

A Comparative Study of News Headlines in Chinese and US News Coverage at the Beginning of the COVID-19 Pandemic

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Abstract—News headlines can effectively condense the primary material of the report and highlight the most important topics. This article provides an in-depth look at the differences between China Daily and Voice of America in their coverage of the early stages of the COVID-19 epidemic. Through this study, a more comprehensive understanding of the media's role and reporting style in health crises can be achieved, along with an in-depth analysis of how these reports reflect differences between countries and cultures. These distinctions reflect how different countries' cultures and beliefs are represented in news reporting.

Keywords—China Daily, COVID-19, report headlines, Voice of America

I. INTRODUCTION

COVID-19 swept the globe in 2020 and posed unprecedented challenges to human society. Media coverage of the epidemic played an essential role in shaping people's perception of its development.

This study aims to delve into the differences between China Daily and Voice of America (VOA) in the headlines of news coverage of the initial COVID-19 epidemic. First, we will analyze the approaches of these two media outlets in terms of their adoption of critical discourse and materiality analysis to better understand their strategies and expressions at the linguistic level. Secondly, we will examine whether the headline stories of these two media tend to be positive, neutral, or negative and analyze them to reveal the attitudes and positions implied behind them.

As English news is one of the most essential tools for the international dissemination of information and culture, news headlines can efficiently summarize the core content of the whole news and highlight the main points of the news. Therefore, an in-depth study of linguistic features in news headlines is necessary. Through this study, we will gain a fuller understanding of the media's role and reporting styles in health crises and provide insight into how these reports reflect differences between countries and cultures.

In this paper, we categorize reporting attitudes as positive, neutral, and hostile. Positive attitudes mainly express praise and sympathy, neutral attitudes are objective and do not boast of apparent emotions, while hostile attitudes exhibit criticism and blame. This categorization will help us to understand more clearly the emotional tendencies in reporting and the way of evaluating events.

II. DATA AND METHODS

A. Purpose of the Study

This study compares the news headlines of China Daily and Voice of America between December 2019 and February

11, 2020, about the measures taken by the Chinese government in the aftermath of the Wuhan outbreak.

The differences in coverage between the two may be due to the different cultural, political, and social environments in which they operate. Based on the official websites, China Daily, which the Chinese government may have influenced to some degree, emphasized the government's active response to maintain stability, focused more on presenting objective facts, and may emphasize global impact and international response. Voice of America focuses more on presenting objective facts and may emphasize global impact and international response.

In addition, the two may have different audiences and communication purposes, with China Daily focusing more on delivering information domestically, as well as attaching much importance to the global audience and providing comprehensive coverage to help the international community understand the situation. and VOA focusing more on a global audience and providing comprehensive coverage to help the international community understand the situation.

The value affects the human subjective definition of rationality [1]. China Daily may reflect Chinese cultural values of collectivism and national unity, emphasizing the importance of fighting the epidemic around the nation, armed with the role of scientific, democratic decision-making, and other factors in epidemic prevention and control. Collectivists emphasize cooperation, collective work, family, and community [2]. Meanwhile, Voice of America, on behalf of the United States, may air more of its individualism and personal liberty based on the American culture.

Overall, this difference comes from the differences in the political and social environments in which the Chinese and American media operate and the media's audience orientation, and the results of this study can help us to more fully understand the media's attitudes and priorities in reporting on significant events.

B. Literature Review

News discourse has two fundamental functions: information transmission and opinion guidance [3]. News discourse refers to objective reports disseminated through public channels, usually covering recent events. News reports have become the primary window through which people view the world, and they play a crucial role in modern society due to their many benefits, including timeliness, objectivity, and carrying a vast amount of information. The public is frequently guided by the abundance of information found in news reports in any case. Various factors, such as social ideology and value orientation influenced official news reports. Discourse production and understanding are controlled by both culture and ideology, as stated by Van

Dijk [4]. Therefore, the news discourse may imply ideology-related content, often leading to misunderstanding the news.

Distal variables like media and interpersonal communication are linked to attitudes, norms, and efficacy, which are linked to behavioral intent [5]. Discourse production has an inherent connection to the material and social contexts in which it occurs place, as Beetza and Schwab [6] highlight. During an epidemic, news reporting and information dissemination play a crucial role. Studies have shown that timely and accurate information delivery can effectively enhance the public's awareness and confidence in prevention and control during a public health crisis. Epidemics of infectious diseases are crises in both public health and society, and people have been examined in terms of how they are portrayed in the media and public conversations [7]. At the same time, some studies have also pointed out that during an epidemic, the way and angle of media coverage will directly affect the public's psychological state and behavior. Therefore, in-depth research on news reporting and information dissemination during epidemics is significant.

As a tool for human communication, Systemic Functional Linguistics bears three primary functions: ideational function, interpersonal function, and textual function. The ideational conceptual function includes experiential and logical components [8]. The experiential function covers six process types: action process, mental process, relational process, behavioral process, communicative process, and existential process [8], which describe the various activities and participants involved in language. Experiential activities are expressed in language through this description process. Logical functions are a systematic network of the processes involved in the formulation of clauses, as well as the participants and environmental components involved [9]. By analyzing these elements, we can decipher the discourse creator's perception of the event. Therefore, analyzing a specific discourse using the theories of Systemic Functional Linguistics can help us gain a deeper understanding of the author's perception and comprehension of events [10].

Critical Discourse Analysis (CDA) is defined by Fairclough [11] as a critical social analysis that focuses on the interaction between discourse and other facets of social life and has some ethical criticism. It focuses on typical language patterns found in vast numbers of texts, as these larger patterns constitute society's dominant discourses [12]. Critical discourse analysis focuses on revealing the ideologies and concepts behind the linguistic strategies used in a text, explaining the role of a linguistic feature in conveying an ideology through the analysis of vocabulary and syntax. CDA is a social practice and relationship intervention [13]. This analysis method aims to assist us in thinking critically about and analyzing the text in order to gain a deeper understanding of its ideology.

A linguistic description of discourse, an explanation of the relationship between discourse and discourse processes, and an explanation of the relationship between discourse and social processes should all be included in a critical discourse analysis, according to Fairclough [14]. Dijk [4] emphasizes that the media are not inherently neutral but help to reconstruct preconceived ideologies. That is to say, they

serve their national interests and ideologies. As a term for the self-reflective expressions used to negotiate interactional meaning, it is used to express a viewpoint, engage readers, and do both [15]. Critical discourse analysis focuses on the power, ideology, and other information implied in the text, revealing possible biases or socio-political relationships.

Halliday and Matthiessen [9] mention that this kind of compositional choice is present in all process-type clauses. The grammatical choice is present in all process-type clauses. It is one of the most common semantic choices, along with transitive choice, actively chosen by the speaker's ideological concepts. It is an active choice of the speaker's ideological conception. Transitive analysis, on the other hand, focuses more on the structural and grammatical aspects of the text, which is used to study how information is organized and transmitted [10]. The subject position holds significant weight in the small sentence. The selection of the subject position, along with its marking or absence, defines the sequence in which the information is provided and reflects a value [16]. These two approaches can complement each other, and together, they provide us with a powerful analytical tool for the in-depth understanding of news reports and the like.

C. Data Collection

The data for this paper was obtained from the headlines of news reports from December 2019 to February 11, 2020, from China Daily and Voice of America. This period includes the critical moment when the World Health Organization officially named the virus COVID-19. This period is considered the beginning of the COVID-19 outbreak and a critical time when extensive prevention and control measures began to be taken around the globe. By analyzing news headlines from this period, we can get a more comprehensive picture of the focus of media attention, reporting style, and information dissemination at the beginning of the epidemic.

The data collection of this paper is from the following process. In the news databases of China Daily and Voice of America, "Wuhan," "Chinese government," and "disease" are used as the search terms. From December 1, 2019 (The first news on the discovery of the unknown virus in December news reports) and searching until February 11, 2020 (WHO officially named the outbreak COVID-19), which obtained 118 China Daily and 74 Voice of America reports.

Based on the news reports websites, China Daily is an official media outlet and an international English-language daily published in mainland China. It generally conveys the opinions and policies of the Chinese government. The United States government provides funding to Voice of America. This international broadcaster upholds American values and policies while emphasizing independence and neutrality to ensure that opposing viewpoints are covered.

These two media outlets serve as the voices of China and the United States in the international news. This thesis study focuses on potential differences between their reporting approaches, topics covered, and areas of interest. By analyzing the headlines of these two media outlets' news reports in the early days of the COVID-19 epidemic, we can better understand their reporting styles and perspectives and how they reflect different countries' positions and cultural differences.

D. Research Questions

1. What are the main concerns of China Daily and Voice of America in their COVID-19 coverage between December 2019 and February 2020?
2. Are there significant differences in the language and presentation styles of China Daily and Voice of America in their coverage of the COVID-19 outbreak?
3. Are there significant differences in the positions and tendencies presented by China Daily and Voice of America in their coverage of the COVID-19 outbreak?
4. Is it possible to reveal the implicit messages and information organization of China Daily and Voice of America in their COVID-19 coverage?

E. Methods of Data Analysis

Rhetorical devices play a paramount role in English news headlines, which can significantly improve the expression effect and infectiousness of the headlines, which makes the headlines more vivid and easy to understand. At the same time, the use of rhetoric also allows readers to imagine richer scenarios, which stimulates their reading interest. Ultimately, this directly affects the dissemination effect of news content and the value of news. In English news headlines, standard rhetorical devices include as follows:

- head-rhyme (e.g., a combination of words with similar sounds),
- pun (a word with multiple meanings),
- metaphor (expressed in a simile), and
- imitation (simulating a natural scene through language).

By skillfully applying these techniques, news headlines can be made more appealing and touching, thus attracting more readers' attention and participation in reading.

We will delve into the headlines of the news reports of China Daily and Voice of America, focusing on the details of word choice, the use of metaphors, and rhetorical devices. Through an in-depth study of these linguistic elements, we can reveal the specific meanings and emotional colors embedded in the reports.

We will also look at what kind of emotional coloring is conveyed in the headline, whether it favors positive or negative coverage. By evaluating the emotional information in the headlines, we can know the attitudes and stances of the two media outlets in their coverage of the outbreak and thus better understand their perceptions of the outbreak. This analysis method will reveal the language and emotional tendencies the two media used in their outbreak coverage. It will provide a handy tool for us to understand their reporting styles and stances deeply. It also provides a rich database for subsequent comparative analysis.

When performing a transitive analysis, we concentrate on the headline's sentence structure, which includes the key components, their functions, and the people they affect. By doing this, we can better comprehend the headline's primary idea and how it communicates it. It is evident from the stories published by the two media channels how they chose to present specific topics or message emphases. It will be observed whether specific information is highlighted or left out of the headlines. Are there headlines, for instance, that highlight certain informational elements while ignoring others? Readers may need to look for headlines that overemphasize a particular point or leave out essential

details.

By spotting any trends or informational disparities in the coverage, we hope to improve our understanding of the two media outlets' reporting approaches.

Using a transitive analysis, we can better comprehend the headline structure and the information conveyed. We can also uncover the strategies employed by the two media outlets in choosing, highlighting, and balancing the information. It will enable us to get a better understanding of their reporting approaches and determine whether there is any underlying message bias.

III. RESULTS AND DISCUSSIONS

A. Frequency of Occurrence of Clauses in Transitively Analyzed Processes and Various Types of Processes

By analyzing the headlines of 118 reports from China Daily in terms of transitivity, a total of 101 transitivity processes were obtained. Fig. 1 illustrates the frequency of different process clauses in the text. Among them, material process clauses and mental process clauses appeared 10 times each, relational process clauses appeared 16 times, behavioral process clauses appeared 24 times, and verbal process clauses appeared 32 times. In comparison, existential process clauses appeared only 9 times.

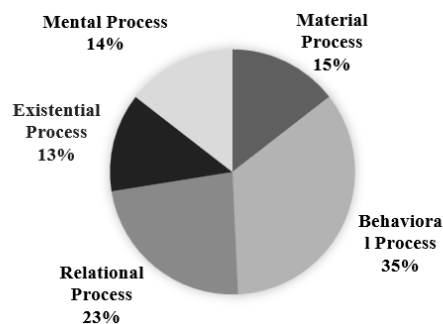


Fig. 1. The frequency of the type of process clauses of China Daily.

By analyzing the headlines of 74 reports from Voice of America in terms of transitivity, a total of 56 transitivity processes were obtained. Fig. 2 illustrates the frequency of different process clauses in the text. Specifically, there are 6 material process clauses and 6 mental process clauses each, 10 relational process clauses, 20 behavioral process clauses, 7 verbal process clauses, and 7 existential process clauses.

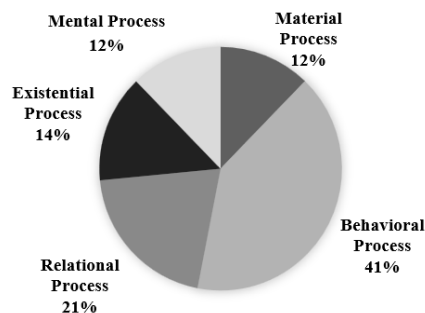


Fig. 2. The frequency of the type of process clauses of Voice of America.

Fig. 3 illustrates the frequency of different process clauses in China Daily and Voice of America reports. Specifically, there are 6 material process clauses and 6 mental process

clauses each, 10 relational process clauses, 20 behavioral process clauses, 7 verbal process clauses, and 7 existential process clauses.

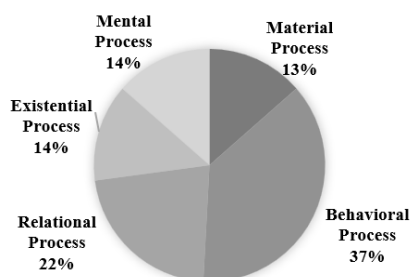


Fig. 3. The frequency of different process clauses in China Daily and Voice of America.

B. Participant Roles

Systemic Functional Grammar states that the structure of a sentence consists of three elements, namely, process, participant, and environment, which are interconnected to form a systemic network. In this network, the participant roles involved in the process include:

- the doer (the initiator of the action),
- the receiver (the bearer of the action),
- the carrier (the bearer of the action),
- the attribute (the object that characterizes the feature),
- the experiencer (the feeler).

To more accurately understand the focus of the news report, we will analyze the part of the clause that describes the process of experience. Specifically, we will focus on exploring the role of the participant who is in the central position in the process vignette to grasp the content of the report better.

A. The Main Participants Involved in the Behavioral Process of Clause Appearing in the China Daily Newspaper

The behavioral process clauses in the China Daily report involve the following significant participants: countries (e.g., China, the United States), experts (involving professionals in epidemic prevention and control, medical treatment), the public (referring to the people in general and involving their attitudes, behaviors), foreigners (referring to foreign nationals, especially foreigners or international students in China), and organizations (involving various types of institutions and organizations, such as the United Nations, the World Health Organization).

Example 1: “China Opens New Hospitals for Virus Patients, Deaths Top 560”.

China is the doer of the action, and the main activity it performs is “Opens,” which means that China is opening new hospitals. The recipients of this act are “Virus Patients,” who will be served by the new hospital. In addition, the title mentions “Deaths Top 560,” which means that more than 560 people have died from the virus. The whole sentence describes that new hospitals are being opened in China to serve the virus patients and emphasizes that the death toll has exceeded 560.

Example 2: “Wuhan stays strong as many foreign students opt to remain in the city.”

Wuhan and many international students are the

participants. In terms of action, “stays” and “opt to remain” are the main actions that show that the city of Wuhan (its people and government) stays strong as many foreign students opt to remain in the city. The actors of this behavior include the city of Wuhan itself and many international students who live here and participate in the process.

In terms of result, “strong” describes the state of the people in Wuhan, while “opt to remain” is the action of the foreign students that leads to a particular state or result. The whole title depicts the city of Wuhan as remaining strong while pointing out that many international students decided to stay in the city, emphasizing the resilience of the city and the determination of the international students.

Major participants were involved in behavioral process clauses appearing in Voice of America. In the list of headings in Voice of America, the main participants involved in the behavioral process clauses can be classified into the following categories: countries or governments (the U.S., China, North Korea), the public (the people in general, including students, residents), organizations (the United Nations, the World Health Organization), specialists (involved in outbreak prevention, control, and medical treatment of the epidemic, epidemic (as the main target of the incident, including its transmission)).

Example 3: “China and US must counter ‘political virus’”

The participants are China, the US, and the phrase “political virus” in quotation marks. The main action is “counter”, which means that China and the US must work together to counter the “political virus”. The actors are China and the United States, jointly involved in opposing the “political virus”. The overall meaning is that the title suggests that China and the United States need to work together to fight the so-called “political virus”. It could refer to a harmful factor such as disinformation, extreme ideology, or political propaganda spreading in the political sphere, which China and the US have decided to tackle together to maintain political stability and security on both sides.

Example 4: “Students from Wuhan Traveling Globally for Holidays”

This headline makes clear the theme involved, which is that groups of students from Wuhan are traveling globally for the holidays. It conveys that these students are choosing to leave Wuhan and travel to other countries or regions for their holidays. Considering that Wuhan was the site of the novel coronavirus outbreak, this sparked a discussion about the relationship between travel and the outbreak’s spread. It also reflects the U.S. government’s concern that the outbreak could spread widely and its pessimistic view of the outbreak in China.

B. Signature Analysis in News Headlines

1) Word choice

China Daily’s headline chooses words with solid messaging to convey a specific message or emotion to the reader.

Example 5: “Medical heroes step up”

This headline emphasizes the bravery and selflessness of healthcare workers and the importance of their service to the country.

Example 6: *“Real sick man”*

This headline uses the phrase “real sick man” to suggest a critical voice or allude to a controversial situation.

Voice of America’s choice of words in the headlines is clear and concise to convey the message quickly. The headlines use various words and phrases to emphasize different aspects of the news.

Example 7: *“US Offers China, Other Nations Up to”*

Emphasizes the aid provided by the United States.

Example 8: *“UK Urges Citizens in China to Leave”*

Emphasizes the UK’s call for citizens to evacuate China.

2) *Rhetorical approaches*

China Daily’s headlines use metaphors to highlight a specific emotion or point of view through simile or allusion. The choice of words or sentence structure makes the headline more attractive and infectious and makes it easier for readers to understand and pay attention to the message.

Example 9: *“SARS veteran joins fray against the virus.”*

This headline uses metaphorical rhetorical devices to compare experts with SARS experience to “veterans,” emphasizing their experience and value in fighting the epidemic.

Voice of America’s headline uses a variety of rhetorical devices, including Metaphor, Personification, Simile, Prolepsis, Irony, and Borrowing, to create a vivid and compelling headline that provokes the reader to think deeply about the epidemic.

Example 10: *“Specter of Runaway Virus Outbreak”*

This headline uses the rhetorical device of metaphor to emphasize the severity of the virus outbreak by comparing it to a specter of a severe threat.

With these examples, the China Daily headline focuses on emphasizing the joint efforts of the international community and the appeal of the Chinese government. In contrast, the Voice of America headline focuses on the active participation of the United States in the fight against the epidemic and the importance of international cooperation. It reflects a clear difference in message focus between the two media outlets.

3) *Emotional preference*

The affective tendency of the China Daily was positive. Covering many aspects of positive efforts to fight the outbreak, international cooperation, expert opinions, and social solidarity, the report emphasizes positive elements such as joint global efforts, appeals from leaders, and heroic struggles of healthcare workers in order to show China’s and the international community’s positive attitudes and confidence in working together to fight the outbreak.

Example 1: *“Unity is key to winning the war against outbreak.”*

This headline uses a metaphor, comparing the fight against the epidemic to a “war” and emphasizing the importance of unity.

The overall sentiment of VOA’s China headlines tended to be negative. This trend may reflect the tension and anxiety associated with the new coronavirus outbreak and its global impact. Many headlines highlighted the negative impact of the outbreak, such as the rising death toll, the economic impact of the outbreak, and various international relations pressures. In addition, some headlines also emphasize the humanitarian plight and personal encounters caused by the pandemic, which can also color the overall sentiment tendency negatively.

Example 2: *“Financial Fallout from Coronavirus Outbreak Could be Severe.”*

This headline implies that the outbreak could lead to severe economic impacts, with a certain degree of apprehension.

The headline in the China Daily conveys an optimistic message, emphasizing confidence in the fight against the epidemic. It may be because the Chinese government wants to send a positive message through the media to inspire confidence. Voice of America’s headline seems to be more objective and contains critical views and suggestions, which might somewhat impress the world that VOA focuses more on so-called objective and fair news reporting.

IV. DISCUSSION

A. *The reasons for the differences between the headlines of the China Daily and the Voice of America*

1) *Political position and international relations*

China Daily is the official media of the Chinese government, and it reports [17] news according to the government’s requirements and policies concerned. The government wants to convey specific information and policies through the media so that everyone knows the government’s position. Therefore, their reports are more inclined to reflect the views of the Chinese government, especially regarding international affairs or sensitive topics.

Voice of America (VOA) is an international broadcaster supported by the U.S. government. They focus on reporting the role of the United States in international affairs but also provide independent news. Because of the way VOA is funded and operated, they can report [18] news relatively independently of commercial or political pressures, they claim that their reporting is not interfered with by commercial or political pressures.

Therefore, although both cover international news, because of their different modes of operation and backgrounds, they will differ in their reporting styles, focuses, and stances, reflecting the different strategies and aims of the Chinese and U.S. governments in their foreign communications.

2) *Target audience*

The reporting from China Daily is directed at global and domestic Chinese audiences. They inspire confidence among domestic readers by communicating government policies and measures and encouraging solidarity in facing challenges. At the same time, they are committed to spreading China’s voice and position in the international community, attracting the attention of government officials, diplomats, international organizations, foreign media, and scholars.

VOA’s coverage targets a global audience and meets

audiences' needs from different countries and cultural backgrounds. Its coverage is more objective and international. Their focus on international affairs attracts the attention of government officials, diplomats, and international organizations.

Therefore, China Daily and Voice of America differ in their reporting styles and objectives, reflecting the different tasks and positioning of the two media in international communication and public opinion guidance.

B. News Style

China Daily tends to adopt a formal and dignified journalistic style, in line with the tradition of official media. They will report the news objectively and neutrally but may place more emphasis on the Chinese government's position and policies when specific political or sensitive issues are involved. In addition, China Daily may use more formal language and wording to present an authoritative and credible image.

VOA uses a more lively and concise journalistic style in keeping with the characteristics of international broadcasting. VOA's reports are usually presented in more accessible language, striving to be understood and accepted by audiences everywhere. In addition, VOA utilizes a variety of news presentation styles to meet the needs of different audiences.

The differences in journalistic styles and practices between China Daily and Voice of America reflect the different audience groups they serve and their respective missions and orientations. It also leads to specific differences in their reporting styles and language expressions.

C. Political, Cultural, and Ideological Factors

On the political front, China Daily emphasized the leadership role and efforts of the Chinese Government, highlighting national leader Xi Jinping's call for cooperation in combating the epidemic. Voice of America, on the other hand, highlighted the actions of U.S. health officials and emphasized the call for cooperation in fighting the outbreak.

As far as cultural elements are concerned, China Daily emphasized China's spirit of solidarity and national cohesion, stressing the importance of unity in the fight against the epidemic. Voice of America focused more on international cooperation and concern for the international community, expressing concern for international students.

In terms of ideology, China Daily emphasized China's socialist values and the leadership role of the Chinese government, even mentioning the concept of a "political virus." The Voice of America put more emphasis on international cooperation, showing the consideration of international organizations in assisting the DPRK.

These examples show that the reporting of both media outlets was influenced by the political, cultural, and ideological context of the countries in which they operated, which was also reflected in the headlines of their outbreak reports.

D. How the Difference in Headlines Reflects the Different Positions of the Two Media in their Coverage of the Outbreak

These differences between the headlines of the China Daily and the Voice of America may partly stem from differences in the countries where the media operate, their

political systems, and the purpose of their reporting. China Daily, as the official media of China, is more inclined to emphasize the leadership and efforts of the Chinese government and to convey optimistic messages that inspire confidence in the population.

Voice of America, on the other hand, focuses more on so-called objective and unbiased news reporting, emphasizes the importance of international cooperation, and provides critical perspectives and advice. It reflects the difference in reporting styles and perspectives between the two countries' media.

E. Importance and Value of Research

The news media should maintain objectivity and rationality in international disaster reporting and avoid being influenced by personal emotions to demonstrate professional standards. At the same time, in emergencies, the media's responsibility is not only to report on the scene but also to analyze the causes of the event in depth and contribute to preventing the recurrence of similar events.

When reporting on international events, the media must have an international perspective and realize that reporting affects the country's image. They should not publish stories that may cause controversy or hostility in other countries.

Rhetoric is crucial in times of crisis, especially at the international level. The government should emphasize the dissemination of discourse in times of crisis and improve the strategy of the national mainstream foreign media in constructing discourse in times of crisis, which is extremely important as it affects the country's reputation in the international arena.

China's journalistic tradition has made remarkable progress, but there is room for improvement in responding to major public health emergencies. These measures can help Chinese media play a more significant role in social coordination and stabilization and play a positive role.

F. Contribution to the Perception of Media Coverage and Understanding of News Dissemination

By analyzing the reports of China Daily and Voice of America in the early days of the COVID-19 epidemic, we revealed the language strategies and information presentation they used in their news headlines and gained insight into the patterns and tendencies of media coverage. It enhanced the public's knowledge and understanding of the health crisis and played a positive role in guiding public opinion and stabilizing society. This study contributes to a deeper understanding of media reporting mechanisms and the role of news communication in times of crisis.

In addition, we summarize the reporting strategies of mainstream media in the face of significant international accidents, emphasizing concern for the affected people, objective and rational reporting, and emphasis on authority.

However, problems were also pointed out, such as the possible phenomenon of consuming the disaster, low interactivity, limited influence, and the possible bias in the focus of the coverage, triggering audience skepticism.

To address these problems, we suggest that mainstream media should complement each other's strengths, focus on caring for the affected people, consider the audience's psychological condition, and balance the psychology of domestic and foreign people while outputting objective

reports, they should make good use of their strengths to analyze the causes of the accidents rationally, to avoid the recurrence of similar accidents. It should set up a correct sense of reporting, which is the same as that of the mainstream media and the international media, and build on its own media positioning to enhance media influence. We should establish a correct sense of reporting, both mainstream media and international media, based on our own media positioning and enhancing media influence.

G. Research Limitations

Due to the small databases used for this study, the China Daily and Voice of America chosen as data sources might not accurately reflect the media perspectives of China and the United States. Other media may hold different attitudes and positions, impacting the research results.

Critical discourse analysis and transcendental analysis, although practical tools, may have subjective differences. Researchers may have different understandings and analysis results due to their personal experiences and perspectives, affecting the study's objectivity. Meanwhile, materiality analysis may only be able to cover some dimensions of language use partially, and its limitations need to be carefully considered.

V. CONCLUSION

There is a difference between China Daily and Voice of America in their epidemic coverage. It is because of their different missions and audiences. China Daily focused on delivering positive messages to the country, inspiring the domestic population, and emphasizing the leadership role of the Chinese government. The Voice of America, on the other hand, was more internationally oriented, emphasizing objective reporting and the role of the United States in the world.

How English and Chinese news are reported can be influenced by different news systems and cultures. Foreign and Chinese journalists also have different values and choose their angles and wording according to the needs of their social groups. The West identifies the value of individual freedom and equality while questioning the government. On the contrary, Chinese culture emphasizes the interests of the whole and unity. News reports will be based on the principle of maintaining the stability of the whole, and headlines will usually use positive words. These differences reflect the different ways in which the cultures and values of different countries are reflected in news reports.

Future research could move in several interesting directions to gain a deeper understanding of media coverage. First, we could compare news organizations in different cultural and political contexts to understand the differences and similarities in their coverage of public health crises. Second, we can look at coverage from multiple perspectives, not limited to headlines, but also body content, accompanying graphics, and layout, in order to get a

complete picture of the complexity of media coverage.

Also, consider studying multimedia elements, such as images and videos, to delve deeper into their expressions and strategies in reporting. Finally, we can study the impact of different media reporting styles on public attitudes and behaviors to understand better the role and influence of the media in public health crises. These directions will provide new perspectives for future research and help us understand media coverage more deeply

CONFLICT OF INTEREST

The author declares no conflict of interest.

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