From copycat to innovative market leader
How recent changes in Chinese economic policy are reflected in international Chinese newspapers

ABSTRACT
This study uses quantitative content analysis and critical discourse analysis to identify how governmental policies are reflected in Chinese international newspapers. We aim to identify policy-driven changes, especially resulting from the recent 10-year strategic plan “Made in China 2025”. This goal is situated within a broader PhD project that investigates the changing brand image of “Made in China” in major international English-language newspapers in the past twelve years.

RESEARCH QUESTION
To what extent are policy changes of the Chinese government reflected in Chinese international newspaper articles concerning the brand “Made in China”?

METHOD
• Count policy keywords in 5304 news articles from 2006-2018 in 8 Chinese international newspapers containing the phrase “Made in China”, which were retrieved from LexisNexis.
• Perform quantitative corpus analysis.
• Perform Critical Discourse Analysis based on qualitative results.

CORPUS

<table>
<thead>
<tr>
<th>Main referenced documents &amp; political points</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period 1 (Jan 2006 - Dec 2010)</td>
<td>count*, enterprise*, food safety, goods, image*, people, product*, product quality, quality, reputation*, responsibility*, supervision*</td>
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<tr>
<td>Period 3 (Dec 2014 - Sept 2018)</td>
<td>bold and road, consume*, demonstration, five-year plan*, Germany’s Industry 4.0, green*, innovation-driven, internet, internet plus*, manufacture*, manufacture power, opening up, policy, revitalization, US/USA/America/American</td>
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(Note: Italic mark keywords; * = Multiple character wildcard)

PRELIMINARY FINDINGS
• Alignment: Most policy keywords from Period 1 and Period 2 were typically reported in their respective periods (see Figure 1). Yet, many policy keywords from Period 2 are most frequent in Period 3.
• Closer analysis of Period 2 policy keywords in period 3 (summarized in Figure 2) shows that keywords like (action) plan, government work report, and state council rise in frequency immediately following the introduction of the 10-year strategic plan in late 2014. Other Period 2 policy keywords, like strateg*, innovation, high-end, upgrade, peak in 2017, apparently as a result of successful developments in Chinese high-speed rail, FAST, and the space station that year.
• Delay: The Period 1 policy keyword people rises to its highest frequency in Period 2 before dropping remarkably in Period 3, when it is replaced by more individually-oriented policy keywords like entrepreneur, reflecting the policy change initiated with the introduction of the “Made in China 2025” plan.
• Non-linear pattern: Period 3 policy keywords, for example, consume* and US/USA/America/American have their peak usage in Chinese international newspapers in Period 1 with lowest frequencies in Period 2.

CONCLUSION
The results of this exploratory study indicate that the language in international Chinese newspapers does reflect the policy changes outlined in government documents. Period 2 and 2017 in Period 3 are two major turning points which lead to an increasing appearance of a variety of policy keywords from Period 2 and 3.

Based on this finding, we will compare the Chinese and non-Chinese English-language newspaper articles on “Made in China” by statistically identifying keywords that are typical for each period. Taken together, these analyses will provide unique insights on the changing international image of the brand “Made in China” and how it is influenced by policy changes of the Chinese government.

REFERENCES