the press freedom. People who backs the government thinks that Clarín lies in most of its coverage.

The editorial line also is present in the sources we interview to write our articles. Do we always include in our stories opposite opinions in order to have a balanced article?

The editorial line may be also related to financing. Media company are not altruist companies. They have to pay rents, salaries, social costs, the paper to print, communications, etc and they need earnings to grow and go on.

The editorial line is part of daily reality for mass media companies. But it is also true that in this world of grey tones... everything is more subtle than what is detailed above. So, not all the times the editorial line is so clear as well as the defense of certain interests, being them political or economic ones.

We, as journalists, have to be prepare to changes in editorial lines of the companies where we work. An excellent article about that, from inside, explains why the British newspaper The Guardian supported the Irak invation, and the controversies it generated not only among its readers but in the newsroom.

http://www.theguardian.com/world/2003/feb/09/iraq

So, as a conclusion, as in every situation in life, we have to opt, choose. And in the professional life, we also have to chose. If I can not accept anything of the above, because I can not accept anybody’s editorial line, and can only follow my thoughts, then I can see only two roads, either to leave journalism or to look for resources and economic means so as to be myself my own master and decisor maker of the editorial line. But... be prepared! That will be your editorial line. May be when you’ll be looking for journalists not all responses will be positive.

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Zhang Kai

CNINA MODEL AND NEWS DISCOURSE SELECTION

I. China’s Puzzle in her International Journalism

More than 35 years reformation and opening to the world, China has successfully found a proper way for its development which is known as «China Model!». This model is based on both the world and Chinese experiences, and suggests a systematic approach to national structure and development.

Along with the national development, China’s media have spared no efforts in trying to improve their news while reporting in the past more than 30 years. China news media have demonstrated dramatic changes
about their policies. To be more specific, the changes happened from news topics to facts selection on the certain events, and adjustments were made from news stories structure to news languages usages. All these follow the Western standards. However, no matter how hard China news media has worked to improve their practices of international journalism, there still have been considerable debates over the topic of «whether there is a real practical journalism in China» within the academy across the world.

In the past 30 years news media coming from China have been struggling to shorten the distance between Western and national media. Sadly, only very few news stories are consumed by the world audience, although the Chinese media mount great efforts to improve their practices. According to the research, more than 2000 English news stories are delivered by Xinhua, but only less than 10 % can be selected and used by its worldwide users.

II. News Discourse and Its Power

The information flow dominated nowadays by US-lead Western media is imbalanced. The impact of this information seems to be framed in different forms. As Hall et al. put it [2], the media do not transparently report events which are ‘naturally’ newsworthy in themselves. In fact, news is a complex process starting from the systematic selection of topics. Therefore the mass media play a critical role in the reproduction of the socio-political and ideological discourses by framing news, with a strong bias in favor of specific interests.

Nowadays Chinese people actively travel abroad. The Chinese media also keep on telling stories about the world which helps Chinese to know America, Britain, Canada, Europe, etc. On the contrary, most of my students from different countries find that China does not seem to be similar to the picture framed in their minds before they come to this country. A man learns to grasp vast portions of the world that he did not see or remember. Gradually, he creates in his head a trustworthy picture of something (Lippmann, 1922). Today this picture about another country and nations is framed by media, and the difference between ‘real’ China and pictures portrayed by the media about China is great.

How exactly do the Western media affect the situation? It is worth referring to the two news stories about the Third Plenary Session of the 18th Central Committee of the CPC. The first one was delivered by AP, and the other is by Xinhua News Agency. Both of them were supplied almost simultaneously. The headline of Xinhua’s stories was «Insights: CPC sets new blueprint for the rule of law» (14-10-23 23:23:28), and the AP titled the story as «The ruling party of China plans to improve judiciary» (14-10-23 22:12:49). The Xinhua used «CPC», «blueprint» and the «rule of law» in
the headline, while AP chose the «ruling party» and «improving judiciary». It is very clear that the term of the ruling party looks more subjective, and suggests not only a fact but an opinion too.

Below are the leads of the two stories.

BEIJING, Oct. 23 (Xinhua): The Communist Party of China (CPC) set a new blueprint for rule of law in the world’s second largest economy during a key meeting this week, promising sweeping judicial reforms while hailing the overarching role of the Constitution in the country’s legal system.

BEIJING (AP): The Communist Party of China last Thursday declared to improve judicial independence and to check political interference in the courts so that to boost legal justice and to alleviate social tensions. Yet, as observers say, these measures failed to produce meaningful legal check-ups on the ruling party itself.

As we see, the Xinhua’s lead focuses on «a new blueprints» and «judicial reforms» for reforming the legislative system of China. AP, in turn, focuses on «boosting legal justice» which «fails to produce meaningful legal checks on the ruling party itself». The last picture looks biased and very likely to mislead the world audience about current judicial reforms promoted by China.

According to the linguistic theory, there are two major classes of biases: epistemological and framing. The first one uses propositions that are either commonly agreed to be true or commonly agreed to be false, and the both are subtly presupposed, entailed, asserted or hedged in the text [6]. The framing bias is more explicit compared to the epistemological bias and uses subjective or one-sided words by revealing the author’s stance [1]. In turn, the AP’s intentions to use such connotations as the «ruling party» which tends to «alleviate social tensions» and «fails to produce» seem to have illustrated bias and appeal to a negative attitude towards judicial reforms of China.

In 2012 the US Congress issued a report noting that the two Chinese companies threat US’s national security. On this report, CNN and CNC (China Xinhua News Network Corporation) did broadcast a piece of TV news. As above, this example illustrates great differences in the coverage of news stories, ranged from the headline, lead to the story structure and visual language.

The CNN’s news used «Trojan Horses in the Cyber War» and «Chinese Firms Threat to US?» as the title. The CNN’s opening statement stressed the danger of Huawei and ZTE, saying that the two Chinese telecommunication companies can be threatening to national security of the USA, and that’s the conclusion done by the House of Intelligence Committee after a year-long probe of Huawei and ZTE. The tricky way of
telling the story used by CNN was in the selection of the very interesting visual component which was adjusted to help the audience to ‘frame’ this issue. It was a full-screen Chinese national flag with two Huawei and ZTE’s logo on. This can be called a metaphor indicating that the two companies have some relations with the Chinese government. The indicators of «national security», the «Trojan horse», a «cyber war» controlled by the Chinese government were repeatedly used by CNN, which made the situation very dramatic and exaggerating.

As it is known, the language is a very important element of any media message, «a set of symbols shared by a community to communicate meaning and experience» [3, p. 147]. It cannot be separated from culture, and through the language we construct or deconstruct culture and learn about ‘us’ and ‘them’ [5, p. 139]. It is difficult to admit that AP intended to defraud China. The news discourse was composed of specific words and statements. However, AP made a negative effect on the audience. News discourse turned out to be, in some way, the way that involves ideology being as a framework of thinking and calculation about the world [3, p. 97]. Besides, ideologies are the systems of beliefs that help people to understand and act in the world.

From the two cases noted above it becomes obvious that the news reports constitute a specific type of discourse. Words have power [4]. In global communication age, visual language ranks influences people. Therefore, the language used in the news is no longer seen as merely reflective about reality, but central in its creation. The words are never neutral, they carry the power that reflects the interests of those who speak or write» (Fiske, 1994; Fowler, et.al., 1979), and also have impact on those who listen and read those words. We can’t simply regard news discourse as an isolated textual or dialogical structure, but a complex and powerful communicative event. Even though news media claim that they stick to the principle of objectivity in doing reportages, news discourse is deeply related to cultures, social systems and ideologies. So in practice, different news media choose different perspectives to compose news stories.

III. China Model and Discourse Selection

The Xinhua News Agency seems to be reflective about the contemporary political analysis. However, its practice is based on Western ‘rules’ for the media and deeply correlated with international standard. Chinese media, in fact, lost their own approaches in covering news. These changes are comprehensive and profound. It is clear, for instance, that the Western world is suspicious about the economic growth in China. So the Chinese media seem to tell stories about the Chinese economic model including
international activity of the country. It would bridge the gap between it and the West in understanding and practicing international journalism.

REFERENCE

Ильина О. В., Гоголева О. Ю.
РОССИЯ В ЗЕРКАЛЕ ПОЛЬСКИХ СМИ


Мы обратились к анализу электронных версий СМИ Польши, таких как Gazeta Wyborcza, газета Rzeczpospolita, еженедельники Najwyższy Czas, Polityka, интернет-порталы Wirtualna Polska, Interia, wPolityce и др. Анализируемые нами польские СМИ разнообразны по своим политическим взглядам, аудитории и содержанию, что, на наш взгляд, позволяет составить более полную и объективную