IMAGE OF "XINJIANG VOCATIONAL EDUCATION AND TRAINING CENTERS": CONTENT ANALYSIS OF NEWS REPORT ON CHINESE MASS MEDIA FROM 2018 TO 2020

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Abstract

Since 9/11 and following terrorist attacks carried out by extremist groups, Powell (2018) pointed out that media coverage of terrorism in US added the fear of Muslims. Islam also has a long history in China, and Muslims have already been a member of ethnic groups in Chinese. However, China also starts to fight against extremist groups, especially in Xinjiang Uyghur autonomous region due to its geographical and religious specialty. Chinese researchers have noticed the impact of media coverage of Chinese Muslimss on public voice and conducted several studies, but there are few studies about the "Xinjiang Vocational Education and Training Centers". Therefore, I conducted a content analysis of 159 news reports about "Xinjiang Vocational Education and Training Centers" from 2018 to 2020 to find out how "Xinjiang Vocational Education and Training Centers" are portrayed in Chinese media and what kind of issues are emphasized in news reporting. This article mainly consists of six parts, which are introduction, minority ethnicities and Muslims in China, mass media in China, agenda setting theory, methodology, and discussion and conclusion. This study found out that news reporting about the "Xinjiang Vocational Education and Training Centers" were quite passive that most of them were responses to international opinions. In addition, these news reports also focused on the human rights issue of the "Xinjiang Vocational Education and Training Centers" that emphasized the establishment of the center was legal and received good reputation from people at the center.

Keywords Intercultural communication, agenda-setting theory, Xinjiang vocational education and training centers
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1. INTRODUCTION

1. Introduction

1.1 Background of the research

The framing function of mass media has already drawn researchers' attention for several decades that many theories are developed and formulated in this field. Researchers generally conducted studies from how media influences the election to wider aspects, especially entering to the millennium, under the influence of globalization and the development of mass media, researchers start to reconsider how mass media frames images of specific agendas in audiences' minds. Cheshmedzhieva-Stoycheva (2015) pointed out in her research that one of the main goals that media has is to challenge and remodel the existing ideas and stereotypes.

Since 9/11 and following terrorist attacks carried out by extremist groups, such as ISIS, Taliban, and Al-Qaeda and so on, the awareness of Islamophobia has grown that the public's fear towards Islam is increasing as Powell (2018) pointed out in her study. Researchers from different countries have conducted many studies to figure out how the media coverage of Islam and Muslims frame or increase Islamophobia. And according to Powell's content analysis (2018) of US news report of terrorism from 2011 to 2016, she argues that the media coverage of terrorism in US indeed adds the fear of Muslims and even has a negative impact world-widely owe to the dominance of the U.S. media. On the contrary, based on a content analysis of a Bulgarian and a British newspaper, Cheshmedzhieva-Stoycheva (2015) argues that these two newspapers from both countries help to frame a positive image in audiences' minds and increase the integration between Muslims and non-Muslims.

Islam also has a long history in China that it has been practiced in Chinese society for over 1,300 years. According to the Sixth National Population Census conducted in 2010, the population of Muslims are over 23 million which is significantly large even compared with other Muslim states. As Luqiu and Yang (2018) suggest that Islam and Muslims are not only a religious term, but also relate to ethnic or racial issue in China. Based on the introduction from the Central People's Government of the People's Republic of China (2013), there are altogether ten minority ethnic groups are Muslims distributed all over China, among which the Hui is the largest Muslim group and the Uyghur is the second. Regardless of different ethnic groups, the Chinese government established the Islamic Association of China as the first unified national Islamic association for all Muslim groups to bridge differences among different Muslim groups.

From the economic reform in the late 1970s, Chinese Muslim groups have witnessed and experienced a great revival both in economic situation and religious policies. Wang (2016) described this in his research as the 'golden age' for Islam for

the reason that Chinese Muslims are free to practice their religion as well as enjoy the benefit of China's Preferential Program. More and more Muslims, especially those living in Xinjiang, have been encouraged to migrate to inland of China to receive better education and employment. In 2000, the Ministry of Education of the People's Republic of China published a policy which decided to open Xinjiang classes to enroll students living in Xinjiang to continue their high-school studies in Beijing and other 12 inland cities. According to annual enrollment plan which was published by the Ministry of Education in 2010, the children of ethnic minority farmers and herdsmen should account for more than 80% of the total number of the enrollment. At the same time, children of the Han farmers and herdsmen can also be admitted, but the proportion was generally controlled at about 10% of the total. However, non-Muslims voices have also criticized that these preferential policies were unequal and too beneficial for Muslims (Wang, 2016). Moreover, due to the historical reasons, Han-Chinese have a negative stereotype towards Muslim groups, especially towards Uyghur, considering them as backward and fierce people (Kaltman, 2007). Especially after the July 2009 Urumqi riots, 2016 Kunming attack and a series of terrorism activities, the negative images towards Muslims have deepened.

On the other hand, with entering the millennium, China also enters the active period of terrorism under the impact of terrorism, separatism and religious extremism, which are defined by Chinese government as Three Evils. Especially Xinjiang has become the most active area of terrorism, at the same time also has become the main site in China for counter terrorism. Due to the geographical and religious particularity of Xinjiang Uyghur autonomous region, it also becomes the focus of consensus game between China and foreign countries. As Wu and Ji (2016) pointed out in their small scale content analysis on 262 pieces of news reports, that there is a pattern of binary opposition between the news report from China and foreign countries. Wu and Ji (2016) further explained that the mainstream in China media is the denouncement and condemn on terrorism in Xinjiang, and the support of strict anti-terrorism policies; they also argued that, on the contrary, the majority of Western media often expressed sympathy towards terrorism on Xinjiang, and also doubted or even opposed to the anti-terrorism policies. Zhang (2009) suggested that the reverse publicity from Western media misleads the trend of public opinion and heavily disturbs anti-terrorism operations. As a result, this binary opposition dilemma often leads to a mounting tension between China and foreign countries.

Chinese researchers have noticed the impact of media coverage of Chinese Muslims on public voice and conducted several studies on this field. Wu and Ji (2016) argue that there are mainly two perspectives about the relationship between agenda setting of Chinese Muslims and public opinion in Chinese academic circles, which are (1) domestic perspective on studying the media coverage of Muslims from Chinese news reports; and (2) foreign perspective on studying media coverage of Chinese Muslims from foreign news reports. Furthermore, they found out that Chinese media gradually transfers from being afraid of reporting to reporting terrorism actively and transparently which earns the initiative to provide in-time information. These studies have found out some unique results and improved the development of agenda setting researches in China. Despite these academic

achievements, on the other hand, Luo (2014) also points out based on his research that the agenda setting researches in China are mainly based on "impressionistic observations and analytical argumentation due to the non-empirical research tradition and deficiency in methodology". In addition, Wu and Ji (2016) also suggest that the agenda setting studies in China mainly focus on one single case but lack of a long-term tracking study. Moreover, it should be acknowledged that China has a different media environment from other countries that the profound impact of media coverage on Chinese Muslims, especially the impact on the constructing images of ethnic minorities in public's minds, may have not been unveiled. As a country with significantly large population of Muslims, the research of the relation between media coverage and image of Muslims will provide value information for academic studies and also be reference for future researches of the related areas.

1.2 Aim of the research

The aim of this study is to find out the image of "Xinjiang Vocation Education and Training centers" that Chinese media has constructed through news reports from 2018 to 2020. To achieve the aim, there are two research questions formulated as follows:

RQ1: How are "Xinjiang Vocational Education and Training Centers" portrayed in Chinese media?

RQ2: What kind of the issues that are emphasized in news reporting?

In order to answer these questions, I conducted a content analysis based on the news report on the People's Daily from 2018 to 2020. The People's Daily is also the biggest newspaper group in China and is the official newspaper of the Central Committee of the Communist Party of China. As one of the "big three" media outlets in China, the People's Daily provides official viewpoints of the Communist Party of China (Li, 2000). The content analysis is based on two-years of news reporting, and over 100 news reports, which will provide enough data to construct an official and mainstream image that Chinese mass media aims to construct.

1.3 Structure of the research

This paper basically consists of four parts: literature review, methodology, results and discussions. The literature review part is divided into four parts which are (1) the introduction on ethnic minority groups and policies in China; (2) the introduction on Muslims in China; (3) introduction on China mass media and policies; and (4) literature review on agenda-setting theory, especially the development of this theory in China. In the methodology section, I will describe the research design and analyze the data. In the results section, I will present the results that I find out from the content analysis. And in the discussion part, I will discuss these results and come up with ideas on future research.

2. MINORITY ETHNICITIES AND MUSLIMS IN CHINA

2. Minority Ethnicities and Muslims in China

2.1. Introduction on minority ethnics in China

Since the establishment of People's Republic of China in 1949, the newly developed government started to identify ethnic groups, and until 1979 altogether 56 ethnic groups were identified and recognized. Compared with the population of Han Chinese, the population of other 55 ethnic groups is smaller which is 8.89% of the whole population (seventh National Population Census, 2020). For this reason, they are also called minority ethnicities in China. According to the report from Information Office of the State Council (2009), the total population of minority ethnics is constantly increasing that the proportion in total population is rising. According to the newly published report of the seventh National Population Census in 2020, the population of ethnic minority groups has increased 11,675,179 than 2010. Besides, the newly National Population Census also points out that the population of Uygur has increased 1.6 million compared with 2010. Generally, ethnic groups inhabit vast areas in China while some live in individual concentrated communities in small areas (see Figure 1 & Figure 2).
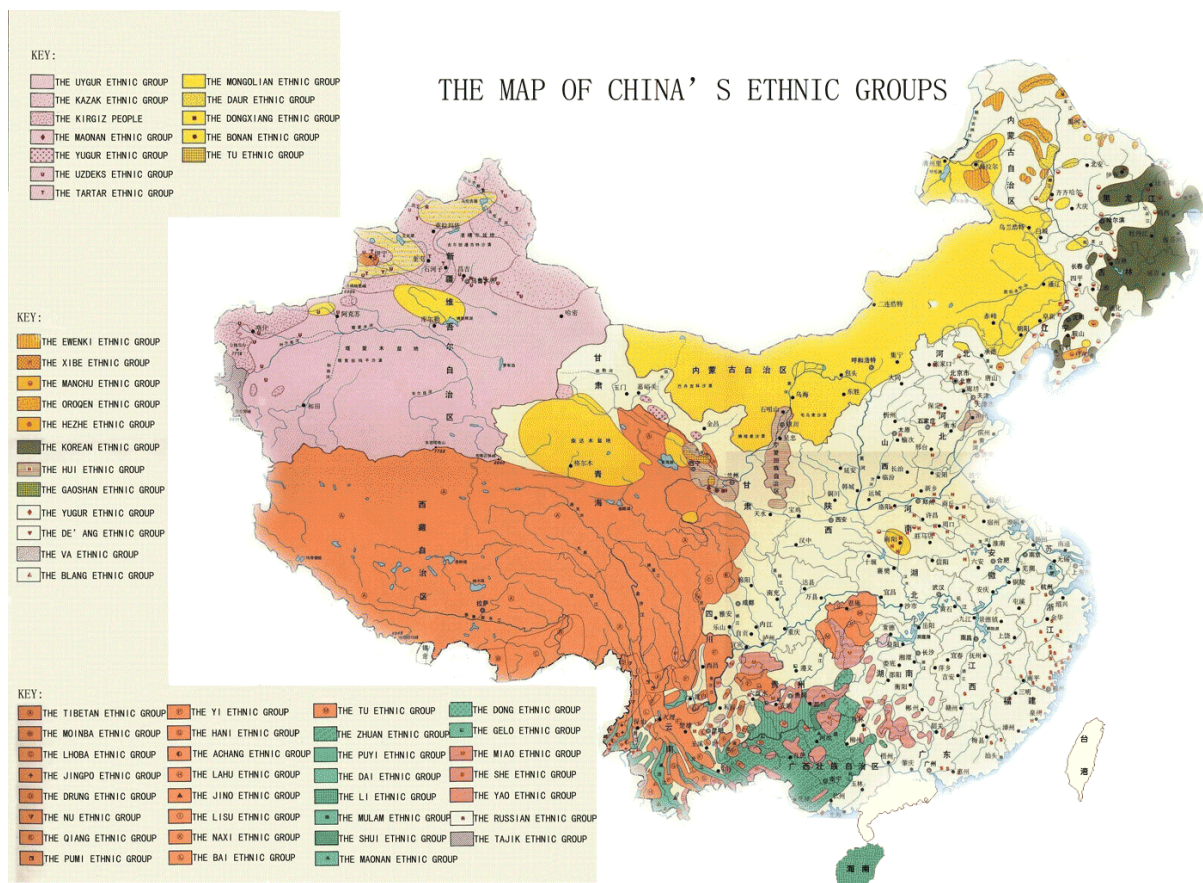
FIGURE 1   Map of China's ethnic groups, 2010 (Zeng, 2017)

FIGURE 2   Percentage of ethnic minority groups, 2010 (Unicef, 2015)

Figure 1 and 2 illustrate that minority ethnic groups mainly concentrate in the northwest and southwest regions of China. It is reported that western part of China which consists of nine provinces, three minority ethnic autonomous regions and one municipality directly under the Central Government is home to 70% of minority ethnic population (Information Office of the State Council, 2009). In addition, with the development of economy and the encouragement of policies, minority ethnics also migrate to Eastern China and coastal regions that the population of scattered minority ethnic is over 30 million (Information Office of the State Council, 2009).

Ethnic groups have diverse origins and histories, and have been shaped based on different local conditions. In spite of varieties, the trend of historical development is to form a unified and multiethnic country. Throughout the history, it is acknowledged that the current boundaries and territory of China are developed by all ethnic groups of the Chinese nation. As early as in 221 BC, after the Qin Dynasty, which is the first feudal dynasty in Chinese nation, unified the country and brought minority ethnics habitats under the control of the central government. Since then, the unification of China as a multi-ethnic country has been developed and consolidated generally despite the change of dynasties. The government document, *China's ethnic policy and common prosperity and development of all ethnic groups* (2009), emphasizes that the central governments of various dynasties, no matter which ethnic group

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they were founded by, considered themselves as orthodox reigns of China, and their common highest political goal was to establish a unified multi-ethnic country.

In the anti-invasion and anti-separatist struggles of modern times since 1840, all ethnic groups in China unified more tightly than ever before and formed an inseparable relationship. The Chinese people from all ethnic groups united as one to fight against foreign invaders in order to save the country. For example, it is documented that the Qing troops, supported by all ethnic groups in Xinjiang, wiped out the invading Yakoob Beg's forces and defeated the British and Russian invaders in 1877(Information Office of the State Council, 2009). In addition, many anti-Japanese forces with ethnic minorities, such as the Hui People's Detachment, made great contributions to China's victory of anti-Japanese war in 1945.

In a word, it should be admitted that thanks to the long-standing existence of a unified multi-ethnic state in Chinese history, the economic, political and cultural exchanges among different ethnic groups are greatly enhanced, and at the same time, the identification with Chinese culture of different ethnic groups are also strengthened.

3.   MASS MEDIA IN CHINA

3. Mass media in China

3.1. Introduction on mass media in China

China has one of the world's most restrictive environments for media, including sophisticated system of censorship. According to Free House, the freedom of the press in China scores 87, a scale from 0 (most free) to 100 (least free), and the press freedom status is not free in 2017. I'll conclude the basic situation about China's media based on 3 periods which are pre-reform era (from 1949 to 1979), reform era (from 1980 to 1989), and internet era (from 1990 until now).

In the pre-reform era, China only had propaganda and devoted a huge amount of resources to managing public views on all issues. At that time, media was a governing tool for CCP to mobilize public support. The Chinese public received all of its highly homogenous information from a small number of officially controlled sources. On the contrary, the top leaders had various access to international media. All the newspapers were run by the party and government. Besides, the reporting style had a standard template that written in formulaic, ideological prose inside. As for foreign news, newspapers can only report little foreign news based on the dispatches of the government's Xinhua News Agency. The television stations, China Central Television (CCTV), were also run by the government. CCTV often simply rehashed what had been in the People's Daily. However, sometime, the news reported on CCTV was regarded as a signal from the top CCP leaders to subordinates about an impending change in the official line.

Entering to the reform era, the structure of Chinese media changed. Still controlled by the government, the China's media received cuts and was driven to

enter the market to earn revenue. Medias were permitted to sell advertising and even allowed to retain the profits later on. The majority of the commercial publications were part of media groups led by CCP or government, however, their reporting styles were totally different. Television is the most tightly controlled. All television stations are owned by national, provincial, municipal or county governments and used for propaganda purposes.

After 1989, the Chinese government tightened the control of media in terms of licensing and supervision. In the print realm, the government controls entry to the media market by requiring every publication (including Web sites with original content) to have a license and by limiting the number of licenses. Only a handful of newspapers, magazines, and news web sites are completed independent and privately financed. Government also uses the "Great Firewall" to block foreign websites and forces public to use applications that the government can monitor.

Though the China's government publishes laws and regulations to improve government transparency, the censorship system is still a non-negligible element that makes public doubt the transparency. When can Chinese publics have ample access to international media and the freedom to know more is still an unsolved problem in China.

3.2 Introduction on People's Daily

Established in 1948, People's Daily is the largest newspaper group in China. It is an official newspaper of the Central Committee of the Chinese Communist Party and has been under direct control of the Party's top leadership. Since it was established, it was regarded as the voice of the Chinese Communist Party, and has been a source of information for readers to figure out the newly-published policies and the trend of politics.

Early in 1960s, the People's Daily and other official newspaper groups started to employ writing groups to express the official views of the Chinese Communist Party. These writing groups sign themselves with different pen-names which correspond with specific governmental sections. For example, Ren Zhongping, which is a highly used name represents comments from People's daily, and Zheng Qingyuan, which receives attention since 2010 represents comments from Political Bureau of the Central Committee (2010).

4.   AGENDA SETTING THEORY

4. Agenda setting theory

4.1. Introduction on agenda setting theory

Numerous studies have been conducted on the agenda-setting theory. In the past, the researches mainly focused on elections to figure out how audiences form images

about candidates in their mind based on the topics the media expose. Since McCombs and Shaw first defined agenda-setting theory in 1972, the agenda-setting theory has developed for over forty years. Besides, with the development of media and the emergence of online media, the agenda setting theory has been improved into three levels, which are first-level agenda-setting theory, second-level agenda-setting theory (also known as attribute agenda-setting theory) and third-level agenda-setting theory (also known as network agenda-setting theory), and has been involved many theories from other disciplines, such as theory of public opinion, human's memory models. This literature review topically review agenda-setting theory from these three levels and also introduce three types of agenda-setting, at the same this literature review also suggests the newly changes nowadays to point out future research trends of agenda-setting theory.

4.1.1. First-level agenda setting theory

With the development of communication technologies in the nineteenth century, many theories that researched the collective behaviors with the effect of mass media were developed. Agenda setting theory is one of the theories that emerged from this development of mass media.

As McCombs and Shaw defined, agenda setting theory is a theory that shows "the ability of mass media to influence the salience of topics on the public (1972, p177)." According to the theory, mass media can influence audiences' thoughts by choosing to spread events or stories which they consider as newsworthy to audiences, and choosing to give more information and more frequency on certain events than others in order to make them seem to be more important. It reveals "a positive relationship between the emphases of the news media and the perceived importance of these topics to the news audience" (McCombs & Shaw, 1972, p177).

The origin of agenda setting theory can be traced back to Walter Lippmann's (1922) work. As he suggested that part of our behavior pertinent to public opinion was, for the most part, a response to the pictures in our heads shaped by mass media coverage of the world outside. Later in 1960s, Cohen (1963) also made contribution to the formation of agenda setting theory. He pointed out that the press (mass media) may be more successful in telling readers (audiences) what to think about than what to think, and the world would look different to different people depending on the maps that were drawn for them by writers, editors, and publishers of the paper they read (Cohen, 1963).

With the development of mass media and behavioral science research, the focus of the effects of communication transferred from attitude and behavior to attention, and McCombs and Shaw established the agenda setting theory based on the research of the 1968 and 1972 presidential election. They examined four major facets of this idea in details, which were (1) the nature of the public agenda; (2) the nature of the mass media agenda; (3) the time-lag between the appearance of item on the press agenda and their later appearance on the public agenda; and (4) the exact nature of the relationship between the mass media and public agenda (1972). This is so called first-level agenda setting. And there are two basic assumptions: (1) the press and the

media do not reflect reality, they filter and shape it; and (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. First-level agenda setting focuses on the amount of coverage of an issue, suggesting that the media decide what issues the public will be aware (Denis & Renita, 2009).

4.1.2. Three types of agenda setting theory and agenda setting process

Based on first-level agenda setting theory, more and more studies had shown the influence of mass media and the power of public opinion, even the researches focused narrowly on election campaigns. In addition, it became more evident that apart from mass media, public and policy makers also play an important role. During that time, agenda research, which mainly focused on investigating and explaining societal influence, had two main research traditions, one is agenda-setting, which was concerned with how media agenda influences the public agenda; the other is agenda-building which is concerned with how public agenda influenced policy agenda.

Rogers and Dearing (1988) figured out there were mainly three types of agenda-setting, which were media agenda-setting, public agenda-setting and policy agenda-setting. In addition, Rogers and Dearing (1988) also identified these three types of agenda-setting based on the dependent variable of agenda-setting. In other words, the main dependent variable of media agenda-setting is the mass media news agenda; the main dependent variable of public agenda-setting is the content and order of topics in the public agenda; and policy agenda-setting was identified because it was influenced by both media agenda and public agenda, and was related to policy. Rogers and Dearing (1988) also utilized three types of agenda setting into an united process, named as agenda-setting process (see Figure 3).
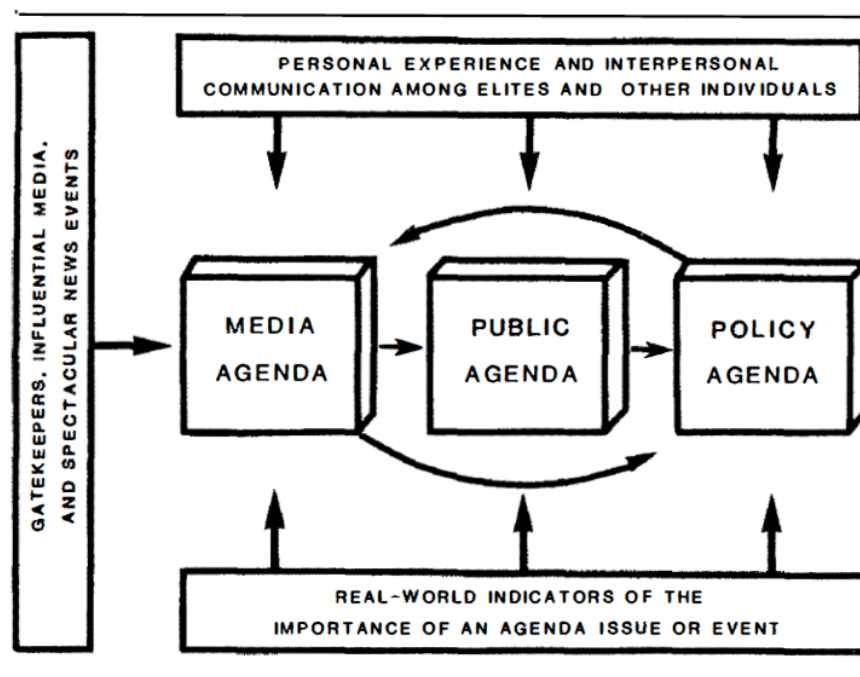

FIGURE 3   Three main components of the agenda-setting process: media agenda, public agenda, and policy agenda.

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Based on previous studies ad studies, Rogers and Dearing (1988) pointed out that (1) the mass media influenced the public agenda; (2) the public agenda, once reflected by the media agenda, would influence the policy agenda of elite decision makers or even policy implementation; (3) the media agenda also had direct effect on policy agenda of elite decision makers or even policy implementation; (4) the policy agenda also had direct effect on media agenda in some issues. Besides, as Erbring, Goldenberg and Miller suggested in 1980 that apart from media exposure, personal experiences, group perspectives and real world conditions which vary across individuals and issues, can also had an effect on audiences' concerns.

From figure 1, it also can be seen that agenda-setting allows wider range of research approaches and theories from other disciplines to utilize, and the process of agenda-setting becomes more clear and precise. However, after McCombs and Shaw (1972) first defined agenda-setting theory, the next several years the theoretic development of agenda-setting theory hasn't had greater progress. When explaining this situation, Rogers and Dearing (1988) brought up a fundamental reason that agenda-setting scholars had been devoted to conducting empirical investigations than to furthering theoretical development. So they suggested in the future, apartment from making improvements on measuring public agendas, future researches should seek to understand more clearly the cognitive processes, and include analyses of the media agenda, policy and public agenda-setting.

4.1.3. Second-level agenda setting theory

Based on the studies about the 1976 U.S. presidential election, scholars found evidence that the news media can influence the agenda of attributes, that define the pictures of candidates in voters' minds (McCombs, Llamas, Lopez-Escobar, and Rey 1997). According to McCombs, attributes were characteristics and traits that describe a topic (2004). In other words, news media selected a series of agendas of attributes of candidates during the campaign; when the audiences were exposed to the news media, news media formed an image of each candidate with the agenda of attribute. Though these studies didn't conceptualized second-level agenda setting, they proved that mass media can affect voters' opinions and the cognitive images.

As mentioned above, the first-level agenda-setting theory is the transmission of topics salience. It should also be noticed that every topics has different attributes which illustrate the image of topics. As a result, the selection of topics and the attributes of the topics for exposing can influence audiences' thinking. Figure 3 shows that agenda-setting process also involves other social science elements such as gatekeeping, personal experience and the real-world indicators. By introducing these social science elements into agenda-setting research, the agenda setting theory had been expanded to a broad concept. Moreover, researchers applied frame into the theory to conduct more practical research and discuss the characteristics and meaning that the issue might be given. Entman defined frame as a way to select certain numbers of attributes of the topic into an agenda when a particular object is discussed (1993). By doing so, it will be promote a particular attribute or certain problem to be more salient in the communication. Both framing and attribute

agenda-setting play an role in defining images in audiences' minds, however there are still some differences between framing and attribute. As McCombs explained that a frame is an attribute of the object under consideration because it describes the object (2005). He made a further explanation that a frame as a dominant attribute in a message can identify two distinct types of attributes which were aspects and central themes. Aspects were a general category of attributes, while central themes were a delimited category of attributes. In other words, frame is an attributes which defines a central them.

The application of frame offers new insights on the development of the agenda-setting theory, and researchers started to focus on how people think about an issue. And the second-level agenda-setting theory emerged from the research question -- how news frames impact the public agenda. As McCombs et. al. concluded that the second-level agenda-setting theory is the transmission of attribute salience (1997). It examines how mass media influences audiences by attaching more importance to some certain information and ignoring some information intentionally. To paraphrase the characteristics of these two levels agenda-setting theories, first-level agenda-setting theory points out that mass media tells audiences what to think about, while the second-level agenda-setting theory suggests that mass media tells audiences how to think about.

Wu and Coleman (2009) suggested that the attributes of second-level agenda-setting were divided into two dimensions which were substantive and affective. As Wu and Coleman (2009) defined "the substantive dimension is concerned with things such a personality, ideology, and fitness for office about a candidate, or inflation versus unemployment on the issue of the economy." In other words, substantive is information that describes the characteristics of the topics. Besides, they also concluded that "the affective dimension focuses on the emotional qualities of these attributes", which means this dimension focus on the tone of the substantive attributes, to study whether it is positive, negative or neutral. According the definition and these two dimensions of second-level agenda-setting theory, the attributes of a topic, such as pros or cons, can be exposed to audiences with the salience of certain topic.

In order to have a more clear understanding about how media tells audience how to think about, I will take a typical research on candidate images in Spanish Elections conducted by McCombs and his colleges (1997) as an example to make a further explanation. They first brought out two hypothesis that predicted the agenda of substantive and the agenda of affective attributes would influence the images in voters' minds. They collected data on the candidates' images by conducting voter survey, and applied content analysis in examining mass media news reporters based on two dimensions which were substantive and affective. They analyzed data in to five tables, which were (1) mentions of the candidates for parliament and mayor by the media and pamplona voters; (2) emphasis on the substantive attributes of the candidates for parliament and mayor by the various mass media and pamplona voters; (3) emphasis on the affective attributes of the candidates for parliament and mayor by the various mass media and pamplona voters; (4) correlations between various media attribute agenda and pamplona voters' descriptions of the candidates

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for parliament and mayor; and (5) agreement with the statement that the regional election are a "trial run" for the upcoming national elections by exposure to political information in the newspaper and on the television. After analysis, there was significant correspondence founded between various news and political advertisements and the images of the parliamentary and the mayoral candidates in voters' minds. By researching these two attributes, substantive and the affective, the study on the first-level agenda-setting theory has been promoted into a broader stage.

4.1.4. Third-level agenda-setting theory

With the development of digital media and online media, the dynamics of agendas become more complex. Scholars started to propose a third-level of agenda setting theory by borrowing concepts from the associative network model of memory to explore the pictures in audiences' minds. Different from the assumption of the first-level agenda-setting that audiences learn a topic after being exposed to it through media; nor the assumption of the second-level agenda setting that audiences form images in their minds based on attributes, the third-level agenda-setting suggests that "audience generates a network-shaped picture composed of various attributes are connected to each other in the mind (Guo, Vu & McCombs, 2012)". Guo et. al. established a model named network agenda setting model and suggested that "news media had the capability to construct the connections among agendas, thereby constructing the centrality of certain agenda elements in the public's mind (2012)." Or in other words, the news media and construct and reconstruct audience's image with the combination of new information and old memory in the mind. After practical test, they proposed two models shown as figure 4 and figure 5.
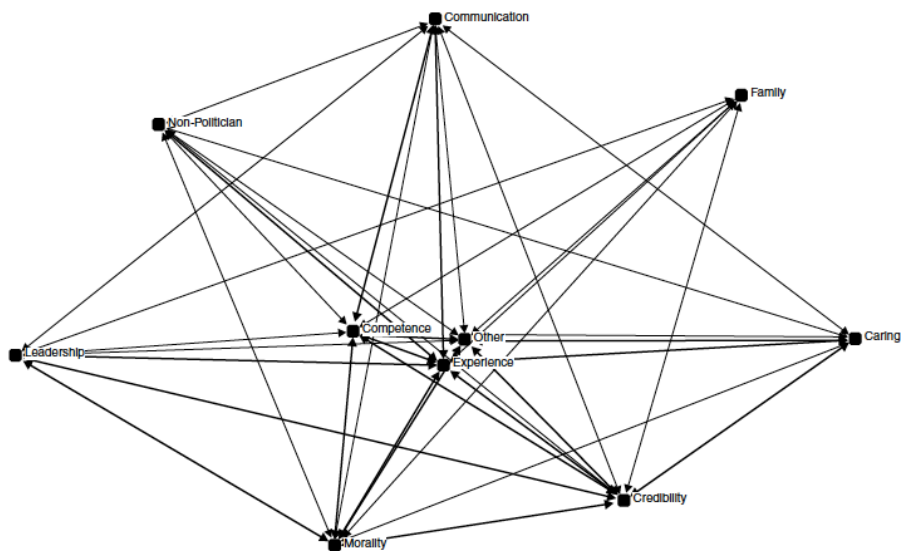
FIGURE 4   Media attribute agenda network (Guo et.al., 2012)
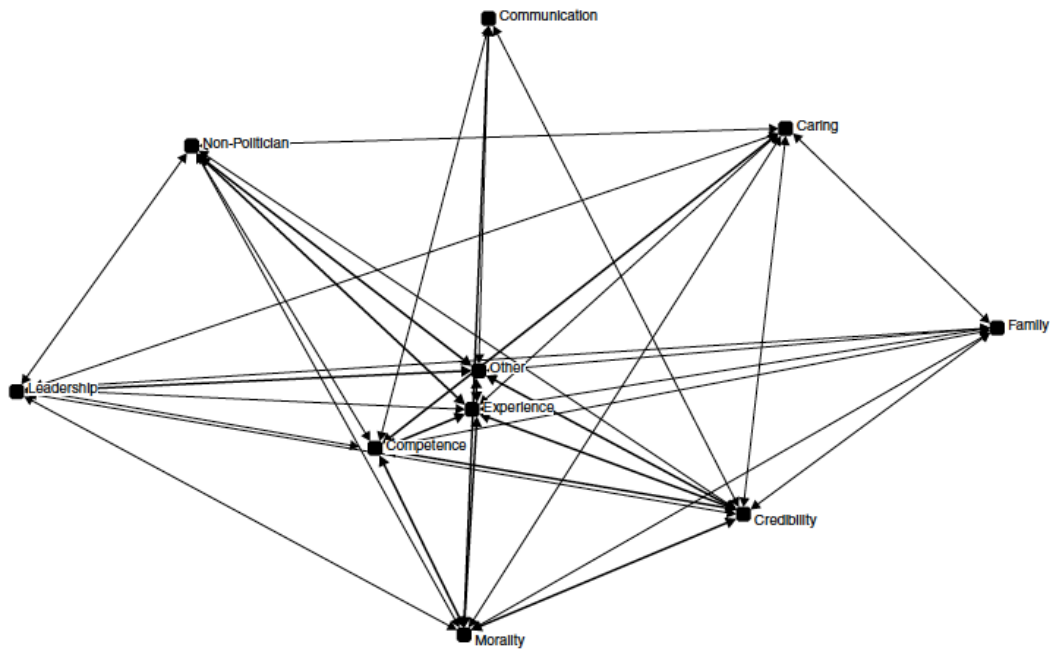
FIGURE 5   Public attribute agenda network (Guo et.al., 2012)

These two figures present the networked results graphically and demonstrated the qualitative richness of the third -level agenda-setting effects. And Guo et. al. also admitted that this did not provide direct information about the interrelationships between attribute agendas in the respondents' minds (2012). As a result, they applied mind-mapping approach into testing and found supporting evidence about the significant correlation between the media attribute agenda network and public attribute agenda network. Moreover, with a series of studies, they continued to find evidence to support the Network Agenda Setting Model. They concluded that " the news media can bundle different sets of objects or attributes and make these bundles of elements salient in the public's mind simultaneously (2012)." Guo compared the Network Agenda Setting Model with the traditional agenda setting model (figure 6, 2013).

From figure 6, it suggests that a human's mind image formation does not operate in a linear world, instead it works as a network structure in which elements or attributes have relation with each other.

Traditional Agenda Setting Approach

Media Agenda

1. Element a
2. Element b
3. Element c
4. Element d
5. Element e

Public Agenda

1. Element a
2. Element b
3. Element c
4. Element d
5. Element e

Network Agenda Setting Model

Media Agenda

Element a
Element d
Element b
Element e
Element c

Public Agenda

Element a
Element d
Element b
Element e
Element c
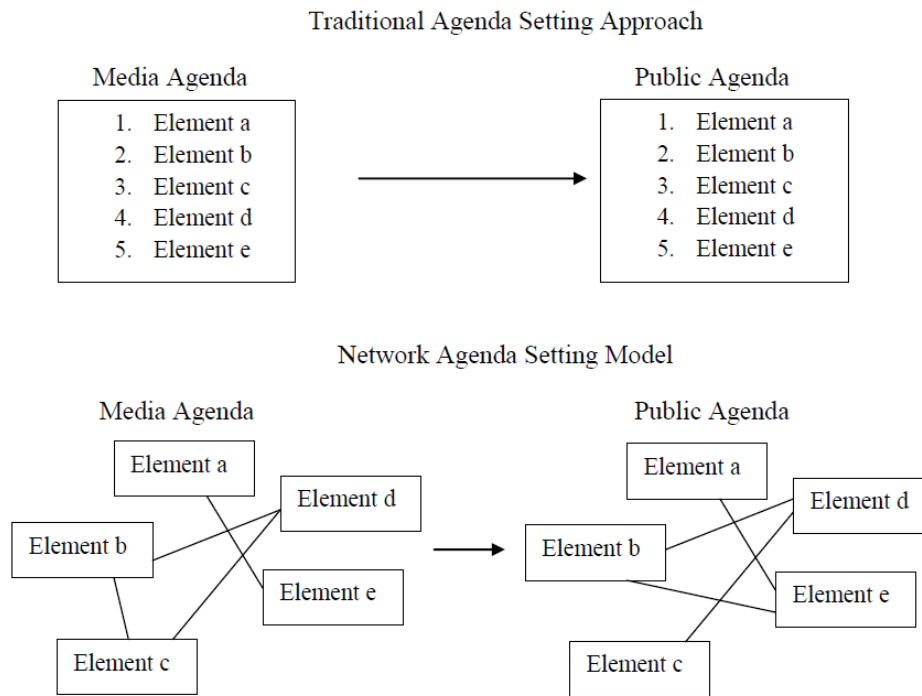
FIGURE 6   The comparison of traditional attribute agenda setting and Network Agenda Setting Model (Guo, 2013)

4.1.5. Conclusion and future of agenda-setting theory

As the world has entered into the era of "big-data", this concept and technology has inspired the development of agenda-setting theory into a new direction. Although as a newly invented method, big data still has many limitations, it does expand the traditional methods and provides a new source to analysis issues (Russell Neuman, Guggenheim, Jang & Bae, 2014).

Who drives the process in the digital age? This is a common question that scholars raised in the articles. Since nowadays many media conversation take place online social medias, such as Facebook, twitter and Pinterest. Will the social media play a leading role in agenda transmission? One of the advantages of the emergence of social media, as McCombs, Shaw and Waver pointed, is the vast quantity of the available data that is collected through social media enables continuous monitoring of the civic conversation about public issues (2014). When introducing social media issue agenda into agenda-setting process, it will enrich the process and extend the relationship between media and the public agenda.

During years of researches, scholars gradually noticed the role that audiences play in agenda-setting and started to borrow concepts of public opinion into agenda-setting research. Actually according to figure 1, it also shows the agenda-setting process is influenced by the individual factors. Audiences have right to choose

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media, whether traditional, online media or both; they can also choose which information they receive and interpret from media. To conduct further researches, scholars introduced agenda melding as a change into the development of agenda-setting theory. Agenda melding is the social process by which audiences meld agendas from various sources, including other people, to create pictures of the world to fit the audiences' experiences and preferences (McCombs,et. al. 2014). While agenda setting is a sharing of saliences, the agendamelding describes the process by which audiences borrow from a variety of agendas to find, or create, the personal communities in which audiences choose to live (McCombs,et. al. 2014).

In the era of digital media, the agenda-setting research will expand to a new stage and explore the core concepts of the theory with the combination of new-developed technology and theories borrowed from other disciplines.

5. METHODOLOGY

5. Methodology

5.1. Research Design

I conducted content analysis in this research. Content analysis has become more and more popular in quantitative research with the development of computing technologies. It is briefly defined as the "systematic, objective, quantitative analysis of message characteristics" as Kimberly A. Neuendorf (2017, p1) concluded in her book. She also introduced that content analysis included 'human-coded analyses and computer-aided text analysis' (Neuendorf, 2017, p1). Thanks to the application of quantitative analysis, one of the key advantages of content analysis when applied in analyzing social phenomena is its non-invasive nature. Holsti (1969) divided the uses of content analysis into three main categories, which are as follows: 1) make inferences about the antecedents of a communication; 2) describe and make inferences about characteristics of a communication; and 3) make inferences about the effects of a communication.

In order to find out how Chinese main media construct the image of "Xinjiang Vocational Education and Training Centers", based on the use of content analysis, I mainly present two research questions:

RQ1: How are "Xinjiang Vocational Education and Training Centers" portrayed in Chinese media?

RQ2: What kind of issues are emphasized in news reporting?

As for the data source, I choose news reports from People's Daily, the largest news group in China. All news reports will be fetched from People's Daily Online, the official website which includes all news and comments printed on the newspaper.

5.2. Conducting the study

The methods and design of this research mainly refer to the study that Wu and Ji conducted in 2016 which aims to analyze the opinion construction of _____ involving violence and terrorism in Xinjiang.

     The first step is to fetch all news reports from People'sDaily Online with the keyword "vocational education and training center" by crawler. After collection, the content analysis will refer to Wu and Ji's research (2016) to classify these reports by different categories, which are origin, type, involved subjects, value orientation. By analyzing these different categories, the research questions will be answered, and it will be found out how Chinese media construct the image of Vocation Education and Training Center in Xinjiang.

5.2.1. Collection of news report from 2018 to 2020

After using "vocational education and training center" as the searching keyword, the crawler collects altogether 159 related reports from People's Daily Online. These reports are first briefly organized with 5 categories, which are publishing year, publishing month, number of words, link, and origin (see Appendix 1). Next step is to classify these repots into different types, which are press conference transcript, news review, news reports, statements, government documents, and interview. After classifying types is to find out subjects which are countries and regions involved ore reported in reports. The last category is value orientation, which are criticism or opposition, neutrality, and support. Reports are divided into three categories based on words the writer used in news reporting.

5.2.2. Content analysis

After using the crawler to collect 159 reports into one file, I updated the file into http://www.picdata.cn/picdata/ to analyze the word frequency, and listed as Appendix 2. The frequency of a word mentioned in 159 reports can demonstrate the key points of these reports. In another word, the higher the frequency of a word is, the more important the issue is. Apart from high-frequency words, such as Xinjiang, terrorism, extremism, and educational and training, the sixth highest frequent word is "trainee" which refers to people in the centers. According to the definition of trainee from Cambridge Academic Content Diction(2021), trainee refers to "a person who is learning and practicing new skills, especially ones connected with a job". The usage of "trainee" accords with duties of the centers which are to provide people with residential vocational training and issue certificates when people reach the expected criteria (Information Office of the State Council, 2019). In addition, "work" "working skills" and "employment" are also frequently used in reports which helps to convey the message that the aim of the establishment of the centers is to help people acquire a better working skills and find employment by themselves or with the assistance of relevant authorities. Another three frequently mentioned words are "human right" which is mentioned 750 times in reports, "legal" 440 times, and "law" 312 times in reports. These words help to construct the image that the establishment

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of the centers is accordance with laws and regulations of the People's Republic of China, and also is line with the basic principles in the relevant international conventions that respects human rights. These high-frequency words help to construct a legal and humanized image of the "Xinjiang Vocational Education and Training Centers".

After calculating the word frequency, the next step is to read all 159 pieces of news reports and find out that none of them mentions "Vocational Education and Training Centers" in titles. Instead, in the title it used "Xinjiang" "Xinjiang issue" or even not to mention any related words. Take the earliest report about "Xinjiang Vocational Education and Training center" as an example.

The earliest report that relates Vocational Education and Training center in Xinjiang, the title is ' Xinjiang, Tomorrow will be better', was published in November, 2018. This report was first published at the channel of politics, later in the same day, it successively repost on the country channel and society channel. It is a news review which is an elaborate account of the author's visit to one of the centers. This report also recorded some short interviews with people at the center (called 'trainees'), and according to their interviews, all of them acknowledge the supports and changes that centers give to them, and support the establishment of the centers.

As the earliest report, it didn't introduce the background and reason why these centers were established. Instead, it used trainees' narration to demonstrate the positive effects these centers had brought. In addition, this is not the only report published at different channels, as a matter of fact, there are 14 more reports published at least two channels at the same day. Reports published at different channels also expand awareness that make more readers know the term 'Vocational Eduction and Training Center in Xinjiang'.

Another example that the title did not mention any related words but reporting the "Xinjiang Vocational Education and Training Centers" is a news review that first published at huanqiu.com in December 2019, and it was reprinted at People's Daily at the same day. Using the title " Shi Anbin: Selective reports from western media", the author Shi Anbin criticized that western media reported Xinjiang issue prejudicially that chose to ignore riots caused by Three Evils, which are terrorism, separatism and religious extremism. In this report, the author took reports about "Xinjiang Vocational Education and Training Centers" as an example to demonstrate that western media degraded the positive effect that Chinese government has achieved in fighting against Three Evils.

Besides, some reports are expressing voices from the Muslim countries, such Pakistan, Iraq, and Iran, to show their opinions and understands of the "Vocational Education and Training Centers". Different from reports published in western media, these voices are quite positive. In addition, People's Daily also published some reports about Chinese Ambassadors receiving interviews from foreign media. These articles reported how Chinese Ambassadors respond questions about the "Vocational Education and training Centers" in detail and emphasize the establishment of the centers are totally legal and respect human rights.

Even though the "Vocational Education and Training Centers" were closed in December 2019, the latest report about the center was published in March, 2020.

However, due to the COVID-19, this press conference transcript was mainly about epidemic, and the spokesman of MFA answered only one question about Xinjiang. The question was asked the spokesman to comment on the news that the U.S. Department of State awarded Sayragul Sauytbay with International Women of Courage Award. In this report, the spokesman emphasized that the center was legal and respected human rights, and had positive influences on fighting against Three Evils. The spokesmen also urged the US to abandon ideological prejudice, and stop interfering in China's internal affairs through Xinjiang issues.

5.2.2.1 Trend of reports

Figure 7 presents the number of news reports about "Xinjiang Vocational Education and Training Centers" in people's Daily from 2018 to 2020. Based on the chart, it can be seen that from November, 2018 to March, 2020, there are only 5 months, which are February 2019, July 2019, August 2019, September 2019, and December 2019, that reports are over 10 pieces. Reading these reports, it was found that these reports are responses to international opinions.

Take February 2019 as an example, reports mainly are responses to criticism from Turkey. There is one press conference transcript that using the official comments to respond criticism from Turkey. Besides, there are 6 pieces reports about Egyptian reporters visiting centers, and 3 pieces reports are editorial about criticism from Turkey.

The news reports are actually quite passive that it only reports the Vocational Education and Training Center after confronting with criticism from international society. Even though according to a news report in 10th of December 2019, and an interview with people at the center in 12th of December 2019, the establishment of centers receive good reputations from Australian visitors, Chinese media doesn't report it actively.

FIGURE 7　　　Numbers of reports about "Xinjiang vocational education and training centers" from People's daily
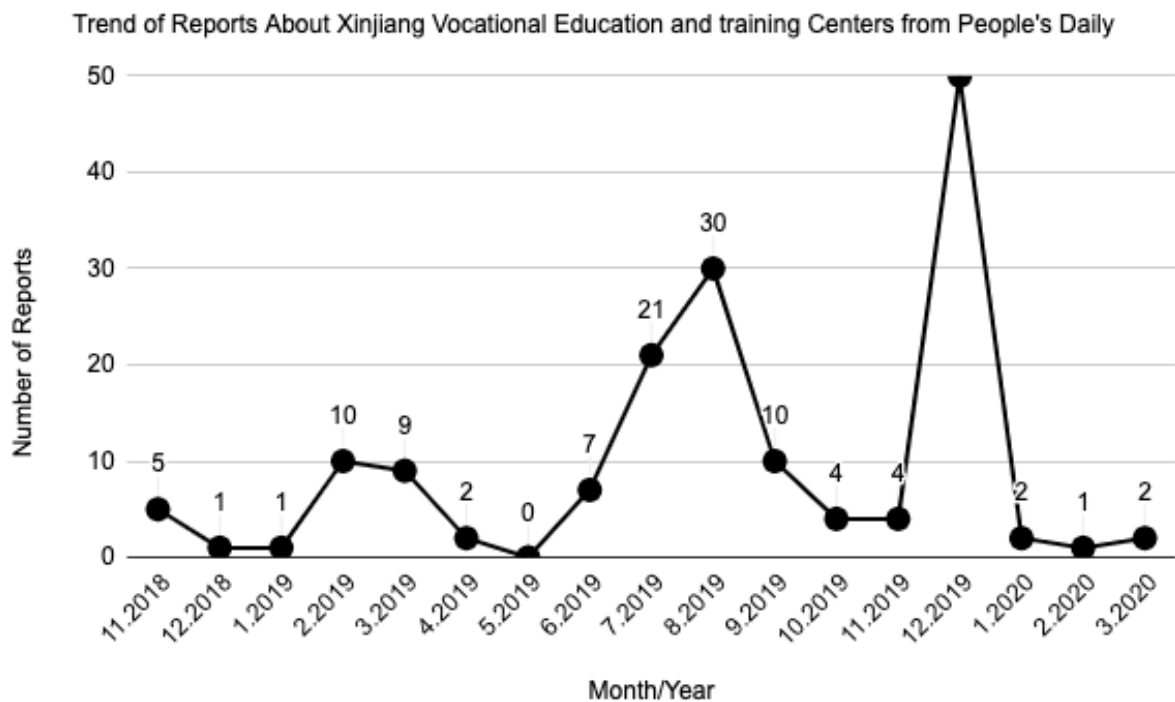
FIGURE 8　　　Trend of reports about "Xinjiang vocational education and training centers" from People's Daily

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5.2.2.2 Types of reports

Based on the type of reports, I have classified these 159 reports into seven categories, which are 1) news report, 2) news review, 3) press conference transcript, 4) statement, 5) government document, 6) interview, and 7) other. News report and news review are two main type of reports that Chinese media use when reporting the Vocational Education and Training Centers. Besides, it should also be noticed that there is about 19.5% of reports are press conference transcripts which means the establishment of the centers is not only a domestic affair, it also attracts the attention from international society. Apart from this, there are altogether 13.9% of reports are statement and government documents.

Within 159 pieces of reports, the minimum number of words is 582, and the maximum is 11453, in other words, the majority of reports are long and deep that different from newsletters, Chinese media tend to use long page to analyze and report centers.
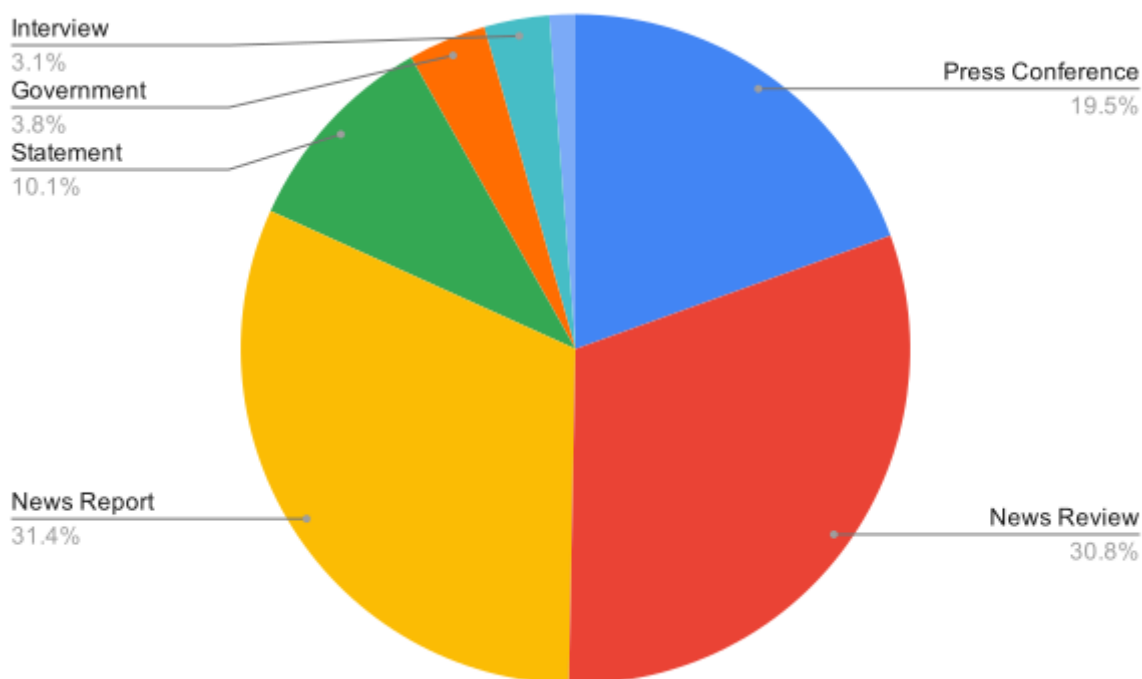
FIGURE 9　　　Types of reports about "Xinjiang vocational education and training centers" from People's Daily

5.2.2.3 Value Orientation

After reading all reports, I divide reports into three categories which are supportive, neutrality, and criticism or opposition. The percentage of value orientation is quite astonishing that the 42.1% of reports are supportive, and 42.8% is criticism or opposition, and only 15.1% is neutrality. Another interesting fact is reports involving the United States are all criticism or opposition, in other words, these reports all con-

demn American reaction towards the center. Most of the news reports which mainly about visiting the center are supportive, and praise the education and training work in Xinjiang. On the other hand, many of the news review which are mainly responses to international opinion are criticism or opposition. Most of the government documents and statements are neutral, but the white book, named Vocational Education and Training in Xinjiang, highly praised the establishment of the center.

Neutrality
15.1%

Criticism or
42.8%

Support
42.1%
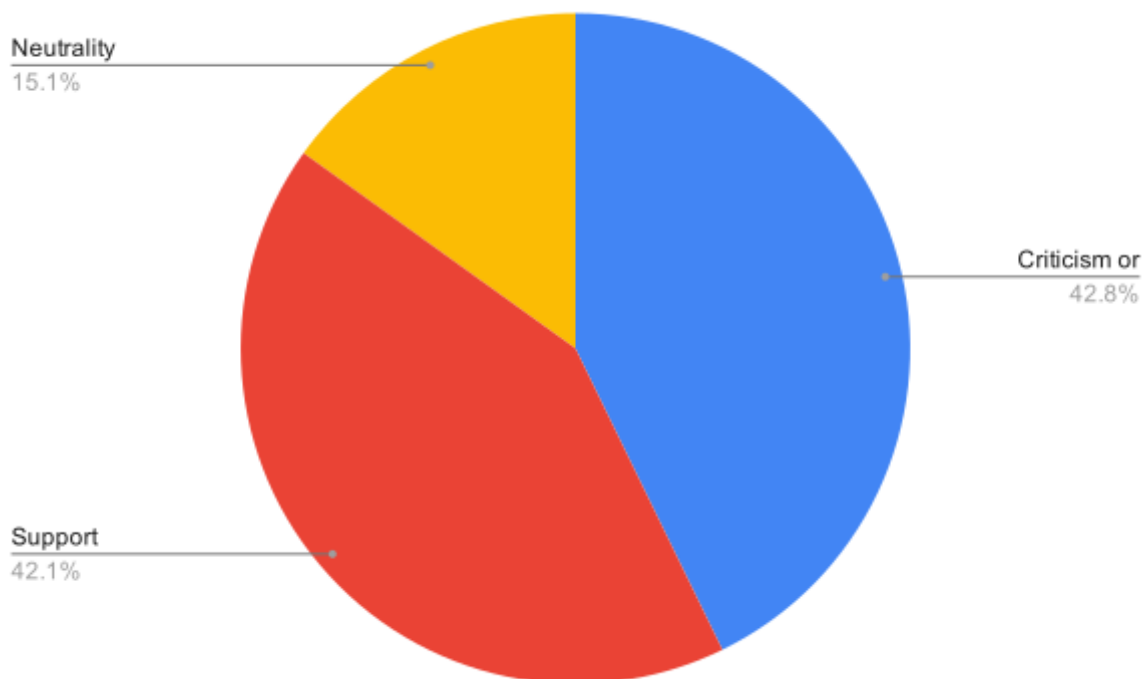
FIGURE 10   Value orientation of reports about "Xinjiang vocational education and training centers" from People's Daily

6.   DISCUSSION

6. Discussion

After the content analysis, the two research questions can be answered.

RQ1: What is the tendency of news report on "Xinjiang Vocational Educational and Training Center" in Chinese media?

As I have analyzed above, the news report on "Xinjiang Vocational Educational and Training Center" is quite passive that most of them are responses to international opinions rather than introducing the situation to Chinese readers actively. Besides, by using the crawler, it collects altogether 159 pieces of reports from November 2018

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to March 2020, which did not publish many reports compared with other hot topics. Therefore, I think the tendency of Chinese media reporting the center will most likely depend on the international society, in other words, when international society strongly criticize it or even plan to publish a policy to against it, the Chinese media will spend more coverage on this topic as a response to the international opinion.

RQ2: What are the issues that are emphasized in news report?

Most of the international criticism about the center is violating human rights, therefore, as a response, news report on Chinese media emphasizes that the establishment of the center is legal, and it respects and protests human rights and brings positive effects on people in centers. To emphasize this, news report cover from the authors' own visiting to the center, to the interview with trainees.

7. CONCLUSION

7. Conclusion

7.1 Evaluation of the study

However, even the research questions are answered and I have concluded a brief idea about how Chinese media construct the image of the Vocational Education and Training Center, there are still many details needed to be improved.

First is the data source. Collecting news reports from People's Daily is a good way to analyze, but it can be more clear to see how the agenda is setting and how the image is constructing by comparing a Chinese media and a third-party media, such as zaobao.com.

Second is the research design. Though this research refer to Wu and Ji's research (2016) and classify different categories, there are still more categories that can be studied, such as how the title conclude the news, the content of the news, and so on.

Third is to enlarge the sample. 159 pieces of news report is not enough, especially there are many same news published on different channels which actually decreased the sample. Maybe it will be more clear to find out how the image be constructed with more news reports.

7.2 Conclusion and directions for future studies

Based on a content analysis of 159 news reports about the "Xinjiang Vocational education and Training Centers" from 2018 to 2020, it can be found that People's Daily, one of Chinese official mass media, portrayed the centers as a legal and humanized place that provided sufficient vocational training for people, and have received a good reputation both from people at the centers and outside visitors. Furthermore, since the establishment of the Vocational Education and Training Centers is an im-

portant and efficient method to fight against the so called Three Evils, Chinese government and the international society regard it not only as a domestic issue, but also an international issue. Therefore, most of People's Daily reports are responses or criticisms to reports from foreign reports, at the same time, there are also some government statements and interviews with local people to introduce the Vocational Education and Training Centers.

As I have concluded above, the "Xinjiang Vocational Education and Training Center" is a part of the Xinjiang-related issue concerned by both Chinese and international society, future studies can be conducted at least three perspectives. The first one is a combination of qualitative and quantitative research that conducting content analysis of news reports and interviews with readers at the same time. This study will find out how readers construct images of "Xinjiang Vocational Education and Training Centers", or even Xinjiang-related issue in their minds, and will find out whether the agenda of the centers is successfully set compared with the content analysis of news reports. The second perspective is a comparison study of news reports from Chinese and a particular foreign media, for example BBC. In this study, it will provide more data about the differences between Chinese and foreign media reporting, and comparing with the timeline, it will also demonstrate how passive the Chinese media is when reporting the same issue. In addition, the content analysis of reports from both sides will also provide more information to construct the image of the "Xinjiang Vocational Education and Training Centers". The last perspective is a comparison study on how People's Daily reports "Xinjiang Vocational Education and Training Centers" and Xinjiang forced labor issue. Bothe of them belong to the Xinjiang-related issue, and attract great attention from international society, but they are reported at different time. I assume COVID-19 and Chinese poverty alleviation policies will play an important role when reporting these topics in People's Daily. In the third study, it might demonstrate a change of Chinese media reporting style at the post-epidemic era.

In a word, this content analysis of reports about the "Xinjiang Vocational Education and Training Centers" found out how People's Daily portrayed and emphasized issues on the centers, and the three future studying directions will help to find out more clear image on Xinjiang-related issue constructed by Chinese mass media.

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APPENDICES

APPENDIX 1

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2020	3	2380	http://world.people.com.cn/n1/2020/0306/c1002-31620913.html	Beijing, China	Press Conference Transcript	MFA of China	Criticism or Opposition
2020	3	1296	http://world.people.com.cn/n1/2020/0302/c1002-31612009.html	Australia	News Review	ASPI Australia	Criticism or Opposition
2020	2	3153	http://world.people.com.cn/n1/2020/0219/c1002-31595207.html	Beijing, China	Press Conference Transcript	MFA of China	Criticism or Opposition
2020	1	1315	http://world.people.com.cn/n1/2020/0112/c1002-31544469.html	Ghana	News Report	Embassy of China in Ghana	Support
2020	1	1186	http://world.people.com.cn/n1/2020/0109/c1002-31541501.html	Egypt	News Report	MFA of China	Support
2019	12	4842	http://renshi.people.com.cn/n1/2019/1225/c139617-31522096.html	Beijing, China	Others	MOHRSS of China	Neutrality

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	1457	http://tyzx.people.cn/n1/2019/1225/c372198-31521649.html	Xinjiang, China	News Review	Xinjiang	Support
2019	12	1488	http://world.people.com.cn/n1/2019/1223/c1002-31518676.html	Australia	News Review	Embassy of China in Papua New	Support
2019	12	1282	http://usa.people.com.cn/n1/2019/1220/c241376-31516416.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	2634	http://world.people.com.cn/n1/2019/1220/c1002-31516393.html	Beijing, China	Press Conference Transcript	MFA of China	Criticism or Opposition
2019	12	1295	http://world.people.com.cn/n1/2019/1212/c1002-31502383.html	Beijing, China	News Review	Xinjiang & USA	Support
2019	12	1265	http://tyzx.people.cn/n1/2019/1212/c385051-31502372.html	Beijing, China	News Review	Xinjiang & USA	Support
2019	12	1295	http://opinion.people.com.cn/n1/2019/1212/c1003-31502111.html	Beijing, China	News Review	Xinjiang & USA	Support
2019	12	2057	http://media.people.com.cn/n1/2019/1210/c40606-31497877.html	Beijing, China	News Review	Xinjiang & Western media	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	2129	http://politics.people.com.cn/n1/2019/1210/c1001-31497761.html	Beijing, China	News Report	Xinjiang	Support
2019	12	2337	http://politics.people.com.cn/n1/2019/1209/c1001-31497727.html	Xinjiang, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	1969	http://politics.people.com.cn/n1/2019/1209/c1001-31497715.html	Beijing, China	News Report	Xinjiang	Support
2019	12	2031	http://usa.people.com.cn/n1/2019/1209/c241376-31497584.html	Xinjiang, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	688	http://politics.people.com.cn/n1/2019/1209/c1001-31497138.html	Beijing, China	Press Conference Transcript	Xinjiang	Support
2019	12	910	http://politics.people.com.cn/n1/2019/1209/c1001-31497107.html	Beijing, China	Press Conference Transcript	Xinjiang	Support
2019	12	1487	http://politics.people.com.cn/n1/2019/1209/c1001-31497082.html	Beijing, China	Press Conference Transcript	Xinjiang	Support
2019	12	967	http://tyzx.people.cn/n1/2019/1209/c385051-31495823.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition

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Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	2166	http://tyzx.people.cn/n1/2019/1209/c372194-31495804.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	2142	http://world.people.com.cn/n1/2019/1209/c1002-31495585.html	Xinjiang, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	2061	http://opinion.people.com.cn/n1/2019/1209/c1003-31495495.html	Xinjiang, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	997	http://opinion.people.com.cn/n1/2019/1209/c1003-31495493.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	631	http://world.people.com.cn/n1/2019/1208/c1002-31495435.html	Netherlands	News Report	Xinjiang & Dutch media	Support
2019	12	2424	http://world.people.com.cn/n1/2019/1206/c1002-31494512.html	Egypt	News Report	Xinjiang	Support
2019	12	1363	http://world.people.com.cn/n1/2019/1206/c1002-31493548.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	5555	http://world.people.com.cn/n1/2019/1206/c1002-31493309.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	1542	http://tyzx.people.cn/n1/2019/1206/c372194-31493038.html	Xinjiang, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	1812	http://politics.people.com.cn/n1/2019/1206/c1001-31492623.html	Xinjiang, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	1363	http://opinion.people.com.cn/n1/2019/1206/c1003-31492575.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	12	3208	http://npc.people.com.cn/n1/2019/1205/c14576-31492141.html	Xinjiang, China	News Report	Xinjiang	Support
2019	12	2390	http://world.people.com.cn/n1/2019/1205/c1002-31491990.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	12	907	http://world.people.com.cn/n1/2019/1205/c1002-31491988.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	748	http://world.people.com.cn/n1/2019/1205/c1002-31491987.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	1827	http://world.people.com.cn/n1/2019/1205/c1002-31491985.html	Xinjiang, China	Statement	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	1813	http://politics.people.com.cn/n1/2019/1205/c1001-31491521.html	Xinjiang, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	1798	http://tyzx.people.cn/n1/2019/1205/c372194-31490836.html	Xinjiang, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	878	http://tyzx.people.cn/n1/2019/1205/c372194-31490826.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	719	http://tyzx.people.cn/n1/2019/1205/c372194-31490825.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	2068	http://politics.people.com.cn/n1/2019/1205/c1001-31490492.html	Xinjiang, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	989	http://politics.people.com.cn/n1/2019/1205/c1001-31490478.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	1148	http://politics.people.com.cn/n1/2019/1205/c1001-31490479.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	2631	http://politics.people.com.cn/n1/2019/1205/c1001-31490481.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	824	http://world.people.com.cn/n1/2019/1204/c1002-31490370.html	Afghanistan	News Report	Xinjiang & USA	Criticism or Opposition
2019	12	896	http://usa.people.com.cn/n1/2019/1204/c241376-31490343.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	737	http://usa.people.com.cn/n1/2019/1204/c241376-31490341.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	2069	http://politics.people.com.cn/n1/2019/1204/c1001-31489787.html	Xinjiang, China	Statement	Xinjiang	Support
2019	12	2631	http://politics.people.com.cn/n1/2019/1204/c1001-31489706.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	12	990	http://politics.people.com.cn/n1/2019/1204/c1001-31489658.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	1149	http://politics.people.com.cn/n1/2019/1204/c1001-31489657.html	Beijing, China	Statement	Xinjiang & USA	Criticism or Opposition
2019	12	4969	http://world.people.com.cn/n1/2019/1203/c1002-31488146.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	12	3549	http://cpc.people.com.cn/n1/2019/1203/c64102-31487822.html	Xinjiang, China	News Review	Xinjiang	Support
2019	11	1359	http://opinion.people.com.cn/n1/2019/1127/c1003-31478053.html	Beijing, China	News Review	Xinjiang & Western media	Criticism or Opposition
2019	11	3274	http://world.people.com.cn/n1/2019/1118/c1002-31461433.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	11	4109	http://world.people.com.cn/n1/2019/1117/c1002-31459175.html	Xinjiang, China	News Report	Xinjiang & USA	Criticism or Opposition
2019	11	3503	http://rencai.people.com.cn/n1/2019/1108/c244800-31445095.html	Beijing, China	Others	MOHRSS of China	Neutrality
2019	10	906	http://tyzx.people.cn/n1/2019/1028/c372194-31423029.html	USA	News Report	Xinjiang	Neutrality
2019	10	934	http://world.people.com.cn/n1/2019/1028/c1002-31422625.html	USA	News Report	Xinjiang	Neutrality
2019	10	1143	http://world.people.com.cn/n1/2019/1010/c1002-31391317.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	10	1143	http://opinion.people.-com.cn/n1/2019/1010/c1003-31390668.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	9	1101	http://usa.people.-com.cn/n1/2019/0925/c241376-31372999.html	USA	News Report	Xinjiang	Neutrality
2019	9	7300	http://world.people.-com.cn/n1/2019/0925/c1002-31372693.html	USA	News Report	Xinjiang	Neutrality
2019	9	1329	http://world.people.-com.cn/n1/2019/0925/c1002-31372662.html	USA	News Report	Xinjiang	Neutrality
2019	9	1695	http://cpc.people.-com.cn/n1/2019/0919/c64387-31361043.html	Xinjiang, China	News Report	Xinjiang & African Counsel-	Support
2019	9	1745	http://world.people.-com.cn/n1/2019/0919/c1002-31360998.html	Xinjiang, China	News Report	Xinjiang & African Counsel-	Support
2019	9	1275	http://world.people.-com.cn/n1/2019/0912/c1002-31352198.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	9	3187	http://world.people.-com.cn/n1/2019/0909/c1002-31345173.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	9	1016	http://culture.people.com.cn/n1/2019/0909/c1013-31343310.html	France	News Report	Xinjiang	Neutrality
2019	9	1038	http://world.people.com.cn/n1/2019/0909/c1002-31342782.html	France	News Report	Xinjiang	Neutrality
2019	9	1852	http://world.people.com.cn/n1/2019/0903/c1002-31334693.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	8	2244	http://tyzx.people.cn/n1/2019/0826/c372194-31315999.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Neutrality
2019	8	2424	http://media.people.com.cn/n1/2019/0825/c40606-31315152.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Neutrality
2019	8	2548	http://politics.people.com.cn/n1/2019/0825/c1001-31315050.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Neutrality
2019	8	2063	http://world.people.com.cn/n1/2019/0824/c1002-31314479.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support
2019	8	1595	http://tyzx.people.cn/n1/2019/0820/c372194-31304917.html	Beijing, China	News Report	Xinjiang & Foreign media	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	8	1781	http://world.people.com.cn/n1/2019/0820/c1002-31304569.html	Beijing, China	News Report	Xinjiang & Foreign media	Support
2019	8	9900	http://tyzx.people.cn/n1/2019/0819/c396781-31302843.html	Beijing, China	News Report	Xinjiang	Support
2019	8	2580	http://tyzx.people.cn/n1/2019/0819/c372194-31302346.html	Beijing, China	News Report	Xinjiang & Foreign media	Support
2019	8	1394	http://tyzx.people.cn/n1/2019/0819/c385051-31302301.html	Beijing, China	News Review	Xinjiang	Support
2019	8	1123	http://tyzx.people.cn/n1/2019/0819/c385051-31302236.html	Beijing, China	News Review	Xinjiang	Support
2019	8	1308	http://tyzx.people.cn/n1/2019/0819/c372194-31302174.html	Beijing, China	News Review	Xinjiang	Support
2019	8	1409	http://tyzx.people.cn/n1/2019/0819/c372194-31302175.html	Beijing, China	News Review	Xinjiang	Support
2019	8	2161	http://tyzx.people.cn/n1/2019/0819/c372194-31302173.html	Beijing, China	News Review	Xinjiang	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	8	11453	http://tyzx.people.cn/n1/2019/0819/c372194-31302168.html	Beijing, China	Government Document	Xinjiang	Neutrality
2019	8	2768	http://world.people.com.cn/n1/2019/0819/c1002-31302034.html	Beijing, China	News Report	Xinjiang & Foreign media	Support
2019	8	2360	http://politics.people.com.cn/n1/2019/0819/c1001-31302015.html	Beijing, China	News Report	Xinjiang	Support
2019	8	1649	http://legal.people.com.cn/n1/2019/0817/c42510-31301188.html	Beijing, China	News Review	Xinjiang	Support
2019	8	2193	http://opinion.people.com.cn/n1/2019/0817/c1003-31301048.html	Beijing, China	News Review	Xinjiang	Support
2019	8	1441	http://opinion.people.com.cn/n1/2019/0817/c1003-31301050.html	Beijing, China	News Review	Xinjiang	Support
2019	8	1340	http://opinion.people.com.cn/n1/2019/0817/c1003-31301049.html	Beijing, China	News Review	Xinjiang	Support
2019	8	11789	http://politics.people.com.cn/n1/2019/0817/c1001-31301046.html	Beijing, China	Government Document	Xinjiang	Neutrality

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	8	1160	http://opinion.people.com.cn/n1/2019/0817/c1003-31301022.html	Beijing, China	News Review	Xinjiang	Support
2019	8	1217	http://opinion.people.com.cn/n1/2019/0816/c1003-31300967.html	Beijing, China	News Review	Xinjiang	Support
2019	8	11415	http://tyzx.people.cn/n1/2019/0816/c372194-31300234.html	Beijing, China	Government Document	Xinjiang	Neutrality
2019	8	11751	http://politics.people.com.cn/n1/2019/0816/c1001-31299999.html	Beijing, China	Government Document	Xinjiang	Neutrality
2019	8	1114	http://world.people.com.cn/n1/2019/0815/c1002-31298204.html	Tashkent	Interview	Xinjiang & Foreign media	Support
2019	8	963	http://media.people.com.cn/n1/2019/0812/c14677-31289675.html	Turkey	Interview	Xinjiang & Foreign media	Support
2019	8	943	http://world.people.com.cn/n1/2019/0812/c1002-31288846.html	Turkey	Interview	Xinjiang & Foreign media	Support
2019	8	1817	http://politics.people.com.cn/n1/2019/0803/c1001-31273878.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	8	1283	http://world.people.com.cn/n1/2019/0802/c1002-31273774.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	7	1283	http://world.people.com.cn/n1/2019/0731/c1002-31268118.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	7	3634	http://world.people.com.cn/n1/2019/0729/c1002-31262716.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	7	1835	http://world.people.com.cn/n1/2019/0729/c1002-31260284.html	Beijing, China	News Review	Xinjiang & Foreign media	Support
2019	7	1835	http://world.people.com.cn/n1/2019/0729/c1002-31260286.html	Beijing, China	News Review	Xinjiang & Foreign media	Support
2019	7	1898	http://opinion.people.com.cn/n1/2019/0728/c1003-31259703.html	Beijing, China	News Review	Xinjiang & Foreign media	Support
2019	7	2521	http://world.people.com.cn/n1/2019/0727/c1002-31259255.html	Nigeria	News Review	Xinjiang	Support
2019	7	2339	http://politics.people.com.cn/n1/2019/0723/c1001-31250090.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	7	2668	http://media.people.com.cn/n1/2019/0723/c14677-31249564.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support
2019	7	2237	http://politics.people.com.cn/n1/2019/0723/c1001-31249353.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support
2019	7	1756	http://world.people.com.cn/n1/2019/0720/c1002-31246062.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	7	1972	http://theory.people.com.cn/n1/2019/0720/c40531-31245834.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	7	2011	http://world.people.com.cn/n1/2019/0720/c1002-31245768.html	Beijing, China	News Review	Xinjiang & USA	Criticism or Opposition
2019	7	1126	http://world.people.com.cn/n1/2019/0716/c1002-31235882.html	Beijing, China	Press Conference Transcript	Xinjiang & Foreign media	Support
2019	7	995	http://world.people.com.cn/n1/2019/0715/c1002-31235592.html	Beijing, China	News Report	Xinjiang & Foreign media	Neutrality
2019	7	3883	http://world.people.com.cn/n1/2019/0715/c1002-31235545.html	Beijing, China	Press Conference Transcript	Xinjiang & Foreign media	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	7	582	http://world.people.com.cn/n1/2019/0712/c1002-31231512.html	Beijing, China	Press Conference Transcript	Xinjiang & Foreign media	Support
2019	7	598	http://politics.people.com.cn/n1/2019/0712/c1001-31229749.html	Beijing, China	News Report	Xinjiang & Foreign media	Criticism or Opposition
2019	7	758	http://world.people.com.cn/n1/2019/0712/c1002-31229561.html	Beijing, China	News Report	Xinjiang & Foreign media	Criticism or Opposition
2019	7	1483	http://world.people.com.cn/n1/2019/0711/c1002-31228998.html	Beijing, China	Press Conference Transcript	Xinjiang & Foreign media	Criticism or Opposition
2019	7	1198	http://world.people.com.cn/n1/2019/0709/c1002-31223884.html	Switzerland	Interview	Xinjiang	Support
2019	7	1422	http://world.people.com.cn/n1/2019/0705/c1002-31214920.html	Switzerland	News Report	Xinjiang	Support
2019	6	746	http://world.people.com.cn/n1/2019/0628/c1002-31202911.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	6	2001	http://korea.people.com.cn/n1/2019/0625/c407881-31178461.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	6	1554	http://world.people.com.cn/n1/2019/0625/c1002-31178052.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	6	1043	http://world.people.com.cn/n1/2019/0624/c1002-31177783.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	6	2254	http://world.people.com.cn/n1/2019/0624/c1002-31177735.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	6	1046	http://world.people.com.cn/n1/2019/0612/c1002-31132272.html	Beijing, China	News Report	Xinjiang & USA	Criticism or Opposition
2019	6	2276	http://world.people.com.cn/n1/2019/0611/c1002-31130481.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2019	4	2283	http://world.people.com.cn/n1/2019/0416/c1002-31033415.html	Kazakhstan	Interview	Xinjiang	Support
2019	4	5468	http://world.people.com.cn/n1/2019/0416/c1002-31031347.html	Russia	News Report	Xinjiang	Neutrality
2019	3	3097	http://ydyl.people.com.cn/n1/2019/0329/c411837-31003947.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	3	15838	http://politics.people.com.cn/n1/2019/0319/c1001-30982168.html	Beijing, China	Government Document	Xinjiang	Neutrality
2019	3	16198	http://tyzx.people.cn/n1/2019/0318/c396781-30981451.html	Beijing, China	News Report	Xinjiang	Support
2019	3	16198	http://politics.people.com.cn/n1/2019/0318/c1001-30981368.html	Beijing, China	Government Document	Xinjiang	Neutrality
2019	3	834	http://world.people.com.cn/n1/2019/0316/c1002-30979093.html	Beijing, China	News Report	Xinjiang	Support
2019	3	2562	http://world.people.com.cn/n1/2019/0302/c1002-30953465.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support
2019	3	2562	http://politics.people.com.cn/n1/2019/0302/c1001-30953240.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support
2019	3	2545	http://pic.people.com.cn/n1/2019/0301/c1016-30952761.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support
2019	3	2647	http://world.people.com.cn/n1/2019/0301/c1002-30952418.html	Xinjiang, China	News Report	Xinjiang & Foreign media	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	2	742	http://world.people.com.cn/n1/2019/0216/c1002-30715667.html	Beijing, China	News Report	Xinjiang	Support
2019	2	1198	http://opinion.people.com.cn/n1/2019/0213/c1003-30642283.html	Beijing, China	News Review	Xinjiang &Turkish media	Criticism or Opposition
2019	2	1353	http://theory.people.com.cn/n1/2019/0213/c40531-30641568.html	Beijing, China	News Review	Xinjiang &Turkish media	Criticism or Opposition
2019	2	1390	http://world.people.com.cn/n1/2019/0213/c1002-30641242.html	Beijing, China	News Review	Xinjiang &Turkish media	Criticism or Opposition
2019	2	6426	http://world.people.com.cn/n1/2019/0212/c1002-30623334.html	Beijing, China	Press Conference Transcript	Xinjiang	Criticism or Opposition
2019	2	2509	http://country.people.com.cn/n1/2019/0201/c419842-30605522.html	Xinjiang, China	News Report	Xinjiang &Egypt media	Support
2019	2	258	http://ydyl.people.com.cn/n1/2019/0201/c411837-30604924.html	Xinjiang, China	News Report	Xinjiang &Egypt media	Neutrality
2019	2	2468	http://ydyl.people.com.cn/n1/2019/0201/c411837-30604783.html	Xinjiang, China	News Report	Xinjiang &Egypt media	Neutrality

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2019	2	2641	http://media.people.com.cn/n1/2019/0201/c40606-30604743.html	Xinjiang, China	News Report	Xinjiang &Egypt media	Neutrality
2019	2	2554	http://world.people.com.cn/n1/2019/0201/c1002-30604147.html	Xinjiang, China	News Report	Xinjiang &Egypt media	Neutrality
2019	1	1892	http://world.people.com.cn/n1/2019/0110/c1002-30515763.html	Beijing, China	Press Conference Transcript	Xinjiang	Criticism or Opposition
2018	12	2916	http://world.people.com.cn/n1/2018/1220/c1002-30479509.html	Beijing, China	Press Conference Transcript	Xinjiang & USA	Criticism or Opposition
2018	11	686	http://ydyl.people.com.cn/n1/2018/1108/c411837-30389161.html	Beijing, China	News Review	Xinjiang	Support
2018	11	3106	http://ydyl.people.com.cn/n1/2018/1106/c411837-30384443.html	Beijing, China	News Review	Xinjiang	Support
2018	11	3106	http://society.people.com.cn/n1/2018/1106/c1008-30384236.html	Beijing, China	News Review	Xinjiang	Support
2018	11	3106	http://country.people.com.cn/n1/2018/1106/c419842-30384010.html	Beijing, China	News Review	Xinjiang	Support

Year	Month	Number of Words	Link	Origin	Type	Involved Subject	Value Orientation
2018	11	3106	http://politics.people.com.cn/n1/2018/1106/c1001-30383407.html	Beijing, China	News Review	Xinjiang	Support

APPENDIX 2

Word	Frequency
Xinjiang	2802
Religion	1202
Terrorism	1010
Extremism	981
Education and Training	958
Trainee	896
Education	885
Work	864
Society	854
Center	852
Development	845
Anti-Terroism	784
Human Right	750
Extremalization	723
Problem	682
Training	629
International	594
Working Skills	557
Learning	518
Guarantee	460
Stabilization	448
Cooperation	443
Legal	440
Ethnic	427
Life	417
Activity	393
Extreme	393

Violence	386
Thinking	345
People	345
Ethnic Groups	328
Influence	322
Policy	321
Chinese	313
Law	312
Employment	301
Media	292
Association	290
Staff	284
Provide	280
Effect	274
Safety	256
Safeguard	255
Culture	252
Efficiently	251
Counter	247
Establishment	246
Insist	246
Economy	244
Company	243
People's Republic of China	243
Method	242
Basic	241
World	240
Terror	239
Language	236
Important	232

Region	224
Suitation	218
Government	218
Achieve	211
Management	207
Knowledge	207
School	204
Support	201
United States	200