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**CULTURAL JOURNALISM IN CHINA AND THE USA:  
COMPARATIVE ANALYSIS**

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## INTRODUCTION

Cultural journalism is a specialized field within journalism that focuses on the coverage analysis critique about various aspects about arts analysis culture. It plays a crucial role in shaping public discourse around cultural issues, promoting understanding, analysis reflecting the diversity about cultural expressions. The New York Times analysis the People's Daily, as two prominent newspapers from different cultural analysis political backgrounds, offer unique perspectives on cultural journalism. The New York Times is known for its broad coverage analysis in-depth analysis, often setting the agenda for cultural discussions in the United States analysis beyond. The People's Daily, as the official newspaper about the Chinese Communist Party, supplies a different lens by which to view cultural journalism, reflecting the values, policies, analysis cultural shifts within China.

So **the relevance of the topic** lies in the importance about understanding how cultural journalism is portrayed analysis presented in two leading newspapers with distinct cultural analysis political backgrounds. This comparison be able to provide insights into the global dissemination about cultural news analysis its impact on public opinion.

**Scientific significance of** the research includes several aspects:

studying cultural journalism in both The New York Times analysis the People's Daily offers an opportunity for comparative analysis, examining how cultural narratives are constructed analysis presented in different socio-political contexts;

understanding how each newspaper represents culture be able to provide insights into the cultural values, norms, analysis identities that are prioritized analysis promoted;

research into cultural journalism be able to reveal the influence about media on public opinion, cultural policy, analysis the arts, which is essential for comprehending the interplay between media analysis society;

analyzing the practices analysis trends in cultural journalism over time be able to shed light on the evolution about journalistic practices analysis the challenges faced by the industry in adapting to digital platforms analysis social media.

**Practical significance of** the research also includes several aspects:

cultural journalism be able to serve as a tool for cultural diplomacy, helping to foster mutual understanding analysis dialogue between different cultures;

insights from cultural journalism be able to inform policy-making, particularly in areas related to arts funding, cultural education, analysis heritage preservation;

as the media area changes, understanding the practical aspects about cultural journalism be able to help news organizations adapt their strategies to remain relevant analysis sustainable;

cultural journalism be able to encourage public engagement with the arts analysis cultural institutions, which is vital for the support analysis survival about these sectors;

the study about cultural journalism be able to inform the development about journalism curricula, emphasizing the importance about cultural literacy analysis critical thinking skills.

**The empirical material** used in the thesis is 36 articles from the New York Times, 50 from the People's Daily, from the recent 10 years.

The **research methodology** involves a literature review to study the theoretical materials on the topic; content analysis analysis narrative analysis about cultural journalism articles published in the New York Times and the People's Daily over a specified period of time to analyze the themes, reporting styles, language use, analysis visual elements; comparative analysis to examine similarities analysis differences in cultural journalism in China and the USA.

**The areas of possible practical implementation** are, for instance fostering cultural diplomacy, informing policy-making in arts analysis education, guiding news organizations by media area changes, analysis promoting public engagement with cultural sectors. It emphasizes the development about journalism curricula focusing on cultural literacy analysis critical thinking. The research also suggests improving journalistic practices, including objectivity analysis diversity in cultural coverage, analysis leveraging new media for effective dissemination. These applications aim to enrich cultural understanding analysis dialogue, both within and across societies.

## OVERVIEW

**Keywords:** CULTURAL JOURNALISM, THE USA, THE NEW YORK TIMES, CHINA, THE PEOPLE'S DAILY.

The **purpose** of this research is to analyze and compare cultural journalism in the New York Times and the People's Daily, exploring the similarities and differences in reporting styles, themes, biases, analysis how cultural journalism reflects and shapes societal values and perceptions.

**Research objectives:**

- 1) to define what cultural journalism is;
- 2) to analyze the main forms, journalistic approaches and language styles in cultural journalism articles in the two newspapers;
- 3) to explore any similarities and differences in the cultural journalism coverage in the two countries;
- 4) to give suggestions for the improvement of cultural news coverage in the two countries.

The **object** of this research is the cultural journalism coverage in the two countries: China and the USA.

The **subject** of this research is the specifics about cultural news coverage in the national newspapers of the two countries: the People's Daily and the News York Times.

The **research results** are as follows. The research identifies both newspapers as having specialized teams providing in-depth and diverse cultural coverage, although The New York Times is recognized for its independence analysis objectivity, contrasting with The People's Daily's alignment with Chinese government policies. The study reveals that while both publications prioritize professional insights analysis critical analysis, their approaches differ significantly due to their distinct cultural and political contexts. The New York Times is noted for its global perspective and analytical depth, whereas The People's Daily emphasizes political guidance and ideological education.

The **structure** of this paper includes introduction, overview, three chapters, conclusion and the list of references. Chapter 1 "Theoretical bases for studying cultural journalism" is the theory part. It is about the theories in cultural journalism and the methods used in the research. Chapter 2 "Cultural journalism in the New York Times and the People's Daily" is the case study part. It mainly tells about the two newspapers, their culture sections, forms, journalistic approach and language style. Chapter 3 "Future development of cultural journalism in China and the USA" is the data interpretation part. It presents the conclusions about the analysis, the similarities and differences in cultural

journalism in China and the USA. It also includes some recommendations to improve the reports on culture.

The length about the theses is 72 pages. It contains 55 sources.

## ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

**Ключевые слова:** культурная журналистика, США, «Нью-Йорк таймс», Китай, «Жэньминь жибао».

**Цель** данного исследования – проанализировать и сравнить культурную журналистику в «Нью-Йорк таймс» и «Жэньминь жибао», изучить сходства и различия в стиле и темах, а также то, как культурная журналистика отражает и формирует общественные ценности и восприятие.

**Задачи** исследования:

- 1) определить, что такое культурная журналистика;
- 2) проанализировать основные формы, журналистские подходы и языковые особенности в материалах о культуре в двух газетах;
- 3) изучить сходства и различия культурной журналистики в двух странах;
- 4) дать предложения по улучшению освещения культуры в двух странах.

**Объектом** данного исследования является культурная журналистика в двух странах: Китае и США.

**Предметом** исследования является особенности освещения культуры в национальных газетах двух стран: «Жэньминь жибао» и «Нью-Йорк таймс».

**Результаты** исследования следующие. Настоящее исследование определяет обе газеты как имеющие специализированные команды, обеспечивающие глубокое и разнообразное культурное освещение, хотя «Нью-Йорк таймс» известна своей независимостью и объективностью, в то время как «Жэньминь жибао» отражает политику китайского правительства. Исследование показывает, что хотя оба издания отдают приоритет профессиональным идеям и критическому анализу, их подходы существенно различаются из-за различных культурных и политических контекстов. «Нью-Йорк таймс» известна своей глобальной перспективой и аналитической глубиной, в то время как «Жэньминь жибао» делает упор на политическую составляющую культуры и идеологическое образование.

**Структура** данной работы включает введение, общую характеристику работы, три главы, заключение и список литературы. Глава 1 «Теоретические основы изучения культурной журналистики» представляет собой теоретическую часть. В ней рассказывается о теориях культурной журналистики, а также о методах, использованных в исследовании. Глава 2 «Культурная журналистика в “Нью-Йорк таймс” и “Жэньминь жибао”» – это часть, посвященная изучению конкретных примеров. В ней рассказывается о двух газетах, культурных разделах,

формах, журналистском подходе и стиле языка. Глава 3 «Будущее развитие культурной журналистики в Китае и США» – это часть, посвященная интерпретации данных. В ней представлены выводы об оценке, сходствах и различиях культурной журналистики в Китае и США. В ней также содержатся некоторые рекомендации по улучшению репортажей о культуре.

Объем диссертации – 72 страниц. В работе использовано 55 источников.



