

## **A Critical Discourse Analysis of U.S. Mainstream Media Coverage of Wang Yi's Speech at the 79th Session of the United Nations General Assembly**

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### **ABSTRACT**

*Critical Discourse Analysis (CDA) aims to reveal the ideological foundations and power relations embedded in language use, examining how discourse is grounded in and functions within particular social structures and power dynamics. Within the CDA theoretical framework and informed by the genre conventions, reporting strategies, and sociocultural contexts of news media, this study undertakes a textual analysis of reports by Voice of America (VOA), The Associated Press (AP), Reuters, and Global Times regarding Chinese Foreign Minister Wang Yi's address at the general debate of the 79th Session of the United Nations General Assembly. The study seeks to demonstrate how U.S. mainstream media exercise discursive power in shaping international perceptions of China and constructing its national image.*

**Keywords:** Critical Discourse Analysis; U.S. Mainstream Media; The General Debate of the 79th Session of the United Nations General Assembly; Wang Yi

### **I. INTRODUCTION**

On September 28, 2024, Wang Yi delivered an address at the 79th Session of the United Nations General Assembly, presenting China's positions on global affairs as a representative of the Chinese government. His speech reflected China's proactive engagement and sense of responsibility in global governance, while addressing several pressing international concerns. The major themes encompassed the safeguarding of multilateralism and international law, the promotion of global economic recovery, the pursuit of climate change mitigation and sustainable development, and the maintenance of world peace and security.

Wang Yi's address demonstrated China's diplomatic confidence and commitment, underscoring its constructive participation in global governance and attracting significant attention from Western media outlets such as Voice of America (VOA), The Associated Press (AP), Reuters,

and Global Times. This study employs the Critical Discourse Analysis (CDA) framework to examine reports from AP, Reuters, VOA, and Global Times concerning Wang Yi's UN speech, investigating the discourse structures and ideological implications embedded in U.S. media narratives to enhance scholarly understanding of Sino-Western diplomatic interaction and global communication. Analyzing American media coverage of this event contributes to revealing how China's foreign policy narratives are framed, the ideological tendencies embedded in these representations, and their influence on global perceptions of China.

The United Nations General Assembly was selected as the focal research site owing to its unparalleled platform attributes, discursive authority, thematic focus, and profound relevance to China's image construction within international relations. As a member of the Political Bureau of the Communist Party of China (CPC) Central Committee and Minister of Foreign Affairs, Wang Yi occupies a central role in the formulation of China's foreign policy. His remarks at the United Nations—a universal, representative, and authoritative multilateral institution—constitute highly credible diplomatic texts that convey China's official positions. The extensive coverage of such speeches by Western media exerts a substantial influence on global perceptions of China.

The United Nations is the most universal, representative, and authoritative intergovernmental organization in today's international system, and speeches delivered at its General Assembly directly address all 193 member states as well as the global public sphere<sup>[1]</sup>. On this highest-level multilateral stage, Wang Yi's address carries both policy authority and symbolic significance, serving as a "high-credibility text" for observing the trajectory of China's diplomacy.

## **II. THEORETICAL BACKGROUND**

Critical Discourse Analysis (CDA) examines the interrelations among language, power, and ideology by means of linguistic analysis<sup>[2]</sup>. Fairclough's three-dimensional analytical model—comprising textual analysis, discourse practice, and social practice—integrates linguistic approaches with sociological theory<sup>[3]</sup>.

At present, there is no shortage of academic papers that employ the theoretical framework of Critical Discourse Analysis (CDA) to study particular texts. Existing research, such as Zheng Jia's study on British media coverage of the 20th National Congress of the Communist Party of China<sup>[4]</sup>, Jiang Yuechun's critical discourse analysis of how American media interpreted the 19th National Congress report<sup>[5]</sup>, and Shao Bin and Hui Zhiming's study on how Western media represented the concept of the "Chinese Dream"<sup>[6]</sup>, have all provided an important foundation for understanding how Western media report on China's political issues.

These studies generally share several key commonalities. First, their research subjects focus on

how Western mainstream media represent China's major political texts or ideological concepts, such as Party Congress reports or national development visions. Second, in terms of methodology, these studies primarily combine textual analysis (which focuses on specific lexical choices and thematic features) with critical discourse analysis (CDA), aiming to reveal the ideologies and power relations underlying linguistic practices. In terms of research objects, they mainly examine relatively static and finalized political documents or long-term national visions (such as Party Congress reports and the "Chinese Dream") [6].

This paper, however, establishes a distinctive research orientation and academic value. First, the research subject differs in its dynamic nature. It focuses on the real-time speech delivered by Chinese Foreign Minister Wang Yi at a specific international occasion—the general debate of the 79th United Nations General Assembly—and on the immediate Western media coverage it generated. Unlike previous studies centered on established political documents, this research analyzes a diplomatic discourse practice that is more timely and interactive, allowing it to capture Western media's instant reactions and interpretive frames toward China's latest foreign policy positions and diplomatic statements.

Second, existing literature on the statements of China's foreign ministry spokespersons remains limited, and systematic studies on the ceremonial speeches of senior diplomats at international organizations—particularly those delivered by China's Foreign Minister at high-level multilateral platforms such as the UN General Assembly—are virtually absent. However, as key representatives of China's diplomatic image, the foreign minister's public addresses in international arenas bear deep connections to China's national image construction. These speeches are also closely followed by Western media, making it easier to collect relevant corpora for examining how Western outlets construct narratives about China's foreign policy, whether ideological biases exist, and how these narratives shape global perceptions of China.

The academic community has yet to systematically interpret this important discourse type—"speeches delivered by national diplomats at international conferences"—from a critical discourse perspective. As a special genre of political discourse, such speeches remain a theoretical blind spot in CDA-based research both in China and abroad. Wang Yi's address at the UN General Assembly, functioning simultaneously as a policy declaration and a vehicle for value communication, calls for in-depth deconstruction of the mechanisms through which it is represented by Western media. By applying the theoretical framework of Critical Discourse Analysis, this study seeks to comprehensively uncover the discursive strategies and ideological representations embedded in Western media's reconstruction of Wang Yi's UN speech, thereby contributing original insights and academic value to the field.

As a distinct genre of political discourse, such speeches warrant scholarly attention due to their

ideological significance and symbolic value in national image construction.

### III. CORPUS

The corpus used in this study is drawn from the official report of the United Nations website on Wang Yi's speech at the General Debate of the 79th Session of the United Nations General Assembly. The English version of the speech is based on the English audio transcription of the official report at the 20:24-minute mark<sup>1</sup>.

The Chinese version of Wang Yi's full speech was published on the official website of the Ministry of Foreign Affairs of the People's Republic of China on September 29, 2024, at 03:52.<sup>2</sup>

The foreign media corpus consists of seven detailed reports on Wang Yi's speech from major U.S. mainstream media outlets, including the Associated Press (AP News), Reuters, Global Times, and Voice of America (VOA), totaling 4,528 words.<sup>3</sup> These media organizations are authoritative institutions within the U.S. news industry, possessing global readerships and covering political, economic, and international affairs. Their reports are disseminated through websites and social media platforms, focusing on topics such as China's foreign policy and reflecting perspectives from the United States.

Therefore, selecting their reports as the analytical corpus ensures diversity and representativeness, while maintaining a high degree of credibility and authority. The data collection period for this study spans from September 28 to October 28, 2024, covering the entire period from the opening of the General Debate to the end of the following month.

### IV. ANALYSIS OF U.S. MEDIA COVERAGE

The following analysis and discussion are based on the seven articles introduced at the beginning of this paper.

U.S. media coverage of Foreign Minister Wang Yi's 2024 address to the United Nations

<sup>1</sup>联合国报道链接: <https://gadebate.un.org/en/79/china>

<sup>2</sup>外交部演播原文报道链接: [https://www.mfa.gov.cn/web/ziliao\\_674904/zyjh\\_674906/202409/t20240929\\_11499949.shtml](https://www.mfa.gov.cn/web/ziliao_674904/zyjh_674906/202409/t20240929_11499949.shtml)  
《继主持召开金砖国家领导人会晤后 王毅在联大一般性辩论上的演讲》

<sup>3</sup>七篇文章的资料来源信息见: Zhang, Legu, "At UN Meetings, China Focuses on Taiwan, Security, Climate Change." Voice of America, September 24, 2024. Zhang Yuying. Wang to attend UN Summit of Future, general debate of UNGA. Global Times, September 29, 2024. Liu Xin and Bai Yunyi, Chinese FM reiterates dedication to peace at UNGA, Global Times, September 29, 2024. Simon Lewis and Michelle Nichols, Yi touts China's role as peacemaker, calls for Mideast ceasefire, Reuters, September 29, 2024. Emma Farge, Switzerland praises China-Brazil peace plan for Ukraine, Reuters, September 29, 2024. TED ANTHONY, China, at UN, warns against 'expansion of the battlefield' in the Ukraine war, The Associated Press, September 29, 2024. JENNIFER PELTZ and MICHAEL WEISSENSTEIN, What to know from the UN: China, Russia have their say, and a frog metaphor makes a cameo, The Associated Press, September 29, 2024.

General Assembly primarily centers on China's role in global affairs, particularly its positions on the Ukraine conflict, the Middle East situation, the Taiwan issue, and multilateralism initiatives, highlighting China's efforts to project itself as a mediator for global peace. The reports cover topics such as China's promotion of a China-Brazil-Ukraine peace plan, its call for a ceasefire in the Middle East and support for Palestinian statehood, its emphasis on Taiwan's sovereignty, and its advocacy for global governance reform and Global South cooperation.

In terms of frequently occurring keywords, "peace" appears prominently, as in "China supports all efforts conducive to peace talks" and "expansion of the battlefield," reflecting the media's focus on China's stance in conflict mediation. "Sovereignty" is also repeatedly mentioned, such as in "China's continuing and vehement insistence on respect for other nations' sovereignty." Regarding the Taiwan issue, the phrase "Taiwan will eventually return to the embrace of the motherland" is often quoted, underscoring China's firm position on sovereignty. Other recurring terms, such as "multilateralism" and "Global South," appear in multiple reports, illustrating China's advocacy of reforming global governance.

From an attitudinal perspective, the overall tone of U.S. media coverage is generally positive and objective, though ideological stances emerge on specific issues. Compared with earlier reports that were heavily negative toward China, the tone is notably milder, showing more acknowledgment and less hostility, yet still framed within a strategic-competition perspective. On the Taiwan issue, some reports imply a rejection of China's sovereignty claim, portraying the territorial status as disputed. While most reports acknowledge China's peace initiatives, a few subtly question China's motives by citing foreign criticism.

By contrast, Wang Yi's own speech emphasized that "peace is the most precious asset in today's world" and called for solidarity within the Global South, adopting a moral and cooperative tone. The U.S. reports offers limited but generally affirmative coverage of less contentious topics such as climate change and global governance. Quantitatively, negative discourse accounts for about 30% of the total coverage, far lower than the 72% negativity found in U.S. media reports on major Chinese political events such as the 18th CPC National Congress<sup>[7]</sup>. This shift indicates a trend toward greater objectivity.

This section follows Fairclough's three-dimensional analytical framework, conducting a detailed examination from the perspectives of textual analysis, discursive practice, and social practice.

## V. TEXTUAL ANALYSIS, DISCOURSE PRACTICE ANALYSIS AND SOCIAL PRACTICE ANALYSIS

### Textual Analysis

Textual analysis serves as the foundation of the entire study, focusing on the inherent linguistic features and structures of the text. It examines how specific linguistic choices—such as vocabulary, grammar, and structure—construct particular meanings, relationships, and ideologies. Lexical level focuses on which specific terms and expressions are used, whether the vocabulary carries strong emotional connotations (positive or negative), and whether ideologically charged language is employed. Grammatical level considers features such as sentence mood, the use of modal verbs, and other grammatical devices that reveal the author's stance or evaluative position. Textual-structural level investigates the organization and arrangement of the text—how arguments and information are sequenced, the order of narration, and the relative length or emphasis given to different parts of the discourse. Through this multi-layered examination, textual analysis uncovers how linguistic form contributes to the shaping of meaning and the implicit ideological orientation within media narratives<sup>[8]</sup>.

**Example (1)** China's foreign minister, Wang Yi, will address the U.N. General Assembly on Saturday and is participating as a "special representative" of Chinese leader Xi Jinping.

王毅作为中国外交部部长，将作为中国领导人习近平的“特别代表”，在周六联合国大会上发言。<sup>4</sup>

The description “special representative of Chinese leader Xi Jinping” highlights Wang Yi's high-level diplomatic status and his role as an authoritative figure representing the Chinese government, rather than merely introducing him by his title as “China's foreign minister.” By framing Wang Yi as a figure of authority who embodies China's diplomatic stance, the media implicitly elevates his political significance and emphasizes the weight of his representation.

**Example (2)** Taiwan says it should be included within the U.N. framework and has accused China of misinterpreting U.N. Resolution 2758 in 1971 to keep Taiwan from participating in the world body.<sup>5</sup>

台湾声称其应被纳入联合国，并指责中国曲解了 1971 年的联合国第 2758 号决议，以此阻止台加入联合国。

<sup>4</sup> Zhang, Legu, “At UN Meetings, China Focuses on Taiwan, Security, Climate Change.” *Voice of America*, September 24, 2024.

<sup>5</sup> Zhang, Legu, “At UN Meetings, China Focuses on Taiwan, Security, Climate Change.” *Voice of America*, September 24, 2024.

The Taiwan issue is presented in the report as an independent paragraph, given a foregrounded position, which reveals its prominence and the high level of attention it receives in Western discourse. The report portrays Taiwan as an independent applicant seeking U.N. membership, despite Wang Yi's clear statement in his speech that “台湾是中国领土不可分割的一部分，这既是历史，也是现实。《开罗宣

言》、《波茨坦公告》明确规定把日本窃取的中国领土，包括台湾、澎湖列岛归还中国，构成了二战后国际秩序的重要组成部分。”

However, the media's phrasing “Taiwan... has accused China” reflects a particular ideological stance through the verb “accused.” According to the *Cambridge Dictionary*, “accuse” means “to say that someone has done something morally wrong, illegal, or unkind,” thus suggesting confrontation and moral judgment. This choice of wording constructs a binary opposition between China and Taiwan, revealing Western media bias and interference regarding Taiwan's sovereignty.

In contrast, the U.N. official translation adopts a more neutral and factual tone, stating: “Resolution 2758 transferred the seat for China at the U.N. from the Republic of China, Taiwan's official name, to the People's Republic of China.” This formulation simply outlines the resolution's historical and legal context, emphasizing China's stance while avoiding interpretative bias.

**Example (3)** “Climate change and green development: The UNGA meeting will give China an outlet to reiterate its commitment to fighting climate change. Beijing is likely to emphasize its commitment to promoting green economic development and carbon neutrality.”<sup>6</sup>

“联合国大会将为中国提供一个重申其应对气候变化承诺的渠道。北京可能会强调其促进绿色经济发展和碳中和的承诺。”

Issues such as climate change and green development are relatively backgrounded in the reports and do not receive the same prominence as political topics. In his speech, Wang Yi explicitly stated “中国坚定不移走绿色低碳可持续发展道路,” dedicating China's determination to promote harmony between humanity and nature. Yet, this part receives limited attention and minimal detail in Western media coverage, with far less space than discussions of the Taiwan issue.

The modal expression “Beijing is likely to...” conveys uncertainty and lacks the assertiveness of

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<sup>6</sup> Zhang, Legu, “At UN Meetings, China Focuses on Taiwan, Security, Climate Change.” *Voice of America*, September 24, 2024.

Wang Yi's original phrasing, “中国坚定不移走绿色低碳可持续发展道路。” Similarly, “will give China an outlet” employs a passive construction, implying distance and reduced agency, which reflects Western media's cautious or observational stance toward China's proactive global commitments.

In comparison, the U.N. translation uses a stronger and more affirmative tone: “China is firmly committed to a path of green, low-carbon and sustainable development,” highlighting determination and clarity of purpose.

**Example (4)** “Wang will comprehensively elaborate on China's policy positions regarding the current international situation, global governance, and major international and regional issues, and further introduce significant concepts such as the Global Development Initiative, the Global Security Initiative, and the Global

Civilization Initiative, said Chinese Foreign Ministry spokesperson Lin Jian.”<sup>7</sup>

“王毅将全面阐述中国在当前国际形势、全球治理以及重大国际和地区问题上的政策立场，并进一步介绍全球发展倡议、全球安全倡议和全球文明倡议等重要概念。”

In *Global Times* coverage, China's role in global affairs is conveyed with a confident and assertive tone through the use of “comprehensively.” This emphasizes the depth and breadth of Wang Yi's elaboration on China's policies and conveys China's initiative and leadership in global governance.

By contrast, the U.N. translation adopts a more neutral formulation: “China is committed to playing a constructive role,” consistent with Wang Yi's original statement, “中国始终支持联合国不断改革发展.” This wording underscores China's commitment and responsibility in promoting reform within the U.N. system while maintaining diplomatic restraint.

**Example (5)** “Wang will comprehensively elaborate on China's policy positions regarding the current international situation, global governance, and major international and regional issues.”<sup>8</sup>

In *Global Times* reporting, global governance and major international and regional issues are foregrounded as the core themes of Wang Yi's speech. By placing these topics at the beginning of the report, the article constructs a clear framework of China's positions, highlighting its

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<sup>7</sup> Zhang Yuying. Wang to attend UN Summit of Future, general debate of UNGA. *Global Times*, September 29, 2024.

<sup>8</sup> Zhang Yuying. Wang to attend UN Summit of Future, general debate of UNGA. *Global Times*, September 29, 2024.

leadership role and active participation in international affairs.

### **Discourse Practice Analysis**

Discourse practice analysis aims to reveal how texts are produced and consumed within social interactions—how they are shaped by social structures and power relations, and in turn, how they act upon those same structures and powers. This analytical dimension focuses on the processes of text production: who produces the text, in what context, and with what purpose or intent; through which channels the text is disseminated, whether its meaning or form changes during transmission; and finally, how audiences interpret and make use of the information they receive<sup>[8]</sup>.

**Example (6)** “Wang has already met individually with foreign ministers from Japan, Lebanon and Venezuela and spoken at the ‘Summit of the Future,’ a high-level meeting on addressing the challenges facing the 21st century.”<sup>9</sup>

“王毅已分别与日本、黎巴嫩和委内瑞拉的外长举行了单独会晤，并在“未来峰会”上发表了讲话，该峰会是一场旨在应对 21 世纪挑战的高级别会议。”

Particularly for international audiences, this report communicates China’s growing engagement and influence in global affairs by presenting Wang Yi’s active diplomatic activities. Through the description of Wang’s series of bilateral meetings and participation in multilateral events, the report constructs an image of a proactive and cooperative China, committed to global collaboration. These details reinforce China’s positive and responsible role in international relations. Wang Yi states China’s global role equally affirmative: “中国从来没有袖手旁观，而是以前所未有的力度参与全球治理。” The U.N. translation, meanwhile, places greater emphasis on China’s contribution to global governance: “China is committed to playing a constructive role in engaging in shuttle mediation,” underscoring China’s agency and leadership in international affairs.

**Example (7)** “This represents a notable endeavor by China aimed at promoting constructive changes within the international order and catalyzing positive shifts within the global community, said Shen Yi, a professor on international relations at Fudan University.”<sup>10</sup>

“这代表了中国在推动国际秩序建设性变革和促进全球共同体积极转变方面的一项显著努力，复旦大学国际关系教授沈逸表示。”

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<sup>9</sup> Zhang, Legu, “At UN Meetings, China Focuses on Taiwan, Security, Climate Change.” *Voice of America*, September 24, 2024.

<sup>10</sup> Liu Xin and Bai Yunyi, Chinese FM reiterates dedication to peace at UNGA, *Global Times*, September 29, 2024.

In previous reports by Western media on China or international affairs, commentary was predominantly drawn from Western scholars, analysts, or political figures. In this case, however, the report cites Professor Shen Yi from the School of International Relations and Public Affairs at Fudan University, which is a rare instance in Western coverage. This inclusion signals a broadening of perspectives, showing that Western media are increasingly incorporating voices from within China to interpret Chinese leaders' statements. Such inclusion reflects a gradual diversification of discourse sources and suggests a shift in the traditional Western dominance of discursive authority, indicating that global media narratives about China are becoming more pluralistic.

**Example (8)** “After Russian and U.S. officials met in Saudi Arabia on Tuesday and agreed to press ahead with efforts to end the war in Ukraine, Wang told the Security Council: ‘China supports all efforts conducive to peace talks.’”<sup>11</sup>

在周二，俄罗斯和美国官员在沙特阿拉伯会晤，双方同意继续努力结束乌克兰战争后，王毅向安理会表示：“中国支持一切有助于和平谈判的努力”。

Reuters presents China's diplomatic stance to the international audience, emphasizing China's commitment to peace. By quoting Wang's own words, the report enhances the authenticity and authority of China's position and conveys a consistent message with China's official diplomatic discourse. The official translation—“China advocates for a new type of international relations characterized by mutual respect, fairness, justice, and win-win cooperation”—along with Reuters' report, both reflect China's core diplomatic philosophy and foreign policy principles. Wang Yi's speech also reiterates that “中国提出的三大倡议贡献了中国智慧和解决方案,” affirming China's constructive contributions to global governance from multiple dimensions.

### **Social Practice Analysis**

Social practice analysis represents the highest level in Fairclough's three-dimensional model of Critical Discourse Analysis (CDA). Its aim is to uncover the deep interaction between discourse, social structures, power relations, and ideology. This analytical framework emphasizes that discourse is not merely a linguistic phenomenon but an integral part of social practice. Social practice analysis thus focuses on how discourse is shaped by social structures (such as political systems, economic models, and cultural traditions), and conversely, how discourse acts upon these structures—either maintaining or challenging existing power orders<sup>[9]</sup>.

**Example (9)** “This year's UNGA meeting will be an opportunity for Beijing to call on the

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<sup>11</sup> Simon Lewis and Michelle Nichols, Yi touts China's role as peacemaker, calls for Mideast ceasefire, *Reuters*, September 29, 2024.

international community to strengthen cooperation by promoting Xi Jinping's Global Development Initiative, Global Security Initiative, and Global Civilization Initiative."<sup>12</sup>

“今年的联合国大会将是北京呼吁国际社会，通过推动习近平的全球发展倡议、全球安全倡议和全球文明倡议来加强合作的机会。”

By highlighting the themes China promotes at the UN General Assembly, this report reflects China's role and strategic intent in global governance. For instance, by advancing the Global Development Initiative and the Global Security Initiative, China underscores its influence in shaping international cooperation and its long-term strategic goal of promoting global development and security through multilateralism. This aligns closely with Wang Yi's original remarks: “中国始终支持联合国不断改革发展，打造‘联合国 2.0’。”

**Example (10)** “Expressing China's views at the UN summit aims to introduce more positive and constructive elements into the current global landscape.”<sup>13</sup>

在联合国峰会上表达中国的观点，旨在为当前全球格局引入更多积极和建设性的因素。

The *Global Times* highlights China's constructive role in advancing global cooperation and justice. Its language reflects China's positive attitude toward reforming the global order and emphasizes its support for United Nations reform through the use of affirming evaluative vocabulary. This positions China as an active promoter of global governance reform. The narrative is consistent with both the official UN translation and Wang Yi's speech: “China calls for a new type of international relations characterized by mutual respect and cooperation” and “中国始终支持联合国不断改革发展,” underscoring China's commitment to international collaboration.

**Example (11)** “The three major initiatives contribute Chinese wisdom and solutions to improve global governance.”<sup>14</sup>

“三个主要倡议为改善全球治理贡献了中国智慧和解决方案。”

The *Global Times* emphasizes China's peace initiatives, portraying the country as an active contributor to global governance. By describing the three major initiatives' impact, the report highlights China's constructive participation and its sense of international responsibility in

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<sup>12</sup> Zhang, Legu, “At UN Meetings, China Focuses on Taiwan, Security, Climate Change.” *Voice of America*, September 24, 2024.

<sup>13</sup> Zhang Yuying. Wang to attend UN Summit of Future, general debate of UNGA. *Global Times*, September 29, 2024.

<sup>14</sup> Liu Xin and Bai Yunyi, Chinese FM reiterates dedication to peace at UNGA, *Global Times*, September 29, 2024.

addressing global challenges.

**Example (12)** “The world’s second largest economy, China has recently stepped up its involvement in various crises, seeking to rival Washington’s traditional role as a global mediator.”<sup>15</sup>

作为世界第二大经济体，中国最近加大了在各类危机中的参与度，试图与华盛顿传统的全球调解者角色相抗衡。

This Reuters report reflects the strategic competition between China and the United States over global leadership. The phrase “seeking to rival Washington’s traditional role as a global mediator” implies that China is challenging U.S. dominance in global diplomacy. While Wang Yi’s speech emphasizes multilateralism and Global South cooperation, the report focuses more on contentious geopolitical framing, reflecting a Western strategic perspective. This framing contributes to shaping global perceptions of China’s intentions. In contrast, Wang Yi’s remarks stress inclusiveness and cooperation: “Chinese modernization will contribute robustly to common development for all.” The Western report’s focus on rivalry places China’s actions within the broader geopolitical competition narrative, thus reinforcing ideological asymmetry in global discourse.

**Example (13)** “Wang warned fellow leaders against an ‘expansion of the battlefield’ in Russia’s war with Ukraine and said the Beijing government remains committed to shuttle diplomacy and efforts to push the conflict toward its end. He warned against other nations ‘throwing oil on the fire or exploiting the situation for selfish gains,’ a likely reference to the United States.”<sup>16</sup>

This report underscores China’s peace-oriented diplomacy by quoting Wang Yi’s warning against escalation—consistent with his speech’s principle of preventing “战场不外溢，战事不升级。” However, by adding “a likely reference to the United States,” the report reframes the message into a great-power rivalry narrative, implying a direct critique of the U.S.

## **VI. Conclusion**

Drawing upon Fairclough’s three-dimensional CDA framework—textual, discourse, and social practice analyses—this study reveals a discernible cognitive shift in the U.S. mainstream media’s portrayal of China’s diplomacy. Compared with earlier coverage characterized by overt ideological bias and negative stereotyping, recent reporting on Wang Yi’s UN speech

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<sup>15</sup> Emma Farge, Switzerland praises China-Brazil peace plan for Ukraine, *Reuters*, September 29, 2024.

<sup>16</sup> JENNIFER PELTZ and MICHAEL WEISSENSTEIN, What to know from the UN: China, Russia have their say, and a frog metaphor makes a cameo, *The Associated Press*, September 29, 2024.

demonstrates a more balanced and nuanced tone. U.S. media increasingly recognize China's constructive engagement in global governance, its commitment to multilateralism, climate responsibility, and peacebuilding initiatives.

Nonetheless, traces of ideological prejudice remain, particularly regarding sovereignty-related issues such as Taiwan. Selective framing and evaluative language continue to reproduce Western hegemonic perspectives, maintaining a subtle discursive asymmetry. To mitigate such imbalances, China must continue to strengthen its international communication strategy, cultivate a coherent and persuasive discourse system, and enhance its agency in shaping global narratives.

Ultimately, this research contributes to understanding how discourse functions as a site of ideological contestation in international communication. By critically examining U.S. media representations of Chinese diplomacy, it underscores the necessity for sustained efforts in developing China's discursive power and promoting equitable global dialogue.

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