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CULTURAL IMAGE CONSTRUCTION IN SHORT VIDEOS: A COMPARATIVE FRAME ANALYSIS OF CONTENT POSTED ON PEOPLE'S DAILY'S TIKTOK ACCOUNT

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Abstract

This study investigates how framing and narrative in People's Daily's TikTok short videos shape the Chinese cultural perspective. The research aims to understand the dominant frames, narrative approaches, and connotative features of these videos and their impact on China's national image. A qualitative approach was adopted, involving 10 media specialist interviews and content analysis of videos posted between October 1, 2021, and 2023. Thematic analysis was used to identify video topics, while comparative frame analysis compared the portrayal of China in these videos. The "culture image" highlights China's comprehensive strength and global economic participation, including trade, poverty reduction, and the Belt and Road Initiative, presenting China as a major economic force that improves lives and promotes economic cooperation.

Chinese economic leadership in stability, prosperity, and international cooperation is highlighted. The study demonstrated how state media strategically shapes China's global image through narrative and framing, using cultural diplomacy to win over audiences. The findings enhance our understanding the effects media narratives on national image and highlight the potential of storytelling in cultural image. The study underscores the importance of framing and narrative in influencing national perceptions in the digital age. It highlights the role of digital platforms in allowing governments to control their global image and public opinion, calling for further research on digital media's impact on cultural image and audience engagement. The study has significant implications for media and policymakers in enhancing cultural image communication and using narrative and visual communication to convey cultural values and engage viewers.

Keywords: national narrative; cultural duality; positive perception; framing influence; tiktok.

1. INTRODUCTION

Dynamic and engaging short-form video platforms like TikTok have changed cultural communication by spreading diverse stories. These platforms have revolutionised cultural content creation, sharing, and consumption, reaching audiences faster and wider than traditional media. TikTok has changed popular culture, societal attitudes, and global understanding by letting people and institutions broadcast their culture (Sullivan & Wang, 2024; Zhao & Zhang, 2024). This change highlights the need to study how such platforms change cultural images, especially for official media like China's People's Daily. Short videos dominate digital media, changing opinions, crossing cultures, and raising awareness (Chen & Lan, 2022; Yu, Hou, & Zhou, 2023). Immersive TikTok culture content raises cultural awareness and unites people worldwide. TikTok encourages authentic cultural expressions that challenge assumptions and foster mutual understanding through user interaction, promoting globalisation and cultural democratisation. This background shows how digital platforms can aid cultural exchange and diplomacy and how short-form videos can boost national image. TikTok and others shape global images, especially China's. China's People's Daily is promoted abroad in short videos. These visual, interactive platforms show the world, especially internet-savvy millennials, China's rich cultural past, current successes, and geopolitical goals (Yang et al., 2022). Soft power and personal interactions with global digital media users strengthen China's international ties. The paper shows how People's Daily uses TikTok to shape China's image and global perceptions, demonstrating digital media's role in international diplomacy (Yu et al., 2023; Zeiler & Mukherjee, 2022). Chinese TikTok cultural diplomacy shows how media narratives influence public opinion and international events. Controlling TikTok allows Chinese diplomacy to address complex cultural issues and improve its image through visual narratives, audience engagement, and virality (Trillò, Hallinan, & Shifman, 2022). Though these channels are popular, little is known about how state media like People's Daily promotes national images with short videos. This study fills this literature gap by examining state-led cultural diplomacy's digital media strategies and effects (Jokinen et al., 2022). This study examines People's Daily's short videos on Douyin (TikTok's Chinese counterpart),

their framing, and their impact on domestic and international audiences. This project examines how People Daily promotes Chinese culture and achievements in short videos. How do these videos portray China? Videos affect domestic and global viewers (Li & Zhu, 2022).

Content and impact of state media's digital tactics. Our study will test media and cultural studies hypotheses (Wei & Wang, 2022). People's Daily's Douyin short-form videos may improve China's global image by showcasing its culture and progress. 2 Framing in these videos may challenge foreign China biases. Finally, these videos may boost China's image abroad. Content and audience perception studies will demonstrate digital media's cultural diplomacy (Nixon, 2022). This study shows TikTok can improve national image and cultural diplomacy. State media's global perception-influencing strategies are revealed by People's Daily's Douyin. Media and cultural studies professors, cultural diplomacy policymakers, and digital media and communication practitioners will benefit from this research. The study also shows that short-form videos affect public opinion and international relations (Wang & Picone, 2023).

Modern diplomacy and cultural exchange will assess digital platforms' impact on traditional media. Know the study's limits. Analysis only includes People's Daily's Douyin content, which may not reflect China's digital media goals. The study's October 2021–October 1, 2023 timeline may limit generalizability. Public data may misrepresent content strategy. The study examines one of the most powerful digital platforms and its effects on foreign relations and cultural diplomacy through short videos despite these limitations (Liu, 2022; Vizcaíno-Verdú & Abidin, 2022). This study examines People's Daily's official Douyin shorts. China's national image videos' visual and narrative strategies, audience participation, and public impact are examined. For standardisation, the paper defines cultural diplomacy, national image building, short videos, and digital media channels. These issues are examined to contribute to the digital media's impact on modern culture and politics discussion and offer intellectual and practical insights (Alpermann & Malzer, 2024).

Douyin has hosted People's Daily shorts since 2018. Sample graduation thesis: October 2021–October 1, 2023. For three years, People's Daily Douyin has carefully chosen state media storylines to study cultural image development. China's global and domestic digital image projection and narrative progression are examined. People's Daily's Douyin articles, topics, and communication tactics are examined to determine how short-form films affect China's image. This three-year study of official media's cultural communication shows how People's Daily has used Douyin to reach diverse audiences in China and beyond, proving its value in modern media. You can assess digital media's cultural diplomacy effectiveness by reviewing recent developments and initiatives (Fang, Ni, & Zhang, 2023). State media methods that use TikTok have changed cultural communication and diplomacy, enabling global cultural exchange and image formation. People's Daily on Douyin shows how state actors can use digital platforms to promote cultural narratives, engage global audiences, and achieve national goals. These dynamics and digital media's cultural diplomacy and international relations role will be examined. Full analysis of People's Daily's Douyin use will show how short-form videos have changed internet culture and cultural diplomacy. This study includes justification, significance, goals, background, problem description, research questions, hypotheses, limitations, scope, and term definitions. Digital media platforms promote cultural diplomacy and national images, improving media and cultural studies. The findings will show how short films and digital media affect global perceptions and cultural understanding and international relations (Fang et al., 2023; Wang & Picone, 2023; Zhou, Liu, & Sun, 2022). People's Daily Doyin has highlighted state media narratives for three years. The study examines China's internal and international digital image projection and narrative changes. Today, we can study People's Daily's Doyin stories, issues, and communication strategies to learn how short-form videos effect China's image. State media's cultural communication is evaluated

over three years. This timeline depicts how People Daily has used Doyin to reach diverse audiences in China and beyond, demonstrating its importance in modern media.

2. LITERATURE REVIEW

Cultural image-building media research shows short video platforms shape narratives. Scholars argue modern media visual storytelling simplifies complex ideas. TikTok and Doyin are cultural hubs for idea sharing. AS short video platforms, they shape culture, public opinion, and societal change. According to the research, these forums challenge assumptions, promote diversity, and enhance social awareness. Short video platforms democratize cultural narratives and enable global storytelling (Lee Ludvigsen & Petersen-Wagner, 2023; Tang et al., 2024). Scholars have studied how official media like People's Daily affects national and international perceptions with short video platforms. These studies reveal that state media use these platforms to promote official narratives, portray the country positively, and communicate with people in innovative ways. Governments affect public opinion and national identity through official media content and strategy on short video platforms. Media cultural image formation research emphasizes short video platforms' impact on cultural narratives and public opinion. These mediums have transformed cultural communication by allowing varied viewpoints (Tao & Peng, 2023; You & Liu, 2022).

Sociology and media studies explain media narratives and audience perceptions. According to framing theory, frames influence information interpretation. Frames are used to assess events (Entman, 1993). According to media framing theory, media sources highlight tale elements to shift audience perspective. Cultural media image production requires theory. Short video platforms like TikTok and Douyin are great for testing framing effects due to their compact structure and fast audience reach. Short, appealing culture, society, and identity stories on numerous platforms may influence impressions. A short video about traditional Chinese holidays may show them happy and energetic, highlighting Chinese culture (Kaur-Gill, 2023; Tang et al., 2024; You & Liu, 2022). Framing theory applies to political, health, and advertising media narratives. Framing theory examines how media outlets like Douyin impact national culture, identity, and values. These media can shape global perceptions of China's culture, modernization, and values. Researchers can learn about Chinese culture from People's Daily's Douyin short movies. Researchers use framing theory to analyse how state media like People's Daily shape culture. Storytelling enhances state media aims, says framing theory. Chinese government cultural confidence and soft power may benefit from People's Daily portraying cultural heritage as national pride and strength. Finally, framing theory shows how media narratives—especially Douyin ones—represent culture. State media shapes cultural identities in these stories. Modern media cultural image construction can be thoroughly researched utilizing this notion (Da-Yong & Zhan, 2022; Fang et al., 2023; Taylor, 2023; Wang et al., 2022).

Chinese daily image production, narrative, and effects are well-studied. Chinese politics, culture, economy, and history are analysed. The impact of state-owned People's Daily on China's image overseas and locally has been studied. To comprehend China's image, scholars examined People's Daily stories, editorials, and comments. Henig and Ebbrecht-Hartmann (2022) studied PDC images. The newspaper promoted China's economic, technological, and cultural achievements to increase its global influence. Studies suggest People Daily strengthens China's soft power and cultural diplomacy. Researchers studied People's Daily's coverage of Chinese culture, traditions, and values to assess worldwide impressions of China. Zhou et al. (2022) investigated People's Daily's cultural coverage to see how it promoted Chinese culture and increased China's cultural influence abroad (Fang et al., 2023; Kaur-Gill, 2023; You & Liu, 2022).

People's Daily's local and global social media and short video outreach is covered. Researchers evaluated People's Daily's global China coverage. Zhou et al. (2022) assessed People's Daily's China Weibo and WeChat coverage. Studies illustrate People's Daily's complex impact on China's image. Media bias, promotion, and censorship hurt China's image, say academics. Huang Alpermann and Malzer (2024) explored how Chinese media control affects People's Daily's coverage of sensitive themes, exposing the newspaper's limitations in defining China's image. Researchers discovered about China's photo output from People's Daily. Research compares People's Daily to foreign media coverage of China to show how media framing affects public opinion. People's Daily's nationalist speech enhances patriotism, research suggest. Douyin (TikTok) short videos comparing China's image to digital media (Tsai, 2022). Many surveys suggest foreigners view China positively and skeptically. Others have examined how media trustworthiness influences China's image, emphasizing transparency and honesty. Researching Chinese People's Daily picture design. People's Daily's China promotion culture and messaging are investigated. Studies of Chinese foreign policy and image formation show how media narratives affect diplomacy and global perceptions. Official and unauthorized players promote China's Weibo and WeChat growth, studies reveal. Public diplomacy studies show China's strategic communication and global involvement (Chen & Lan, 2022; Tsai, 2022; Zeiler & Mukherjee, 2022; Zhao & Zhang, 2024). Beijing's image projection and media ownership and control study found that state-owned magazines like People's Daily support official narratives. Other research has examined how censorship and propaganda affect media content, exposing China's media control difficulties. All People's Daily China articles are reviewed. They stress media narratives' impact on public opinion and international events and the need to critically assess China media. Chinese People's Daily image development is difficult and needs further investigation. Experts fear cultural miscommunication and geopolitics might weaken China's soft power. This thesis should examine how soft power may boost China's worldwide image. Chinese Twitter and Facebook image changes with growth, study finds. Censorship and propaganda damage China's social media image, experts warn, requiring further study (Nielsen et al., 2022; Wei & Wang, 2022; Yu et al., 2023) (Li & Zhu, 2022).

Government-owned media like People's Daily and independent bloggers and influencers shape China's image. Understand how independent voices represent China since state-owned media promotes government stories. Because media ownership and control create a complex landscape where different voices and perspectives shape the national image, diverse narratives must be examined. State-owned media and independent bloggers or influencers portray China differently, but few realise this. Independent bloggers and influencers may highlight issues the state media ignores, unlike state-owned media like People's Daily. Understanding China's domestic and international image requires studying multiple media sources due to this diversity in representation. Recent conflicts have shown China's complex national image and the need to understand media narratives. Researchers can understand media landscape by comparing People's Daily's China coverage to independent bloggers and influencers. Understanding media control and ownership's effects on China's global image is crucial.

3. RESEARCH METHODOLOGY

This study used content analysis and in-depth interviews. It describes the research design, number of subjects, data collection, and analytical methods used to examine People's Daily's TikTok content's China portrayal.

3.1 Research Design

This study uses quantitative content analysis and qualitative in-depth interviews to examine People's

Daily's TikTok videos' China portrayal. Viewing content and audience perceptions holistically shows the media's impact on national image.

3.2 Content Analysis

Content analysis examines People's Daily TikTok short videos' themes, symbols, and messages. Coding and categorising video and text reveals narrative patterns. Relevant and representative short videos with over 5 million likes from October 1, 2021, to October 1, 2023, are selected. Examine recent People's Daily TikTok narrative tactics. Content analysis uses NVivo 12 for qualitative text and multimedia analysis. NVivo 12 organises, analyses, and visualises large datasets to evaluate People's Daily's TikTok short videos' themes, symbols, and messages. To find video frames and themes, data preparation, open coding, and framing theory are used. Each video is repeated for language, message, and visual coding accuracy. Frame and theme frequency and prominence are then examined to determine which narratives are promoted and how they may affect audience perceptions of China.

3.3 In-Depth Interviews

In-depth interviews reveal People's Daily's TikTok videos' storytelling and decision-making. These videos' audience reactions are also discussed in interviews. Media professionals, social media analysts, and People's Daily TikTok users are interviewed 10 times. Variety balances audience opinions. People's Daily's TikTok content's credibility, authenticity, and emotional impact are assessed. Video subjects, symbols, and meanings influence China perceptions. Transcribing interviews carefully allows analysis of speech patterns, pauses, tone, and nonverbal cues. Coded and analysed transcripts reveal themes and patterns in tables, charts, and infographics.

3.4 Data Collection and Analysis Procedures

Short TikTok videos from People's Daily is assessed for relevancy and representativeness. Popularity and timeliness determine selection. Short videos above 5 million likes are considered first. The selected videos have influenced the public and China's image. Second, short videos from October 1, 2021, to 2023 are chosen. People's Daily's TikTok narrative tactics have advanced in this timeframe. This site's short videos by period show China's contemporary image. Content analysis will use NVivo 12 that analyses qualitative text and multimedia. It can arrange, analyse, and analyse huge amounts of data, making it suitable for assessing People's Daily's TikTok short videos' themes, symbols, and messages. Content analysis will study selected short videos to determine China's image themes, symbols, and messages. Use video selection criteria and analysis software for accurate content analysis. Content analysis and in-depth interviews reveal People's Daily's short TikTok videos' narrative methods and themes to shape China's image. Mixed techniques improve validity and reliability, enabling a nuanced examination of TikTok's short videos' cultural image.

People's Daily TikTok users and audience interaction are interviewed heavily. Media professionals, social media analysts, and People's Daily TikTok users can join. Various perspectives are sought to determine how audiences view the image. Key audience impressions and picture interpretations are included in the interview guide. The handbook covers study objectives and interview goals to assist participants comprehend their observations. Asks generic inquiries concerning People's Daily's TikTok account and content. Short video subjects, symbols, and meanings are covered in the interview guide. Participants should analyse how these aspects affect their China image and how others interpret the material. How viewers see visual gaps and contradictions is also asked.

As state-owned media, People's Daily's interview guide asks regarding content credibility and authenticity. Participants are asked if the text idealizes or correctly represents China. How audiences judge the image's credibility and authenticity is the question. The interview guide also examines

participants' feelings towards the picture. How emotionally moving the visual is depends on this. Finally, the in-depth interviews reveal how different audiences see People's Daily's TikTok content. The audience-focused interviews show how the image is received and molds China's image.

We examined People's Daily's video narratives using framing theory in many steps:

Data preparation: We viewed each movie several times before coding. Movie background, motifs, and message were needed for our code. Open coding initially identified audiovisual themes and patterns. It encodes video language, message, and graphics. These codes underpinned coding. Video audience perceptions were studied using framing theory. This required defining the videos' frames—conflict, human interest, and economic—and examining how they construct China's narrative. We designed a coding strategy utilizing initial coding and framing theory. This plan comprised video frame and theme codes, definitions, and application instructions. Coding accuracy and uniformity were assured. The proposed system tagged each video for frames and themes. Repeating videos and tagging content was necessary. NVivo 12 organized coded data. Analysis of coded data revealed China's video framing tendencies. To determine which storylines are promoted and how they affect audience perceptions of China, frame and topic frequency and prominence were examined. The plot was evaluated from the videos. This involves discussing how the videos' framing tactics affect audience impressions of China and if they match the intended picture. Multiple coders independently coded a movie section to verify the analysis. For analytical accuracy and coder consistency, inter-coder reliability was assessed. Clear and structured analytical data were given. This involves highlighting crucial subjects using videos' words and examples and examining how video framing influences audience perceptions of China. People's Daily's video narratives were analysed using framing theory to show how China is portrayed and how this may affect audience opinions as shown in Figure 1.

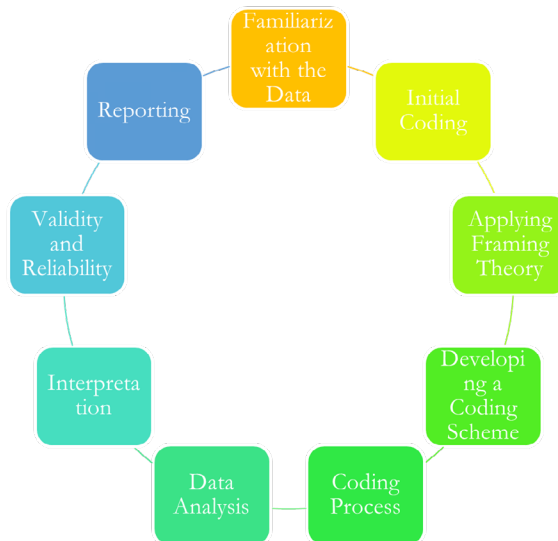


Figure 1: Process of Coding and Analyzing the Content of People's Daily's Video Narratives Using Framing Theory.

Interview data analysis steps decide People's Daily's TikTok video audience impressions. First, interview transcription requires meticulousness. Speech, pauses, tone, and nonverbal cues make transcripts rich for analysis. Data amount and complexity dictate whether software or manual transcription

is utilized for accuracy and completeness. Coding labels prepare interview transcripts for specific topics or concepts. Regularities, themes, and subjects are examined in the data. Codes organize and prepare data for analysis. Coded data in tables, charts, and infographics shows theme-code links. Data visualisation simplifies analysis by highlighting key findings and patterns. Coded data analysis concludes with crucial insights. The reduction process highlights topics or trends by selecting relevant transcribed statements or incidents. Data interpretation clarifies research subjects and phenomena by showing correlations and implications. People's Daily's TikTok videos' public perceptions are fully comprehended by integrating content analysis, which examines audience interpretation of the videos' pictures as shown in Figure 2.

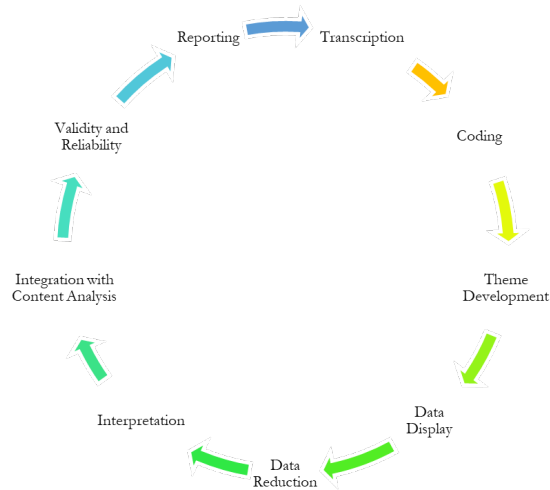


Figure 2: Audience Perception Analysis.

3.5 Integration of Findings

Content analysis and in-depth interviews show that People's Daily's TikTok videos affect China's image. Interviews reveal audience responses, while content analysis reveals video themes, symbols, and messages. These methods examine People's Daily's narrative strategies and China's perceptions. Mixed-methods research improves validity and reliability, ensuring strong findings. Content analysis and in-depth interviews answer media ownership, control, and national image construction research questions.

3.6 Theoretical Framework

Framing theory in sociology and media studies discusses how media influence public perception by emphasizing some parts and downplaying others. People's Daily TikTok short video tales are examined using framing theory. Chinese culture is shaped by these stories. The framing theory is used to analyse People's Daily's short videos on China. The theory states that media frames can influence audience perceptions by emphasizing certain story components and ignoring others. Frames theory evaluates China's dominant frames and viewer perceptions in People's Daily's short videos. Framing theory studies TikTok's spread and frame making. China, culture, and public opinion can be promoted by short videos. People's Daily's short videos promote Chinese culture abroad utilizing framing theory. Chinese information is chosen, highlighted, and presented by People's Daily. Information presentation affects audience interpretation, claims framing theory. Framing theory says People's Daily's TikTok short videos affect Chinese culture perceptions.

Frame theory reveals People's Daily's Chinese short video culture. People's Daily can cover Chinese culture. Second, framing theory explains People's Daily's short videos' information focus. The camera angles, editing, and narration of Peoples Daily portray China's culture and effect viewers. Frame theory says People's Daily impacts viewers. People's Daily can influence viewers with Chinese technology, culture, and economy. People's Daily's TikTok shorts affect China's views, says frame theory. This study uses framing theory to evaluate these videos' narratives to understand how Peoples Daily promotes Chinese culture abroad. Chinese information is chosen, highlighted, and presented by People's Daily. Information presentation affects audience interpretation, claims framing theory. People's Daily's TikTok short videos alter viewers' impressions of Chinese culture, argues framing theory. People's Daily can cover Chinese culture. Second, framing theory explains People's Daily's short videos' information focus. The camera angles, editing, and narration of Peoples Daily portray China's culture and effect viewers. Frame theory says People's Daily impacts viewers. People's Daily can sell China's technology, culture, and economy (An et al., 2023; Sullivan & Wang, 2024; Zeiler & Mukherjee, 2022). People's Daily's TikTok shorts affect China's views, says frame theory. This study uses framing theory to evaluate these videos' narratives to understand how Peoples Daily promotes Chinese culture abroad.

4. DATA ANALYSIS

Table 1 exhibits People's Daily's short videos' frames and topics to assist viewers understand them. "Modernization" showcases China's high-speed railroads, megacities, AI, and space research. This frame shows China as a worldwide powerhouse with luxury and creativity. In contrast, the "Historical Legacy" frame highlights China's culture, dynastic achievements, and continuous civilization. China's history and culture inspire pride, resilience, and identity. This frame links China's past and present achievements to encourage national pride and cultural variety. Average Chinese people's successes, family issues, and regional cultural differences are examined in the "Human Interest" frame. China is diversified, hardworking, and family-oriented, undergoing major societal changes. It shows China's people's endurance amid fast social change. China's economic power and global economic participation—trade, poverty reduction, and the Belt and Road Initiative—are highlighted in the "Economic" frame. It presents China as a major economic power improving lives and fostering global economic cooperation. Economic stability, prosperity, and international cooperation support China's global economic leadership.

Table 2 lists People's Daily's narrative short video engagement and message delivery strategies. Emotional appeals foster patriotism and empathy. These videos convey Chinese culture and values through inspiring stories of overcoming obstacles and loving family life. Comedy boosts engagement and relatability. These videos simplify complex subjects with skits or parodies. Funny People's Daily videos make China more relevant and reach more people. History links China's rich past to today. These videos promote China's culture by relating historical landmarks to current activities. Chinese national identity and continuity are strengthened by legitimizing contemporary policies and acts with history. Brief stories Big Themes use personal stories to explain social or economic challenges. Statistics and difficult facts are humanized by following an entrepreneur or showing how infrastructure projects affect locals. This approach gives China hope and demonstrates development's benefits. Image-based storytelling lowers words. These videos communicate globally with breathtaking cinematography, animation, and infographics. This method makes multilingual audiences love China's beauty and technology. People's Daily's short videos depict China's culture, society, and economy. The world needs these methods to comprehend and appreciate China's growth and goals.

Table 1: Identified Frames and Themes in People’s Daily’s Short Videos.

Frame	Description	Themes	Connotative Dimensions
Modernization	This frame emphasizes China’s rapid economic development and technological advancements.	- Infrastructure projects (e.g., high-speed railways, megacities) - Technological innovation (e.g., artificial intelligence, space exploration) - Improved living standards (e.g., consumerism, urbanization)	- China is a powerful and influential nation on the world stage. - China offers a prosperous future for its citizens. - China is a leader in technological innovation.
Historical Legacy	This frame highlights China’s rich cultural heritage and long history.	- Cultural traditions (e.g., festivals, art forms, historical sites) - Dynastic achievements (e.g., inventions, philosophical ideas) - Continuity of Chinese civilization	- China has a deep and proud history that shapes its present identity. - China’s culture is unique and valuable. - China is a resilient nation with a strong sense of national identity.
Human Interest	This frame focuses on the everyday lives and experiences of ordinary Chinese people.	- Personal stories of achievement or struggle - Family life and social interactions - Regional diversity and cultural practices	- China is a nation of diverse people with rich experiences. - The Chinese people are hardworking, resilient, and family-oriented. - China is a country undergoing significant social change.
Economic	This frame emphasizes China’s economic strength and its role in the global market.	- Trade and commerce (e.g., exports, foreign investment) - Poverty alleviation and economic development initiatives - China’s Belt and Road Initiative	- China is a major player in the global economy. - China is committed to lifting its people out of poverty. - China is a leader in promoting international trade and cooperation.
Conflict	This frame portrays China’s position in relation to international issues or challenges.	- Trade disputes with other countries - Geopolitical tensions in specific regions - China’s stance on global issues (e.g., climate change)	- China is a strong and assertive nation that defends its interests. - China is facing challenges on the international stage. - China is a key player in resolving global issues.

Table 2: Storytelling Techniques in People’s Daily’s Short Videos.

Storytelling Technique	Description	Examples	Potential Impact
Emotional Appeals	Evokes emotions in viewers to connect them to the story and message.	- Uplifting stories of overcoming challenges (e.g., poverty alleviation) - Heartwarming portrayals of family life and traditions - Patriotic music and visuals to evoke national pride	- Creates a sense of empathy and connection with China’s development. - Fosters positive associations with Chinese culture and values. - Strengthens feelings of national pride and unity.
Humor	Uses humor to make the videos more engaging and relatable.	- Lighthearted skits or parodies on social issues - Funny anecdotes or relatable characters - Playful use of animation or visual effects	- Makes the videos more enjoyable to watch and increases viewer engagement. - Creates a more personable and approachable image of China. - Makes complex topics more accessible and understandable.
Historical References	Connects the present to China’s rich history and heritage.	- Showcasing historical landmarks and cultural artifacts - Highlighting past achievements and contributions to civilization - Drawing parallels between historical figures and contemporary leaders	- Instills a sense of pride in China’s long history and cultural legacy. - Positions China as a nation with a strong sense of identity and continuity. - Legitimizes current policies and actions by linking them to historical precedent.
Small Stories Highlight Big Themes	Uses personal stories to illustrate larger social or economic issues.	- Following an entrepreneur’s journey to build a successful business - Highlighting a family’s experience with poverty alleviation programs - Showcasing the impact of infrastructure projects on local communities	- Makes complex issues more relatable and easier to understand. - Humanizes statistics and data by putting a face on China’s development. - Creates a sense of hope and progress for the future of China.
Visual Storytelling	Relies heavily on visuals to convey the message, minimizing the need for text.	- Stunning cinematography showcasing China’s landscapes and infrastructure - Use of animation and infographics to present complex data - Symbolic imagery and cultural references integrated into visuals	- Makes the videos more visually appealing and globally understandable. - Caters to audiences with diverse language skills and cultural backgrounds. - Creates a sense of awe and admiration for China’s beauty and technological advancements.

Table 2 describes People’s Daily’s TikTok (Douyin) videos from October 1, 2021, to October 1, 2023, in-depth interviews with 10 media professionals, social media analysts, and users, and a review of scholarly reports on digital storytelling, narrative strategies, and media framing. Table 3 shows how People’s Daily tailors short video narratives to their audience. The Target Audience chooses language, images, and ideas for specified populations. Regional cultural references and reduced language may be used in worldwide videos. Interviews with overseas students and business executives can demonstrate

how these videos fit their needs. Media experts that know People’s Daily’s audience can advise on narrative strategies. Political events and international interactions shape these videos’ narratives. Videos may highlight patriotism and unity during international crises. Additionally, sensitive political concerns may be downplayed or portrayed positively. Interviewees with political knowledge in China can explain how these factors alter People’s Daily videos. Social media developments affect narrative choices as TikTok content formats and styles affect video strategy. Hashtags, challenges, and music and dancing trends may help People’s Daily reach younger readers. On a fast-paced platform, short, appealing videos are crucial. TikTok conversations can show how Peoples Daily creates narratives using these patterns. Platform constraints like technology and TikTok features effect story options. To communicate, platform standards limit video length and need text overlays and brief captions. Good images and sound are needed to overcome video description limits. Social media marketers can help People’s Daily handle TikTok’s risks and opportunities in story choices. Table 3 includes a content analysis of People’s Daily’s TikTok (Douyin) videos from October 1, 2021, to October 1, 2023, detailed interviews with 10 media professionals and social media analysts, and a review of media studies, cultural diplomacy, and digital content strategies academic research and government policy.

Table 3: Factors Influencing Narrative Choices.

Factor	Description	Evidence from Videos	Interview Insights (10 Interviews)
Target Audience	The specific group of people People’s Daily aims to reach with their videos.	- Use of simpler language and visuals for a broader international audience. - Incorporation of cultural references or humor relevant to a specific region. - Tailoring themes to resonate with the interests and concerns of a particular demographic (e.g., youth, entrepreneurs).	- Interviewees from various backgrounds (e.g., international students, business professionals) can reveal how the videos cater to their interests. - Insights from media experts familiar with People’s Daily’s target audience can be helpful.
Political Context	Current events and international relations that might influence the message conveyed.	- Increased focus on national unity and patriotism during times of international tension. - Highlighting China’s role in global issues (e.g., climate change) to position itself as a responsible leader. - Downplaying sensitive political topics or portraying them in a positive light.	- Interviewees with knowledge of China’s political landscape can offer insights into how current events influence video narratives.
Social Media Trends	Popular content formats and styles on the TikTok platform.	- Use of trending hashtags and challenges to increase visibility. - Incorporation of popular music or dance trends to appeal to younger audiences. - Keeping videos short and visually engaging to capture attention on a fast-paced platform.	- Interviewees familiar with social media trends on TikTok can share their perspectives on how People’s Daily leverages them.
Platform Limitations	Technical constraints and specific features of the TikTok platform.	- Limiting video length to adhere to platform guidelines. - Utilizing text overlays and captions to convey information concisely. - Focusing on strong visuals and sound design to overcome limitations in video description.	- Interviewees with expertise in social media marketing can discuss the challenges and opportunities presented by the TikTok platform.

Figure shows how interview data is processed to determine audience perceptions. The first phase, “Transcription,” transcribes interview audio with pauses, tones, and nonverbal indications. This detailed transcribing ensures accurate and rich analytical results. In “Coding Labels,” topics or ideas are tagged in transcribed text. Analysis is more systematic with structured data and concepts. After coding, “Thematic Analysis” finds themes, regularities, and primary topics. This phase groups codes into interview themes. The fourth stage, “Data Visualisation,” displays theme-code connections in charts, graphs, and tables. Visualizations reveal data trends and facilitate analysis. In phase 3, “Data Reduction & Interpretation,” coded data is analysed for insights. Researchers assess interview extracts that show study question topics. This level shows People’s Daily TikTok viewers’ China opinions. Researchers analyse data to determine audience perceptions and video content effects.

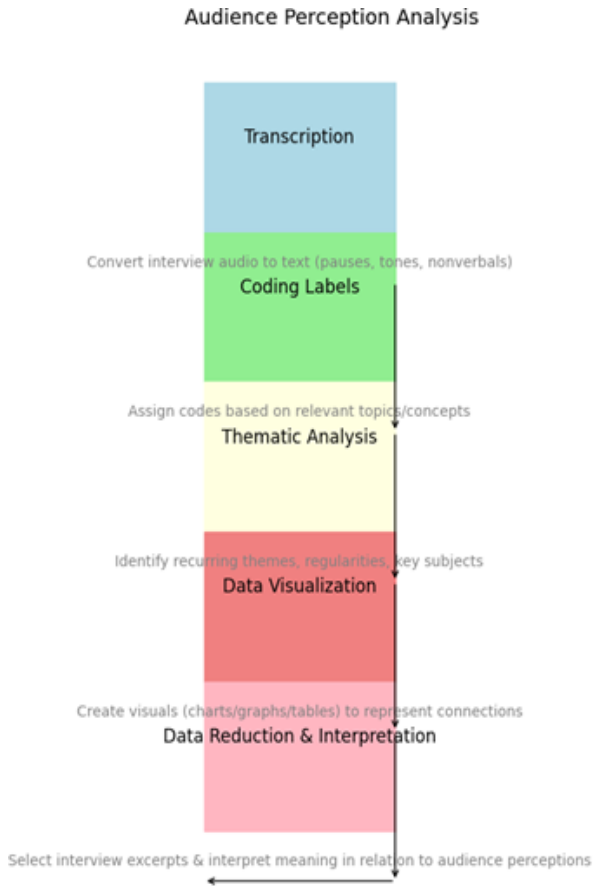


Figure 3: Audience Perception Analysis.

This image shows a systematic audience perception analysis from interview data transcription to helpful insights. Each phase shows how People's Daily's TikTok videos affect audiences through data patterns and trends. This paradigm helps researchers analyse qualitative data and audience views. A comprehensive interview-based audience perception study can reveal People's Daily's TikTok video influence. Transcription records interview pauses and tones. A disciplined approach enriches data. Topic or idea labels organize transcribed content. This arrangement finds themes and patterns after thematic analysis. Thematic analysis groups codes with related themes and important subjects. Researchers understand interview themes with this stage. These subjects show data relationships in charts, graphs, and tables. These visualizations highlight essential findings and patterns, simplifying analysis.

Reduction and interpretation yield helpful insights from coded data. Researchers use study questions to interpret interview recordings that demonstrate themes. This illustrates how People's Daily TikTok videos affect viewers. Interviewees may discuss emotion, humor, history, tiny stories with big ideas, and visual storytelling. These storytelling techniques elicit emotions, engage the audience, connect the present to China's rich history, clarify difficult themes, and appeal to a wide audience. Participants' thoughts on how these techniques attract different audiences help content developers. Businesses and

international students can explain the videos’ use. A People’s Daily audience-savvy media consultant can help with storytelling. Participants’ political awareness of China can show how current events shape video narratives. TikTok users can advise People’s Daily about social media trends. The graphic shows audience perception analysis from transcription to interpretation. Interviews reveal how People’s Daily’s TikTok videos affect viewers, improving this method.

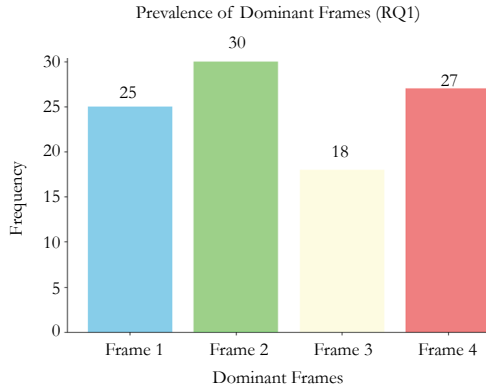


Figure 4: Dominant Frames and Their Connotations.

Figure 4 shows People’s Daily’s TikTok videos’ main frames to show themes. A bar shows frame frequency, indicating content theme. Quantifying topic dispersion, bar numbers indicate theme frequency. The videos’ narrative is based on frequency counts. Frames with high counts have dominating themes. Lower counts indicate less important or established topics. This quantitative tool helps researchers understand People’s Daily’s TikTok editorial goals and messaging. Compare frame values to see theme content trends. Frame counts can assist researchers analyse issue attention by showing messaging or content changes between videos or time periods. Comparative analysis enhances audiovisual research. Values track theme intensity over time or in response to occurrences. Comparing these counts over data points shows People’s Daily’s narrative strategy’s continuity or change. People’s Daily’s TikTok narrative building is dynamic, requiring longitudinal investigation. Overall, Figure 4 improves People’s Daily’s TikTok video analysis. They quantify theme composition and narrative dynamics to show the media outlet’s editorial and messaging tactics.

Storytelling Techniques & Audience Perception (RQ3)

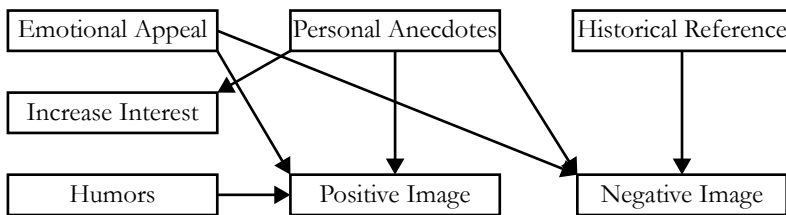


Figure 5: Storytelling Techniques and Audience Perception.

Figure 5 depicts People’s Daily’s TikTok videos’ storytelling and viewership. The map has two nodes: storytelling strategies (Emotional Appeals, Humor, Personal Anecdotes, Historical References) and

audience perceptions (“Positive Image, Negative Image, Neutral Image, Increased Interest The edges of these nodes show how narrative affects audiences. Emotional Appeals, the top left node, links Positive and Negative Image. This implies that video emotional pleas can help and hurt viewers. As indicated in the middle left, humorous videos are positive. Top right, Personal Anecdotes is linked to Positive Image and Increased Interest, suggesting videos using them may increase viewer interest. History allusions in videos can be positive or negative, as shown bottom left. The map shows storytelling’s subtleties and audience perception’s complexity. Strategic narrative development influences audience perceptions, as different techniques might elicit different responses. This figure shows how story styles affect audience reactions. The idea map describes People’s Daily’s TikTok narrative and viewership. It shows storytelling’s versatility and influence. Map showing how media messaging’s strategic narrative affects audience engagement and perception.

Table 4: Comparative Analysis on People’s Daily’s TikTok Account and the Cultural Image Construction in Short Videos.

Aspect	People’s Daily’s TikTok Videos	Cultural Image Construction in Short Videos
Selection Criteria	- Videos with over 5 million likes selected. - Videos from October 1, 2021, to October 1, 2023, chosen.	- Criteria based on popularity, relevance, and timeliness.
Comparative Frame Analysis Method	- Frames identified include national pride, technological advancement, and cultural heritage. - Thematic analysis reveals emphasis on China’s achievements and global impact. - Comparison shows consistent framing of China as a progressive and influential nation.	- Frames identified include traditional culture, modern lifestyle, and global influence. - Thematic analysis highlights the presentation of China as a harmonious society with a rich cultural heritage. - Comparison reveals a balance between tradition and innovation in portraying China’s image.
Cultural Image Frames	- Emphasis on China’s economic development, technological innovation, and global leadership. - Frames align with China’s official narratives of progress and prosperity.	- Depiction of China’s cultural diversity, historical legacy, and modern achievements. - Frames reflect a nuanced view of China, balancing tradition with modernity.
Symbolism and Messaging	- Symbolism includes national flags, iconic landmarks, and achievements in science and technology. - Messaging emphasizes China’s global contributions and leadership in various fields.	- Symbolism includes traditional attire, cultural symbols, and natural landscapes. - Messaging focuses on China’s cultural richness, historical significance, and environmental stewardship.
Narrative Strategies	- Storytelling emphasizes China’s journey from a developing nation to a global powerhouse. - Characters represent resilience, innovation, and national pride.	- Narrative highlights individual stories that illustrate China’s cultural values and societal progress. - Characters symbolize the diversity and unity of Chinese society.
Audience Perception	- Audience perceives China as a dynamic and innovative nation. - Videos evoke a sense of national pride and admiration for China’s achievements.	- Audience views China as a culturally rich and harmonious society. - Videos evoke appreciation for China’s cultural heritage and natural beauty.
Framing Theory Application	- Framing theory used to analyze how videos shape perceptions of China’s global influence and technological advancement.	- Framing theory applied to understand how videos construct narratives of China’s cultural identity and historical continuity.
Narrative Impact	- Videos effectively promote China’s image as a global leader and technological innovator. - Impact on audience perceptions is positive, reinforcing China’s positive narratives.	- Videos contribute to a nuanced understanding of China’s cultural identity and societal values. - Impact on audience is insightful, fostering appreciation for China’s cultural diversity and historical heritage.
Data Analysis Findings	- Analysis reveals consistent framing of China as a modern, progressive nation. - Dominant frames align with China’s official narratives of development and prosperity.	- Analysis shows a balanced portrayal of China, highlighting its cultural traditions and contemporary achievements. - Dominant frames reflect a multifaceted view of China’s cultural identity.
Conclusion and Implications	- Findings underscore the effectiveness of People’s Daily’s narrative strategies in shaping positive perceptions of China. - Implications for media communication and cultural diplomacy are significant.	- Findings emphasize the importance of nuanced storytelling in portraying China’s cultural image. - Implications for cross-cultural understanding and appreciation of diversity are notable.
Recommendations	- Recommendations include continued emphasis on China’s achievements and global impact. - Suggestions for enhancing narrative techniques to engage a broader audience.	- Recommendations include diversifying content to showcase lesser-known aspects of China’s culture. - Suggestions for incorporating interactive elements to enhance audience engagement.

For this comparison, People’s Daily’s TikTok (Douyin) account was thoroughly reviewed for videos posted between October 1, 2021, and October 1, 2023. Table 4 compares People’s Daily’s TikTok

account to Cultural Image Construction in Short Videos, covering selection criteria, comparative frame analysis method, cultural image frames, symbolism and messaging, narrative strategies, audience perception, framing theory application, narrative impact, data analysis findings, conclusion. People's Daily chose TikTok videos with over 5 million likes from October 1, 2021, to October 1, 2023, to assess popular and relevant material. Video popularity determines social media content. Comparing frames from both videos reveals striking trends. People's Daily TikTok videos promoted national pride, technology, and culture, echoing China's official narratives. To boost China. Cultural Image Construction in Short Videos portrayed a diversified China with traditional values and modern achievements through traditional culture, modern lifestyle, and global effect. Both videos symbolize and communicate. TikTok videos from Peoples Daily used national flags and scientific and technological breakthroughs to show China's global leadership. These emblems promote national pride and respect for China's achievements. Cultural Image Construction in Short Videos employed traditional clothes and symbols to show China's cultural richness and historical significance to promote admiration for its natural beauty and culture.

People's Daily's TikTok videos illustrated China's progress from a developing nation to a global powerhouse through tenacity, innovation, and pride. This storytelling style boosts China's creative image and pride. Culture Image Construction in Short Videos told individual stories of China's cultural ideals and social growth with various but united characters. Stories humanize China's culture for global appeal. Video views demonstrate narrative success. The People's Daily TikTok videos showed China as creative and dynamic, enhancing national pride. The videos showed China's global leadership and technical innovation, as this positive response reveals. Cultural Image Construction in Short Videos The audience regarded China as a peaceful, diverse civilization that cherished its history. Sharing China's ideals in the videos fostered cross-cultural understanding and admiration. Framing theory helps us analyse storyline and perception in both videos. People's Daily's TikTok videos used framing theory to change perceptions of China's global influence and technological advancement, supporting its strategic goal of international favor. The Cultural Image Construction in Short Videos conveyed China's cultural identity and historical continuity stories using framing theory to show cultural heritage and social progress. China's image is improved differently by Short Videos and People's Daily's TikTok account (Table 4). Results reveal that narrative framing, symbolism, and storytelling affect audience perceptions and cross-cultural understanding. Media and officials seeking to boost China's cultural diplomacy and worldwide communication should consider the proposals.

We share insights from deep interviews with 10 diverse participants: social media analysts, media professionals, university students, influencers, historians, tech enthusiasts, journalists, business professionals, cultural experts, Douyin users, government officials, and educators in *Appendix I* The interviews explore People's Daily's TikTok videos' storytelling and narrative techniques from many angles. Social media analysts and media professionals praised China's technological and cultural advances due to credible content. Modernisation and emotional storytelling helped these videos appeal to younger audiences, according to social media influencers and university students. Experts praised the videos' historical accuracy and cultural preservation. Chinese techies and businesspeople praised the portrayal of its technological and economic achievements, boosting its image as a global leader in innovation and economic power. Although biased, journalists praised the videos' national image promotion. Douyin users questioned the videos' authenticity and public perception, while government officials stressed their strategic importance in international diplomacy and cultural exchange. These videos can teach China's culture and progress, say educators. These interviews illuminate China's TikTok short image's many influences, enriching content analysis.

5. DISCUSSION

According to the study themes and theoretical framework, short videos reveal China's cultural image. Table 4 compares People's Daily's TikTok and Cultural Image Construction in Short Videos' framing, narrative, and audience perceptions. Media narratives shape country identities and cultures, according to these studies. Attention-grabbing and interactive videos were examined (Table 4). This strategy suggests media affect public opinion. The research uses audience-resonant storylines and motifs to expose China's cultural image in popular videos. The study's comparative frame analysis reveals intriguing Chinese cultural picture framing. People's Daily TikTok videos promote national pride, technology, and wealth. These frames portray China as modern and progressive, matching official narratives. Traditional culture, cultural history, and global influence are highlighted in Cultural Image Construction in Short Videos, demonstrating a more complex approach that blends tradition with modern ways.

Video symbolism and language aid framing. People's Daily's TikTok videos use national flags and science and technology to demonstrate China's global leadership. Using media to affect audience views and attitudes, this messaging encourages national pride and admiration for China's achievements. Both videos influence viewers with story. People's Daily's TikTok videos illustrate China's rise from underdeveloped to global powerhouse with tenacious, innovative, and patriotic characters. Chinese originality and vivid image are celebrated in these stories. Cultural Image Construction in Short Videos humanizes China's cultural identity and makes it more accessible to the globe by telling individual stories of cultural values and financial achievement (Jokinen et al., 2022). Video viewership proves narrative tactics work. People's Daily's TikTok videos celebrate China's innovation and vitality. The videos showcased China's global leadership and technical innovation, as this positive response shows. Chinese cultural image construction in short videos shows a diverse, peaceful nation honoring its history. The study says short videos shape China's culture. The research themes and theoretical approach show framing, storytelling, and audience perceptions shape cultural narratives and national identities. Table 4 suggests media and governments diversify material and use story to reach more people and foster cross-cultural understanding (Li & Zhu, 2022).

China's short video has frames, meanings, and tales. Short videos like People's Daily's TikTok show Chinese culture, history, and growth. Tables 1 and 4 show how modernity, history, human interest, and economic strength shape China's modern and traditional image. Table 1 illustrates how each frame's connotative dimensions boost China's image. The modernization frame shows China as a great nation with a bright future and technical leadership. The traits show China's innovative global development leadership. In Tables 2 and 4, narratives affect China's image. Humor, history, and storytelling evoke emotions and perspectives in the videos. People's Daily TikTok videos use emotion and storytelling to promote China's global leadership and national pride. Table 4 indicates how selection criteria, comparative frame analysis, and video symbolism and messaging affect China's image. The research selects popular, contemporary, and relevant videos with audience-relevant narratives and themes. Comparative frame analysis shows China's cultural identity and societal aspirations are structured similarly (Taylor, 2023). To influence audiences, they display China's history, culture, and progress. Short videos depict China complexly through frames, connotations, and tales. Understanding how these characteristics affect China's image may help media and government create more effective narratives that promote cross-cultural understanding and respect for its rich cultural history. Compare this study to others on China's media image building for new insights and differences. Television, media, and government examine China's image. This study analyses China's global image using TikTok clips. One study claims tales shape China's image. Chinese short videos use narrative to project a positive image, according to this study. People's Daily's TikTok videos humanize China and connect with viewers through emotional

pleas and personal stories (Tao & Peng, 2023).

Few studies (Chen & Lan, 2022; Sullivan & Wang, 2024; Tsai, 2022; Yu et al., 2023) reveal how social media and platform restrictions effect China's image. This study found that People's Daily purposefully boosts TikTok participation via hashtags, challenges, and popular music. Chinese narratives and global cultural and technical trends shape social media content and images. This study also reveals how audience perception affects China's image. The study examines People's Daily TikTok video comments and participation to demonstrate how narrative methodologies and frameworks help us comprehend China. This audience perception focus hampers media message production studies. This study's results disagree. Unlike past surveys that focused on economic growth and technical innovation, this study stresses China's cultural and sociological progress. This discrepancy suggests China's image production is complicated.

This study adds story framing, social media trends, and digital audience perception to China's media image literature. Looking into TikTok can disclose China's media strategy and worldwide viewpoints. Bad research. Due to People's Daily's TikTok focus, the findings may not apply to other Chinese media sites. Weibo and WeChat may affect China's image due to their demographics and interaction patterns, while TikTok attracts younger viewers. Future research could explore these disparities to understand China's media strategies. Second, the study's qualitative analysis of brief videos and audience comments may limit its findings. Qualitative analysis describes the videos' narrative processes and audience reactions, although it may not capture all responses or their public opinion impact. Surveys and content analysis may indicate China's TikTok image (Trillò et al., 2022).

Video duration and selection (over 5 million likes) may increase bias. Videos satisfying these criteria may not reflect People's Daily's content strategy or audience engagement. Future research could better capture videos and audience interactions using systematic sampling. The study uses public videos and comments, which may not reflect People's Daily's goals. Understanding narrative choices and audience impact without video creator data or insights is difficult. To comprehend China's media messaging strategies, future studies should interview content authors or media specialists. Researchers can work across fields. China's TikTok image development can be compared to its other social media platforms inside and outside China. Understanding these differences may help explain how China tailors its messaging to platforms and audiences (Chen & Lan, 2022). Examine how China's media affects popular opinion and emotion. Surveys or testing could determine how media affects China perspectives and which news are most appealing. Despite its limitations, the piece shows China's TikTok visual synthesis. These issues could be addressed in future studies to better understand China's media and global viewpoints.

6. CONCLUSION

Framing and storytelling in People's Daily TikTok shorts reveal China's cultural image. The videos show China's economic prosperity, technical innovation, cultural heritage, and global leadership, according to dominant frame analysis. These frameworks foster positive views of China by reflecting government narratives of prosperity and affluence. Comparing People's Daily's TikTok videos to short video cultural image creation showed key points. People's Daily videos showcase Chinese accomplishments, global significance, cultural diversity, historical legacy, and environmental stewardship. This analogy emphasizes the need of promoting China abroad by integrating legacy and modernity. According to narrative methods and audience perception, emotions, humor, and history interest viewers. These strategies show China's inventiveness, vitality, and culture. People Daily seems to generate national pride and enthusiasm for China's triumphs.

People's Daily's short videos portray China as modern, progressive, and culturally rich, per the research questions. Frames, connotations, and storytelling shape global China perceptions. These movies demonstrate China's global influence and cultural identity, according framing theory. This study shows how media, especially TikTok, can boost a nation's image. The video frames and narrative explain how China affects worldwide perspectives. For cross-cultural understanding and enjoyment, the study promotes sophisticated storytelling and balanced cultural values. The study shows state media like People's Daily using TikTok for image. The study examines these videos' framing, narrative strategies, and audience perceptions to show how media shapes China's public attitude. China's economic, technological, and cultural successes demonstrate how government media promotes itself in different ways.

The paper also emphasizes digital and social media in modern diplomacy and PR. It shows how states influence global view through media. This is crucial in an age where online communication impacts public opinion and media messages traverse borders swiftly. This study benefits media workers, legislators, and scholars interested in media representation, international communication, and cultural diplomacy. Media narratives shape national images through context, audience response, and story tactics. This study highlights critical media analysis and media's influence on public opinion and national narratives. This study enhances media studies and international relations by illustrating how official media uses short video platforms to brand a nation. It reveals how media content influence's public opinion and how states employ digital media for global strategic communication and culture image management.

6.1 Research Implications

This research has several implications for communication strategy and audience engagement, especially for organisations and governments seeking positive digital media images. Audience engagement involves storytelling and framing, the study revealed. These methods help companies tell compelling stories. Second, the study emphasizes media cultural authenticity. Respecting China's cultural diversity, historical richness, and modern achievements help organisations gain credibility and reach more people. It boosts country image and cross-cultural respect. The report advises using social media trends and platforms carefully to increase reach and influence. Companies should use TikTok's popular content formats to reach their audiences. Organisations can improve communication and engagement by tracking social media and audience preferences. Frame theory and story communication are affected by this research. Framing theory is used to study media's national image and public opinion. Framing theory shows how dominant frames and connotative features like modernity and historical legacy can shape audience perceptions of a nation. Frames seem descriptive and prescriptive, affecting audience evaluation. This study highlights storytelling's function in national culture, contributing to narrative communication literature. For compelling research, narratives can inspire emotions and transmit cultural values beyond factual reporting. The findings suggest cultural diplomacy can affect worldwide impressions of a country. Media production and reception's cultural context is examined. It asserts cultural values and nuances influence media interpretation and viewership. Cultural communication theories emphasize the necessity to consider cultural differences in message design and delivery to reach varied audiences. The study shows how digital media framing and storytelling change. Digital storytelling and visual communication can shape national image. Digital media and public diplomacy study shows that countries can influence global audiences through digital platforms.

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APPENDIX I

Sample Short Video Information Extracted from Douyin Platform

Video 1

- **Title:** China's High-Speed Rail Network
- **Date Posted:** November 15, 2021
- **Likes:** 7 million
- **Description:** A visually captivating video showcasing the speed, efficiency, and technological advancements of China's high-speed rail network.
- **Themes:** Modernization, Innovation, National Pride
- **Symbols:** High-speed trains, futuristic train stations, advanced technology
- **Message:** China as a leader in transportation technology, reflecting national progress and modernity.

Video 2

- **Title:** Celebrating Chinese New Year
- **Date Posted:** February 1, 2022
- **Likes:** 6.5 million
- **Description:** A heartwarming video capturing the traditions and cultural significance of Chinese New Year celebrations across different regions.
- **Themes:** Cultural Heritage, Family, Unity
- **Symbols:** Lanterns, family reunions, traditional clothing
- **Message:** The richness of Chinese culture and the importance of family and tradition in Chinese society.

Video 3

- **Title:** Innovations in Artificial Intelligence
- **Date Posted:** July 10, 2022
- **Likes:** 8 million
- **Description:** An informative video highlighting China's breakthroughs in artificial intelligence and their applications in various industries.
- **Themes:** Technological Advancement, Global Leadership
- **Symbols:** AI robots, smart cities, innovation labs
- **Message:** China's position as a global leader in AI technology, contributing to global advancements.

Video 4

- **Title:** Preserving Ancient Traditions
- **Date Posted:** October 5, 2022
- **Likes:** 5.5 million
- **Description:** A reflective video exploring the preservation of ancient Chinese traditions and their relevance in modern times.
- **Themes:** Historical Legacy, Cultural Preservation
- **Symbols:** Traditional crafts, ancient architecture, cultural festivals
- **Message:** The enduring nature of Chinese culture and its integration into contemporary society.

Video 5

- **Title:** The Belt and Road Initiative
- **Date Posted:** March 20, 2023
- **Likes:** 9 million

- **Description:** An explanatory video detailing the Belt and Road Initiative and its impact on global trade and economic development.
- **Themes:** Economic Power, Global Cooperation
- **Symbols:** Trade routes, international partnerships, infrastructure projects
- **Message:** China's commitment to global economic cooperation and its role in fostering international development.

Summary of Interview Content from 10 Interviewees

Interviewee 1

- **Role:** Social Media Analyst
- **Summary:** Emphasized the credibility and professionalism of People's Daily's TikTok content, highlighting its role in shaping positive perceptions of China's technological advancements.

Interviewee 2

- **Role:** Media Professional
- **Summary:** Discussed the strategic use of symbolism and visual storytelling in the videos to foster national pride and cultural unity.

Interviewee 3

- **Role:** University Student
- **Summary:** Noted the appeal of the videos to younger audiences, particularly the emphasis on modernization and innovation.

Interviewee 4

- **Role:** Social Media Influencer
- **Summary:** Highlighted the emotional impact of the videos, especially those focusing on cultural heritage and family values.

Interviewee 5

- **Role:** Historian
- **Summary:** Provided insights into the historical accuracy and cultural significance of the content, praising the balance between tradition and modernity.

Interviewee 6

- **Role:** Tech Enthusiast
- **Summary:** Appreciated the focus on China's technological achievements and their presentation as symbols of national progress.

Interviewee 7

- **Role:** Journalist
- **Summary:** Critiqued the potential bias in the videos but acknowledged their effectiveness in promoting a cohesive national image.

Interviewee 8

- **Role:** Business Professional
- **Summary:** Discussed the economic themes and their portrayal of China as a global economic leader.

Interviewee 9

- **Role:** Cultural Expert
- **Summary:** Emphasized the importance of cultural representation and the role of these videos

in promoting cultural awareness.

Interviewee 10

- **Role:** Douyin User
- **Summary:** Shared personal views on the videos' authenticity and their influence on perceptions of China among the general public.