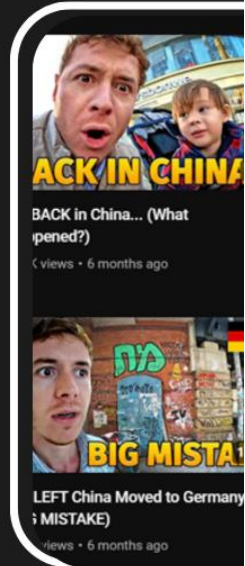
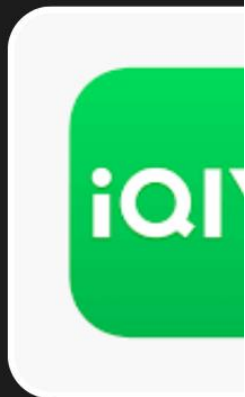




CHINA'S SOFT POWER PROPAGANDA NETWORK



An Investigative Report By
Investigative Journalism Reportika



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Introduction

China's efforts to bolster its soft power have been a focal point of its foreign policy for years. Soft power, a term coined by Joseph Nye, refers to the ability of a country to shape the preferences of others through appeal and attraction rather than coercion or payment. For China, this means influencing global culture both through the production and export of its cultural products and by molding foreign cultural productions to align with the Chinese Communist Party's (CCP) interests. **This report delves into the export of Chinese cultural products designed to influence foreign audience and entice them with its geopolitical narrative.**

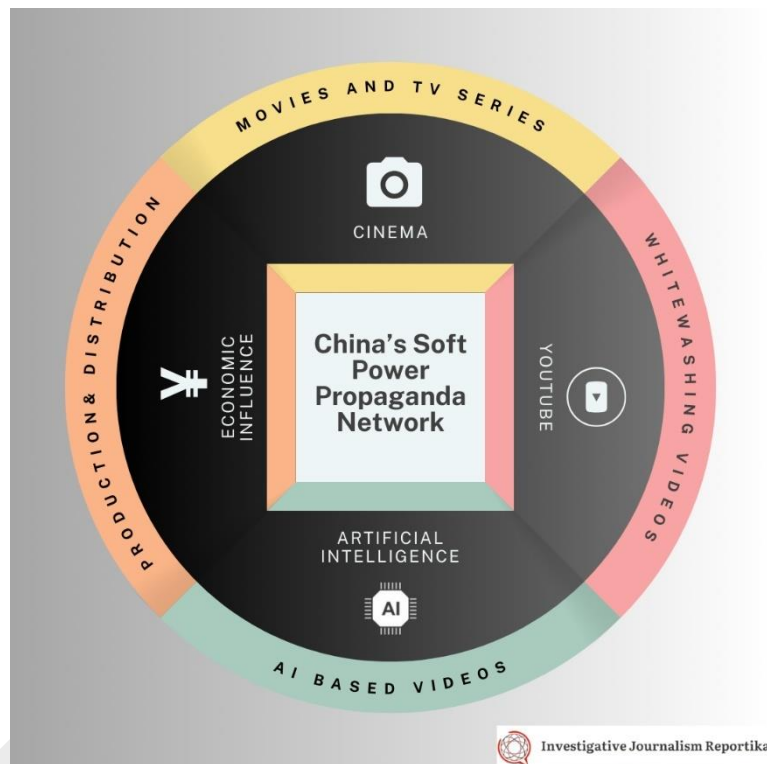


Figure 1 China's Soft Power Propaganda Network

By the end of 2023, China had subscribers to cable television programs numbered 202 million, with 193 million subscribing to digital cable television. Radio and television **broadcasting coverage rates were 99.7 percent and 99.8 percent**, respectively. In 2023, China produced **4,632 episodes of 156 TV series and 93,811 minutes of TV cartoons**, along with **792 feature movies and 179 popular science movies**, documentaries, animations, and special movies. The country issued **25.8 billion copies of newspapers, 1.8 billion copies of magazines, and published 11.9 billion copies of books, averaging 8.40 books per person**. Additionally, there were millions of big and small YouTube channels, TikTok Handles and other Social Media Influence Handles that contributed to the **Soft Power Propaganda Network of China**.

The Strategic Vision

China's pursuit of soft power is deeply rooted in its strategic vision to establish itself as a central player on the global stage. At the 19th CCP National Congress, President Xi Jinping underscored the significance of culture as the **soul of a nation**, emphasizing that the strength of a nation is intrinsically linked to its **cultural vitality**. Xi's speech highlighted the resilience of Chinese culture, forged through a history marked by struggle and sacrifice, and framed this cultural legacy as a cornerstone of China's global influence. He proclaimed that the world is

now witnessing a **real, multi-dimensional, and comprehensive image of China**, signaling a clear intention to project a favorable and controlled narrative of Chinese identity and power.

This vision is not new but builds on a foundation laid by Xi's predecessors. Since 2006, China has systematically developed its cultural strategy through successive five-year plans, focusing on the production and export of Chinese cultural products as a means to enhance its soft power. **President Hu Jintao**, at the 17th Communist Party Congress in 2007, committed China to integrating soft power into its foreign policy, emphasizing a narrative of **peaceful rise**. Xi Jinping, however, has taken a more assertive approach, explicitly reinforcing the need to **increase China's soft power, give a good Chinese narrative, and better communicate China's message to the world**. This directive reflects a shift towards a more ethnocentric form of soft power, rooted in Chinese history, heritage, and socialist values.

Xi's articulation of **cultural soft power** (文化软实力) focuses on promoting the virtues of Chinese traditions and the nation's rich historical legacy. By shaping and controlling the narrative around its cultural identity, China aims to strengthen its influence and ensure that its rise is viewed in a positive light. This strategic vision, while deeply rooted in Chinese cultural pride, represents a complex and evolving approach to soft power that blends traditional values with modern geopolitical aspirations.

Exporting Cultural Products

Cultural products, such as movies, **TV series, music, YouTube channels, and social media influence handles**, serve as potent instruments of influence, especially when they penetrate foreign markets and resonate with local tastes. Among these, movies and TV series stand out as particularly powerful and attractive vectors. China's strategic investment in the export of its cultural products is evident in the rapid growth of its entertainment industry, which has increasingly become a key element of its soft power approach.

In 2021, China reported the highest box office revenue globally, totaling **approximately \$7.3 billion**. This figure surpasses the combined revenues of the United States, Canada, Japan, and the United Kingdom, making **China the top film market in the world**. The surge in China's box office revenue reflects not only the success of its domestic film industry but also the nation's broader cultural influence. The Chinese movie industry has flourished over the past few decades, mirroring the country's overall economic expansion.

As part of this growth, China has seen a dramatic increase in the number of cinema screens. In 2023, China boasted over **86,000 cinema screens**, making it one of the countries with the highest number of cinema screens worldwide. This rapid expansion is largely driven by China's growing urban population and rising demand for entertainment. **In 2021 alone, the country built nearly 1,000 new cinemas, demonstrating its commitment to cultivating a vibrant film culture.**

The proliferation of cinema screens has been accompanied by a significant rise in movie ticket sales, which surpassed the one billion mark in 2015 and continued to expand until the onset of the COVID-19 pandemic. This growth is fueled by the increasing disposable income among Chinese citizens, further boosting box office sales. The robust development of China's film industry underscores the nation's strategic use of cultural products to enhance its global influence, **reinforcing its soft power ambitions on the world stage.**

Key Organizations

Several organizations are central to marketing and promoting Chinese cultural products abroad, each playing a unique role in shaping global perceptions of China:

1. China International Television Corporation (CITVC): Established in 1984 as a subsidiary of China Media Group (CMG), CITVC focuses on promoting Chinese television products internationally. Through partnerships with foreign channels, such as the China Hour on Portugal's Porto Canal, CITVC has successfully introduced Chinese programming to Southern European audiences.

2. China Radio, Film and Television Programs Exchanging Center (CHNPEC): Overseeing the global marketing and promotion of Chinese films and TV series, CHNPEC operates under the supervision of CMG and CITVC. This organization plays a pivotal role in increasing the international presence of Chinese media content.

3. China International Film and TV Programs Exhibition (CIFTPE): An annual event dedicated to showcasing Chinese films and television programs for export. CIFTPE serves as a platform for international cooperation, allowing Chinese content creators to engage with global markets.

4. Film and TV Import and Export Association (FTIEA): Created in 2017, FTIEA promotes Chinese film and television productions through participation in international forums and events, facilitating the exchange and distribution of Chinese media content abroad.

5. Belt and Road Media Community (BRMC): As part of the Belt and Road Initiative (BRI), the BRMC fosters media and cultural cooperation among countries within the BRI framework. This initiative aims to strengthen ties between China and participating nations through shared media and cultural content.

6. Central Propaganda Department (CPD): The Central Propaganda Department, also known as the CCP's Propaganda Department, is the primary body responsible for ideological control, media censorship, and the dissemination of propaganda. It oversees all forms of media, including newspapers, television, online platforms, and social media, ensuring they align with the party's policies and narratives. The CPD plays a critical role in controlling information flow, guiding public opinion, and reinforcing the CCP's ideological dominance.

These organizations are instrumental in advancing China's soft power propaganda network, ensuring that Chinese films, television programs, and other cultural products are accessible and appealing to international audiences while subtly reinforcing the CCP's geopolitical narrative.

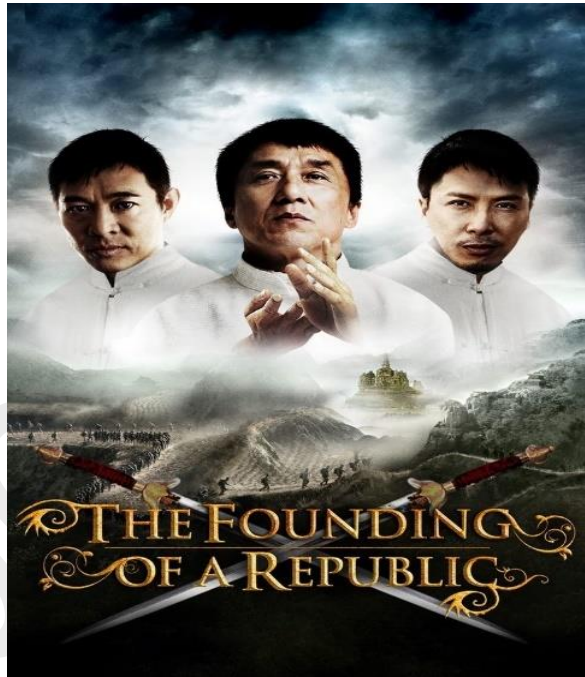
Chinese Cinema

Chinese cinema serves as a potent tool for extending Chinese Communist Party (CCP) propaganda, promoting narratives that align with the party's vision across various genres. Here are some prominent examples:

The Founding of a Republic (2009)

This series dramatizes the events leading to the establishment of the People's Republic of China in 1949. It highlights Mao Zedong's leadership and the CCP's victory over the Nationalists, emphasizing the legitimacy of the current regime.

The Founding of a Republic dramatizes the events leading to the establishment of the **People's Republic of China** in 1949, presenting the rise of the Chinese Communist Party as a heroic and inevitable triumph. The film seeks to **highlight the historical struggle for democracy but offers a revisionist theme, framing the CCP's ascent as a natural and just outcome of the nation's history.** Despite this, the film has been critiqued for being more of a historical romp rather than a disciplined treatment of the subject, as noted by G and M.E. Davies. The former editor of the Southern Weekend, Chiang Ping, remarked that the film underscores **the limits of the contemporary Party-guided commercial repackaging of Chinese history.**



The impact of the film was significant enough that Douban, a Chinese film rating site, eventually disabled the rating feature for it and the other films in the trilogy. In response to some international reactions, co-director Huang Jianxin defended the film, stating, it's unfair to describe The Founding of a Republic as propaganda since modern Chinese audiences are too sophisticated to swallow a simplistic rendering of history.



Figure 2 Snip from the YouTube video of the movie "The Founding of a Republic"

International Reach: The movie has been strategically showcased at various international film festivals and cultural events as part of China's broader propaganda efforts to influence foreign audiences. Notably, the film earned significant revenue internationally, **grossing \$1,035,741 worldwide**, with substantial earnings in **Hong Kong, New Zealand, and Thailand**. It was prominently featured at the **Chinese Film Festival in Pakistan**, held at the **Pakistan National Council of Arts (PNCA)**, among other global venues. Additionally, the film is available on **Amazon Prime** in select locations and **YouTube** with English subtitles/audio, where it has garnered over 260,000 views since August 30, 2021. Despite YouTube being banned in China, this substantial viewership from international audiences underscores the attempts to project the state-sanctioned narratives beyond China's borders.

The Founding of a Party (2011)

It is a Chinese propaganda film released in 2011 to commemorate the 90th anniversary of the Chinese Communist Party (CCP). The film was produced by the state-owned **China Film Group** and aims to depict the early **formation of the CCP**. Starting with the fall of the Qing Dynasty in 1911 and concluding with the Party's founding congress in 1921, the film portrays the struggle and rise of the CCP as a response to the socio-political challenges of the time.



While the film attempts to present a narrative of ideological commitment and revolutionary fervor, it is widely recognized as a state-sponsored effort to reinforce the legitimacy and **historical significance of the CCP**. The film's romanticized portrayal of figures like a **young Mao Zedong** aligns with its propagandistic goals, aiming to evoke patriotic sentiments and support for the Party among its domestic audience.

International Reach: “The Founding of a Party,” internationally released as “**Beginning of the Great Revival**,” exemplifies China's use of cinema as a propaganda tool to shape foreign perceptions of the Chinese Communist Party's history. Unlike its prequel, “The Founding of a Republic,” this film was dubbed in multiple languages, including **Japanese, French, Russian, and English**, to ensure a broader international reach. Screened in over **10 countries**, including the **U.S., Canada, and Australia**, it grossed **\$58,320,429** worldwide. The film was strategically promoted to international audiences, featured at the **China Image Film Festival in Europe**, where it received **The Committee Special Awards**. Its multilingual availability and different international cut underscore China's efforts to influence global audiences more effectively than its predecessor, projecting a state-approved narrative through carefully curated cinematic experiences.

The Founding of an Army (2017)

It is the third installment in what can be humorously dubbed the People's Republic of China Cinematic Universe (PRCCU), following **The Founding of a Party** and **The Founding of a Republic**. Directed by Andrew Lau and backed by an astonishing forty-six credited producers, the film is a state-sanctioned, star-studded epic commemorating the 90th anniversary of the founding of the **People's Liberation Army**.

Despite its attempts to attract a younger audience by featuring teen idols, the film remains largely a propaganda piece, with a polished narrative that highlights **Mao Zedong's leadership while portraying Chiang Kai-shek as a short-sighted antagonist**. The film does include two notable battle scenes that add to its visual appeal, though overall, it continues the trend of its predecessors in presenting a highly stylized and idealized version of history.



International Reach: Unlike its predecessors, this film was strategically released in Southeast Asia, targeting audiences in Malaysia, Brunei Darussalam, and Estonia before being showcased at the ASEAN international film exhibit. Grossing \$60,600,361 worldwide, the film serves as a vehicle for the Chinese government to project its narrative beyond its borders. “The Founding of an Army” underscores China's ongoing efforts to shape foreign perceptions of its military history and bolster its soft power in strategically important areas.

Operation Red Sea (2018)



Showcases the Chinese Navy's capabilities in rescuing hostages in a war-torn African country, emphasizing China's military prowess and the CCP's commitment to protecting its citizens.

International Reach: “Operation Red Sea” stands as one of China's most successful global cinematic ventures, grossing an impressive \$579,330,426 worldwide. A mere \$1,543,547 (0.3%) of this total came from China (**Domestic Lifetime Gross**), while the vast majority, \$577,786,879 (99.7%), was earned internationally, underscoring the film's massive appeal beyond domestic borders. With a multilingual release in Mandarin, Arabic, and English, and also known as “Qizil dengiz operatsiyasi,” the film was crafted to reach a wide international audience, further enhancing China's soft power reach.

Wolf Warrior (2015) and Wolf Warrior 2 (2017)

The Wolf Warrior series, comprising Wolf Warrior (2015) and Wolf Warrior 2 (2017), exemplifies Chinese cinema's role in advancing CCP propaganda. These films follow Leng Feng, a Chinese special forces operative, as he battles foreign mercenaries who threaten China's sovereignty and global interests. Wolf Warrior emphasizes the discipline and heroism of the Chinese military, contrasting it with the ruthless, morally corrupt foreign adversaries, thereby promoting a narrative of national pride and military strength.



Figure 3 Poster of the movie Wolf Warrior 2

In Wolf Warrior 2, the action shifts to an unnamed African country, projecting China as a benevolent global power and protector, particularly in the face of Western aggression. The film's immense success underscores its effective blend of high-octane action and nationalist messaging, reinforcing China's image as a rising global leader both on-screen and in reality.

International Reach: “Wolf Warrior” (2015) was strategically marketed and released on a large scale for international audiences. The film is available on prominent streaming platforms like **Apple TV, Amazon Prime, Peacock Premium**, and many others, ensuring widespread accessibility. Released in both **Mandarin and English**, it grossed a substantial **\$81,411,331 worldwide**, with notable earnings in countries like **Australia (\$73,110), Vietnam (\$24,939), and New Zealand (\$16,275)**. The film's broad distribution across various platforms underscored China's efforts to project its narratives and influence global audiences.

International Reach: “Wolf Warrior 2” (2017) was aggressively marketed and released on a vast scale internationally, making it a cornerstone of China's soft power propaganda. With an **astonishing gross of \$870,325,439 worldwide**, a mere \$2,721,100 came from the domestic market, while the international market contributed a staggering **\$867,604,339**. **Key markets included Australia (\$1,351,563), New Zealand (\$227,311), and the United Kingdom (\$135,570)**. The film, available in **Mandarin, English, and French**, was distributed across numerous platforms like **Apple TV, Peacock Premium, and Amazon Video**, ensuring extensive reach. Its overwhelming global success made it one of **the top-grossing films** of 2017, and it continues to hold a prominent position in the global box office rankings. The term **“Wolf Warrior diplomacy,”** derived from the film's title, reflects China's more aggressive and confrontational approach to international relations.

The Wandering Earth (2019)

A sci-fi blockbuster where Chinese astronauts lead efforts to save Earth from destruction, portraying China as a benevolent global leader.

Gross worldwide: \$699,992,512

Gross US & Canada: \$5,971,413

Languages: Mandarin, English, Russian, French, Japanese, Korean, Indonesian, Hindi, and German.

My People, My Country (2019)

An anthology film celebrating significant moments in China's modern history on the 70th anniversary of the People's Republic of China, promoting nationalism and pride in CCP achievements.

International Reach: “My People, My Country” (2019), released internationally as “Me and My Motherland,” grossed **\$450,064,993 worldwide, including \$2,356,683 in the US & Canada.** The film was released in multiple languages, including Mandarin, and English. In the Asia Pacific region, it earned **\$908,126** in Australia, **\$369,973** in Hong Kong, and **\$177,955** in New Zealand. In Europe, the film grossed **\$166,933** in the United Kingdom.

The Wings of Songs (2021)

It is a Chinese propaganda musical that attempts to portray an **idealized version of life in Xinjiang**, a region marked by severe human rights abuses against **Uyghur Muslims**. The production companies involved in its production were **Department of Culture and Tourism of Xinjiang, Propaganda Department of CPC Committee of Xinjiang Uyghur Autonomous Region** and **Tianshan Film Studio**. The film follows the story of a Uyghur, a Kazakh, and a Han Chinese man who form a musical group, depicting their friendship as harmonious and carefree. However, the film glaringly omits the reality of mass surveillance, forced assimilation, and the internment of over a million Uyghurs in detention camps.

The portrayal of Uyghurs in the film—**clean-shaven, drinking alcohol**, and without traditional **headscarves**—further whitewashes the repression of their culture and religion. Despite its intent to showcase unity and joy, *The Wings of Songs* is a blatant attempt to obscure the ongoing genocide and cultural erasure in Xinjiang, failing to resonate even within China, where it underperformed at the box office.



Figure 4 A still from the movie *The Wings of Songs*



GLOBAL
TIMES

ARTS / FILM

‘The Wings of Songs’ takes aim at local ethnic culture

Figure 5 Chinese Media “Global Times” headlines for the “The Wings of Songs”



International Reach: “The Wings of Songs” (2021) grossed a total of \$2,920,000. The film, available with various dubbed versions and English subtitles, reached audiences in Indonesia, several Muslim-majority countries, India, the USA, Australia, and the UK. Unlike other major releases, it was not extensively marketed in these regions. Instead, it was distributed through informal channels such as Telegram groups, YouTube, and Reddit. This approach was part of an effort to subtly influence perceptions and whitewash human rights issues in Xinjiang, providing an undercurrent of propaganda rather than overt promotion.

Other Prominent Propaganda Movies

The Long March (2007): The film *The Long March* portrays one of the most iconic events in Chinese Communist history, depicting the Red Army's arduous journey during the Chinese Civil War as a heroic and noble endeavor. The movie presents a highly sanitized version of the march, focusing on the bravery, resilience, and strategic genius of the Communist forces under Mao Zedong's leadership. However, this portrayal aligns closely with the CCP's narrative, omitting or downplaying the darker aspects of the Long March, such as forced recruitment, the suffering of local populations, and the Red Army's occasional use of desperate measures like kidnapping and theft for survival.

The writer Sun Shuyun noted, generations of Chinese have been taught to glorify the Long March, with the film reinforcing the idea that nothing compares to the difficulties faced by the Red Army, thus justifying the CCP's continued rule and its revolutionary legacy.

Chasing the Dragon II: Wild Wild Bunch (2019): A crime thriller that resonates with the broader context of Hong Kong's political situation, subtly aligning with CCP narratives.

The Eight Hundred (2020): Set during the Second Sino-Japanese War, promoting themes of Chinese nationalism and resistance, reinforcing the CCP's narrative of historical struggles.

Sacrifice (2020): Depicts the Korean War from a Chinese perspective, emphasizing the heroism and sacrifices of Chinese soldiers, aligning with the CCP's portrayal of itself as the defender of the nation.

Chinese TV Series

China's television industry, the largest producer of TV series and movies globally, operates under a tightly controlled regulatory framework designed to ensure that all content aligns with the Chinese Communist Party's (CCP) ideological goals. On April 26, 2022, the China Federation of Radio and Television Social Organizations and the China Network Audiovisual Program Service Association introduced the **Specifications for the Production and Operation of TV and Web Drama Crews**, a [set of regulations](#) that encapsulates the CCP's stringent oversight of popular culture. These regulations emphasize a **correct political orientation**, mandating that all TV series promote **core socialist values, patriotism, and national unity, while resisting any content that could be seen as damaging to national honor or social stability.**

The guidelines also require actors, directors, and all production crew members to possess **political literacy**, ensuring that they adhere to the Party's ideology throughout the production process. Additionally, the regulations prohibit any promotion of religion or superstition, particularly targeting groups labeled as **xie jiao** (cult organizations) and illegal religious movements. This pervasive censorship underscores the **CCP's determination to use television as a tool for promoting socialism and suppressing any narratives that could challenge its authority or disrupt the social fabric.**

Chinese propaganda series are widely accessible on numerous OTT platforms, often available in dubbed and subtitled formats on Reddit, YouTube, Telegram channels and other channels, reaching a broad international audience. Following are some prominent examples:

The Age of Awakening (2021)

This series focuses on the early 20th century intellectual developments that led to the founding of the CCP. By showcasing figures like Chen Duxiu and Li Dazhao, it reinforces the idea that the CCP's rise was both inevitable and necessary for China's modern revival.

These historical epics serve as soft power tools by promoting a narrative that intertwines China's historical greatness with the CCP's leadership. They position the CCP as the rightful heir to China's cultural legacy, thus appealing to both domestic and international audiences by invoking a sense of continuity and destiny in China's global resurgence.



The Leader (2019)

It is a 2019 Chinese animated web series based on the life of Karl Marx. Commissioned by the Chinese Communist Party (CCP), the series was part of a broader effort to attract young people to Marxism and celebrate the 200th anniversary of Marx's birth. A production team was formed in 2016, which included propaganda departments, Marxist scholars, and the Chinese Academy of Social Sciences, emphasizing the CCP's dedication to crafting a narrative that aligns with its ideological goals.



The series, which aired on the streaming platform Bilibili, garnered significant attention both in China and internationally. A Shanghai-based political scientist Chen Daoyin remarked, **The ultimate goal is to make them recognize the party's official ideology and its legitimacy to rule.** The series attempted to **humanize Marx** and present him as more relatable, even depicting him as a 19th-century hipster, which some commentators viewed as an effort to make the ideologue accessible and popular among teenagers.

The Knockout (2023)

It is a Chinese TV drama that, on the surface, resembles any other popular cop show. The series has quickly become a sensation, earning an impressive 8.5 points on Douban, a Chinese user-based reviewing platform. It has also dominated hot search feeds on Weibo and Baidu, and its co-producer, iQiyi, a commercial online streaming platform, saw its stock price rise by nearly 10% following the show's release. Chinese state broadcaster CCTV reported that the series amassed a cumulative total of 319 million viewers on cable TV, making it a major hit.



However, beneath its surface lies a deeper purpose: The Knockout is a tribute to Chinese leader Xi Jinping's anti-corruption campaign. Co-produced by private studios and supervised by the **Central Political and Legal Affairs Commission**, the series is a prime example of how Chinese propaganda has evolved into **sophisticated entertainment** that captivates mass audiences.

Influence Over Hollywood and Other Global Movie Industries

China's influence over Hollywood and other global movie industries is substantial and multifaceted, particularly through censorship and content manipulation. This influence primarily stems from China's enormous market potential, which is too lucrative for global studios to ignore. Here's how China exerts this influence:



Figure 6 China's Influence Over Global Movie Industries

1. Censorship and Content Manipulation in Hollywood

- ✚ **Self-Censorship by Studios:** To gain access to the Chinese market, many Hollywood studios voluntarily alter their films before release. This often involves removing content that could be considered politically sensitive or offensive to the Chinese government. Topics like Taiwan's independence, the portrayal of Tibet, and the depiction of Chinese authorities are commonly adjusted. For example, the movie **"Doctor Strange"** changed a **Tibetan character** into a Celtic one, and **"Top Gun: Maverick"** removed a patch showing the **Taiwanese flag** from Tom Cruise's jacket.
- ✚ **Chinese Investment in Hollywood:** Chinese companies have increasingly invested in Hollywood studios and production companies. This financial involvement gives China more leverage over the content produced. For instance, companies like **Dalian Wanda** have purchased significant stakes in companies such as **Legendary Entertainment**, directly influencing the content of blockbuster films.
- ✚ **Impact on Artists and the Film Industry:** The pressure from China isn't limited to content; it extends to individuals as well. Actors like **John Cena** have had to apologize for comments perceived as politically sensitive to avoid being banned in China. Others, like **Lady Gaga** and **Keanu Reeves**, have faced bans due to their support for Tibet or participation in events critical of the Chinese government.

Hollywood Censored

China's impact on Hollywood



SPIDER-MAN: NO WAY HOME (2021)

Chinese Authorities wanted Sony Pictures to remove images of the **Statue of Liberty** from the film thus **banned**.

SKYFALL (2013)

A scene in which James Bond (Daniel Craig) kills a security guard in Shanghai was cut for referencing **prostitution in Macau**, which was felt to be **"morally or politically damaging"**



RED DAWN (2012)

The producers had to **digitally erase Chinese flags & military symbols** and put **North Korean symbols & flags**. Further instead of originally planned China, **North Korea was shown as antagonist**.

IN GOOD COMPANY (2004)

It was banned in China because **"It's a movie about the younger generation challenging the system and taking on the powers that be, and that's a theme that we cannot abide here in China."**



THE CHINA FILM ADMINISTRATION, BANNED MARVEL STUDIOS' 2021 SUPERHERO FILMS

- **"ETERNALS"** : DUE TO AN 8-YEAR-OLD INTERVIEW BY DIRECTOR CHLOÉ ZHAO'S THAT CRITICIZED THE RULING COMMUNIST PARTY
- **"SHANG-CHI"** AND **"THE LEGEND OF THE TEN RINGS"**: FOR SHOWING "SISSY IDOLS" AND "EFFEMINATE MEN"



"I made a mistake," he says in Mandarin, "I'm so, so sorry for my mistake. I'm sorry, I'm sorry, I'm very sorry. You have to understand I love and respect China and Chinese people. I'm sorry."

John Cena
Hollywood actor and WWE wrestler

THE ROCKSTAR (2011)



Rockstar (2011) an Indian movie had to blur "Free Tibet" from a song in the movie to conform to the Chinese narrative.

TOP GUN: MAVERICK (2019)



The Japanese and Taiwanese flag patches are gone from the jacket in the updated trailer. China's Tencent Pictures is one of the main producers of Top Gun Maverick.

2. Restrictions on Foreign Films in China

- ✚ **Quotas and Strict Regulations:** China imposes a strict quota on the number of foreign films allowed to be shown in theaters each year, typically **34 films**. Those that are selected often have to undergo **significant editing** to comply with Chinese censorship laws. These regulations ensure that only content favorable or neutral to the Chinese government is shown.
- ✚ **Content Restrictions:** Films that do not align with Chinese government narratives on issues like the portrayal of Chinese characters, historical events, or societal norms are either banned or heavily edited. For instance, the “**Bohemian Rhapsody**” movie was edited to remove references to **Freddie Mercury’s sexuality**, and “**Christopher Robin**” was banned due to comparisons between **Winnie the Pooh and Chinese President Xi Jinping**.

3. Imbalance in Content Exchange

- ✚ **Chinese Films in the West:** In contrast to the strict control China exerts over foreign films, Chinese movies often do not face the same level of censorship or content alteration when released in Western markets, as discussed in the previous sections of the report. Western countries generally uphold principles of free expression and do not impose government-mandated censorship on foreign films. Chinese films that do make it to Western screens are usually shown as they are, without significant alterations.

4. Global Influence Beyond Hollywood

- ✚ **Asian and European Markets:** China also exerts influence over movie industries in other regions, including Asia and Europe. Filmmakers in these regions also have to alter content to ensure access to the Chinese market or to secure co-production deals with Chinese studios.
- ✚ **Soft Power Strategy:** China uses its influence over the global film industry as part of a broader soft power network strategy, aiming to shape global perceptions of China in a favorable light. This is part of China's effort to counter negative portrayals and promote its cultural and political values globally.

5. Chinese Diaspora and the Soft Power Propaganda Network

- ✚ **The Chinese diaspora** plays a significant role in shaping the portrayal of China in global cinema, particularly in Hollywood. By infusing their films with elements of Chinese culture and values, filmmakers of Chinese descent contribute to a more nuanced and positive representation of China on the world stage.
- ✚ **Domee Shi**, a **Chinese-Canadian director** at Pixar, exemplifies this influence. Her films, such as **Bao** and **Turning Red**, incorporate Chinese cultural symbols, traditions, and family dynamics, presenting a relatable and positive image of China. These films not only resonate with audiences of Chinese descent but also introduce broader global audiences to the richness of Chinese culture, thereby enhancing China's soft power.



Figure 7 Snip from the movie "Bao"



Figure 8 Snip from the movie "Turning Red"

Another example is **Chloé Zhao**, whose work reflects her experiences growing up in China, and whose success in Hollywood subtly promotes Chinese cultural values and perspectives on the global stage. Additionally, films like **"Everything Everywhere All at Once,"** which is infused with Chinese cultural references and themes of family and collectivism, demonstrate how the Chinese diaspora influences Hollywood narratives.



Influence on the Movie Theatre Chains and Production Houses

In recent years, China has significantly expanded its influence in the global film industry through strategic investments and acquisitions. Major Chinese companies like Wanda Group, Alibaba Pictures, and Bona Film Group have acquired key cinema chains and formed partnerships with Hollywood studios, integrating Chinese cultural and political narratives into international cinema. State-backed entities such as China Film Group Corporation (CFG) also play a vital role in producing and distributing content that aligns with China's ideological goals.

Wanda Group

For years, China has effectively extended its control over several major cinema chains worldwide, significantly influencing global cinema. The most notable example is the 2012 acquisition of **AMC Theatres by Wanda Group**, which made it the world's largest cinema chain. Wanda's investments didn't stop there; the conglomerate also purchased **Hoyts Group** in Australia and New Zealand in 2015, further consolidating its influence in the international entertainment market.

Rank	Chain	Headquarters	Screens	Sites
1	AMC	United States	10,474	940
2	Cineworld	United Kingdom	9,139	747
3	Cinépolis	Mexico	6,836	891
4	Cinemark	United States	5,957	533
5	CGV	South Korea	3,459	463
6	Cinemex	Mexico	2,861	332
7	Vue	United Kingdom	1,989	228
8	PVR	India	1,711	359
9	Cineplex	Canada	1,676	164
10	Wanda	China	1,657	187

Table 1 World's largest movie theatre chains

Alibaba Pictures Group Limited

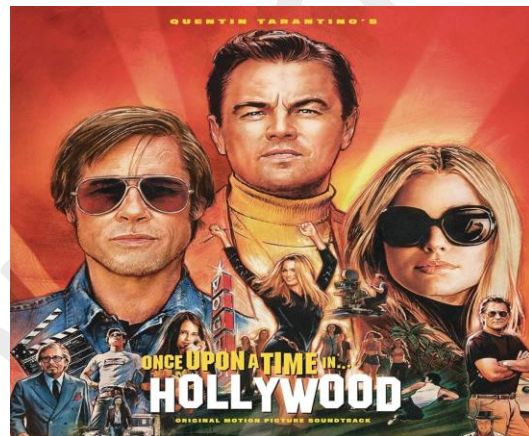
Alibaba Pictures Group Limited, a subsidiary of Alibaba Group, has emerged as a major player in the global film industry. Originally known as **ChinaVision Media**, the company was acquired by Alibaba in 2014 and subsequently rebranded. By mid-2015, Alibaba Pictures had become the most valuable film company in China, with a market value surpassing \$9 billion. The company has expanded its influence by investing in both Chinese and international cinema, including co-producing major films like *Mission: Impossible - Rogue Nation* and partnering with **Steven Spielberg's Amblin Partners**. This partnership marked a significant move in bridging Chinese and American cinematic narratives, with **Spielberg expressing hopes that their collaboration would bring “Chinese-themed stories to the American audience”**.

“The increasing appreciation for and interest in Chinese culture, the fact that the story of a family dynamic during the holiday, and the entry point of Peppa, which most American audiences are familiar with, creates a dynamic where there certainly could be—not on the Marvel level of course—broad interest. Our first goal was to make sure that Mandarin speakers in the U.S. would have access to the film while the movie was playing in China.”

Adam Fogelson (STXfilms chairman in Yahoo Finance)

Bona Film Group Company Limited

Bona Film Group Company Limited, one of **China's largest film production** and distribution companies, has made a significant impact on both the Chinese and international film markets. **Founded in 1999**, the company has grown to become a **major player in the global film industry**, known for its successful integration of **Chinese cinema with Hollywood productions**.



Bona Film Group has been involved in the production and distribution of several high-profile Hollywood films featuring big stars. Notable titles include Quentin Tarantino's **“Once Upon a Time in Hollywood,”** starring Leonardo DiCaprio and Brad Pitt, and **“Ad Astra,”** starring Brad Pitt. The company also co-produced **“Midway,”** a war film directed by Roland Emmerich. Through these collaborations, Bona Film Group has influenced a large international audience, expanding the global reach of Chinese film productions and contributing to China's soft power strategy in global media.

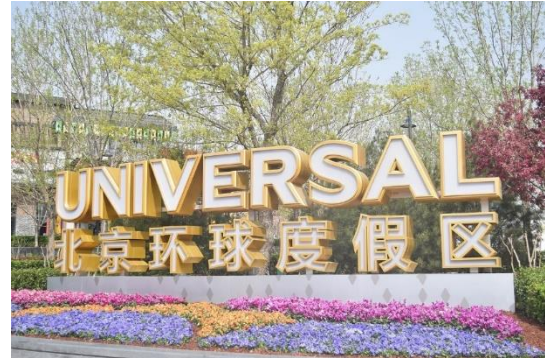
China Film Group Corporation (CFGC)

China Film Group Corporation (CFGC) is the largest and most influential film enterprise in China, playing a crucial role in both the domestic and international film markets. Owned by the **Central Propaganda Department of the Chinese Communist Party**, CFGC operates as a **state monopoly**, overseeing the **importation, production, and distribution of films in China**. The company has a significant role in producing and distributing propaganda films that align with the government's narrative, such as **“The Battle at Lake Changjin”** and its sequel, which are patriotic war films emphasizing China's military strength and resilience along with propaganda movies discussed previously in the report like **The Wandering Earth**, **Wolf Warrior 2**. Alongside its domestic focus, CFGC has also established strategic partnerships with major Hollywood production houses. It has collaborated on blockbuster films like **“The Great Wall,”** produced with Legendary Pictures, and **“Furious 7”** and **“The Fate of the Furious,”** in association with Universal Studios. CFGC's involvement in these high-profile Hollywood projects allows it to extend China's cultural influence globally, blending entertainment with state messaging, and showcasing its ability to collaborate with Western media giants while promoting its own ideological and cultural values.

Universal Pictures

Universal Pictures, a major American film production and distribution company under NBCUniversal, has expanded its presence in **China** through significant **collaborations and investments**. Recognizing China's growing influence in the global entertainment market, Universal has sought to build strong partnerships with Chinese companies. This approach has been evident in both its film projects and theme park ventures.

In 2015, Universal announced the development of **Universal Studios Beijing**, a \$3.3 billion **theme park** that officially opened in September 2021. The park features attractions based on Universal-owned properties as well as licensed content, attracting millions of visitors annually and solidifying its relationship with Chinese entertainment industry.



On the film production side, Universal has tailored its projects to appeal to **Chinese audiences**, driven by the success of franchises like "**The Fast and The Furious**," which grossed over \$300 million in China alone. This financial success has influenced Universal's future projects, with the studio structuring new releases to **resonate with Chinese viewers from the outset**.

iQIYI

iQIYI, one of the world's largest online video platforms, is a **Chinese streaming service owned by Baidu** that has been deeply intertwined with the political and cultural agendas of the Chinese government. **The platform, which streams a wide array of content, including films, TV series, and original productions**, has been criticized for its bias and use as a tool for propaganda. This is particularly evident in its relationship with **Taiwan** and its stance on sensitive political issues. For instance, iQIYI has been banned in Taiwan since 2020 due to concerns over its involvement in united front activities, reflecting its alignment with China's political goals. Additionally, iQIYI's **Netflix deal** in 2017 allowed for some Netflix original productions to be streamed in China, but this partnership was overshadowed by the platform's censorship and content control.

Refer to the Case Study on Tibet later in the report, which illustrates the platform's readiness to suppress content that conflicts with the Chinese government's narrative.

Beyond ownership, China's reach extends to film financing and content creation. Companies like **Huahua Media and Perfect World Pictures** have co-financed numerous Hollywood films, allowing them to exert control over the content and distribution of these productions. This extensive network of theaters and media investments has given China substantial leverage in shaping global narratives and cultural influence, often aligning content with its political interests. Through these strategic moves, **China has secured a powerful foothold in the global cinema industry**.

Case Study: Soft Power Propaganda Network Used Against Tibet

Key Themes in Chinese Propaganda on Tibet



Figure 9 Key Themes in Chinese Propaganda on Tibet

1. Historical Claims and Territorial Integrity: The Chinese government emphasizes that Tibet has been an integral part of China for centuries, asserting historical claims to justify its sovereignty over the region. Television series and documentaries often depict Tibet's integration into China as a harmonious and beneficial union.

2. Economic Development and Modernization: Chinese media frequently highlights the economic development and modernization efforts in Tibet, portraying the CCP as the benefactor responsible for improving living standards and infrastructure in the region. This narrative emphasizes advancements in education, healthcare, and economic opportunities provided by the Chinese government.

3. Cultural Preservation and Promotion: While promoting the preservation of Tibetan culture, Chinese propaganda often presents a sanitized and state-approved version of Tibetan traditions and religious practices. This narrative downplays or ignores restrictions on religious freedom and cultural expression imposed by Chinese authorities.

4. Stability and Unity: Chinese media underscores the importance of stability and unity in Tibet, depicting any form of dissent or protest as disruptive and harmful. This theme aims to legitimize the Chinese government's strict security measures and policies in the region.

5. Counter-Narratives to International Criticism: In response to international criticism regarding human rights abuses and cultural repression in Tibet, Chinese propaganda seeks to counter these allegations by showcasing content that portrays a peaceful, prosperous, and contented Tibetan society under Chinese rule.

Films set in Tibet are used to promote the CCP's vision of ethnic unity and the benefits of Chinese policies in the region. Examples of propaganda in this context include:

Serf (Jiangpin, 1963)

This film presents a narrative that justifies China's presence in Tibet by portraying the old Tibetan society as a feudal, oppressive system where serfs were exploited by the ruling class. The movie depicts the Chinese Communist Party as liberators who brought freedom and prosperity to the Tibetan people, reinforcing the official Chinese narrative of liberating Tibet from a backward and repressive system.

Red River Valley (红河谷, 1997)

This historical drama set during the British invasion of Tibet in 1904 portrays Tibetans and Han Chinese joining forces to resist foreign aggression. The film emphasizes themes of unity between Tibetans and Chinese, suggesting that Tibet is an integral part of China. It downplays Tibetan autonomy and presents the Chinese as protectors of Tibet against Western imperialism.

The Secret of Tibet (西藏密宗, 1988)

This film depicts Tibet as a land shrouded in mystery and superstition, emphasizing the need for Chinese intervention to bring progress and modernity to the region. The portrayal of Tibetan Buddhism is often negative, showing it as a tool of oppression, reinforcing the narrative that Chinese control has modernized and improved Tibet.

Seven Years in Tibet (西藏七年, 1997)

While this is a **Hollywood film**, it was banned in China for its sympathetic portrayal of Tibet and the Dalai Lama. In response, Chinese state media criticized the film heavily, claiming it distorted history and glorified Tibetan feudalism, further reinforcing the Chinese government's narrative that such depictions are misleading and politically motivated.

Pathfinder (寻找成龙, 2009)

This film, while more of an adventure story, contains elements of propaganda by subtly promoting the idea of a unified China, including Tibet, under Chinese governance. The film highlights the journey of a young boy across various regions of China, including Tibet, and portrays Tibetan characters as supportive of Chinese rule.

Phurbu & Tenzin (普布和丹增, 2006)

This film tells the story of two Tibetan boys who find their way in life through education provided by the Chinese government. It portrays Chinese intervention as beneficial, emphasizing the opportunities provided by the state while ignoring issues of cultural suppression and the resistance to Chinese rule in Tibet.

Tibet Sky (西藏天空, 2014)

The film traces the changes in Tibet from the 1950s to the 1970s, presenting the Chinese government's policies as modernizing and liberating for Tibetans. It depicts the older Tibetan society as deeply flawed and unjust, and it reinforces the narrative that Chinese governance brought progress and development to Tibet, glossing over the resistance and cultural erosion faced by Tibetans.

The story of a serf-born Tibetan

The story of a serf-born Tibetan being showcased in Chinese media is another clear example of propaganda designed to glorify the Chinese Communist Party's (CCP) narrative about Tibet. These stories often depict Tibetans who were born into serfdom as oppressed and impoverished until the arrival of the Chinese liberators. The narrative typically follows their transformation from a life of hardship under the so-called feudal Tibetan system to one of prosperity and happiness under CCP rule.



In these portrayals, the CCP is depicted as the benevolent force that saved the Tibetan people from their own culture and traditions, which are described as backward and cruel. The serf-born protagonist is often shown as eternally grateful to the Party, embracing their new life with enthusiasm. The narrative is crafted to reinforce the idea that Tibetans owe their freedom and well-being to the CCP, while conveniently ignoring the suppression of Tibetan culture, religion, and identity that has occurred under Chinese rule.

news.cgtn.com/news/2024-03-20/Story-of-serf-born-Tibetan-shows-education-development-in-Xizang-1s7HRwhyC6Q/p.html#:~:text=Bo

Home China World Politics Business Opinions Sci-Tech Culture Sports Travel Nature Picture Video Live

Phung Tsering will never forget when he saw lords whipping serfs as a child.

Born into a family of serfs in the Xigaze region of southwest China's Xizang Autonomous Region in 1941, Phung Tsering has witnessed the changes in Xizang after the peaceful liberation of Xizang in 1951 and democratic reform in 1959, which gave personal freedom and human dignity and value to residents in the region.

While thanking the liberation and democratic reform for assigning his family a house, Phung Tsering, who once lived in a rented house, has more to say about the education opportunities he and his children have enjoyed.

Unlike his parents, Phung Tsering was able to attend a primary school and he studied Tibetan, Chinese and math. He even went on to study at Peking University.

Nowadays, Phung Tsering is glad to see his children all have received a higher education. His oldest son works at the Song and Dance Ensemble of Xizang and his second eldest son is a fire fighter.

Figure 10 An excerpt from the Chinese State Controlled Media CGTN spreading propaganda on Tibet



Figure 11 An excerpt from the Chinese State Controlled Media Global Times spreading propaganda on Tibet

Such stories serve to legitimize the CCP's control over Tibet and to diminish the region's unique cultural and religious heritage. They are carefully constructed to promote a singular, sanitized version of history that aligns with the CCP's political goals, further entrenching the controversial and one-sided narrative of Tibet's liberation.

Where Snow Lotus Blooms

It is a 32-episode TV series that was promoted as an authentic Tibetan production, co-produced by Henan Radio and Television, Tibet Radio and Television, and CCTV. While it has become the most-watched TV series of 2023 in China, its portrayal of Tibet and its people has sparked controversy. The series presents Tibetans as backward and unhappy until the arrival of Chinese liberators, including Han Chinese soldiers, cadres, and students who are depicted as selfless heroes. The concept of the old Tibetan spirit is central to the narrative but is distorted to align with the CCP's agenda, portraying Tibetans as fundamentally Chinese and erasing the true essence of Tibetan culture, which is deeply rooted in Buddhism and traditional practices.



The series paints a harmonious picture of cooperation between Han Chinese and Tibetans, leading to the modernization and prosperity of Qiangga Village. However, this narrative glosses over the harsh realities of Tibet's history and culture under Chinese rule. Despite its stunning visuals and strong performances, **Where Snow Lotus Blooms** is ultimately another piece of **CCP propaganda**, reinforcing the party's narrative and downplaying **the true Tibetan spirit**.

These films, series and documentaries, produced or endorsed by the Chinese government, are designed to promote the narrative that Tibet is an integral part of China and that Chinese intervention has been positive for the region, often downplaying or ignoring the more controversial aspects of China's rule in Tibet.

The pressure from China isn't limited to content; it extends to individuals as well as discussed previously. **Lady Gaga** and **Keanu Reeves** and **many other artists** have faced bans due to their support for Tibet or participation in events critical of the Chinese government's treatment of Tibet.

BEFORE



Lady Gaga Is Banned From Ever Touring in China Because of 1 Meeting With the Dalai Lama To Talk About Kindness

AFTER

DOCTOR STRANGE WRITER C. ROBERT CARGILL
in the **DOUBLE TOASTED** Interview said

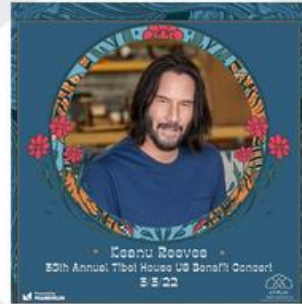
"He originates from Tibet, So if you acknowledge that Tibet is a place and that he's Tibetan, you risk alienating one billion people who think that that's bulls—t and risk the Chinese government going, 'Hey, you know one of the biggest film-watching countries in the world? We're not going to show your movie because you decided to get political.'"



Swinton with magical powers that had been written as **Tibetan** in Marvel comic books was not shown as Tibetan in the movie Dr Strange to please China.



BEFORE



Chinese streaming platforms take down Keanu Reeves films after his participation in Tibet concert

AFTER



- Richard Gere : Banned from Chinese screens for years over his vocal support for Tibet.
- Brad Pitt : Banned for nearly two decades after starring in the film Seven Years in Tibet in 1997.

iQIYI : A Propaganda Enabler

In May 2022, iQIYI demonstrated its political alignment by removing **all movies featuring Keanu Reeves** after the actor participated in an event linked to the **Dalai Lama**, illustrating the platform's willingness to suppress content that contradicts the Chinese government's narrative. These actions underscore iQIYI's role as a vehicle for promoting the Chinese government's interests, often at the expense of free expression and unbiased content dissemination.

Influencer-Based YouTube Channels/Vlogs for Soft Power Propaganda Network

China's strategic use of influencer-based YouTube channels has become a crucial element in its soft power propaganda network, particularly in shaping global perceptions of China and countering Western narratives. These influencers, many of whom are expatriates or foreign residents in China, utilize their platforms to promote themes such as the **alleged falsehoods spread by Western media**, the **superiority of China's infrastructure, technology, and safety** over that of the United States and their home countries, and the notion that **China is always on the right side of geopolitical conflicts**.



Figure 12 Common themes in the Influencer Based YouTube Channels in the Chinese Propaganda Network

A sample of the most prominent channels reveals the extensive reach and influence these platforms hold. For instance, channels like **Jabiertzo** with **845K** subscribers and **Daniel Dumbrill** with **167K** subscribers, frequently address topics such as the situation in **Xinjiang**, presenting narratives that counter reports on human rights issues. Similarly, **Nathan Rich** with **490K** subscribers and **Cyrus Janssen** with **661K** subscribers often highlight China's advancements in technology and infrastructure, portraying China as a superior alternative to the United States.

In total, the combined reach of these most prominent channels accounted for in this report amounts to **5.33 million subscribers**, with a staggering **10,577 videos** that have collectively garnered over **1.05 billion views**. This extensive content library is used to disseminate China's narrative on various global issues, reinforcing the idea that **China's approach is not only legitimate but preferable to Western models**. Channels like **Living in China** and **Niranjan China**, with subscriber counts of 460K and 814K respectively, contribute to the portrayal of China as a **safe, prosperous, and culturally rich society**, often contrasting it with perceived notions.

S.No	Channel Name	Subscribers	Videos	Views	Country
1.	Alex from Xinjiang	44.1K	70	7,204,566	Hong Kong
2.	Numuves	84K	392	15,687,017	China
3.	Daniel Dumbrill	167K	266	13,473,874	Hong Kong
4.	FerMuBe	41.2K	693	3,585,459	United States
5.	Jabiertz	845K	915	218,626,212	Spain
6.	Asia Hot Topics	19.7K	97	2,650,695	United States
7.	Cross Pacific Confrontation	623	33	75,992	N/A
8.	VOC: Vision of China	4.47K	119	994,783	Canada
9.	Nathan Rich	490K	233	36,895,956	United States
10.	Noel Lee	31.2K	144	2,886,782	N/A
11.	Living in China	460K	320	57,661,697	United Kingdom
12.	Niranjan China	814K	575	125,939,595	India
13.	China Content Center	607K	4,069	210,156,033	United States
14.	BeeRose in China	18.4K	29	860,928	United States
15.	TripBitten	78.1K	224	7,788,812	United States
16.	Part Time Traveller - China	25.6K	553	3,760,153	India
17.	Cyrus Janssen	661K	411	119,111,974	United States
18.	Barrett	376K	601	52,129,466	United Kingdom
19.	Harvey in China	24K	133	2,336,921	United Kingdom
20.	Fel Thommy	263K	399	85,110,680	United States
21.	Reporterfy Media & Travel	211K	302	29,413,718	United Kingdom
		5,333.73K	10,577	1,056,299,162	

Table 2 Statistics of some of the popular Chinese Propaganda YouTube Channels

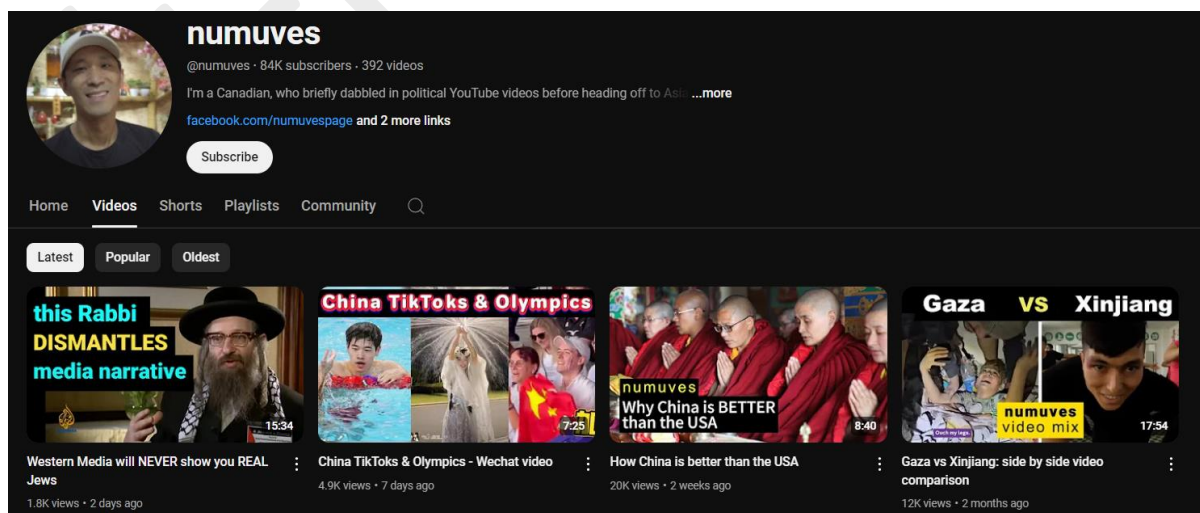


Figure 13 YouTube Channel Numuves with latest propaganda videos

The strategic deployment of these influencer-led channels is a sophisticated tool in **China's Soft Power Propaganda Network**, allowing the country to shape international discourse and influence global public opinion in favor of its geopolitical stance. Through engaging, relatable content that appeals to both Western and non-Western audiences, these YouTube channels effectively support China's broader propaganda objectives, reinforcing its narrative of being a global leader in technology, governance, and social stability.

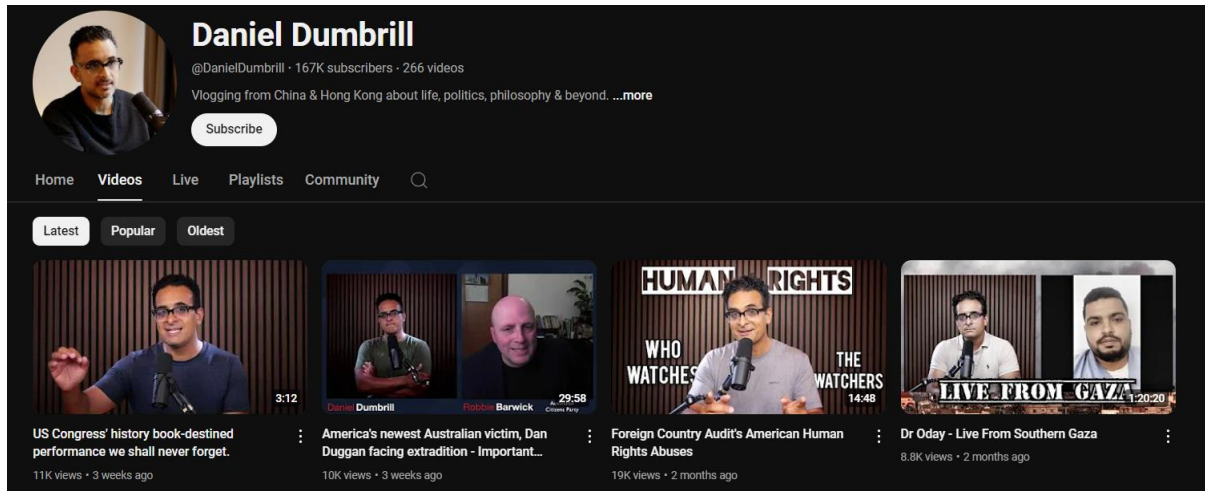


Figure 14 YouTube Channel Daniel Dumbrill with latest propaganda videos

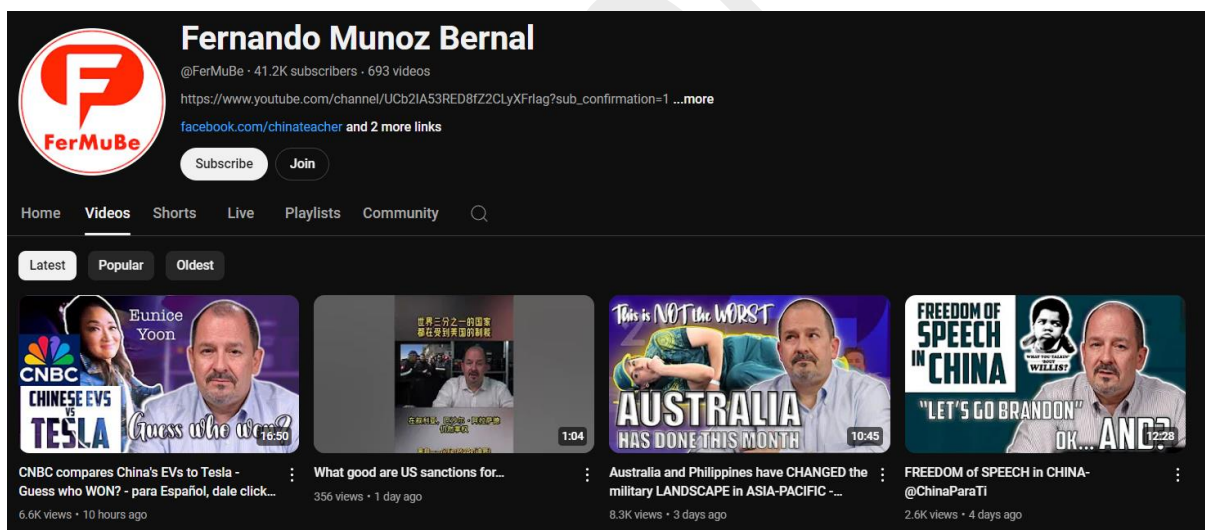


Figure 15 YouTube Channel Fernando Bernal with latest propaganda videos

Nathan Rich •
 @NathanRichHotpot · 490K subscribers · 233 videos
 US-China relations, philosophy, etc. ...more
patreon.com/NathanRich and 6 more links

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Our members
 Thank you, channel members!

For You

XINJIANG, CHINA

Tourist trap teaches me this essential life lesson
 3.5K views · 5 months ago

泰国的种族歧视
RACISTS IN THAILAND

How I turned my life around by moving to China (emotional)
 63K views · 5 months ago

FASCIST UNMASKED
 极右翼反华主战分子
 SerpentZA的无脑论点

Risking everything to pursue my passion (zero income)
 9.4K views · 6 months ago

SURPRISE! I LEFT CHINA!

The Most INSANE Airport in the World (Changi Airport) 56
 89K views · 1 year ago

Figure 16 YouTube Channel Nathan Rich with latest propaganda videos

property •
 @Jabiertzo · 845K subscribers · 915 videos
 My name is Jabiertzo and every week I upload vlogs and short documentaries about China ...more
patreon.com/Jabiertzo and 4 more links

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Latest Popular Oldest

¿NUESTRA CASA EN PELIGRO?

FLOODS IN CHINA: SHOULD WE MOVE? | Jabiertzo
 140K views · 1 month ago

PASEO RURAL #2

CHINA IN NATURAL #2: LONG LIVE THE COUNTRYSIDE | Jabiertzo
 64K views · 1 month ago

¿PROPAGANDA ANTICHINA?

CHINA IN THE WESTERN MEDIA: ARE THEY NEUTRAL? | Jabiertzo
 71K views · 1 month ago

¿CORTAN LA LUZ? #1

CHINA NATURAL #1: WE LEFT AT MIDNIGHT | Jabiertzo
 43K views · 1 month ago

EL PUEBLO DE MAMA #0

CHINA NATURAL #0: TEST WALK | Jabiertzo
 84K views · 2 months ago

¿CÁRCEL SI HACES TRAMPA?

THE CHINESE MAXIMUM SECURITY EXAM | Jabiertzo
 59K views · 2 months ago

¿JUEGAN A SER DIOS?

THE "MIRACULOUS" GENETIC THERAPIES FROM CHINA | Jabiertzo
 140K views · 2 months ago

¿QUIÉNES EMIGRAN A CHINA?

IMMIGRATION IN CHINA: PROBLEM OR SOLUTION? | Jabiertzo
 152K views · 2 months ago

Figure 17 YouTube Channel Jabiertzo with latest propaganda videos

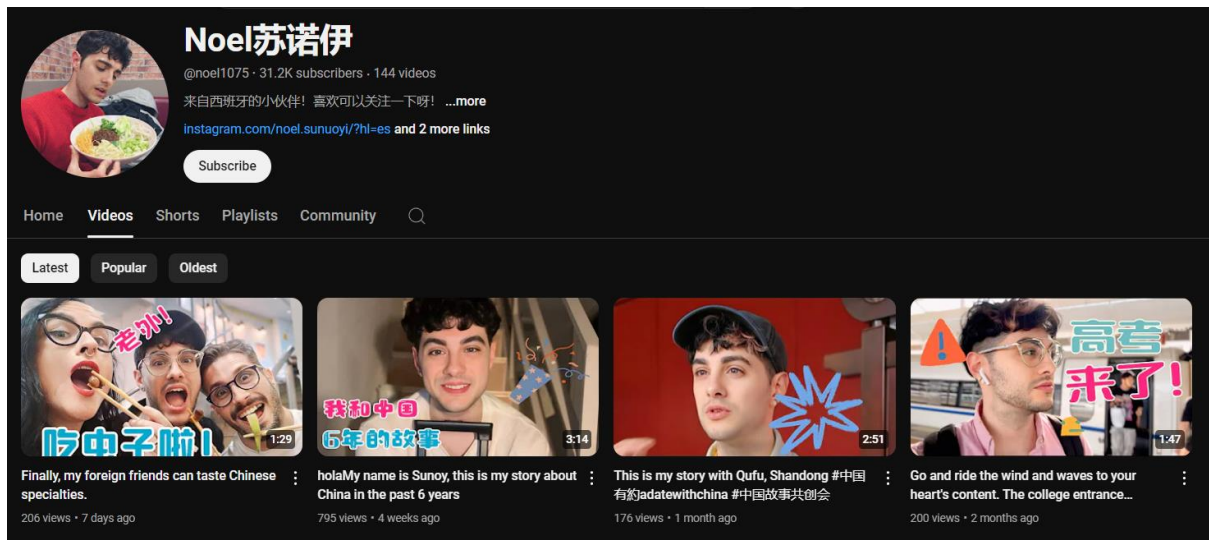


Figure 18 YouTube Channel Noel with latest propaganda videos

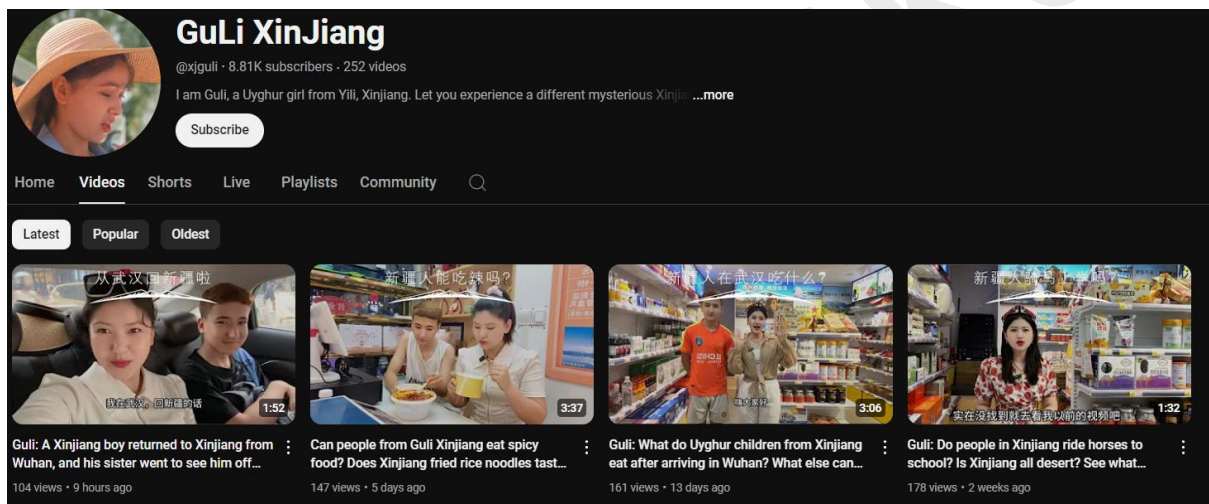


Figure 19 YouTube Channel Guli Xinjiang with latest propaganda videos

Country	Number of YouTube Users (in millions) as of April 2024
India	476
United States	238
Brazil	147
Indonesia	139
Mexico	84.2
Japan	79.4
Pakistan	66.1
Germany	65.7
Vietnam	63
Philippines	58.1
Turkey	58.1
UK	55.7
France	50.2
Egypt	48.1
Thailand	44.2

Table 3 Number of YouTube Users (in millions) as of April 2024

Despite **China being the world's most populous country after India**, it is notably absent from the list of leading YouTube audiences as of April 2024. This absence is primarily due to the **Chinese government's long-standing restrictions on YouTube, which has been blocked in the country since 2009**. Consequently, the platform is inaccessible to the vast majority of China's population, leading to a significant gap in its user base despite the country's vast potential audience.

Interestingly, this gap has given rise to a unique phenomenon where many foreign YouTubers, residing and working in China, create content that caters primarily to international viewers, particularly those in countries where YouTube remains highly popular. These content creators often focus on showcasing various aspects of Chinese culture, travel, and daily life, which aligns with the growing global interest in China. However, their content frequently extends beyond mere cultural exchange, becoming a vehicle for soft power and state-sponsored propaganda.

These YouTube channels and vlogs are often subtly or overtly linked to the Chinese state, either through direct support or indirect influence. **The Chinese Communist Party (CCP) leverages these influencers to build and promote narratives that align with its geopolitical objectives and desired international image.** By presenting an idealized version of China, these influencers contribute to shaping global perceptions in a way that supports the CCP's strategic interests. This content often portrays China as a modern, harmonious, and prosperous nation, glossing over or omitting discussions of controversial issues such as human rights, censorship, or political repression.

Furthermore, these influencers may **receive preferential treatment, easier access to restricted locations**, and other incentives that are not available to independent journalists or content creators critical of the Chinese government. In this way, the CCP effectively utilizes foreign YouTubers as part of a broader soft power strategy, disseminating state-approved narratives to a global audience, while circumventing the direct use of traditional state media channels.

This influencer-driven content plays a crucial role in the CCP's efforts to build a favorable narrative about China on the global stage, leveraging the reach and appeal of YouTube to influence public opinion, even in the absence of direct access to the platform within China itself. Following some of the prominent YouTube channels indulged in Chinese Propaganda:

Channel: Living in China

- **Owner:** Jason
- **Subscribers:** 460K
- **Total Videos:** 320
- **Total Views:** 57,661,697
- **Joined:** June 6, 2007
- **Location:** United Kingdom

Key Propaganda Themes:

1. China's Superiority Over the US: Many videos highlight China's advancements and infrastructure, often comparing them to the perceived failings of the US.

🚩 **Example:** China is LEADING the World to Peace (Not like America) (46K views)

🚩 **Example:** China is on Another Level (America's NOT even close) (152K views)

2. **Positive Depiction of Chinese Lifestyle:** Videos showcase luxury and quality of life in China, portraying it as superior to Western countries.

✚ **Example:** LUXURY Life in China (Chinese Living the Good Life) (28K views)

✚ **Example:** The World WON'T Believe China's New Infrastructure (US is FAR) (various videos)

3. **Technological and Infrastructure Advancements:** Emphasis on China's cutting-edge technology and infrastructure projects, suggesting Western countries lag behind.

✚ **Example:** 5G up a MOUNTAIN in Rural China??? (America don't have this) (220K views)

✚ **Example:** China Rail vs UK Rail - This is truly shocking... (191K views)

4. **Safety and Security in China vs. the West:** Videos compare safety in China to Western countries, often suggesting the West is more dangerous.

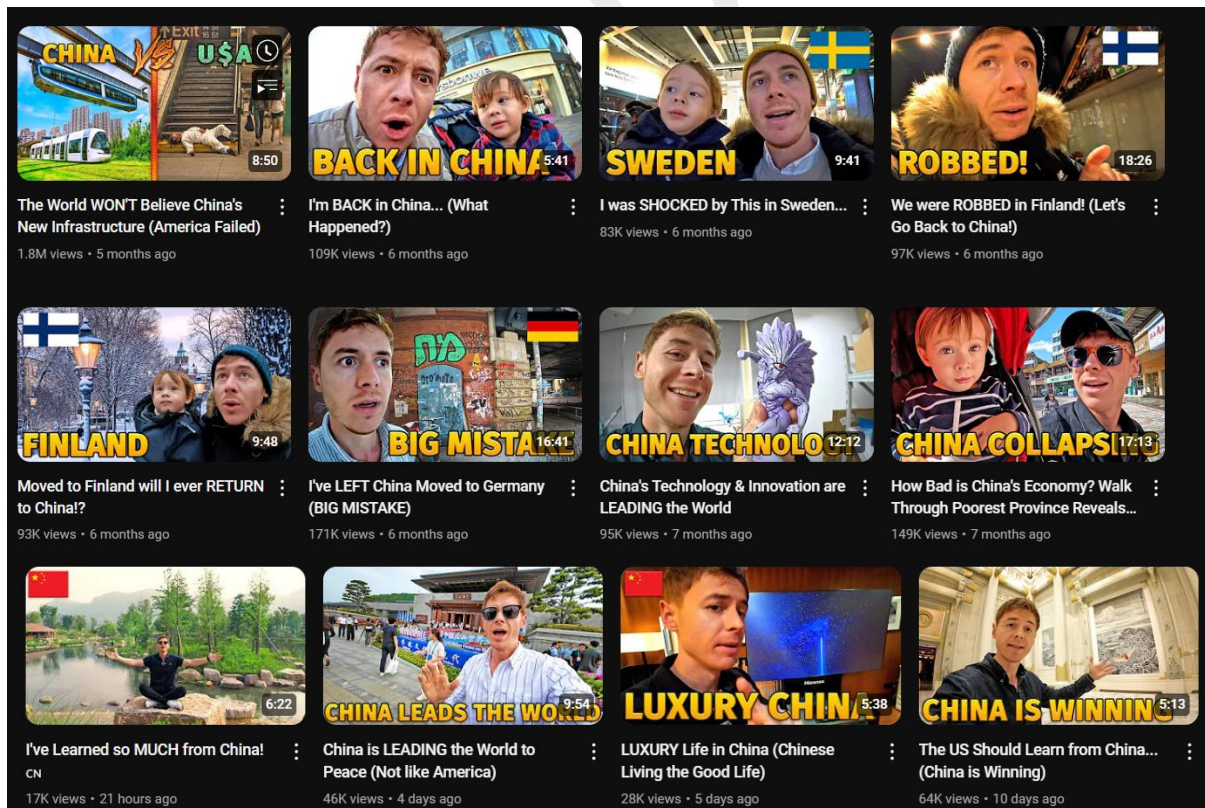
✚ **Example:** China vs USA - Which Country is Safer? (Americans Won't Believe it) (627K views)

✚ **Example:** How SAFE is China Really... (Americans Shocked) (307K views)

5. **Negative Experiences in Western Countries:** Videos detailing negative experiences in Western countries to contrast with positive experiences in China.

✚ **Example:** I've LEFT China Moved to Germany (BIG MISTAKE) (171K views)

✚ **Example:** We were ROBBED in Finland! (Let's Go Back to China!) (97K views)



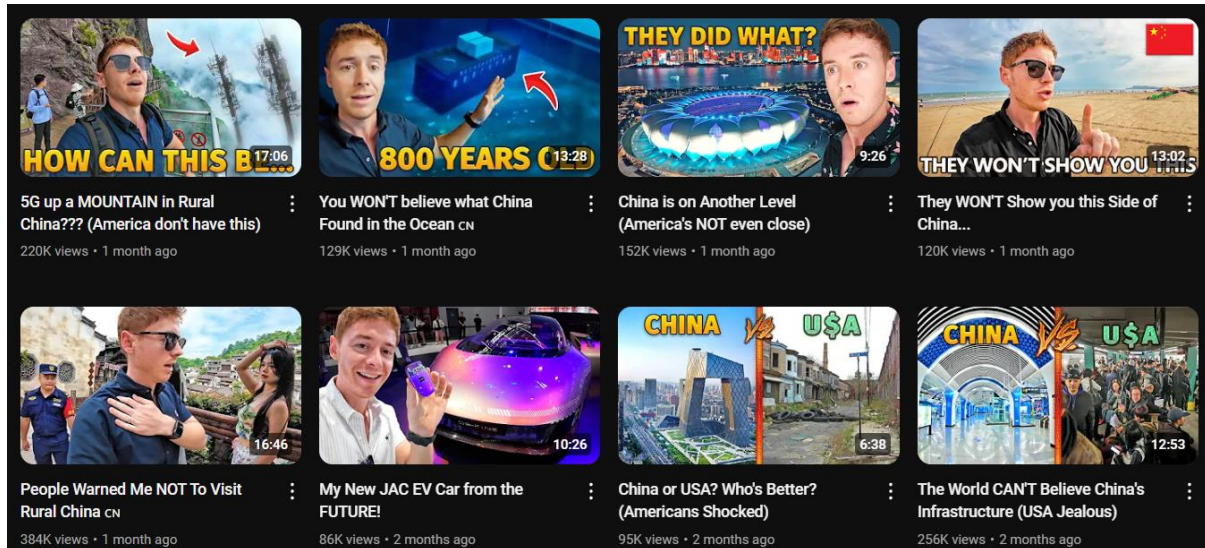


Figure 20 YouTube Channel Living in China with latest propaganda videos

Extended Reach:

- **Patreon:** <https://patreon.com/livinginchina?ty=h>
- **Facebook:** <https://facebook.com/JasonWildmanCobra>
- **Buy Me a Coffee :** <https://buymeacoffee.com/livinginchina>
- **Instagram:** https://instagram.com/livingin_china
- **Twitter:** <https://twitter.com/LivingChina>
- **TikTok:** <https://tiktok.com/@jason.in.china>

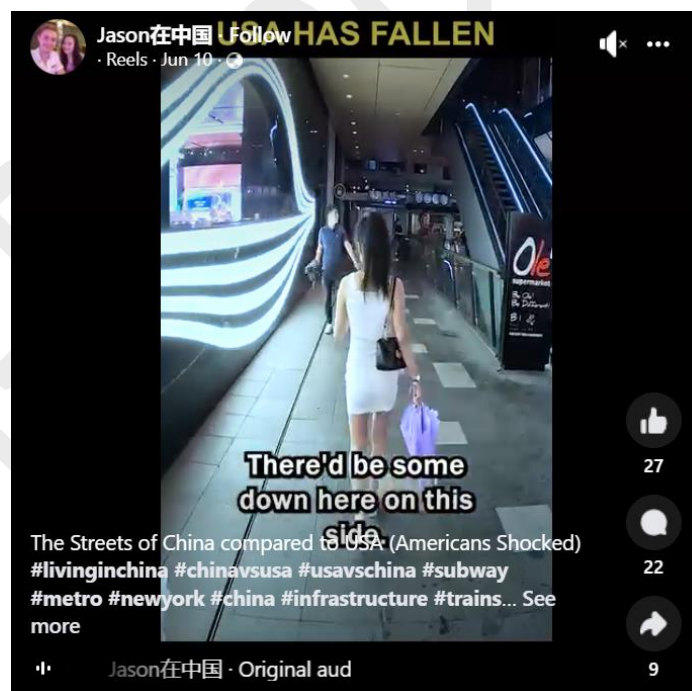


Figure 21 Still from a Propaganda Video on the social media of Jason (Living in China)

Jason's content on these platforms consistently follows the narrative of promoting China's advancements and positive aspects while criticizing and highlighting negative experiences in Western countries.

Channel: Niranjan China

- Owner: Niranjan
- Subscribers: 814K
- Total Videos: 575
- Total Views: 125,939,595
- Joined: September 8, 2013
- Location: United Kingdom



Figure 22 Youtube Channel Niranjan China with latest propaganda videos

Key Propaganda Themes:

- 1. China's Technological Advancements:** Highlighting China's technological progress and infrastructure.
 - 🚩 Example: चीन की एडवांस तकनीक wuhan mono rail (128K views)
 - 🚩 Example: चीन इतना विकसित कैसे हुआ Carfactory and Culture (122K views)
- 2. Positive Depiction of Chinese Lifestyle:** Videos showcasing the luxurious and high-quality life in China.
 - 🚩 Example: City in China facilities, roads, transportation, चीन के शहर (60K views)
 - 🚩 Example: Chaineese Sasural Ke Kisse चाइनीज़ ससुराल इण्डियन जवाई चाइनीज़ लूगाई India China couple (189K views)
- 3. Rural and Urban Development in China:** Emphasis on the rapid development and modernization of Chinese villages and cities.
 - 🚩 Example: China Urban village and agriculture Ningbo || China ke Gaon (38K views)
 - 🚩 Example: HOW China Village Developed Baiqiao Village Maoming (70K views)
- 4. Comparisons with India:** Videos comparing Chinese and Indian villages, often showing Chinese villages in a more favorable light.
 - 🚩 Example: China mountain village vs Indian Village Xiajiang Village, Zhejiang (134K views)
 - 🚩 Example: China vs USA - Please DON'T Compare... (Americans Crying) (321K views)

5. **Market and Industry Insights:** Showcasing various markets and industries in China, highlighting their scale and efficiency.

🚩 **Example:** Guangzhou Wholesale Market China Toys, Gift items, Stationary (17K views)

🚩 **Example:** Electronic market China Shenzhen चीन इलेक्ट्रॉनिक मार्केट (378K views)

6. **Agriculture and Farming:** Videos on agricultural practices and innovations in China.

🚩 **Example:** Watermelon farming in China Gaotangcun Ningbo (73K views)

🚩 **Example:** Snake Village of China साँप पालन (348K views)

Extended Reach:

- **Facebook:** <https://facebook.com/ksrlosal3>
- **Instagram:** https://instagram.com/china_niranjan
- **Twitter:** <https://twitter.com/RamNiranjan>
- **YouTube:** <https://www.youtube.com/@NiranjanChina>

Niranjan's content across these platforms consistently promotes a narrative of China's advancements, quality of life, and rapid development, often contrasting these aspects with India and other countries to highlight China's superiority.

Channel: China Content Center

- **Subscribers:** 607K
- **Total Videos:** 4,069
- **Total Views:** 210,156,033
- **Joined:** January 1, 2017
- **Location:** United States



Figure 23 Still from the YouTube Channel China Content Centre spreading propaganda about Taiwan

Key Propaganda Themes:

1. **Economic Superiority of China and BRICS:** Highlighting the economic strength of BRICS countries over the US and Europe.
 - ✚ **Example:** US economist: GDP of US and Europe combined cannot beat that of BRICS countries (44K views)
2. **Criticism of Capitalism and the US System:** Videos critiquing capitalism and portraying the US system negatively.
 - ✚ **Example:** How does capitalism force people to kill their wives and husbands, turning marriage into a real grave? (2.7K views)
 - ✚ **Example:** Can a dog be elected president? Can the myth of the American system still hold up? (61K views)
3. **US Political and Economic Failures:** Videos focusing on perceived failures and issues within the US.
 - ✚ **Example:** The Glory and Destruction of Bell Labs: The Great Recession of American Technology EP02 Akiyama Muzhong (17K views)
 - ✚ **Example:** Biden said the US economic situation is great, but why can't I even afford beef? (69K views)
4. **China as a Victim of US Policies:** Narratives portraying China as unfairly targeted by the US.
 - ✚ **Example:** Why does the United States need an 'imaginary enemy' in order to sanction China at all costs? (49K views)
 - ✚ **Example:** American Marxist economist: China is the scapegoat of American big capital (38K views)
5. **Taiwan and US Relations:** Videos discussing Taiwan, often highlighting US interference and advocating for peaceful reunification.
 - ✚ **Example:** The opportunity for peaceful reunification of Taiwan lies in this US election (32K views)
 - ✚ **Example:** The biggest misunderstanding about the Taiwan issue: unification by force is the last resort (20K views)
6. **China's Technological and Cultural Strength:** Promoting China's advancements and cultural influence.
 - ✚ **Example:** Mainland shows are very popular, but no one watches Taiwanese shows? The cultural strength of the two sides of the strait is not what it used to be. (15K views)
 - ✚ **Example:** White House adviser: Why can't the United States stop Chinese chips no matter how many sanctions it imposes? (119K views)
7. **American Decline and Criticism of Western Policies:** Videos emphasizing the decline of America and critiquing Western policies.
 - ✚ **Example:** The more the United States tramples on international law, the more useless international law becomes. The more China should take up its banner. (2.1K views)
 - ✚ **Example:** Russia is getting richer due to sanctions, the US should reflect on its own system problems (21K views)



Figure 24 YouTube Channel China Content Center with latest propaganda videos

China Content Center consistently promotes narratives that emphasize China's economic and technological advancements, criticize US policies and capitalism, and advocate for peaceful reunification with Taiwan, positioning China as a victim of US interference and highlighting American decline.

Channel: BeeRose in China

- **Subscribers:** 18.4K
- **Total Videos:** 29
- **Total Views:** 860,928
- **Joined:** August 16, 2014



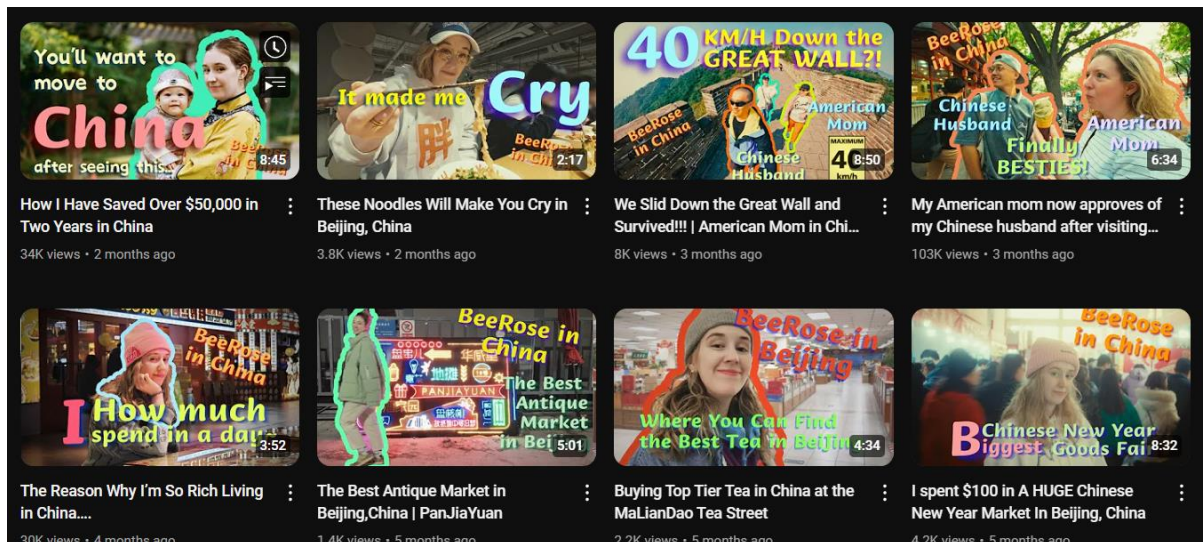


Figure 25 Youtube Channel BeeRose in China with latest propaganda videos

Key Propaganda Themes:

1. Positive Portrayal of China's Governance:

- ✚ **Example:** Is China Suppressing Islamic Culture? | The Western Media Is Lying (18K views) : This video suggests that Western media misrepresents China's treatment of Islamic culture, portraying the CCP as respectful and protective of religious diversity.
- ✚ **Example:** Why China's EVs Are Crushing America's and the WORLD'S (16K views) : Emphasizes China's technological advancements, positioning them as superior to those in the United States.

2. Critical Views of Western Societies:

- ✚ **Example:** Why I Am Raising Kids in China and NOT the USA | The Reasons Will Shock You! (280K views) : This video contrasts the perceived safety and stability of life in China with the challenges and dangers of living in the United States, often framing China as a better place for raising children.
- ✚ **Example:** Why I Live in China and REFUSE to Move Back to America (199K views) : Highlights the benefits of living in China, often at the expense of criticizing American society and governance.

3. Promotion of Chinese Cultural and Social Systems:

- ✚ **Example:** What Every Foreigner DREAMS of Getting in CHINA | International Family with Mixed Son (26K views) : Portrays China's social systems and public services as exemplary, encouraging positive perceptions of the CCP's policies.
- ✚ **Example:** These Noodles Will Make You Cry in Beijing, China (3.8K views) : While seemingly about food, the content often subtly promotes the narrative of China's cultural richness and superiority.

4. Economic Comparisons Favoring China:

- ✚ **Example:** How I Have Saved Over \$50,000 in Two Years in China (34K views) : Suggests that China's economic environment is more favorable for saving money compared to the West, implicitly promoting the idea of Chinese economic superiority.
- ✚ **Example:** The Reason Why I'm So Rich Living in China... (30K views) : Highlights the perceived financial advantages of living in China, often without acknowledging the broader socio-economic context.

5. Minimizing or Denying Controversial Issues:

- ✚ **Example:** Is China Suppressing Islamic Culture? | The Western Media Is Lying (18K views): This video denies or downplays reports of human rights abuses in regions like Xinjiang, aligning with official CCP narratives.

Channel: TripBitten

- **Subscribers:** 78.1K
- **Total Videos:** 224
- **Total Views:** 7,788,812
- **Joined:** January 14, 2017

TripBitten, hosted by Miguel, is a channel focusing on geopolitics and megaprojects, particularly in China. Miguel, along with Yvonne who runs a separate channel GoYvon, has been living in China for over 12 years. The channel has a significant pro-China bias, often promoting narratives that align with the interests of the Chinese Communist Party (CCP). While the video titles sometimes suggest critical perspectives on China, the content often defends or promotes positive views of China's governance and policies, often contrasting them favorably against those of the United States and other Western nations.

Extended Reach:

Instagram: <https://instagram.com/tripbitten>

Facebook: <https://facebook.com/tripbitten>

Key Propaganda Themes:

1. Defense of China's Policies and Governance:

- ✚ **Example:** US lied about China again..... (61K views) : This video defends China against what it describes as misinformation spread by the U.S., reinforcing narratives that align with CCP viewpoints.
- ✚ **Example:** China taught me the most important lesson.... (27K views) : Miguel often emphasizes lessons learned in China, portraying the country and its governance in a positive light.

2. Criticism of Western Countries and Media:

- ✚ **Example:** Is US media brainwashing all of us? (36K views): Suggests that Western media is biased and misrepresents global events, including those involving China.
- ✚ **Example:** Why I will NOT move back to the US (15K views): Highlights perceived negatives of living in the U.S. compared to China, often underscoring China's benefits under CCP rule.

3. Positive Comparisons of China and the U.S.:

- ✚ **Example:** Grocery Prices in USA vs China (27K views): This video contrasts living costs, often portraying China as more affordable and efficient.
- ✚ **Example:** Is China really safer than the USA? (22K views): Argues that China is a safer country to live in, promoting a narrative of social stability under the CCP.

4. Promotion of China's Global Influence and Technology:

- ✚ **Example:** China is more advanced than you think (28K views) : Highlights China's technological advancements and global influence, often suggesting that China is ahead of the West in these areas.
- ✚ **Example:** America Can't Compete with China's Tech Development (43K views): This video emphasizes China's technological superiority over the U.S., aligning with pro-CCP narratives.

5. Controversial and Provocative Content:

- ✚ **Example:** Am I a Traitor to the USA? (18K views): Discusses loyalty and perspectives on the U.S., often defending China's actions and policies.
- ✚ **Example:** Is China's Economy Recovering? (26K views): While the title suggests a critical examination, the content typically promotes a positive outlook on China's economic policies and recovery efforts.

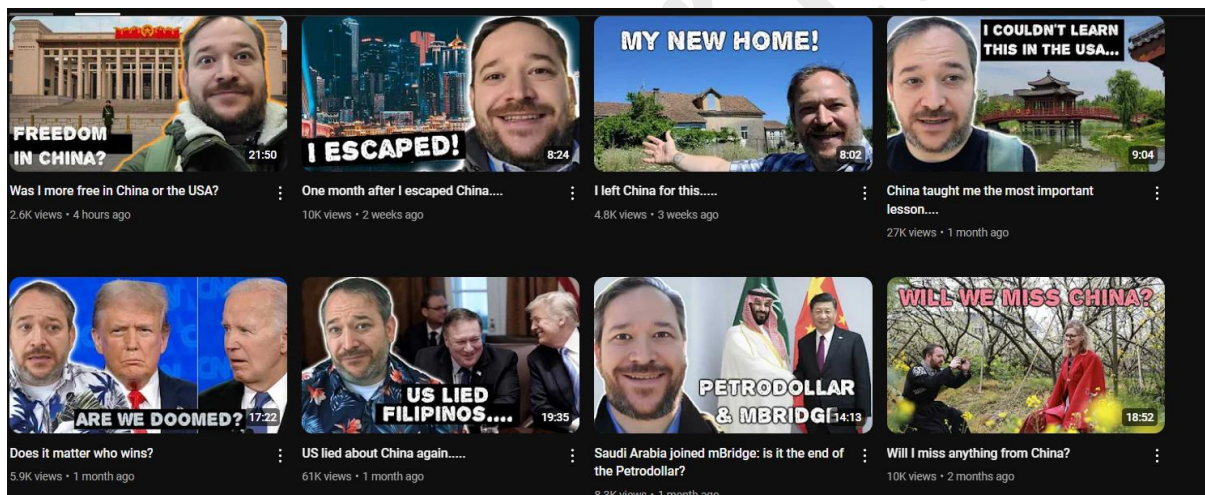


Figure 26 Youtube Channel TripBitten with latest propaganda videos

Channel: Part Time Traveller - China

- **Subscribers:** 25.6K
- **Total Videos:** 553
- **Total Views:** 3,760,153
- **Joined:** November 21, 2021

Part Time Traveller - China is a channel run by an Indian vlogger living in China, sharing insights about life in China. The channel often emphasizes positive aspects of China, contrasting them with negative aspects of other countries, particularly India and Western nations. The content often aligns with pro-China narratives, highlighting China's advancements and criticizing Western perceptions and media coverage.

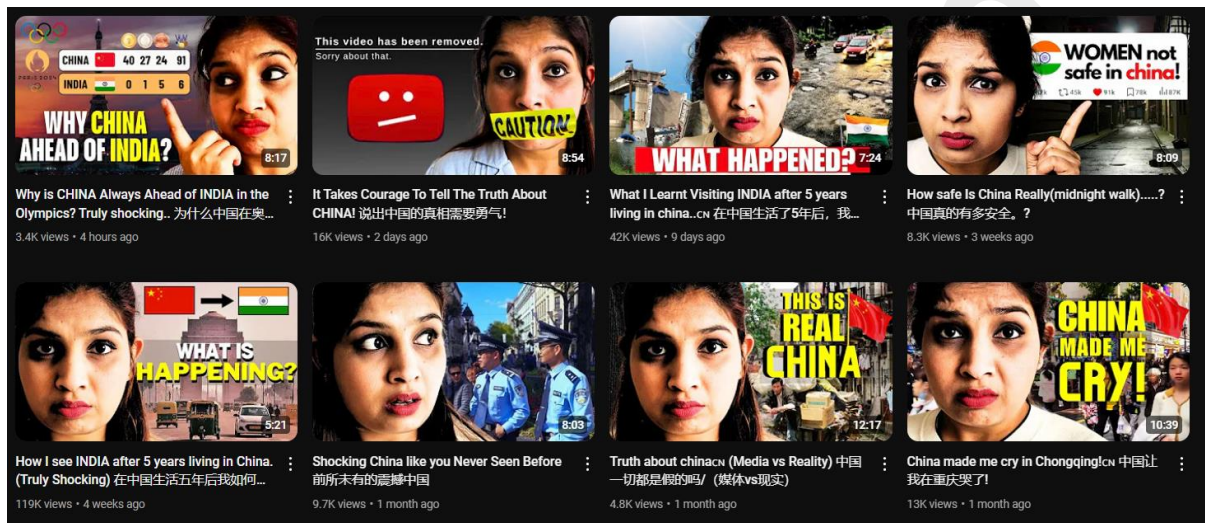


Figure 27 Youtube Channel Part Time Traveller - China with latest propaganda videos

Key Propaganda Themes:

1. Comparison Between China and India:

- + **Example:** CHINA vs INDIA - Which country is more DUSTY? (23K views): The video compares environmental cleanliness in China and India, often portraying China in a favorable light.
- + **Example:** Is China 70 years ahead of India? (37K views): Highlights China's infrastructure and technological advancements, suggesting that China is far ahead of India.

2. Criticism of Western Media and Perceptions:

- + **Example:** STOP Listening to the Western Media: COME TO CHINA! (7.6K views): The video encourages viewers to question Western media narratives about China, suggesting they are biased or misleading.
- + **Example:** The Media Doesn't Want You to See THIS in China! (4.9K views) : This video suggests that Western media hides positive aspects of China.

3. Promotion of China's Infrastructure and Lifestyle:

- + **Example:** The World WON'T Believe China's New Infrastructure (America Failed) (16K views): The video showcases China's infrastructure projects, often in comparison with perceived shortcomings in the U.S.

- ✚ **Example:** China has the CLEANEST Streets in the WORLD? (10K views): Emphasizes the cleanliness and organization of Chinese cities, portraying China as superior in urban management.

4. Positive Experiences of Living in China:

- ✚ **Example:** How Chinese people treat INDIAN in Chongqing, China (109K views): Shares positive experiences of the vlogger as an Indian living in China, highlighting kindness and hospitality.
- ✚ **Example:** Living in CHINA : Expectations VS Reality (11K views): Compares expectations with actual experiences in China, often highlighting positive aspects.

5. Contrasting China and the West:

- ✚ **Example:** The World Should Learn From CHINA! (living in china) (4.6K views): The video promotes the idea that other countries can learn from China's successes.
- ✚ **Example:** Don't let the US fool you: China is AWESOME!! (8.6K views): This video challenges negative narratives about China often presented in U.S. media.

6. Controversial and Provocative Content:

- ✚ **Example:** Why are Americans MAD at China? (I Know Why) (14K views): Discusses reasons behind negative American sentiments towards China, often portraying them as misguided.
- ✚ **Example:** Racism in China vs America !! African Women Share Her Story (10K views) : This video discusses racial issues in China and compares them with those in the U.S., often highlighting positive aspects of life in China.

Part Time Traveller - China often uses clickbait titles and provocative comparisons to draw viewers, but the content generally promotes a positive image of China. The channel frequently contrasts China's advancements and lifestyle favorably against other countries, particularly India and the West, aligning with pro-China narratives and promoting the country's image.

Channel: Cyrus Janssen

- **Subscribers:** 661K
- **Total Videos:** 411
- **Total Views:** 119,111,974
- **Joined:** November 17, 2006
- **Country:** United States

Cyrus Janssen's YouTube channel offers a variety of content focused on global geopolitical analysis, with a particular emphasis on US-China relations. Janssen often presents narratives that portray China in a positive light while highlighting the perceived flaws and shortcomings of Western policies, particularly those of the United States.

Key Themes and Narratives:

1. Negative Portrayal of the United States:

- ✚ **Example:** Joe Biden Tariffs Against China Just Backfired on the US Economy! (370K views): Critiques U.S. economic policies, suggesting they are harming the U.S. economy rather than achieving their intended goals.

- ✚ **Example:** Why the Ukraine War Will Break Europe FOREVER! (480K views): Implies that Western actions, such as those in the Ukraine war, are leading to long-term negative consequences.

2. Positive Portrayal of China:

- ✚ **Example:** Tesla in Panic! China's New Car Changes EVERYTHING! (194K views): Highlights China's advancements in the automotive sector, positioning China as a leader in innovation.
- ✚ **Example:** The US Government Can't Believe What China and Russia Are Doing Now! (189K views): Presents strategic moves by China and Russia as rational responses to Western actions, suggesting these countries are unfairly targeted.

3. Victimhood Narrative:

- ✚ **Example:** The Media Doesn't Want You To See THIS in China! (835K views): Suggests that Western media intentionally hides positive aspects of China, framing China as a victim of biased reporting.
- ✚ **Example:** The US Sanctioned China...You Won't Believe How Beijing Responded! (363K views): Implies that U.S. sanctions are unjust, portraying China's responses as justified and measured.

4. Criticism of Western Media:

- ✚ **Example:** This Is The REAL CHINA!!! (Western Media vs Reality) || 真正的中国 (5.6K views): Contrasts Janssen's portrayal of life in China with the narratives found in Western media, suggesting exaggeration or distortion of issues by Western outlets.
- ✚ **Example:** The World is Hiding China's Success 为什么西方媒体不报道中国的成功呢? (22K views): Argues that Western media fails to report China's achievements, thus misrepresenting the country's progress and development.

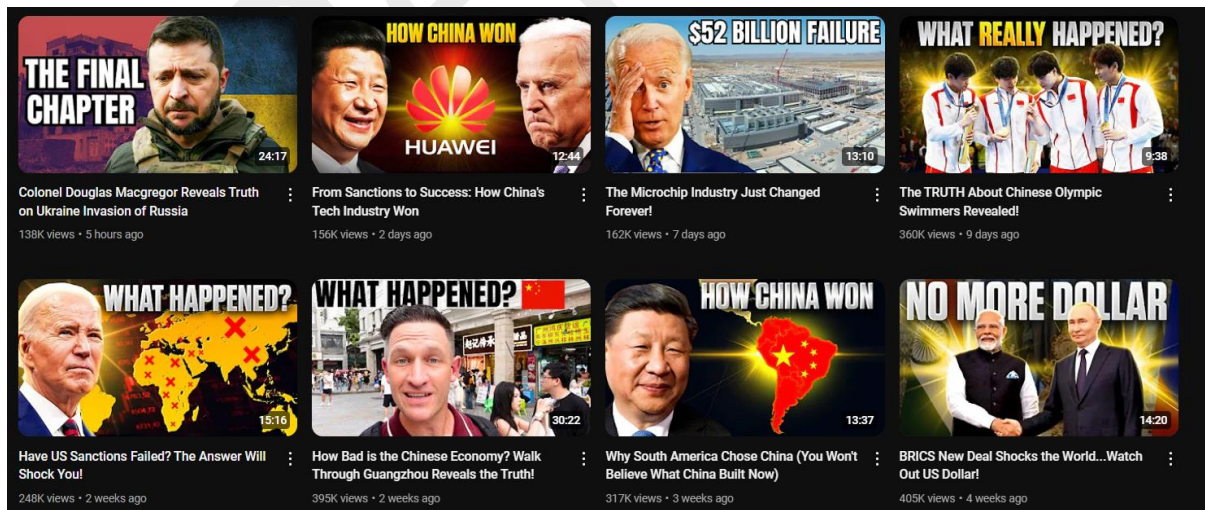


Figure 28 Youtube Channel Cyrus Janssen with latest propaganda videos

Channel: Barrett

Subscribers: 376K

Total Videos: 601

Total Views: 52,129,466

Joined: June 5, 2019

Country: United Kingdom

Barrett's channel explores various aspects of life in China, ranging from cultural insights to technology and infrastructure. The content often includes opinion pieces, food experiences, and coverage of major events like trade exhibitions. The channel aims to share interesting and engaging stories from China, encouraging viewers to subscribe for regular updates.

Extended Reach:

Email: www.youtube.com/@BarrettYT

Patreon: <https://www.patreon.com/user?u=22419652>

WeChat: <https://prnt.sc/tgyc41>

Facebook: <https://www.facebook.com/BarrettsFB>

Twitter: <https://twitter.com/BarrettYouTube>

Instagram: <https://www.instagram.com/barrettinst>

Key Propaganda Themes:

1. Chinese Technological Advancements:

- ✚ **Example:** Inside China's Driverless RoboTaxi in Wuhan! AI Future (80K views): Showcasing China's advancements in AI technology and autonomous vehicles.

2. China's Infrastructure and Trade Shows:

- ✚ **Example:** China's Biggest Trade Exhibition for Clothing | Canton Fair (34K views): Coverage of China's major trade exhibitions, highlighting the scale and innovation in the country's trade sector.

3. Western Media and USA Criticism:

- ✚ **Example:** Western Media Lies about China // (with Chinese subtitles) // Lies about China (1.9M views): Criticizing Western media narratives and presenting an alternative perspective on China.

4. Chinese Cultural Insights and Daily Life:

- ✚ **Example:** How do they Eat this in China!! (8.7K views): Exploring unique culinary practices in China.

5. Geopolitical Narratives Favoring China:

- ✚ **Example:** China Changed the World in 10 Years | US Left Behind (47K views): Frames China's rapid development as a direct contrast to the decline of the United States.
- ✚ **Example:** The World Order is Changing | The USA are losing control (30K views): Propagates the idea that the U.S. is losing global influence, while China is positioned as a rising power, echoing CCP's geopolitical stance

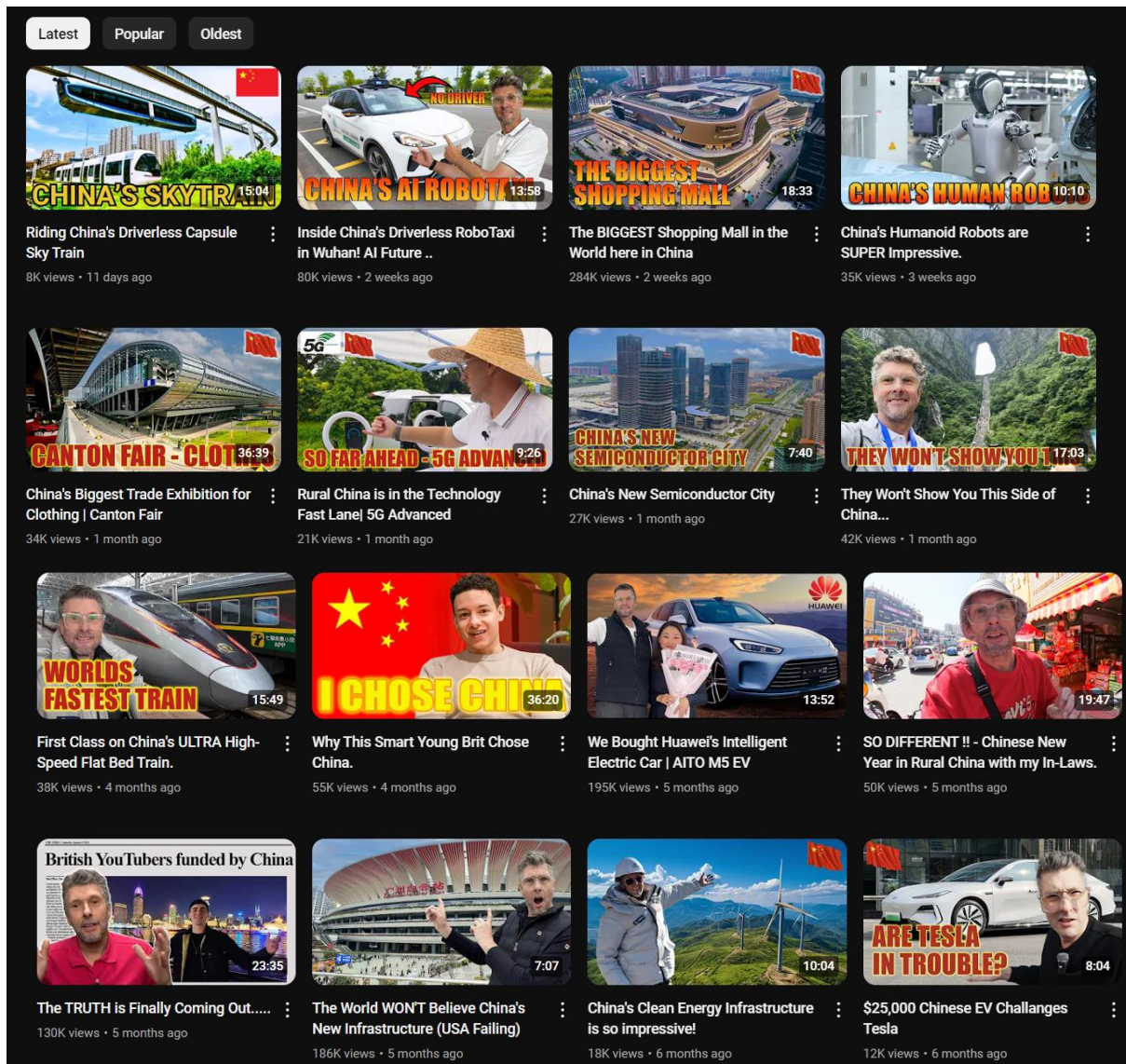


Figure 29 Youtube Channel Barrett with latest propaganda videos

Barrett's channel often portrays China in a positive light, emphasizing the country's technological prowess, infrastructure development, and cultural richness. The channel frequently contrasts these positive aspects with criticisms of Western media and its portrayal of China. Some videos also focus on promoting China's image, including its advancements in technology and infrastructure, while addressing common misconceptions.

Channel: Harvey in China

Subscribers: 24K

Total Videos: 133

Total Views: 2,336,921

Joined: October 3, 2021

Country: United Kingdom

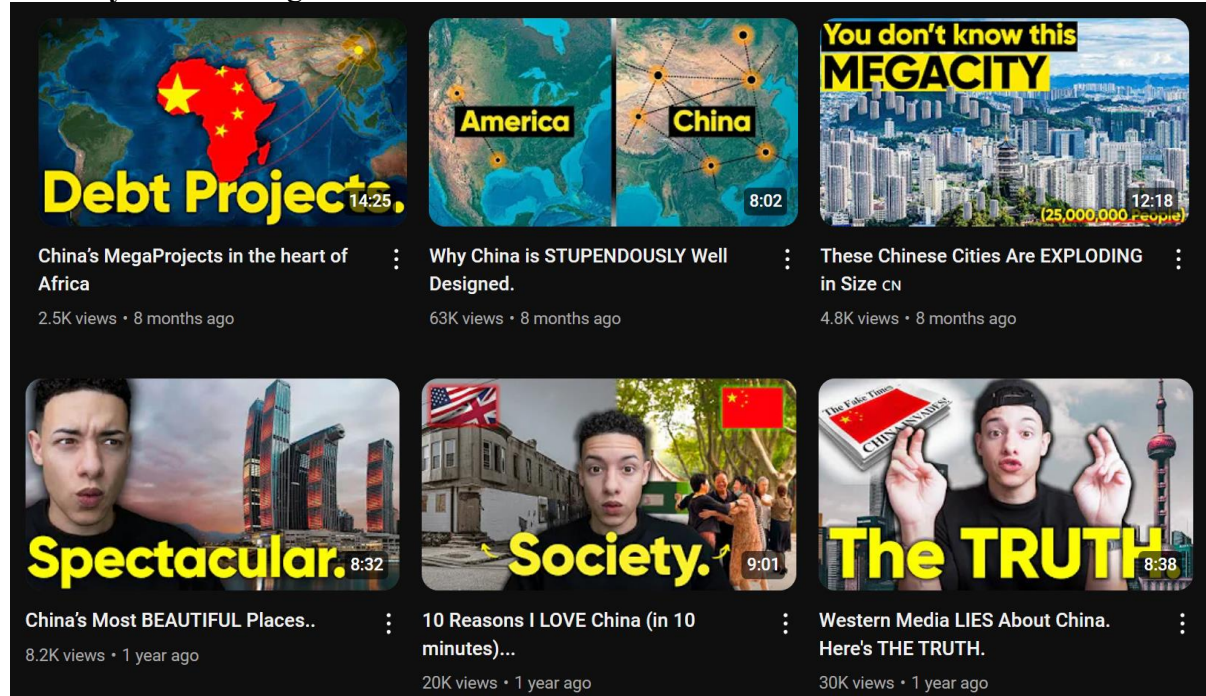


Figure 30 Youtube Channel Harvey in China with latest propaganda videos

Extended Reach:

Instagram: <https://www.instagram.com/harvmc>

Twitter: <https://twitter.com/HarveysTweets>

Bilibili: <https://b23.tv/2fG4VrK>

Key Propaganda Themes:

1. Geopolitical Narratives Favoring China:

- ✚ **Example:** Why America Fears Cambodia's New Chinese Canal (23K views)
- ✚ **Example:** Will America BAN China from 2028 Olympics? (58K views)
- ✚ **Example:** The World Can't Compete With China's AMAZING Bullet Trains! (2.3K views)

2. China vs. Western Perspectives:

- ✚ **Example:** Should Britain Return China's Looted Artefacts from the British Museum? (10K views)
- ✚ **Example:** The SHOCKING Truth about China's Economic Crisis.. (8.8K views)
- ✚ **Example:** How China Hides its Homeless Problem from the World (47K views)
- ✚ **Example:** Is the US Unfairly Targeting Chinese Athletes..? (67K views)

3. China's Global Influence and Infrastructure:

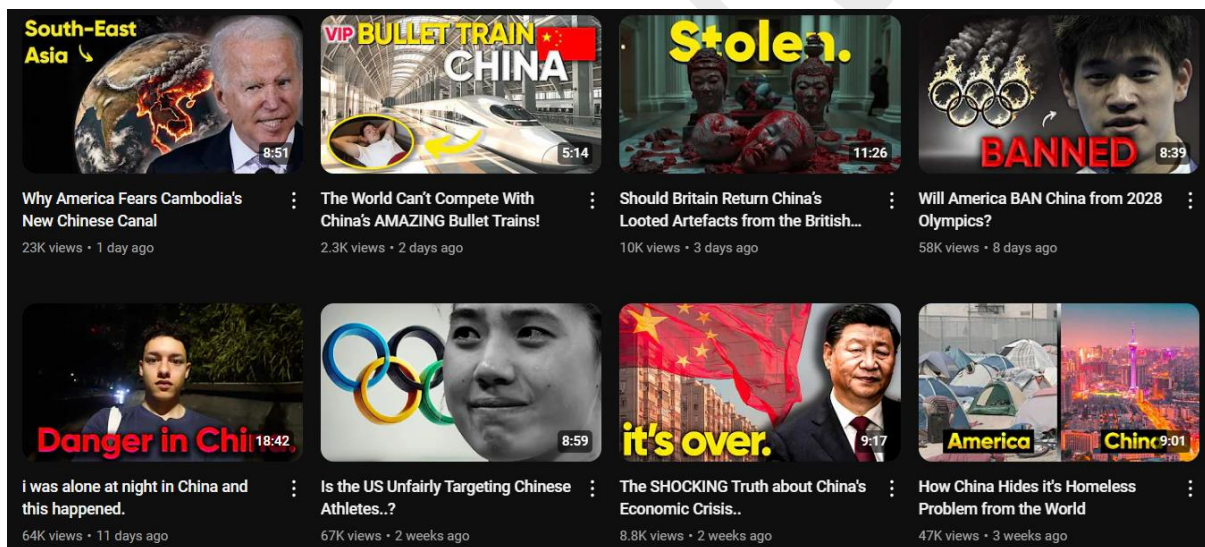
- ✚ **Example:** Saudi Arabia Ditches the Dollar! Alliance with BRICS & China (3.8K views)
- ✚ **Example:** The UK Can't Compete with China's Infrastructure.. Here's Why (depressing). (84K views)
- ✚ **Example:** China's Belt and Road Initiative is Reshaping Global Politics (10K views)

4. Comparisons Between Life in China and the West:

- ✚ **Example:** Life in the UK vs Life in China (Don't watch if you're sensitive.) (35K views)
- ✚ **Example:** Life is BETTER Growing up in China than in America.. (Here's why) (11K views)

5. Exploring Chinese Culture and Cities:

- ✚ **Example:** Searching for China's Ethnic Minorities in Zhangjiajie, Furong & Fenghuang Ancient Town.. (2.4K views)
- ✚ **Example:** Exploring China's Coastal Paradise | Weihai (1.5K views)
- ✚ **Example:** We Visited Shanghai's Uyghur Xinjiang Restaurant and found this. (7.8K views)



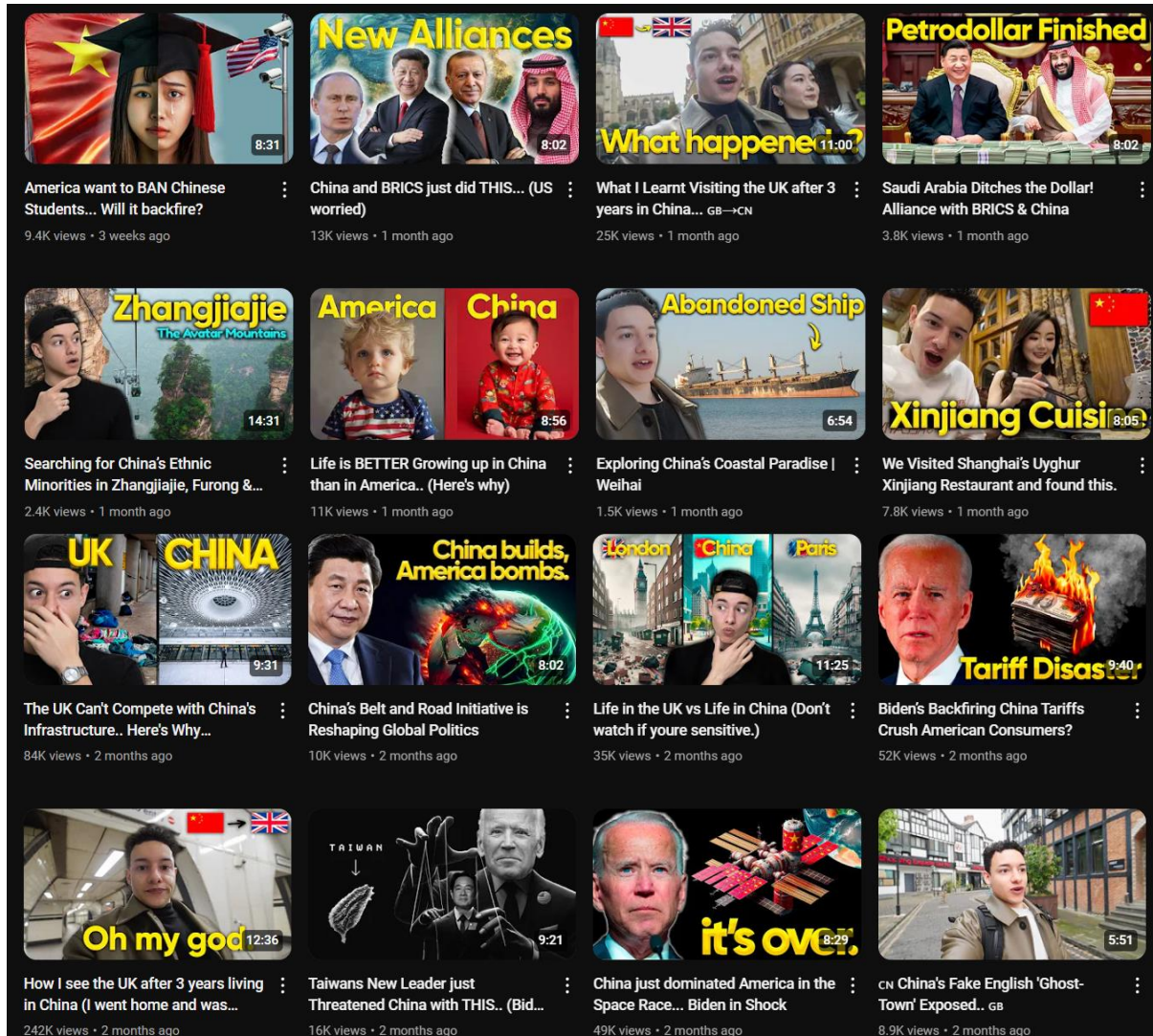


Figure 31 Youtube Channel Harvey in China with latest propaganda videos

Channel: Fel Thommy

Subscribers: 263K

Total Videos: 399

Total Views: 85,110,680

Joined: November 16, 2013

Country: United States

Extended Reach:

Buy Me a Coffee: <https://buymeacoffee.com/felthommy>

Facebook: <https://www.facebook.com/felthommy>

TikTok: <https://www.tiktok.com/@felthommy>

Instagram: <https://www.instagram.com/felthommy>

Twitter: <https://twitter.com/felthommy>

WeChat: https://prnt.sc/oy_WktXfnMJe

Key Propaganda Themes:

1. Highlighting the Positives of Chinese Culture: These videos showcase the warmth, hospitality, and superior aspects of Chinese culture, often countering negative stereotypes and media narratives.

- ✚ **Example:** Kind Chinese Kid Does This To A Blackman Speaking Chinese And This Happens Next... Almost Got A Wife (630 Views)
- ✚ **Example:** Black Man Shows Up In Chinese Village And This Happens, They Want Me To Marry A Chinese!! (1m Views)
- ✚ **Example:** Eating In A Chinese Village Apartment As A Blackman, What Could Go Wrong?!! (1.4m Views)

2. Challenging Western Media Narratives: These videos challenge Western media portrayals of China, arguing that they often follow a biased geopolitical narrative.

- ✚ **Example:** This Is Why I Decided To Leave China After 10 Years, What's Next?... (23k Views)
- ✚ **Example:** Black Man Speaks Perfect Chinese And Gets A Free Tesla? (447k Views)
- ✚ **Example:** The World Won't Believe China's New Infrastructure, America Can't Compete?! (80k Views)

3. Exploring the China-Africa Geopolitical Connection: Fel Thommy's content explores how China's relationship with Africa is often misunderstood, offering a perspective that suggests a more beneficial and less exploitative connection than is typically reported. The videos never mentions anything about Debt Trap and the condition of Chinese Investments in Africa.

- ✚ **Example:** So This Is The Hidden City In Ghana They Are Trying To Hide From You?! (32k Views)
- ✚ **Example:** Accra Ghana Is Not What You Thought: Raw Encounters With A Fetish Priestess! (27k Views)
- ✚ **Example:** Finally Leaving ChinaCN To Surprise My Mum In GhanaGH After 10 Years... (181k Views)

4. Showcasing Chinese Infrastructure and Technology: Videos in this category demonstrate China's technological and infrastructural advancements, often contrasting them with Western perceptions and underlining China's innovation and growth.

- ✚ **Example:** Inside World's Biggest Electronic Market In Shenzhen, China (642k Views)
- ✚ **Example:** The World Won't Believe China's New Infrastructure, How China Builds Subway Lines Nowadays (683k Views)
- ✚ **Example:** Driving China's New Electric Vehicles As A Blackman, What Is It Like? (79k Views)

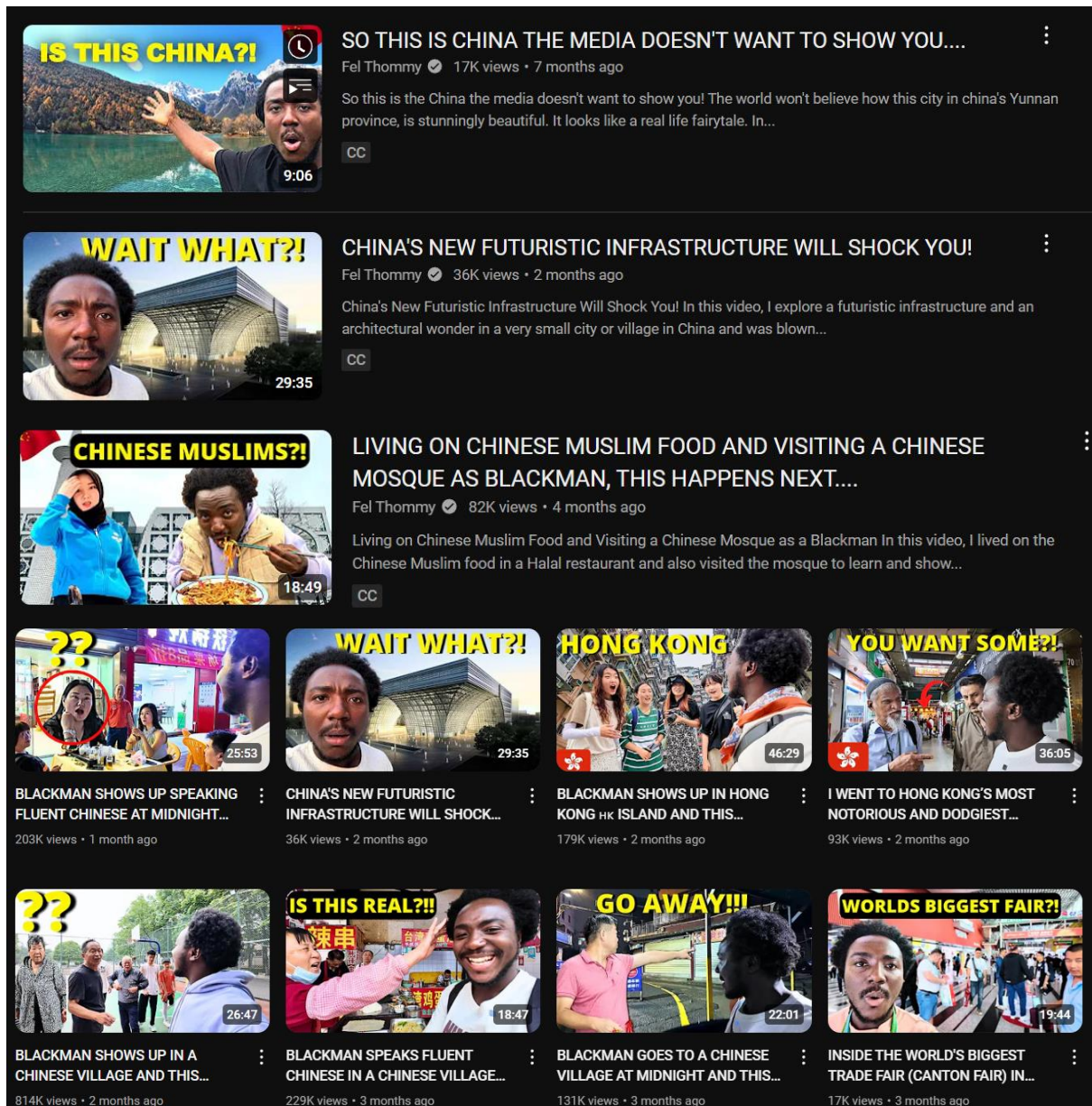


Figure 32 Youtube Channel Fel Thommy with latest propaganda videos

Channel: Reporterfy Media & Travel

Subscribers: 211K

Total Videos: 302

Total Views: 29,413,718

Joined: May 17, 2017

Country: United Kingdom

Extended Reach:

Website: <https://www.reporterfy.com>

Facebook: <https://www.facebook.com/reporterfy>

TikTok: <https://www.tiktok.com/@reporterfy>

Instagram: <https://www.instagram.com/reporterfy>

Twitter: <https://twitter.com/reporterfy>

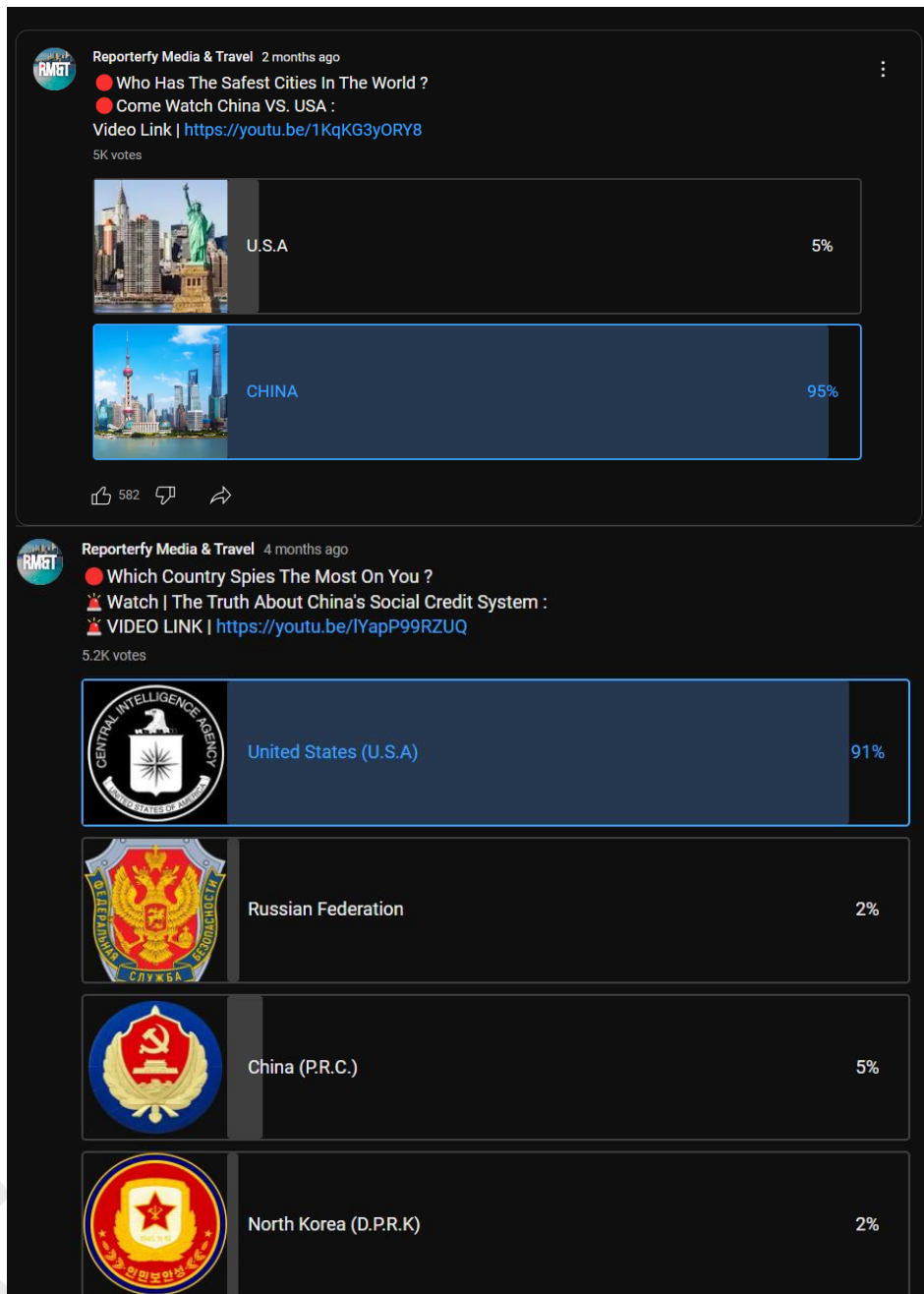


Figure 33 Youtube Channel Reporterfy Media & Travel propaganda Community Posts

Key Propaganda Themes:

1. Promoting China's Global Dominance: The channel frequently glorifies China's advancements, portraying it as the superior global power while subtly undermining the United States. This narrative aligns with CCP propaganda that paints China in a favorable light compared to the West.

- ✚ **Example:** China's Canton Fair 2024 AMERICA Wants New Energy Vehicles BANNED | Guangzhou | 为什么西方讨厌中国 (182K Views)
- ✚ **Example:** China's SHOCKING Richest City | The REAL TRUTH || GUANGZHOU 向中国学习 (17K Views)
- ✚ **Example:** How America Wants THIS City In China BANNED (136K Views)

2. Challenging Western Media Narratives: This channel often criticizes Western media, accusing it of spreading anti-China bias while promoting the idea that the U.S. is in decline, unable to keep up with China's advancements.

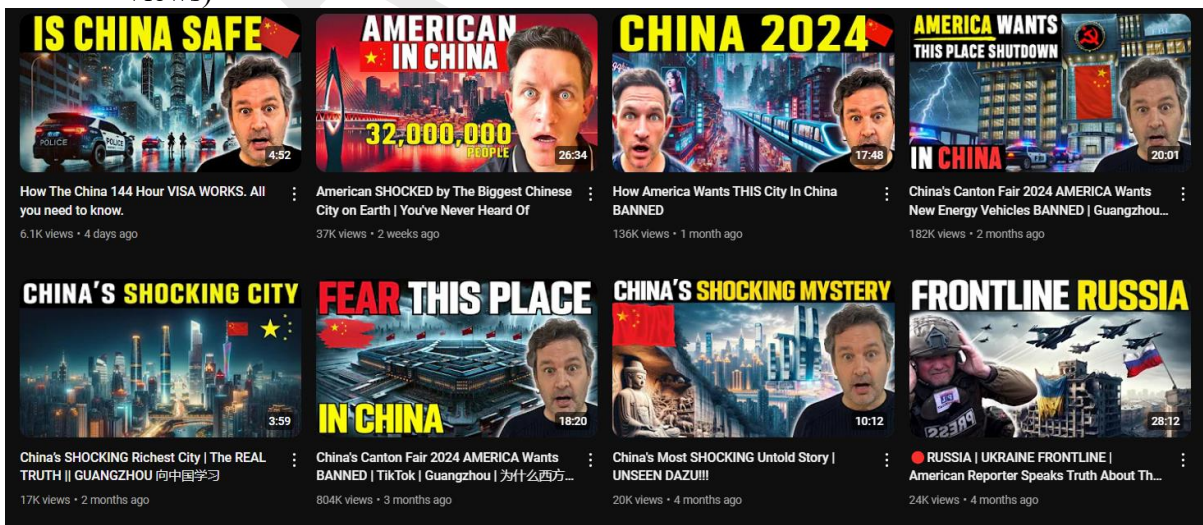
- ✚ **Example:** How America Lies About CHINA. My Life In China SHOCKED ME! (133K Views)
- ✚ **Example:** How The China 144 Hour VISA WORKS. All you need to know. (6K Views)
- ✚ **Example:** China's Cyberpunk Futuristic MegaCity 2024 (4K) | America Is Shocked (53K Views)

3. Advocating for China's Technological and Infrastructural Supremacy: Reporterfy Media & Travel frequently showcases China's infrastructure and technology, positioning it as far more advanced than that of the U.S. and other Western nations.

- ✚ **Example:** China's Most SHOCKING Untold Story | UNSEEN DAZU!!! (20K Views)
- ✚ **Example:** China's Secret City | China's Social Credit System Surveillance | TikTok (25K Views)
- ✚ **Example:** Inside China's New \$17 Billion Mega Airport - Beijing Daxing (52K Views)

4. Depicting the U.S. as a Declining Power: The channel frequently highlights what it describes as America's inability to compete with China's rapid development, reinforcing the narrative of a declining U.S. in contrast to a rising China.

- ✚ **Example:** American SHOCKED by The Biggest Chinese City on Earth | You've Never Heard Of (37K Views)
- ✚ **Example:** Has China Collapsed? The Rise And Fall Of China In 2024 Billion Migration (29K Views)
- ✚ **Example:** China Takes Over The New American Dream | America Is In Freefall (40K Views)



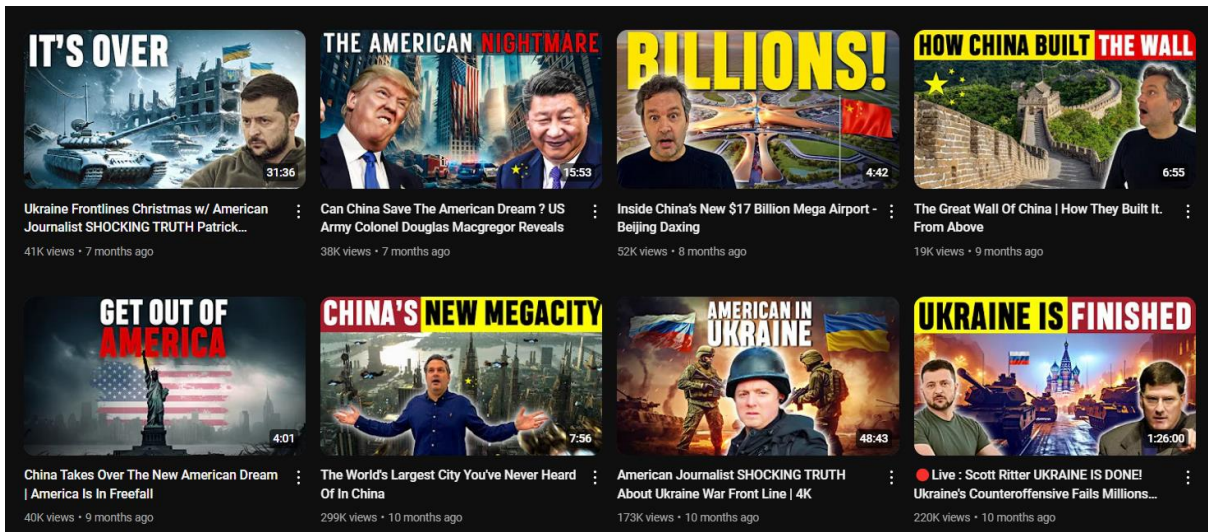


Figure 34 Youtube Channel Reporterfy Media & Travel with latest propaganda videos

Community Engagement:

Reporterfy Media & Travel engages its audience through polls that often reflect pro-China sentiments and criticize Western policies, particularly those of the United States. Most of these polls are rigged using bot accounts to create an anti-west perception.

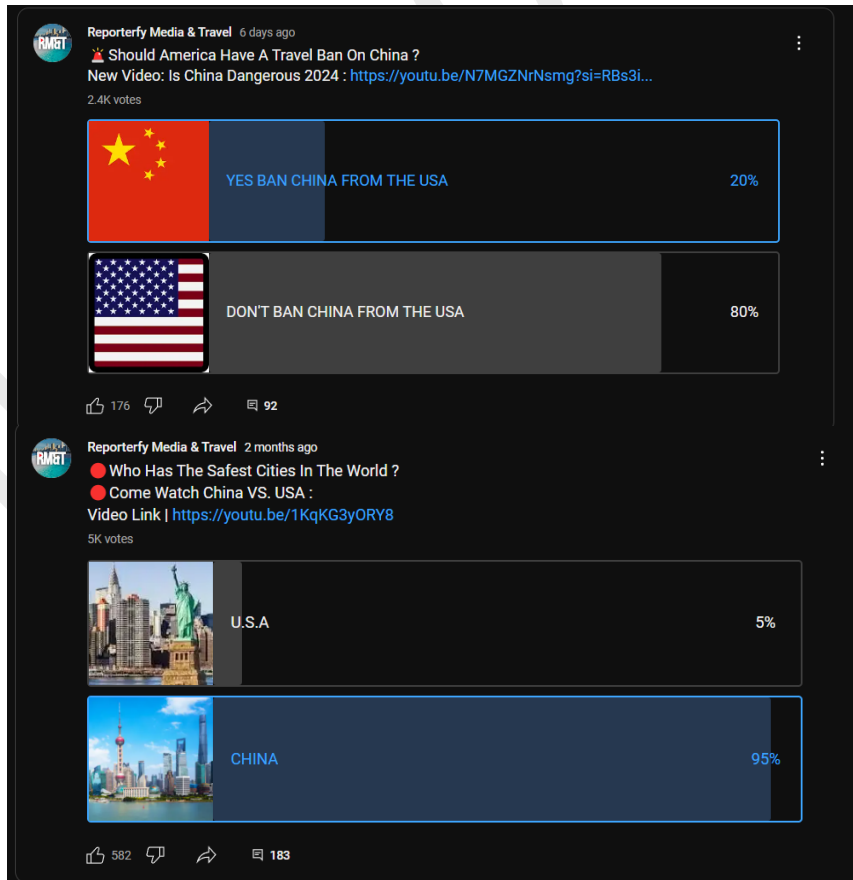
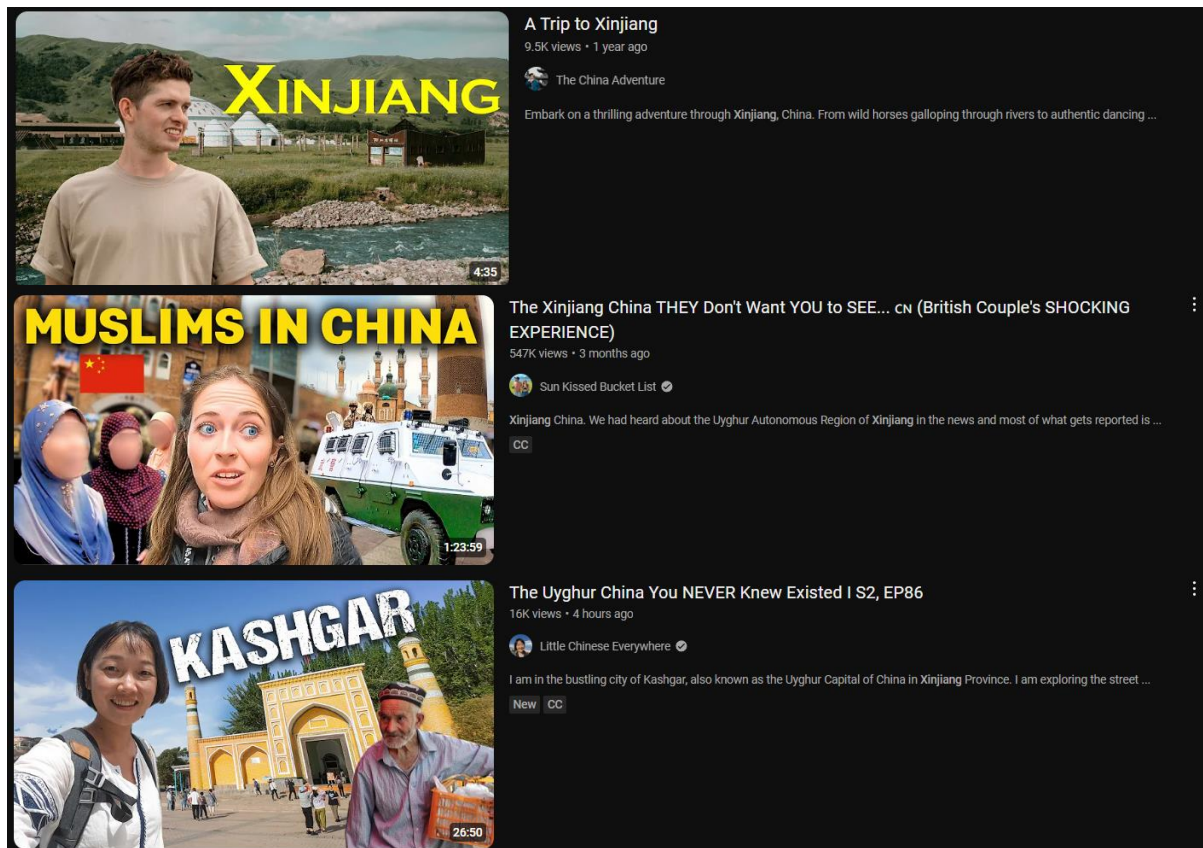


Figure 35 Youtube Channel Reporterfy Media & Travel Propaganda Community Posts

Case Study : The Uyghur Region and Xinjiang Visits

China has been known to influence YouTubers who visit Xinjiang by controlling and closely monitoring their visits, resulting in a flood of videos that present a highly positive outlook of the region. These influencers often post content with titles like **The Xinjiang China THEY Don't Want YOU to See or Western Media Lied About Xinjiang**, which align with the Chinese government's narrative. The content typically highlights the scenic beauty, cultural richness, and economic development of Xinjiang while downplaying or outright denying allegations of human rights abuses. These videos are part of a broader strategy by the Chinese government to counter international criticism and reshape global perceptions of Xinjiang through social media.



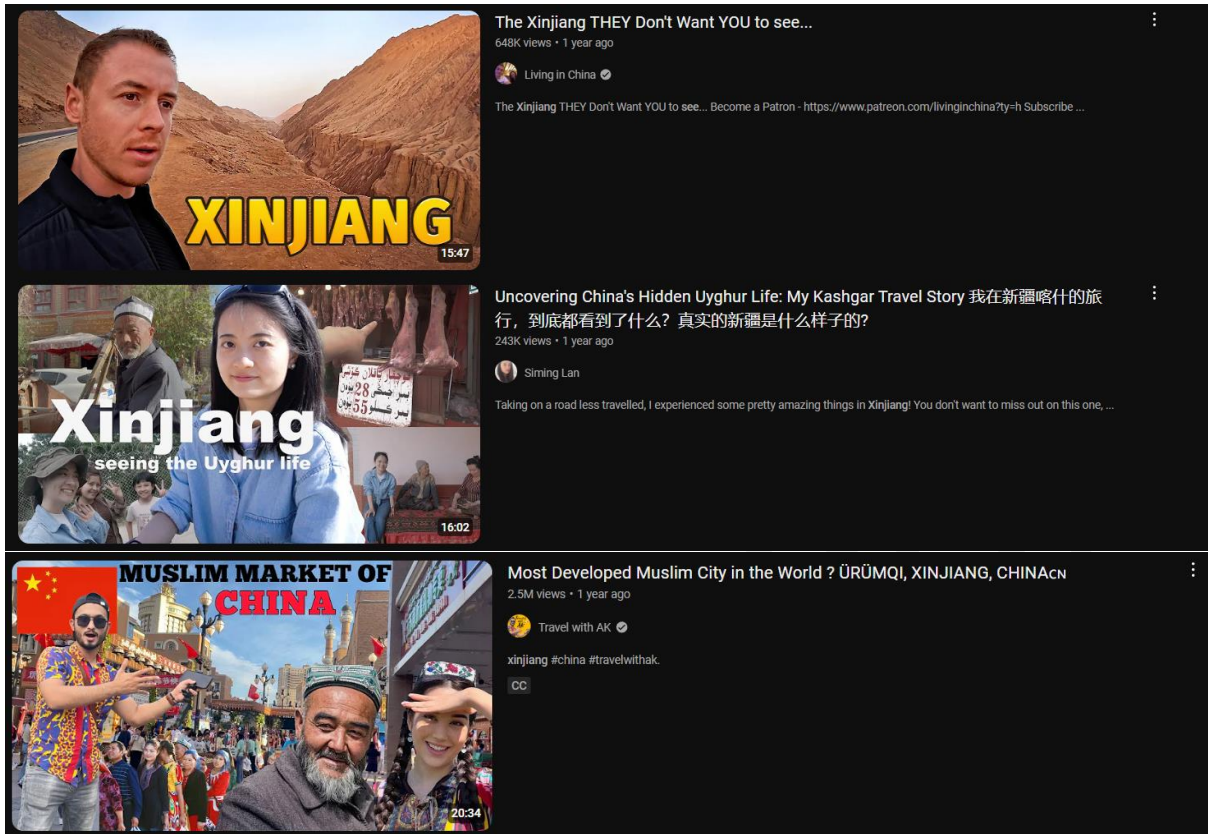


Figure 36 The flood of propaganda videos on Xinjiang



Figure 37 Still from a YouTube Propaganda Video on Xinjiang

The **Xinjiang Propaganda Department** is a regional branch of the **Central Propaganda Department(CPD)** as discussed earlier, specifically focused on the **Xinjiang Uyghur Autonomous Region**. Its primary function is to manage and control the narrative surrounding the region, both **domestically and internationally**, particularly in relation to the sensitive issues of ethnic relations, religious practices, and the government's policies towards the Uyghur population and other ethnic minorities.

Key Functions of the Xinjiang Propaganda Department:

1. Information Control: The Xinjiang Propaganda Department oversees all media outlets in the region, including newspapers, television, radio, and online platforms. It ensures that all information aligns with the CCP's policies and promotes a positive image of the government's actions in Xinjiang.

2. Narrative Management: The department is responsible for crafting and disseminating narratives that justify the government's policies in Xinjiang, such as the "counterterrorism" and "deradicalization" campaigns. It promotes the idea that these policies are necessary for maintaining stability and security in the region.

3. International Outreach: In response to international criticism of the Chinese government's treatment of Uyghurs and other Muslim minorities in Xinjiang, the propaganda department works to counter negative reports by organizing media tours, producing documentaries, and engaging in diplomatic efforts to present the government's version of events.

4. Cultural Propaganda: The department promotes cultural propaganda that emphasizes the unity of all ethnic groups under the leadership of the CCP. It supports cultural events, media productions, and educational programs that highlight the benefits of CCP policies and the integration of Xinjiang into the broader Chinese nation.

5. Censorship and Suppression: The department actively censors any content that might portray the government's policies in Xinjiang negatively. This includes suppressing information about the detention camps, forced labor, and the suppression of religious and cultural practices.

Impact and Controversy:

The Xinjiang Propaganda Department plays a central role in shaping the global and domestic perception of the situation in Xinjiang. It has been heavily criticized by international human rights organizations and foreign governments for spreading disinformation and propaganda to cover up human rights abuses in the region, including the mass detention of Uyghurs, forced assimilation practices, and suppression of religious freedom.

International Media Presence

China's international media presence plays a pivotal role in amplifying its reach and reinforcing its soft power propaganda network globally. State-run media outlets like China Global Television Network (CGTN) and Xinhua News Agency broadcast in multiple languages, targeting diverse audiences worldwide. For instance, CGTN offers channels in English, Spanish, French, Arabic, and Russian, ensuring China's narratives reach a broad spectrum of viewers. Additionally, CGTN's specialized channels, such as CGTN Turk and CGTN Hausa, operate on popular social media platforms like Facebook and X, further expanding their influence.

Xinhua News Agency, dubbed "The World's Biggest Propaganda Machine" by Reporters Without Borders, is a cornerstone of this strategy. It operates globally, providing content in multiple languages while subsidizing coverage costs to ensure widespread dissemination of Chinese viewpoints. Xinhua's CNC World, a 24-hour English-language news channel, is designed to offer a favorable view of China, countering foreign media narratives.

Moreover, China's media outlets are available across numerous cable and satellite providers worldwide, making channels like CCTV-4 and CGTN accessible in various regions. This global media network allows China to strategically influence international perceptions, particularly in countries with significant Chinese-speaking populations and in regions where China's economic interests are strong.

For instance, the Global Times, another Chinese state-run outlet, receives significant traffic (average 104.6K monthly organic visits) from countries like India (30%), the United States (27%), and Australia (7%), illustrating the global reach of China's media apparatus.

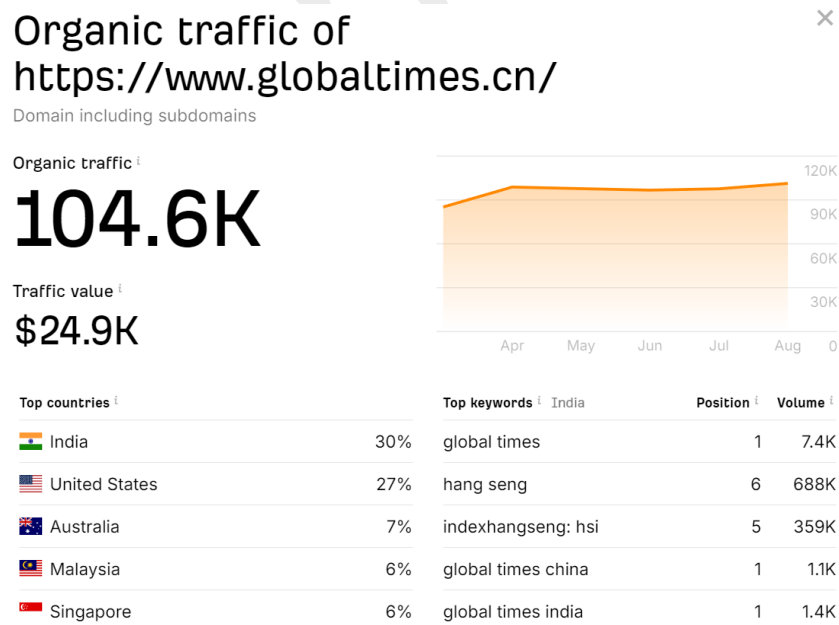


Figure 38 The traffic on the website of Global Times

China Daily, another key player in China's international media strategy, further amplifies the country's global soft power. With an organic traffic of **44.8K monthly visits**, it reaches a significant audience, particularly in Western and Asian countries. The majority of its readership comes from the **United States, accounting for 43% of the traffic, followed by India (9%), Australia (7%), Singapore (6%), and Malaysia (5%)**. China Daily publishes content in English, making it accessible to a global audience and allowing China to shape international perspectives on various issues. Through these extensive media channels, China effectively promotes its political and cultural narratives, aligning global content with its ideological goals and enhancing its soft power influence on the world stage.

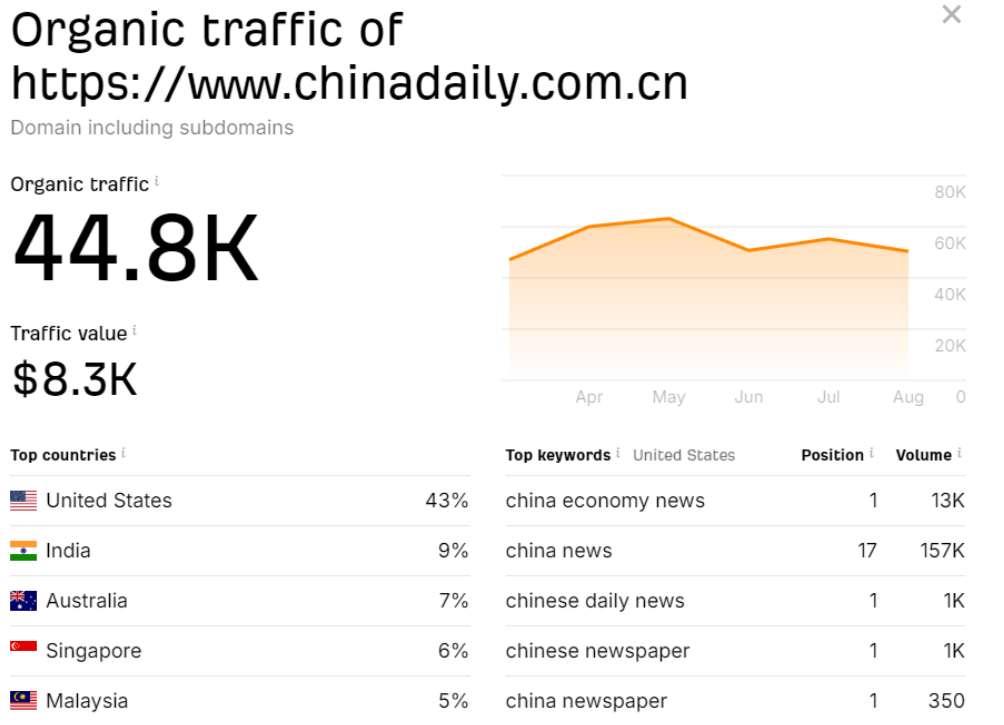


Figure 39 The traffic on the website of China Daily

Propaganda by Xinhua: Key Examples

Xinhua News Agency, as China's largest and most influential state-run news organization, has been at the forefront of disseminating propaganda that aligns with the Chinese government's narratives on various contentious issues.



Figure 40 Xinhua released a video in English Language mocking India with a stereotypical and racist portrayal

During the 2017 **Doklam standoff**, Xinhua released a satirical video titled "**Seven Sins of India**," which portrayed India in a derogatory manner, sparking accusations of **racism** and **anti-Indian sentiment**.

In 2019, during the **Hong Kong protests**, Xinhua's biased portrayal of the protests as violent and illegitimate led to **Twitter banning state-sponsored media** from ad purchases.

Xinhua's role in spreading propaganda became even more evident during the COVID-19 pandemic, where it downplayed the virus's threat and emphasized China's response while ignoring early cover-ups and public discontent.

Additionally, Xinhua has been involved in promoting disinformation during the **Russian - Ukraine war** by supporting pro-Kremlin narratives through digital ads on Facebook. These examples underscore Xinhua's role in advancing the Chinese government's propaganda efforts on a global scale.

CGTN and Its Role in Chinese Propaganda

China Global Television Network (CGTN) is a key player in the Chinese government's global media strategy, acting as the international arm of **China Central Television (CCTV)**. Controlled by the **Central Propaganda Department** of the **Chinese Communist Party**, **CGTN broadcasts** in multiple languages and aims to promote China's narratives to a global audience.

Over the years, CGTN has been embroiled in various controversies, including the detention of **Australian journalist Cheng Lei** on **national security grounds** and its **dissemination of disinformation regarding COVID-19**. The network has also faced criticism for its biased coverage of significant geopolitical events, such as the 2019 **Hong Kong protests**, the **Russian -Ukraine war**, and the **Fukushima Daiichi Nuclear Power Plant discharge**. These incidents highlight **CGTN's role in spreading Chinese state propaganda**, often facing pushback from **international regulators**. For instance, the **United States designated CGTN** as a foreign

mission, and the **UK revoked its broadcasting license in 2021** due to concerns over editorial independence and political control.

CGTN's YouTube Network and Its Global Reach

CGTN's YouTube network is a significant component of its international media presence, leveraging the platform to reach diverse audiences across the globe. The main CGTN channel **boasts 3.14 million subscribers**, making it the flagship of the network. Other regional and language-specific channels, such as **CGTN Africa with 884K subscribers and CGTN Español with 530K subscribers**, highlight CGTN's tailored approach to different markets. The network also includes specialized channels like **CGTN Sports Scene (175K subscribers) and CGTN Documentary (9.5K subscribers)**, further expanding its reach and influence. With content available in multiple languages, including Arabic (588K subscribers) and French (457K subscribers), CGTN's YouTube channels play a crucial role in disseminating content that aligns with China's global narratives, making it a vital part of the country's soft power strategy.

Channel Name	Subscriber Count
CGTN	3.14M
CGTN Europe	448K
CGTN America	707K
CGTN Africa	884K
CGTN Documentary	9.5K
CGTN Arabic	588K
CGTN Global Watch	6.04K
CGTN BIZ	2.58K
CGTN Sports Scene	175K
CGTN Podcasts	3.23K
CGTN Global Business	8.14K
CGTN Français	457K
CGTN UN	193
CGTN Español	530K
CGTN на русском	289K

Table 4 The CGTN Soft Power Network with the Subscriber Count

Here is a case study of two of its prominent YouTube Channels.

YouTube Channel: CGTN Arabic

Subscribers: 587K

Total Videos: 33,292

Total Views: 251,280,527

Joined: December 12, 2016

Country: Hong Kong

CGTN Arabic, formerly CCTV-Arabic, is an Arabic-language television channel under the China Global Television Network, a subsidiary of China Central Television. The channel serves as a propaganda arm of the Chinese government, disseminating content that aligns with the Chinese Communist Party's (CCP) agenda. It aims to shape perceptions of China in the Arabic-speaking world, often countering Western narratives and promoting a sanitized image of China, including controversial areas like Xinjiang.

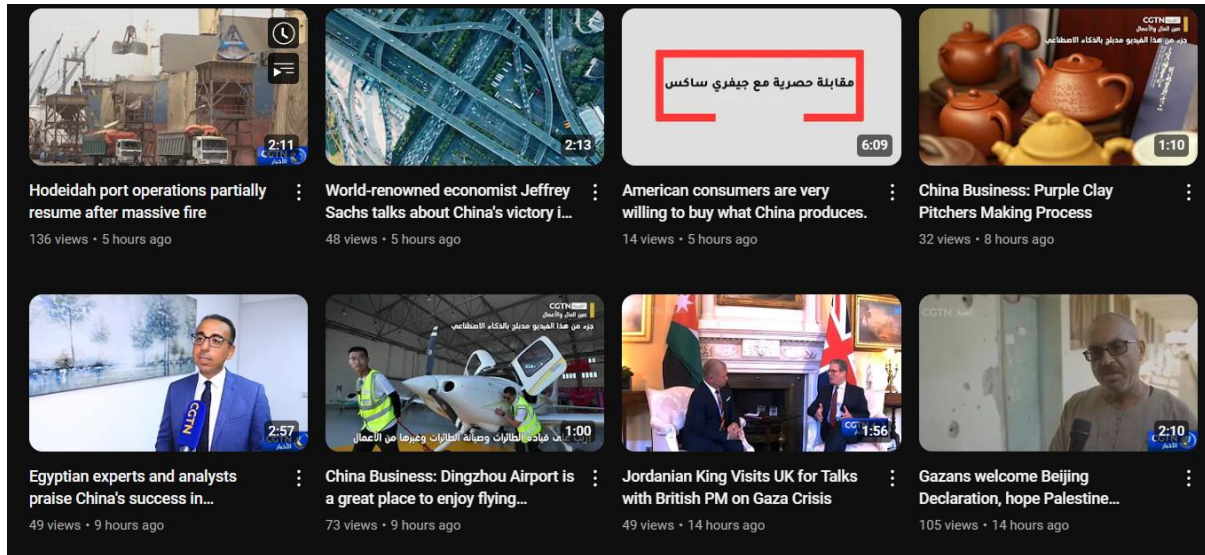


Figure 41 YouTube Channel CGTN Arabic with latest propaganda videos (Translated Titles)

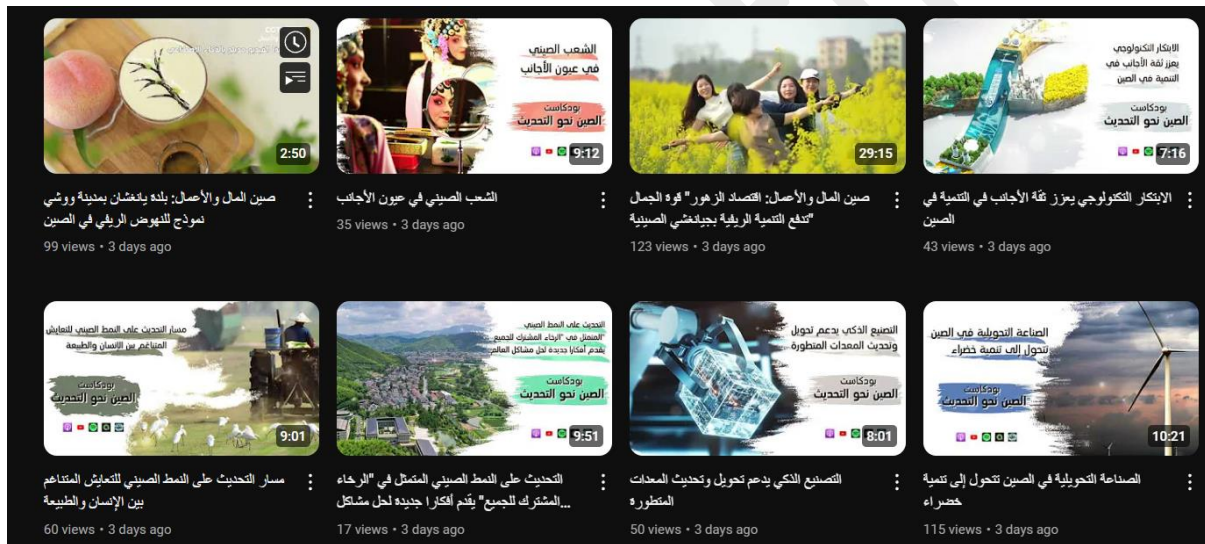


Figure 42 YouTube Channel CGTN Arabic with latest propaganda videos (Original Titles)

Key Propaganda Themes:

1. Propaganda to Whitewash Xinjiang's Image:

🚩 **Example:** Xinjiang's Tex: Gold Melts with Sunset and Twilight Clouds: This video showcases the scenic beauty of Xinjiang, a region often criticized for human rights abuses. The content appears designed to distract from these issues and promote a positive image of the area, aligning with CCP efforts to whitewash the region's reputation.

🚩 **Example:** Altai, Xinjiang: Summer River Valley is Spectacular: Similarly, this video emphasizes Xinjiang's natural landscapes, avoiding any mention of the political and human rights concerns that have garnered international attention.

2. Promoting China's Global Influence:

- ✚ **Example:** Gazans welcome Beijing Declaration, hope Palestine achieves unity, ends war: This video portrays China as a peacebroker in the Middle East, attempting to position it as a more constructive player than Western nations.
- ✚ **Example:** Various Palestinian circles praise China's role in reaching the Beijing Declaration between Palestinian factions: Again, the content highlights China's diplomatic efforts, pushing the narrative that China offers peaceful solutions, unlike the often criticized approaches of the West.

3. Bashing Western Media and Policies:

- ✚ **Example:** World-renowned economist Jeffrey Sachs talks about China's victory in the fight against poverty: This video not only praises China's economic achievements but also implicitly critiques West for not recognizing or covering these successes adequately.
- ✚ **Example:** American consumers are very willing to buy what China produces: By highlighting the appeal of Chinese products, this content seeks to counter negative Western media portrayals of Chinese goods and economic practices.

4. Promoting Chinese Culture and Economic Achievements:

- ✚ **Example:** China Business: Purple Clay Pitchers Making Process: This video focuses on Chinese cultural craftsmanship, projecting an image of China as a nation rich in tradition and skill, in line with the CCP's cultural diplomacy efforts.
- ✚ **Example:** Prospects for investment cooperation between the UAE and China in high-tech industries and the digital economy: This video highlights economic collaboration between China and the UAE, showcasing China's technological advancements and painting a picture of a prosperous and innovative nation.

5. Positive Spin on Controversial Issues:

- ✚ **Example:** Why do Chinese electric cars amaze our foreign friends so much? (Part 1): This video promotes China's technological advancements in electric vehicles, indirectly countering criticisms from the West regarding China's environmental policies and technological ethics.

Community Engagement:

In recent years, CGTN Arabic's community posts have frequently bashed nations like Japan and the Philippines, questioning Japan's involvement in US-led security mechanisms and suggesting that it undermines peace and stability in the Asia-Pacific region. Posts have also criticized Japan's increased defense spending and its perceived drift away from its pacifist constitution. Furthermore, the channel has raised concerns about the Japan-Philippines 'Reciprocal Access Agreement' (RAA), implying that Japan's actions in the South China Sea exacerbate regional tensions.

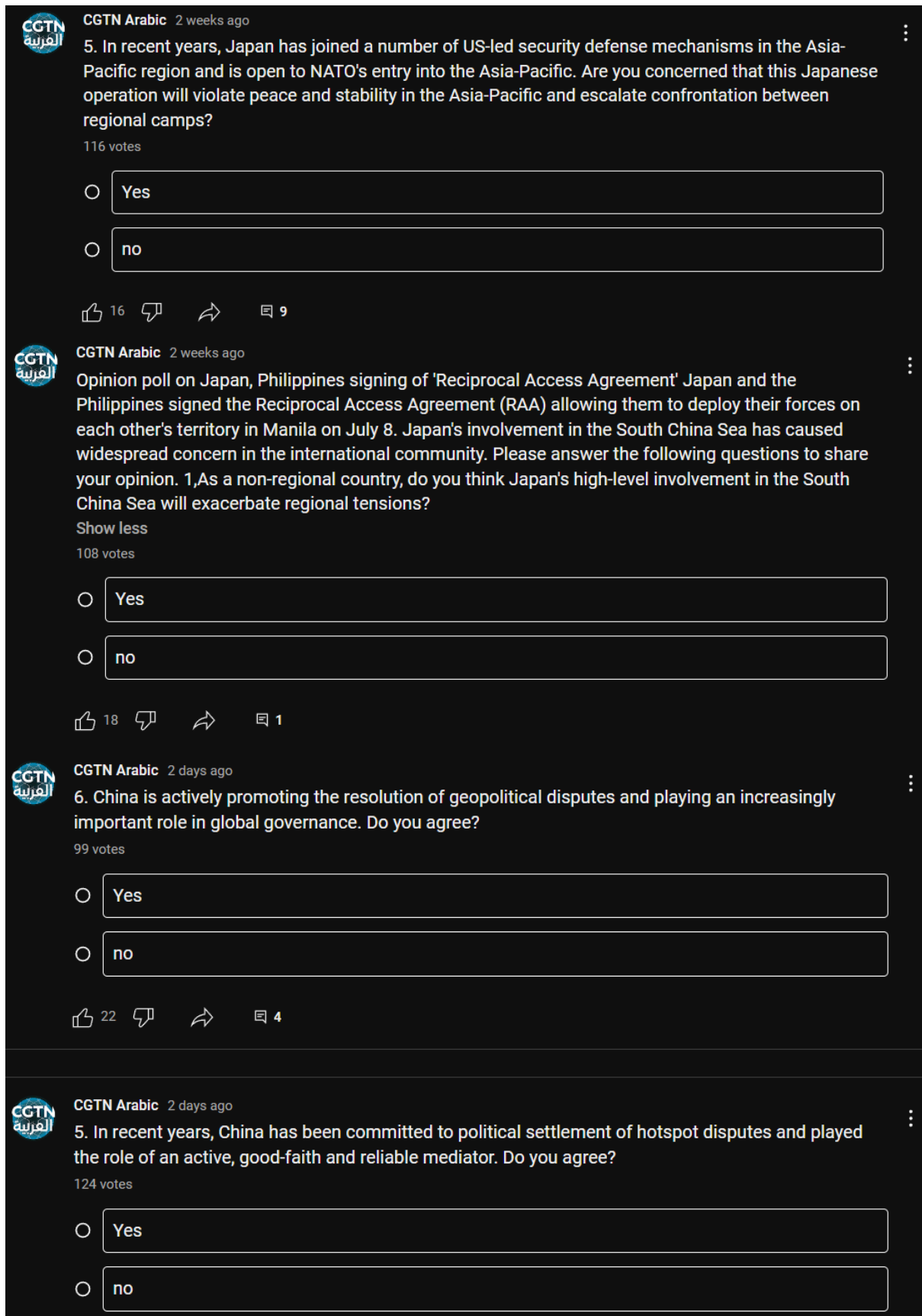


Figure 43 YouTube Channel CGTN Arabic with latest propaganda Community Posts (Translated Titles)



Figure 44 YouTube Channel CGTN Arabic with latest propaganda Community Posts (Original Titles)

CGTN Arabic's channel appears to be a strategic tool for the Chinese government to project a favorable image of China in the Arabic-speaking world. The content often aligns with CCP propaganda, promoting positive narratives about China's culture, economy, and diplomacy while glossing over or completely ignoring human rights abuses and political controversies, particularly in Xinjiang. Additionally, the channel frequently counters Western media narratives, portraying the West in a negative light and positioning China as a superior alternative in various global issues.

YouTube Channel: CGTN French

Subscribers: 456K

Total Videos: 65,020

Total Views: 156,756,675

Joined: August 9, 2013

Country: France

Extended Reach:

Facebook: <https://www.facebook.com/CGTNFrancais>

Twitter: <https://twitter.com/CGTNFrancais>

CGTN: <https://francais.cgtn.com>

Email: <https://www.youtube.com/@CGTNFrancais>

Key Propaganda Themes:

1. Geopolitical Narratives Favoring China and Russia:

- ✚ **Example:** Putin: Russia has withstood unprecedented economic pressure (302K views): This video praises Russia's resilience in the face of economic sanctions, aligning with the CCP's narrative that the West's pressure tactics are ineffective.
- ✚ **Example:** Russia-Ukraine conflict: China accuses the United States of taking advantage of the crisis (247K views): This video echoes China's narrative that the U.S. is exploiting global conflicts, reinforcing CCP's stance against Western interference.

2. Criticism of Western Media and the USA:

- ✚ **Example:** Former US Ambassador to Moscow: Washington Lied to Kyiv About NATO Membership (245K views): The video supports the claim that the U.S. misled Ukraine, a narrative commonly pushed by both Russian and Chinese state media.
- ✚ **Example:** Ding Yifan: US set trap by inciting Russia-Ukraine conflict (224K views, 2 years ago): This video suggests that the U.S. instigated the Russia-Ukraine conflict, promoting a perspective that aligns with CCP and Russian narratives.

3. Positive Portrayal of China:

- ✚ **Example:** Chinese Minister of National Defense: China will defend its national interests and dignity (259K views): This video underscores China's commitment to its sovereignty, aligning with CCP's emphasis on national dignity.
- ✚ **Example:** China builds social housing in Guinea Conakry (266K views): The video showcases China's contributions to infrastructure in developing countries, reflecting China's global influence and benevolence.

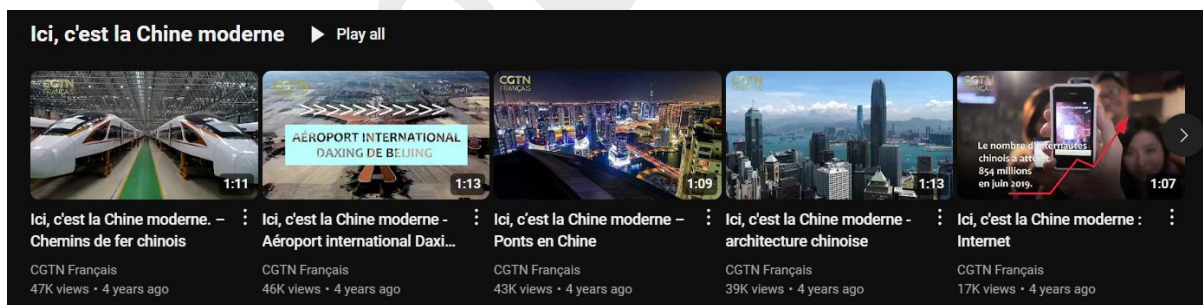


Figure 45 YouTube Channel CGTN French with latest propaganda videos (Original Titles)

The screenshot shows a YouTube channel page for CGTN French, featuring a grid of video thumbnails and their corresponding titles and view counts. The videos are organized into several sections:

- Top Row:**
 - Nord Stream 1 operator announces discovery of "technogenic craters" (274K views • 1 year ago)
 - Russian missiles target military hardware deliveries to Ukraine (273K views • 2 years ago)
 - Artisans of Power - The Welders of the Extreme (268K views • 7 years ago)
 - China in Hambourg (267K views • 7 years ago)
- Second Row:**
 - CHINE - GUINÉE (2:21) (266K views • 6 years ago)
 - TAPIS PERSANS (0:59) (263K views • 7 years ago)
 - Chinese Minister of National Defense: China will defend its... (1:05) (259K views • 2 years ago)
 - Russia-Ukraine conflict: China accuses the United States of takin... (0:50) (247K views • 2 years ago)
- Third Row (SINO-IVOIRIEN series):**
 - Chinese modernization is the path to common and... (Episode 2) (6:29)
 - A richer spiritual life, a stronger confidence in... (Episode 4) (7:02)
 - Investing in education, science and technology is... (Episode 3) (6:29)
 - China attached to its green gold (Episode 1) (5:17)
 - From rice to cocoa, China is a reliable partner for Côte... (INTERVIEW) (8:21)
- Section: This is modern China** (Play all)
 - This is modern China. - Chinese Railways (1:11) (47K views • 4 years ago)
 - This is modern China - Beijing Daxing International... (AÉROPORT INTERNATIONAL DAXING DE BEIJING) (1:13) (46K views • 4 years ago)
 - This is modern China - Bridges in China (1:09) (43K views • 4 years ago)
 - This is modern China - Chinese architecture (1:13) (39K views • 4 years ago)
 - This is modern China: the Internet (1:07) (17K views • 4 years ago)
- Section: In the land of Teranga** (Play all)
 - AFRICA-KUNGFU: Chinese experts in Dakar to share... (2:27) (349 views • 1 month ago)
 - "Bridge to Chinese": a competition to reward the... (2:28) (408 views • 2 months ago)
 - Chinese medical mission: a donation of 37 million CFA... (2:25) (1K views • 3 months ago)
 - The Chinese language in Senegal, a cultural and soci... (3:14) (880 views • 3 months ago)
 - Bassirou Diomaye Faye officially invested as... (2:32) (737 views • 4 months ago)

Figure 46 YouTube Channel CGTN French with latest propaganda videos (Translated Titles)

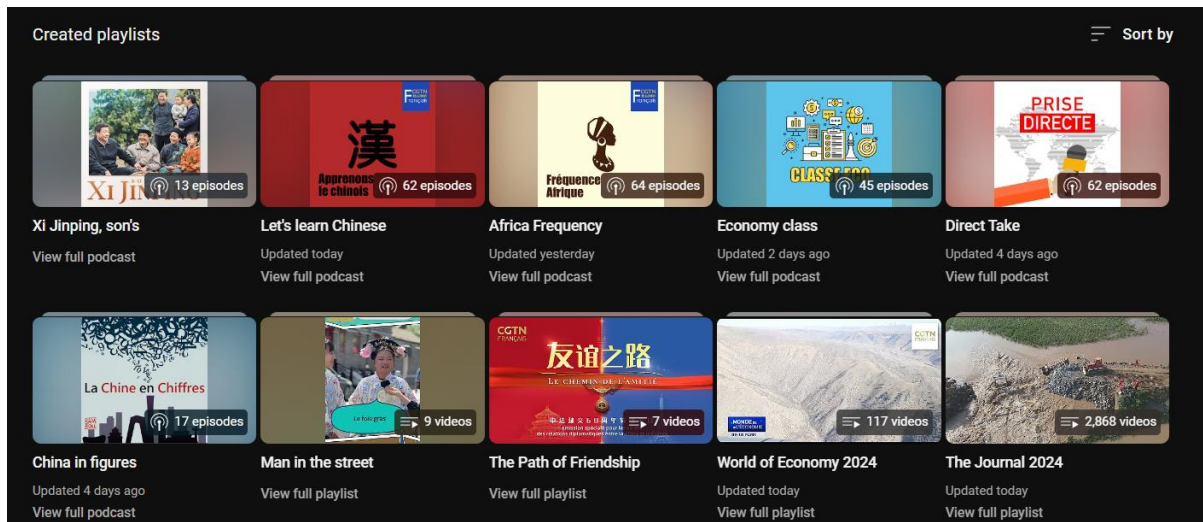


Figure 47 Playlists of the YouTube Channel CGTN French

Community Engagement:

In community posts, CGTN French conducts polls that align with their geopolitical goals, often promoting narratives favorable to China. Some examples include:

- ✚ **Example: Poll on Trade Frictions:** China and Europe should resolve trade frictions over electric vehicles through dialogue and consultation, and reach a cooperative rather than protectionist solution. Do you agree with this? (537 votes)
- ✚ **Example: Poll on Global Cooperation:** In the era of globalization, countries have different comparative advantages and strengthening cooperation is the key to solving problems. Do you agree with this? (303 votes)
- ✚ **Example: Poll on China's Contributions:** In recent years, China's new energy industry, represented by electric vehicles, has developed rapidly and made important contributions to the world economy and overall green development. Do you agree with this? (606 votes)
- ✚ **Example: Poll on Climate Governance:** Currently, global climate governance is facing a serious and complex situation. The widespread adoption of electric vehicles is imperative, and the demand and potential are enormous. Do you agree with this? (1K votes)
- ✚ **Example: Poll on Protectionism:** Resorting to protectionism will hinder the development of the electric vehicle industry and weaken countries' efforts to jointly combat climate change. Do you agree with this statement? (285 votes)
- ✚ **Example: Poll on Tariffs:** Imposing high tariffs on Chinese electric vehicles will harm the competitiveness of European industries and China-Europe cooperation in the automobile industry chain. Do you agree with this? (406 votes)

- ✚ **Example: Poll on Doping Double Standards:** Do you think that USADA's 'double standard' in doping control seriously undermines the fairness and justice of the Olympic movement? (213 votes)

These polls are strategically crafted to shape public opinion on global issues, often reflecting the channel's broader narrative aligned with China's geopolitical interests.

Leveraging AI and YouTube

China's approach to soft power has evolved dramatically in the digital age, with platforms like YouTube becoming a key battleground for shaping global perceptions as discussed in the previous section. The CCP has been increasingly leveraging artificial intelligence (AI) to craft and disseminate propaganda, as evidenced by its **Soft Power Propaganda Network**. This network, identified by the Investigative Journalism Reportika, represents a sophisticated effort to sway English-speaking audiences by promoting pro-China and anti-U.S. narratives through a network of AI-generated content.

The Soft Power Propaganda Network, comprising more than 50 YouTube channels, has produced more than 5,500 videos since August 2023, attracting nearly 190 million views and 1,720,200 subscribers (As of August 2024). These channels, using AI-generated voiceovers and avatars, propagate a series of narratives designed to bolster China's image while casting the United States in a negative light. For example, several channels such as **China Charged, China Hub, Next-Gen Innovations, Global Visionary, and Relaxian** have released videos that claim China has developed a revolutionary 1-nanometer microchip without the need for lithography machines, a technological feat that is not expected in commercial devices for another decade. These videos celebrate China's supposed technological breakthroughs while simultaneously undermining the U.S.'s position in the global tech race.

These channels are part of a coordinated effort to shift global perceptions in favor of China just like the use of Cinema and Influencers based YouTube Channels. The campaign not only focuses on China's technological prowess, such as its alleged victory in the US-China tech war, but also targets U.S. companies like Apple, painting them as lagging behind their Chinese counterparts. The network's content often originates from stories that first appear in China's tightly controlled media ecosystem, further indicating the state's influence in these operations.

What makes this campaign particularly concerning is its use of AI to enhance the reach and scale of its messaging. AI-generated content, including voiceovers and avatars, allows the network to produce convincing and persuasive videos quickly and at scale, making it difficult for viewers to discern the authenticity of the content. Channels like **World Project, Innovative Check, and Sino Sphere** utilize these AI tools extensively, pushing narratives that promote China's infrastructure projects as superior to those of the U.S. Despite some viewers noticing the artificial nature of the AI voices, the content creators appear to prioritize influence over commercial success, aiming primarily to shape perceptions rather than to monetize their content.

The **Soft Power Propaganda Network** also demonstrates the growing sophistication of China's digital propaganda efforts. Unlike previous campaigns that were often narrowly focused, this one covers a broader range of topics, from semiconductor technology and rare earth minerals to global infrastructure projects and geopolitical dynamics. This breadth of content, combined with the use of AI, marks a significant escalation in China's efforts to influence global narratives and expand its soft power through digital platforms like YouTube.

Channel Name : Asia Hot Topics



Figure 48 Videos from AI Based YouTube Channel Asia Hot Topics

Channel Name : Cross-Pacific Confrontation

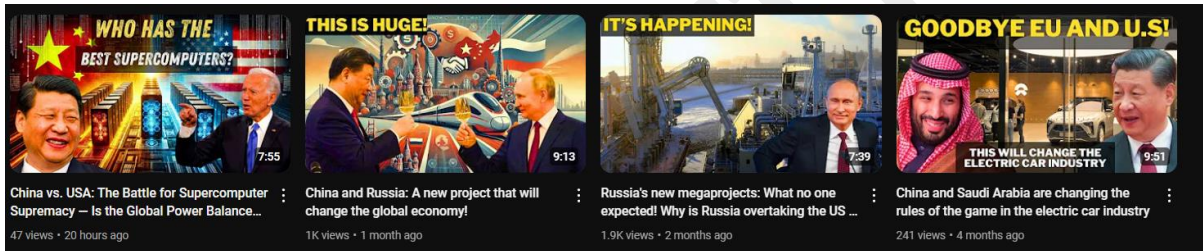


Figure 49 Videos from AI Based YouTube Channel Cross-Pacific Confrontation

Channel Name : VOC : Vision of China

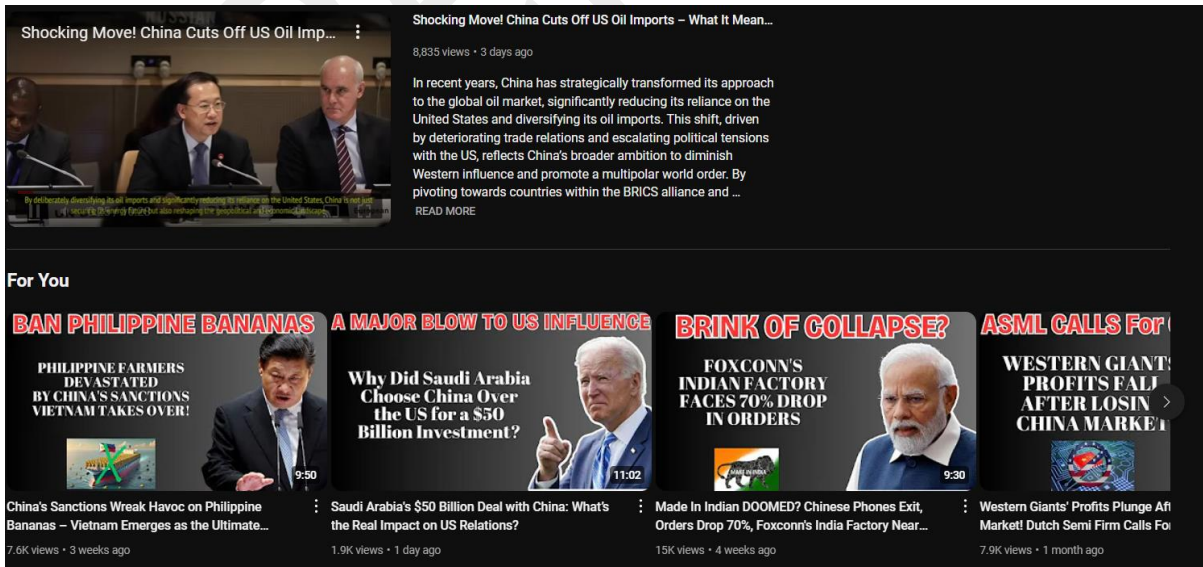


Figure 50 Videos from AI Based YouTube Channel VOC

Ultra-Short Dramas in China

Ultra-short dramas, soap operas with up to 100 episodes, each lasting between two and three minutes, became a phenomenon in China during the coronavirus pandemic. By the end of 2023, the market for these dramas was worth RMB37.4 billion (€4.8 billion), nearly 70 percent of the country's cinema box office revenues. These dramas, shot vertically to fit mobile phone screens, cater to a Chinese audience accustomed to platforms like TikTok. For example, OST, a multichannel network in Chengdu, collaborates with over 5,000 creators to produce more than 200 billion short videos, garnering over two billion daily views. Popular genres include melodramatic tales of overbearing bosses and young women, historical romances, and stories tailored for different demographics. The international success of these dramas is evident, with companies like Beijing-based ReelShort producing English-language versions such as *The Double Life of My Billionaire Husband*, which has captivated audiences in the United States.

Conclusion

The investigation into **China's Soft Power Propaganda Network** reveals a sophisticated and multifaceted approach to influencing global perceptions. By leveraging cultural products, cinema, and media, China has effectively utilized soft power as a tool to shape narratives and promote a positive image internationally. The strategic vision behind this network is clear: to bolster China's global influence by exporting cultural products that reflect its values, achievements, and perspectives.

Chinese cinema has played a pivotal role in this strategy, with state-sponsored films like **The Founding of a Republic** and **Wolf Warrior 2** portraying a strong, unified China that stands as a global power. These films, alongside others such as **The Wandering Earth** and **My People, My Country**, emphasize themes of nationalism, unity, and China's role on the world stage, resonating with both domestic and international audiences. Moreover, the influence extends beyond Chinese borders, as China seeks to assert its soft power by **co-opting Hollywood and other global movie industries through censorship, content manipulation, and strategic investments**.

The case studies on the Chinese diaspora and the portrayal of sensitive regions like **Tibet** and **Xinjiang** further illustrate the depth of China's propaganda efforts. By controlling the narrative through **films, TV series, and digital platforms**, China effectively shapes global discourse, ensuring that its version of history and current events is widely disseminated.

Overall, **China's Soft Power Propaganda Network** is a testament to the country's ability to harness the power of culture, media, and technology to project a carefully curated image of itself to the world. This network not only influences how China is perceived globally but also reflects the country's broader geopolitical ambitions. **As China's influence continues to grow, understanding the mechanisms and strategies behind its soft power becomes increasingly critical for global observers and policymakers.**

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