economics and Political Science, so that students who are academically familiar with this field can be graduated, in addition to the study's proposal to establish political media departments more and more within faculties and universities.

Literature review

The study based on three pillars “variables”:

- **Cofounding Variable:** Digital journalism
- **Independent Variable:** Trade war
- **Dependent Variable:** Economic security

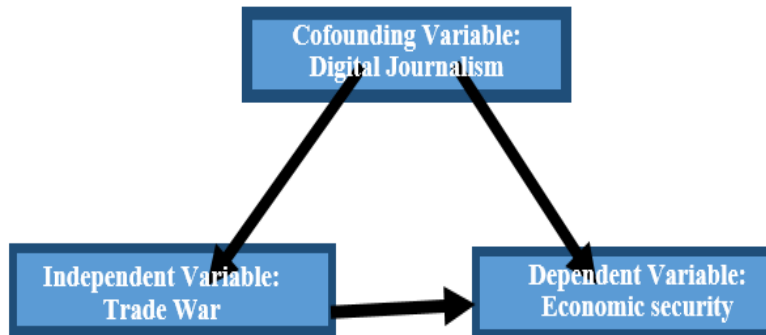


Figure (1): illustration of the variables

The study focuses on describing the changes and imbalances that trade war “Independent variable” made on economic security “Dependent variable”, according to the effect of digital journalism “Cofounding variable” that affect the relationship between the two variables (Dependent and the independent)

Literature review

The researcher depend second-level analysis for the following (Previous studies) as follow:

	Topics	Methodologies	Research frameworks	Results and recommendations
1st pillar:	<ul style="list-style-type: none"> Integration between communication and economy Mainstream media in political rhetoric 	<ul style="list-style-type: none"> Content analysis interviews 	<ul style="list-style-type: none"> Agenda setting theory Alternative media concept 	<ul style="list-style-type: none"> Digital journalism considered as new actor on political communication field Development of theories related to engaged journalism
2nd pillar:	<ul style="list-style-type: none"> Trade War2018 US-China public opinion Digital public diplomacy 	<ul style="list-style-type: none"> Surveys Analysis Eco-linguistics analysis Discourse analysis 	<ul style="list-style-type: none"> Global Communication concept Trade policy theory 	<ul style="list-style-type: none"> The US-China trade war was having a continuing effect on developing markets.
3rd pillar:	<ul style="list-style-type: none"> Economic security Financial stability Financial environment 	<ul style="list-style-type: none"> Simulation model (non-linear) Meta-Synthesis method Questionnaire 	<ul style="list-style-type: none"> Framework of evaluating vulnerabilities Institutional framework for cyber security 	<ul style="list-style-type: none"> Regional educational systems are needed to protect economic security from digital threats. A study suggests that the Asia-Pacific region is a region of strategic importance to Taiwan

1st pillar: Cofounding Variable “Digital journalism”

The study of ⁽¹⁾ (Lampoltshammer, T. J., De Luca, G., & Thurnay, L. 2023), examine the issue of mainstream media agenda shaping in connection to political rhetoric by politicians at the time of municipal elections is examined in this paper. To identify potential other pathways for developing a political agenda at the moment of elections, they first compare the relevance of the agenda-setting theory to the idea of policy agenda development. They specifically note a non-linear connection between media outlets, candidates, and the broader population even during election season. Furthermore, in order to enable examination of both the suggested assumption, we propose a brand-new method for selecting the subjects included in this type of agenda.

Throughout this article ⁽²⁾ (Waisbord, S. (2022), the researcher puts up the idea that perhaps the term "alternative" relates to the communicative politics of contestation, that can have many meanings depending on the

political setting. In order to make this case, the researcher investigates three different topics: the comprise a significant and de-Westernization of the analysis of "alternative media," the things can effect of the connections among both alternative and mainstream journalism, and the various political aspects of contestation as a fundamental component of alternative media.

This article ⁽³⁾ of **(Jamil, S. (2022))**, offers a critique on the special issue of "Digital Journalism" on "10 decades afterward Arab Revolution". It emphasizes the significance of social media in the Arab Spring Movement patterns that emerged in the mid-2000s. The discussion acknowledges the Middle East's shifting political complexities as well as the emergence of digital censorship in the geographical area. It depicts both the dark and bright sides of social media a decade after the Arab uprising, highlighting how it is beginning to transform journalism practice, activism, public's mind, interactions, and their utilization of social networking tools.

The study⁽⁴⁾ of **(Golding, P., & Murdock, G. (2022))**, discuss the integration between journalism and political economy Since its beginnings in the eighteenth century, macroeconomic policy has been centralised focused on comprehending why capital-government relations shape the production and distribution of goods and services, and also how special corporations must be reasonable even against public benefit. This chapter examines how the double influence of financialisation and digitization has altered the institution and practical application of journalism, as well as the circumstances of public access to distributed information for civic engagement, and what could be done to improve availability. The Wealth of Nations, Adam Smith's manifesto for loosely controlled capitalist markets, was published in 1776, the same year that the British colonies in the Americas proclaimed their independence and established an elective republic. Newspapers created websites in the hope that enhanced exposure and reader interaction would strengthen reader loyalty and increase sales of print editions.

This study⁽⁵⁾ of **(Medeiros, D., & Badr, H. (2022))**, expands on the idea of engaged journalism outside of the United States by contrasting how involved journalists in Brazil and Egypt manage their professional

situations in the face of restrictions imposed by far-right regimes. The article explores how engaged journalists in a period of ambiguous boundaries legitimise themselves by challenging legacy journalism from the periphery through cutting-edge digital formats. It is inspired by Bourdieu's field theory. Professional journalists who work in independent news and are ardently committed to a political perspective are said to be engaged journalists. The development of theories on engaged journalism in the Global South is aided by this article.

This study⁽⁶⁾ of **(López-García, X., Canavilhas, J., Negreira-Rey, M. C., & Vázquez-Herrero, J. (2022))**, examines current political print journalism conceptualization, practise, and aspects in digital native media. The barriers that traditionally separated professionals, citizens, and activists are being dismantled by the way news is created and consumed in the digital age. This chapter highlights the rise of several patterns in digital native media that demonstrate the coexistence of old and new ideas. Including other players and the citizen as a cause for being and as a partner in production processes, the new media addresses societal requirements in addition to its technological influence. Innovative ideas created for the contemporary multiplatform and mobile scenario bring in new actors and an updated role for journalists. This article⁽⁷⁾ of the **(Toff, B. (2019))**, discusses the the results of 41 in-depth interviews with American political journalist, media experts, and polling. The above interviews demonstrate a number of developments in the way reporters gauge and report on public sentiment. The article demonstrates four trends: (1) a rise in interest in and reliance on polls showing sharing site internet sites driven by the need for exact forecasts; (2) a decline in media companies' capacity to enforce impartial elitism norms around specific poll results; (3) doubts regarding the level of in-house knowledge and experience within national newspapers to distinguish between surveys; and (4) shifting viewpoints regarding the significance of providing an effective around public sentiment records. These results reveal an ever-changing field of thought data that traditional news organisations seem ill-prepared to handle. The study⁽⁸⁾ of **(Brookes, S. (2020))**, explores the individuality narratives during which media commentators seek to set boundaries on who and what belongs within the professional community of journalists

and defends the basic values and practises of that society while trying to adapt to and, in some cases, incorporating elements of competing companies' practises through the explanatory glasses of "boundary work" and "paradigm repair." Throughout the past ten years, political journalism in the USA and Australia underwent tremendous transformation, with both established and up-and-coming media organisations coming under fire from linked regional and global economic, economic, and political developments.

2nd pillar: Independent Variable “Trade war”

This study ⁽⁹⁾ of (Steinberg, D. A., & Tan, Y. (2023)), is conducted mostly about considering of America's previous inclination forward into protectionism, questions have been raised about the long-term sustainability of the open international financial system. This research explored the reasons and how, if one's nation is the target of foreign protectionist measures, cultural paradigm of international trade shift. Researchers conducted three innovative survey studies in China, the nation most impacted by US protectionism, to resolve this issue. First, there is proof that the US's economic nationalism weakens Chinese support for trade. We confirm this result in related studies on technological collaboration, and our surveying research in Argentina offers additional external validity. Furthermore, we demonstrate that reactions to US protectionism exhibit either a "generalised reciprocal" logical that weakens sympathy for trade on a systemic level and a "direct reciprocity" rationale that makes people wish to retaliate against the US directly.

This article ⁽¹⁰⁾ of (Qi, Y., Meng, Y., & Hua, Y. (2023)), basically examines the US-China public opinion dispute from the perspective of how China could handle its image-making and global discourse intervention given its continuous pursuit of international discourse supremacy. The world's press's inconsistent reporting, its emphasis on one worldview above other, the confrontational nature of diplomacy engagements, and the vulnerability of the nation media platform are all issues that need to be addressed in China's eyes. Based on analytics developed from worldwide platforms, China may paradoxically heighten negative public impressions of its competitors while

collaborating with news outlets to expand its global coverage and adhere to its overarching strategic goal.

The discursive research ⁽¹¹⁾ of **(Cheng, M., & He, W. (2022))**, reveals that, generally, Russian news broadcasts promote free trade while downplaying the trade ceasefire, and British news media, while opposing protectionism, urge cooperation with the UK's partner to minimize tariff danger and reap easy profits. The Times of London and Sputnik News Agency of Russia were used in this original study ecologically analysis of the reasoning sources in news coverage concerning the Sino-US trade war. The study sheds light on the ecological characteristics and values of the mainstream media between the two stakeholders by following the logical framework for ecological discourse analysis.

This study ⁽¹²⁾ of **(Huang, Z. A., & Wang, R. (2021))**, about the Sino-American trade war looked at how Beijing conceptualises digital public diplomacy based on the Communist Party of China's autocratic structure and justifies its highly organised and politicised global communication methods. Comparing the domestic and international internet operations of the Chinese Ministry of Foreign Affairs indicated that China first centralises and politicises communication content distribution and creation to make sure that all messages promote the intended political direction. Beijing's digital public diplomacy prioritises storytelling and advocacy while ignoring listening and interaction and making no attempt to mutually adapt across cultural divides. Digital public diplomacy is a tool for China's internal affairs, regulating and directing domestic online public opinion.

The study ⁽¹³⁾ of **(Itakura, K. (2020))**, adapt the dynamic CGE model to account for the crucial role that global value chains (GVCs) play, and we compare the outcomes of the two models in terms of how the trade war has affected GDP and bilateral trade. The researcher discuss the trade war with the aid of a dynamic computable general equilibrium (CGE) model of world trade, researcher assess the effects of the US-China trade war. When GVCs are taken into consideration, the detrimental effects on economic cooperation are more widely felt across nations, and the dynamic model shows a reduction in global Gdp of almost US\$450 billion. To comprehend how the trade war affects

import duties, investment, and productivity, they conduct ex ante simulation study examining three scenarios. Gross domestic product (GDP) in China and the USA is reduced by 1.41% and 1.35%, respectively, as a result of the trade war's escalation.

This research ⁽¹⁴⁾ of **(Burggraf, T., Fendel, R., & Huynh, T. L. D. (2020))**, looks into how political news affects changes in stock prices. More than 3,200 tweets from US Trump Issued an executive order Trump's Official twitter handle were analysed, and the results show that comments about the US-China trade war have a negative impact on S&P 500 returns but a favourable impact on VIX. According to Granger causality estimates, the link between Trump's tweets, stock returns, and VIX is unidirectional. Furthermore, the outcomes differ among industries based on how heavily they deal with China.

This study ⁽¹⁵⁾ of **Goulard, S. (2020)**, will assess European trade policy towards the US and China during the current trade dispute; we'll additionally look at how it has affected commerce among China and Europe and speculate on how it might affect the European market. Due to the significance of these two nations in international trade, the global economy as a whole is impacted by this disagreement in addition to the economies of China and the United States. They shouldn't let the US-China trade war obscure the differences in trade between both the China and the EU as well as the trade conflicts between Dc and Europe. Many studies have revealed how this disagreement has affected various Asian nations, but little research has been done on how it has affected EU member states. A trade war between the USA and China has been going on since April 2018.

This study ⁽¹⁶⁾ of **(Bolt, W., Mavromatis, K., & van Wijnbergen, S. (2019))**, discuss the the multinational generalized linear model EAGLE, researcher examine the effects of tariff barriers on the global macroeconomic system. To do this, they add US tariffs against Chinese imports into the US and then Chinese tariffs against US foreign goods into China, in line with recent trade agreements of the US and the Chinese government entities. Cheaper imports from China and increased US efficiency are the main drivers of these benefits from trade diversion to Europe. According to the Lerner Symmetric hypothesis, a bilateral US tax against China reduces US exports, but it also causes a

decrease in world output. We overlook import tariffs on items coming from the eurozone and concentrate on the US-China trade conflict.

According to the study ⁽¹⁷⁾ of (Carvalho, M., Azevedo, A., & Massuquetti, A. (2019), the findings indicated that, while the trade war still, on the one hand, result in a decrease in the US trade imbalance and an increase in domestic production in those areas hit by greater tariffs on imports, Chinese manufacturers and customers would pay the bulk of the trade war's costs. On the reverse hand, both nations and the entire world would experience a decline in income as a result of the considerable fall in allocative efficiency, particularly in the US, and the erosion of trade conditions in the case of China. Some significant emerging nations that are not directly participating in the trade war would profit from the shift in demand to industries where they have comparative advantages as a result of the increase in protectionism between the two major global economies. Have used GTAP (Global Trade Analysis Project) Computable General Equilibrium framework, two alternatives are investigated: one in which just US isolationist actions are taken into account, and another in which Chinese countermeasures is considered as well. The purpose of the essay is to look at how the US-China trade war has impacted both nations in addition to multiple developing markets.

The study ⁽¹⁸⁾ of (Steinbock, D. (2018), illustrate that the U.S. trade war is primarily aimed at China, with tariffs being the opening salvo in bilateral tensions that are multilateralizing and harming the integration of the global economy. A worried America's abandonment of its multilateral cooperation postures in favour of primacy doctrines has resulted in the growing global scenarios of U.S.-China trade and technology confrontations, which could cause a "decoupling" of both markets and a worldwide recession. This bleak prospect, which depends on an urgent status quo, fresh campaign finance, and big money, has become plausible as a result of the unusual executive authority usage by the Trump administration since 9/11.

3rd pillar: Dependent Variable “Economic security”

This article ⁽¹⁹⁾ of (Korolev, M. I., Lapshina, M. L., Khorev, A. I., & Lukina, O. O. (2023), presents a summary of the market's financial environment while taking into account objective threats that could

jeopardise financial stability. It describes the potential for creating simulation models using non - linear means, the understanding of sustainability on a global and local scale, the potential for adverse effects from diversification and competition, the prerequisites for healthy competition, and the prerequisites for stable, perfectly competitive markets.

The purpose of this study ⁽²⁰⁾ of **(Kamali, Y., Sheikhzadeh Jooshani, S., & Afzali Goroh, F. (2023)**, is to list and rank the political issues that have the greatest impact on foreign investment in Iran. The fuzzy TOPSIS approach and the meta-synthesis method are two qualitative and quantitative steps of the research methodology. The information was gathered using a questionnaire that divided political influences on international money into two categories: positive and negative. Political stability, economic security, sound governance, international sanctions, instability and high political risk, and investment insecurity were regarded as the favourable political aspects.

The study ⁽²¹⁾ of **(Cuong, T. P., & Tien, N. H. (2023)**, illustrate Taiwan's role in maintaining economic security in Asia Pacific, With abundant oil and gas deposits and as the centre of the economic development of many nations, the Asia-Pacific region is a region of strategic importance to Taiwan. Taiwan's strategy aims to fortify partnerships with neighboring nations and transform the area into one of peace, collaboration, and growth.

The study ⁽²²⁾ of **(Karpunina, E. K., Nazarova, I. G., Iljina, L. I., Shvetsova, I. N., & Chernenko, E. M. (2022)**, suggest a framework for evaluating vulnerabilities to the region's economic security in light of digitalization. They contend that the establishment of an institutional framework for cybersecurity, upkeep of digital hygiene, implementation of regional programmes to advance digital literacy, and growth of regional educational systems are necessary to reduce threats to economic security caused by the digital environment.

The study ⁽²³⁾ of **(Foot, R., & King, A. (2019)**, illustrate connection between economic and security concerns, according to this article, is a significant factor in the worsening of the U.S.-China relationship. The article describes two aspects of that connection: China's advancements in the acquisition and development of new technology, as well as the

tools and strategies the US has used in the realms of economics and law to pursue a broader strategic rivalry. The article contrasts the Obama and Trump administrations' reactions to the technical threat provided by China and chronicles the growth and consolidation of the economic-security nexus in U.S. policy towards China. The Obama administration had started to adopt a policy that could have reduced competitive zero-sum dynamics, whereas the Trump administration has concentrated more directly on the relevance of recent technical progress.

Commenting on the previous studies:

- During the review of previous studies that dealt with this research scope, it became clear that there were few Arab studies that dealt with this research topic.
- The foreign studies were distinguished by dealing with this topic with plurality and abundance compared to the Arabic studies.
- The majority of previous studies focused on the use of digital journalism in the field of political science, which includes, for example, the practical application of digital media during the presidential candidacy times, so the candidates cooperate with the media to support them.
- Some of the previous studies linked the exacerbation of the impact of digital journalism after the Arab Spring revolutions to the importance of strict media censorship over it, which in turn confirms the importance of the concept of digital journalism in protecting the country's national security.
- Previous studies discussed the principle of economic integration with digital journalism, including the relationship between economic financing and digitization, based on practical journalism applications.
- Previous studies revealed what is called the concept of “changing field of thought”, which turned out to be incapable of dealing with traditional media. This study can be benefited by applying it to the importance of using digital media to reach deeper minds, which is increasingly important in times of crisis.
- In this study, the researcher selected studies that dealt with the applied and theoretical side of the digital journalism variable, and linked it to the other axis of variables, trade war and economic security.

- The majority of studies discussed the variables in a *functional descriptive method*, while the theoretical form was useful in rooting the idea and relying on it.

Theoretical framework

1st theory: War-centric communication theory for the 21st century ^{(24), (25)}

It advocates a war-centric perspective as the cornerstone of a communication theory for the postmodern age and believes that conflict is an essential and defining component of human identity. A fresh viewpoint (STEFAN SONDERLING, 2012) on war and communication in the philosophy of 20th-century designated media scholars claims that "communication is war by other means."

As a result, in today's postmodern world, which is distinguished by the development of communication on a worldwide scale, consciousness and experience of actual or mainstream press wars are becoming more widely accepted. In fact, coverage of war in the mainstream media is the subject that draws in the largest viewers, to the point that it may be said that war is a good sign for the state of the media. War is "becoming a continuous social connection" and a sort of "fundamental matrix" to define civic groups and power interactions in the modern world as the twenty-first century progresses.

2nd theory: Theory of Strategic Communication: concept of Security & National Defense ⁽²⁶⁾

Strategic communication is defined by (Hallahan et al. 2007) as a intentional communication of an institution purpose is to expand its objective. Throughout this direction, it's entirely feasible that strategic communication plays a significant role in accomplishing an organisation 's goals. In the case of a country, this mission corresponds to the state's international reputation, resistance to modern, combination obstacles of dangers and risks, preparedness for a defence, as well as, if required, aggressive acts. Strategic communication plays a key role in the fields of defence and security in helping to accomplish the goal of improving the entire personality, the international position of peace and reconciliation and domestic cohesiveness, and the overall willingness to address current security issues.

The preparation and execution of strategic communication through strategic factors, such promotion, diplomacy, and advocacy, must be

painstakingly researched and planned in accordance with both practical and scientific postulates, according to the conclusion. Strategic communication encompasses a broad range of communication disciplines that blend many founder domains, professions, and imaginative abilities. Public diplomacy, diplomacy, and deliberately directed publicity are a few areas of importance for the full development of "soft" power and promote the development of "hard" power.

3rd theory: Practice theories on “Policy communication” ⁽²⁷⁾

The rational policy process posits a methodical progression from problem recognition (bringing up social problems), agenda setting (determining which matters to discuss), formulation (emerging proposed plans to resolve the situation), legitimation (persuading others that doing so is the proper thing to do, enacting legislation), implementation (executive frameworks, communication patterns), and evaluation (impact studies, review and feedback, proposing future changes).

According to this public policy paradigm, policymakers should work to ensure that the benefits to individuals outweigh the costs to individuals by as much as possible. Given the irrational responses of the general public, there seem to be questions about the viability of the rational decision theory. Policies really aren't executed with this clear purity; instead, the sophistication of a policy is frequently determined by the irrational and emotional responses of the population.

Conceptual Framework:

1st concept: The Political Economy of Communication ⁽²⁸⁾

A communication between two paradigms for rigorous academic connection with both the technological, sociological, economical, diplomatic, and social aspects of communication is the political economy of communication. This paradigm has also needed to alter due to the significant and ongoing changes that have occurred in communications as a communicative act and in its function as a key building frame of the global financial system.

2nd concept: National security and communication (Mechanisms of implication) ⁽²⁹⁾

The adage "a picture is worth a thousand words" is often used to describe how the media may strengthen or erode national security. In order to generate a particular perception of the "enemy," photos from the front lines of battle were reproduced in the print and electronic

media. Even when the administration attempts to play hide-and-see, the ambiance is changed to fit the melody of the current difficulties inside that country when paired with the regularity and placing of these headings or reports. The usage of certain instruments within the country environmental, that have a significant impact on the national dialogue and the security of the nation, emphasizes the connection between communication and national security.

3rd concept: Communications as a foreign Policy tool ⁽³⁰⁾

- Communication has a substantial effect on foreign policy

Both throughout the policy-making procedure and at a superior stage related to the intersection of foreign policy and international affairs.

The communication or transmitting of information via a collection of symbols, signs, or actions is referred to as communication. Communication attaches individuals and entities, (re)creates perspective, and describes, explains, and distinguishes foreign policy choices.

The three main study fields on foreign policy and communication are:

(a) the formulation of foreign policy as well as the function of the mainstream press in this procedure; (b) how allies and foes in international affairs perceive the message of foreign policy; and (c) structuralist, post - structuralism, and narrative analysis.

- Communication as war involves analyzing how communication and war are related ⁽³¹⁾

A type of public mobilisation that defies our projections of how warfare might develop in the twenty-first century is being made possible by ubiquitous telecommunication infrastructure, which are altering the nature of war. Large-scale social mobilisation was required for major conflict in the industrial revolution, and governments' economic viability was used to field classic conventional military formations that fought over territory.

The US and its allies must therefore respond to the implications of the seismic shift in interconnectedness and conflict because its scope is miscalculated, underappreciated, and incorrectly viewed as incidental to routine military strategy. Even though rebellions and minor battles were common, the best way to deal with these problems was to isolate a region, concentrate on a population inside a defined area, progressively alienate the general populace from either the

insurgent purpose, and then attack the rebels. Control of territory, financial resources, the form of governance, the general well-being of an indigenous population (hearts and minds), and individual self were often the key issues at risk in battle.

Practical Framework (Two Parts)

A- Practical framework: Part 1

A.1 Research problem: “Relational research problem”

(The researcher use the relational type of research problem in order to investigate the patterns, characteristics and features of the sample through using a directional hypothesis with a structures research approach in a form of case study throughout “content analysis”).

Research problem statement:

“Measuring the news framing patterns, characteristics and underlying intentions of the china’s digital journalism which is used as a defense mechanism to support the Chinese economic security affairs during the China-US Trade War 2018 within its stages, including Chinese media portrayal of the war parties”.

This study problem emerged due to the fact that it investigates the role of digital journalism in an epic international crisis. Digital journalism in China has the capacity to impact public opinion and government policy, as well as to support or harm economic security.

Including china’s digital media strategies and tactics in order to serve china’s:

- Portraying china as a **“peacemaker”**
- Serving china’s **“economic security ” interests**

A.2 Research significance:

The significance is divided into two parts

- **General significance:**
- The importance of the study **stems from the** importance of studying media defense mechanisms that are used by states in cases of wars and political or economic conflicts or both together to **preserve the interests of the national security** of the state, including the all national security types which include of course the **economic security**.
- The importance of the study **tends to clarify** the role of the digital media in the management of war communication “as a type of political communication.” **“The study focuses on digital journalism”**

- The study **focus specifically on the State of China** during the **Trade War** between China and the United States 2018.

• **Detailed significance :**

Practical Significance	This research can help governments and companies create plans to protect their financial stability according to the digital journalism portraying and coverage, such as creating social media monitoring and reaction plans and collaborating with partners to advance independent and free journalism.
Scientific Significance	The scientific significance of this study lies in its potential to further our knowledge of how economic security may be impacted by digital journalism. This study may aid in determining the ways that digital journalism affects public opinion and governmental policy, as well as in the development of fresh strategies for mitigating its detrimental consequences.
Theoretical Significance	This study may help us better understand the relationship between economic security and digital journalism, leading to the creation of new hypotheses.
Societal Significance	This study has the potential to advance democracy and free speech while defending economic stability, helping us create more effective defenses against its unfavorable impacts.

A.3 Research objective:

❖ **Primary objective:**

“Asserting the role of digital media in conveyance the foreign policy goals” – China as a case study

- By a Content analysis of digital Chinese newspapers’ coverage of the trade war between China and the United States, **this research aims to create a paradigm for “digital journalism” in war communication.**
- Through illustrating how the state can use **digital media** as one of its weapons in case of conflict by using it **to support the objectives of the state’s foreign policy during the Trade War 2018.**

❖ **Secondary objectives:**

- **Measuring the** extent of manipulating news framing headline to serve the foreign policy interest equilibrium
- **Illustrate how** China use War and Peace Journalism strategies in describing patterns if the Trade War
- **Figuring out** the Chinese media portrayal to the both of war parties
- **Revealing** the conflict reporting tactics of Chinese digital newspaper

- **Give in to suggestions** to take advantage of the effectiveness of digital journalism in strengthening all notions of national security

A.4 Research questions:

- **1st Question:**

What is the role of china that showed in the selected articles, was it *attacker* or *defender*?

- **2nd Question:**

How did the news articles frame the image of China in the terminology of the trade war? *Was China the actor or the passive “caused or affected”*?

- **3rd Question:**

Did the news articles use competing frames or consistent frames?

- **4th Question:**

How did China use the press of neutrality and peace to show strength and political dominance and *not surrender*?

- **5th Question:**

How did news articles frame the impact of the US tariff on the Chinese economy?

A.5-Research hypotheses:

- **1st hypothesis:**

There is great interest in the Chinese media's framing of the issue besides economic security and consolidating political hegemony.

- **2nd hypothesis:**

There is an indirect correlation between the use of neutrality and peace journalism and China's desire to show its political hegemony in the battle.

- **3rd hypothesis:**

There is a negative impact of the tariff imposed by the United States on the Chinese economy.

- **4th hypothesis:**

There is an American fear of China's desire to confront Washington's technological monopoly.

- **5th hypothesis:**

There is international support from the European Union and the International Monetary Fund for China, which gave China strength during the trade war.

- **6th hypothesis:**

China's desire to lead the global economy posed a threat to United States strategic and economic leverage

B- Practical framework: Part 2

B.1 - Research design: (*Descriptive analytical design*)

- The researcher use the (*descriptive analytical research design*) by its *observational examinations*, which is design that the study was undertaken without using any experimental methods or interventions. Descriptive analytics design is a statistical technique which is utilized to analyze and summarize existing data in order to *find correlations, patterns, characteristics or interpretation*.
- The researcher explores a subject in its natural setting and organizes solutions by *defining relationships*, using statistical analysis tools, and setting results.

B.2 – Research approach: (*Case study*)

- The research use the (*case study*) which is a type of research methodology that produces a thorough, multidimensional understanding of a complex problem in its actual setting. It is a well-known research strategy that is widely applied in a range of fields, especially the social sciences. A researcher can carefully evaluate the data within a given circumstance using the case study approach.

B.3 – Data collection tool: (*Content analysis*)

- The researcher use the (*content analysis tool*) in analyzing the 285 news articles which is a specialist technique called content analysis aids in determining the goals, outcomes, and messages of any type of communication content. Furthermore, content analysis is a quantitative as well as a qualitative tool that allows a more objective evaluation of the content. Scholars can analyze and examine the existence, connotations, and interconnections of such specific words, themes, or concepts.

B.4 - Data sampling:

The sample:

“The researcher conduct a content analysis on 285 news articles from “People’s Daily online” Newspaper in between January 26, 2018 and December 4, 2018, the study tackles only articles that targeted the US-china Trade war topic”

Background of the “People's Daily online” Newspaper

- Chinese newspaper The People's Daily serves as the Communist Party of China Central Committee's official publication.
- It offers firsthand knowledge of the Government's platform and viewpoints as the spokesperson for the Central Committee of the Communist Political group.
- Mao Zedong had the headline of the publication scrawled when it was established on June 15, 1948, as the Bulletin of the Office of the Central Committee of the Communist Party of North China.
- It was determined to change it into the National Gazette of the Central Committee of the Communist Party of China on August 1, 1949.

Causes for choosing the sample:

- The newspaper has a 3–4 million circulation estimate and is available all over the world.
- The daily publishes in Arabic, English, French, Japanese, Spanish, and Russian in addition to Mandarin.

Time period of choosing the sample:

- The researcher choose all articles include topic of Trade war throughout the year 2018, which started on January 26, 2018 and ended on December 4, 2018.
- Since Trump slapped tariffs on solar panels and washing machines on January 22, 2018, a trade war has been raging. In 2017, China supplied around 8% of the solar panels imported by Americans. Around \$1.1 billion worth of domestic washing machines were imported from China in 2015.
- Thus the year came to a conclusion on December 11, 2018, when President Trump said that China was purchasing a "tremendous amount" of American soybeans. As there was no proof of these kind of sales, soybean shipments to China fell by around 25% during the ensuing six months compared to 2017, before the trade war started. According to reports, China believed that purchases of US agriculture products were dependent on reaching an extensive trade agreement.

B.5 - Data analysis:

News Framing	Frequency no.	Percent
Economic security interest	105	36.84 %
National security interest	80	28.07 %
Mutual Development/interest	68	23.85 %
Victimhood frame	65	22.8 %
Political demonization	109	38.24 %
Total	427	149.8 %

Table (1) Media framing analysis of 285 News articles

“NOTE: The same news article may include more than one frame, which is the reason the percentage is more than 100%”

- During the sample review, it became clear to the researcher that the media frames used in the news articles crystallized in five frames mentioned in the above table.
- In this table, the media framing **“Political demonization”** and **“Economic security interest”** of the sample converged, but the sample reveal that the media frame of **Political demonization** was the most existing by a slight difference. This means that the great concern that the Chinese press highlighted is its economic interest and strengthening its political image. In the second place came concern about national security in its general form.
- The above table data indicates that the idea of showing China in the image of the victim or in the form of weakness was not the prevailing or desired idea, as it was used in reverse to show the United States in a negative way and with incorrect actions. This was the goal of the victim frame, and also the proportion of appealing to the common interest was present. But in moderation, and it is not the only main idea, as its percentage did not even exceed 50%.

Table (2) Peace war Journalism presence analysis of 285 News articles

Peace war Journalism presence	Frequency no.	Percent
Peace Journalism	104	36.49 %
War Journalism	68	23.85 %
Neutral Journalism	112	39.29 %
Total	284	99.63 %

“NOTE: Is not necessarily that every news article include an explicit journalism type, so the percentage may be less than 100 %”

- The results of this table added explanations regarding the extent to which the news articles in the sample were saturated with the quality of war and peace journalism, in addition to the journalism of neutrality.
- In a convergent way, the percentage of using neutrality press was close to the press of peace, but the percentage of neutrality press increased slightly, which is clear in the Chinese press in the surveyed sample of news articles, which shows that the attack was from the American side, while China defends if necessary. Therefore, China did not use the war press except in a small percentage compared to the two types mentioned previously.

Results

The qualitative evidence of the results is documented in the references

-The results of this study agreed with previous studies, In terms of the overlapping of the concept of digital media of all kinds with the political economic aspect of the state, for example but not limited to this study ⁽¹⁴⁾ of **(Burggraf, T., Fendel, R., & Huynh, T. L. D. (2020))**, which dealt with the impact of political news on the economic side of the country, as the study analyzed 3,200 tweets by US President Trump on Twitter, which showed that comments about the trade war have a undesirable and negative impact on revenues.

-This study was consistent with the theoretical framework and the conceptual framework, since once analyzing the data of the news articles within the selected sample, we find that just news articles through which the researcher was able to investigate the China’s political direction, its goals, and what it intends to do, and this is what the two frameworks dealt with.

The results of the study are characterized by the fact that China used the blame strategy for framing the U.S (Tariff Policy) as a risk for the Globalized World ^{(32), (33)}

-The results of the study illustrate the china’s foreign policy during the trade war as the peaceful and neutral side that does not want war, but at the same time it will respond to defend its economic and national security. (Peace & neutral journalism) ^{(34), (35), (36)}

- The results of the study **indicates** presence of political demonization of china through illustrating china’s international support by International Monetary Fund and European Union during the trade war. (37), (38), (39), (40)
- The results of the study **depend on** formulating an image of to what extent of china’s economy is strong, by contrasting to the US economic recession (41), (42), (43), (44)
- The results of the study **clarify** that the Chinese journalism depending on specific message “we don’t want trade war, but we can respond” (45)
- The results of the study **showed** that more than 60% of the media frames of news articles indicated China's desire to find common peaceful solutions to preserve the interests of the two countries, which emphasize china’s policy agenda “no winner in trade war”. (Mutual interest + Peace journalism) (46), (47), (48), (49), (50)

Conclusion:

The study emerged from identifying the form and nature of strategic media communication within the topic of national security, wars and defense, as one of the soft forces of the state to spread its strategy and support its goals to penetrate into the public opinion of the country's meteors and also to draw an image of the state in the minds of other peoples in the world, which In turn, digital media plays a role more than other types of media and mass communication, as it is the most flexible in delivery to any place and to any people, and this can be considered one of its important advantages.

The conceptual and theoretical framework, in addition to the previous studies included in this study, shed light on the role of media and digital media in crises, conflicts and unusual circumstances that the country may go through. The study focused on the connection of digital media with economic crises.

Limitations:

The most important limitation of this study is that it is not possible to accurately measure the extent to which Chinese economic security is affected by mere digital news articles about the trade war crisis between the United States and China, and you can conclude from this study that digital media - digital journalism - is a tool of the state or an auxiliary factor for the state, in order to reach the citizens and peoples of the world faster and more accurately, and it is also possible to mobilize public opinion if necessary, especially since a country like China is the second largest economy in the world, so the state uses all its strength to control the suspension or crisis.

Recommendations:

The most prominent recommendations called for by the study are crystallized in:

- Conducting future studies related to considering digital media as part of the country's national security
- Launching awareness campaigns for young people to educate them on the importance of deliberation and attention when publishing political content on digital platforms
- Rehabilitation of mass communication students and political science students on the importance of the role and impact of digital media platforms on the political and economic process
- Introducing media academic courses related to digital political media as a single specialization in itself and not just subjects within other disciplines, To ensure that there is a capable generation that can deal with a scientific academic background
- Rehabilitation and training of media cadres using digital media platforms professionally and training them to create digital political content

Proposed academic course of study (Research recommendation)

Course name	“Digital Communication for National Defense”
Target audience	Students and graduates of media faculties and political science faculties Media workers in all government agencies Governors and new ministers as part of their rehabilitation and training
Overview	An academic course taught through practical assignments that focus on the importance of the idea of digital communication in national defense
Learning outcomes	The student be able to: Identify threats to national security Realize the role of digital media in preserving national security Learn about international problems and their impact on national security Act in quick decision-making and quick wit manner
Objectives	Familiarize student with the political usage of digital communication in international and strategic arena
Method of assessment	Practical training through practical adaptations within a working group to live situations "practical project"

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