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**THE PEOPLE'S DAILY IN THE COVERAGE
OF HUMAN RIGHTS ISSUES**

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INTRODUCTION

Full enjoyment of human rights by everyone is the great dream of human society **Ошибка! Источник ссылки не найден.** 2023 marks the 75th anniversary of the *Universal Declaration of Human Rights*, yet the promise of dignity and equality of rights contained in the *Universal Declaration of Human Rights* has been repeatedly undermined in recent years. The issue of human rights has become an important issue of widespread concern around the world. It is not only an important issue in the construction of China's politics and rule of law, but also a focus issue in the current international political struggle.

On October 16, 2022, the 20th National Congress of the Communist Party of China opened at the Great Hall of the People in Beijing. On behalf of the 19th Central Committee, Xi Jinping delivered a speech to the conference entitled "Hold High the Great Banner of Socialism with Chinese Characteristics and Strive in Unity to Build a Modern Socialist Country in All Respects." "People" is the main thread running through the report of the 20th National Congress of the Communist Party of China. The sixth part of the report, "Developing People's Democracy in the Whole Process and Ensuring the People are the Masters of the Country," proposes that China should adhere to China's human rights development path, actively participate in global human rights governance, and promote the comprehensive development of the human rights cause. Specifically, people's living standards continue to improve, the life happiness index has significantly improved, food security and drinking water safety have been guaranteed, the basic living conditions of urban and rural residents have significantly improved, infrastructure such as transportation and housing has continued to improve, and people's health levels have significantly

improved. The social relief system and welfare system have been continuously improved, and human rights have been fully implemented by adhering to the comprehensive rule of law and ensuring all human rights protections **Ошибка! Источник ссылки не найден.**

At the same time, since 2009, China has formulated and released four national human rights action plans – specifically, the *National Human Rights Action Plan (2009-2010)*, *National Human Rights Action Plan (2012-2015)*, *National Human Rights Action Plan (2016-2020)*, and *National Human Rights Action Plan (2021-2025)*. It is clearly proposed to make full use of various traditional media platforms and new media platforms to spread China's human rights development concepts, carry out popularization and education of human rights knowledge, enhance the human rights awareness of all people, cultivate and practice correct human rights concepts, and guide the whole society to create a positive human rights public opinion guidance.

“The journalism industry and journalism academia should take responsibility to provide theoretical support and public opinion support for the development of China's human rights cause **Ошибка! Источник ссылки не найден.**” Mass media has the functions of disseminating information, publicity and education, and plays an important role in the formation and guidance of public opinion, and has a positive role in promoting the dissemination of human rights discourse. Since the Chinese government released its first white paper on human rights in 1991, human rights have increasingly become a coverage issue in China's mainstream media. As China's largest newspaper, the People's Daily is responsible for publicizing the Communist Party of China's theories, lines, principles and policies, publicizing the central government's major decisions and arrangements, recording the basic rights enjoyed by the Chinese people, and is an important window for the outside world to understand the true development of human rights in China.

The empirical material used in the dissertation is 64 articles about human rights from the People's Daily from October 16, 2022 to October 16, 2023.

This dissertation will analyze the reporting framework and discourse strategies used in news based on content analysis and discourse analysis, explore how news media can rely on their own functions to better disseminate human rights concepts, and construct China's human rights discourse in the international public opinion field, with a view to providing

better media reference for reporting on human rights topics.

The main **research questions** raised in the dissertation are:

1) how the overall characteristics of the content of human rights articles in the People's Daily are described and presented;

2) how the People's Daily expresses China's human rights discourse, and what discourse expression strategies it uses.

So **the relevance of the topic** is that China's human rights discourse is analyzed and discussed from a new disciplinary perspective. The author uses the theoretical knowledge of journalism and communication to analyze and explain the phenomena and problems that arise when human rights discourse is disseminated, which helps to enhance the communication power of China's human rights discourse, affects the public's understanding of social opinion to a certain extent, and helps domestic and foreign audiences better understand the profound connotation of China's human rights discourse.

Practical significance of the research is that analyzing the articles on human rights issues in the *People's Daily* from the perspective of news production practice will help to discover the shortcomings of China's mainstream media in the dissemination of human rights discourse, with a view to providing useful guidance on the future expression of human rights discourse and dissemination of human rights concepts by official media, so as to better spread China's human rights concepts and build China's right to speak on human rights in the international public opinion field.

The **research methodology** involves literature review, case study, content analysis, discourse analysis.

The areas of possible practical implementation are journalism, mass media, communication, international relations, law, and human rights studies.

OVERVIEW

Keywords: PEOPLE’S DAILY, HUMAN RIGHTS, DISCOURSE ANALYSIS, CONTENT ANALYSIS.

The **research purpose** is to analyze and discuss China’s human rights discourse from a new disciplinary perspective of journalism and communication, to analyze and explain the phenomena and problems that arise when human rights discourse is disseminated.

This purpose is implemented within the framework of the following **research tasks**:

- 1) to define what human right is;
- 2) to make a content analysis of China’s human rights media coverage and to highlight its main characteristics;
- 3) to make a discourse analysis of China’s human rights media coverage and to discover its main tendencies in discourse themes;
- 4) to find out the positive and negative aspects of China’s human rights media coverage.

The **research object** is China’s human rights media coverage.

The **research subject** is the peculiarities of human rights coverage in the People’s Daily.

The **research results** are the following. This study is focused on the reports about human rights of People’s Daily from October, 16 2022 to October, 16 2023, analyzes the content and discourse strategy of People’s Daily dissemination about human rights, and finds out the characteristics, advantages and limitations of the reports about human rights. It provides an example reference for the theoretical research of human rights reports, and provides a case for more application research of human rights reports.

The master’s thesis **structure** includes introduction, overview, four chapters, conclusion and the list of references. Chapter 1 “Theoretical bases for studying human rights coverage” is the theory part. It is all about the theories in human rights, human rights media coverage and the methods used in the research. Chapter 2 “Content analysis of media coverage of human rights issues in the People’s Daily” and Chapter 3 “Discourse analysis of media coverage of human rights issues in the People’s Daily” are the case study part. They study the main characteristics and discourse strategy used in the People’s Daily human rights reports through analyzing the data collected in the research and data processing. Chapter 4 “Positive

and negative aspects of human rights coverage in People's Daily" is the data interpretation part. It presents the positive aspects of the research subject. It also includes negative aspects on the bases of which some suggestions for future developments of the human rights dissemination for People's Daily and other media are made.

The length of the theses is 90 pages. It contains 1 image, 8 tables and 54 sources.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Ключевые слова: «ЖЭНЬМИНЬ ЖИБАО», ПРАВА ЧЕЛОВЕКА, ДИСКУРС-АНАЛИЗ, КОНТЕНТ-АНАЛИЗ.

Целью исследования является анализ дискурса о правах человека в Китае с новой дисциплинарной точки зрения журналистики и коммуникации, анализ феномена и проблем, возникающих при распространении дискурса о правах человека через средства массовой информации.

Данная цель реализуется в рамках следующих исследовательских **задач**:

- 1) определить, что такое права человека;
- 2) провести контент-анализ освещения темы прав человека в китайских СМИ и выделить особенности распространения информации о правах человека;
- 3) провести дискурс-анализ освещения темы прав человека в китайских СМИ и выявить основные характеристики данного типа дискурса;
- 4) определить положительные и отрицательные стороны освещения прав человека в китайских СМИ.

Объектом исследования является освещение в СМИ Китая темы прав человека.

Предметом исследования являются особенности освещения прав человека в газете «Жэньминь жибао».

Настоящее исследование фокусируется на изучении материалов о правах человека в издании «Жэньминь жибао» за период с 16 октября 2022 г. по 16 октября 2023 г. и анализирует их содержание, особенности распространения информации о правах человека, выявляет преимущества и ограничения данного типа медиа дискурса. Полученные **результаты** могут быть использованы в теории и практики журналистики при подготовке материалов о правах человека в целом и печатных медиа в частности.

Структура магистерской диссертации включает введение, общую характеристику работы, три главы, заключение и список использованной литературы. Глава 1 «Теоретические основы изучения освещения прав человека» является теоретической частью, в которой показаны различные теории прав человека, освещение прав

человека в СМИ, а также методы, используемые в настоящем исследовании. Глава 2 «Контент-анализ освещения вопросов прав человека в средствах массовой информации в издании “Жэньминь жибао”» и глава 3 «Дискурс-анализ освещения вопросов прав человека в издании “Жэньминь жибао”» представляют собой практическую часть исследования, в которых автор проводит контент- и дискурс-анализ, выявляет основные содержательные и дискурсные особенности материалов о правах человека. Глава 4 «Положительные и отрицательные аспекты освещения прав человека в издании “Жэньминь жибао”» представляет собой аналитическую часть, где автор представляет сильные и слабые стороны предмета исследования, а также включает некоторые предложения по повышению эффективности распространения информации о правах человека.

Объем диссертации – 90 страниц. Она содержит 1 изображение, 8 таблиц и 54 источника.