



ISSN: 1817-6798 (Print)

Journal of Tikrit University for Humanities

available online at: [www.jtuh.org/](http://www.jtuh.org/)

**Zainab Saad Mohammed (PhD candidate)**

Department of English, college of Education for Human Sciences, University of Babylon`.

**Asst. Prof. Dr. Sadiq Mahdi Al Shamiri**

Department of English, college of Education for Human Sciences, University of Babylon`.

\* Corresponding author: E-mail :

[Zainab.saad81@gmail.com](mailto:Zainab.saad81@gmail.com)  
07736608066

**Keywords:**

agenda,  
anti-republicans,  
Covid-19,  
propaganda techniques,  
propaganda

**ARTICLE INFO**

**Article history:**

Received	15 July 2023
Received in revised form	25 July 2023
Accepted	17 Aug 2023
Final Proofreading	18 Jan 2024
Available online	21 Jan 2024

E-mail [t-jtuh@tu.edu.iq](mailto:t-jtuh@tu.edu.iq)

©THIS IS AN OPEN ACCESS ARTICLE UNDER THE CC BY LICENSE

<http://creativecommons.org/licenses/by/4.0/>



## Chinese Anti-Republicans Propaganda during COVID-19 Outbreak

### ABSTRACT

The history of the Sino-US relationship has been marked by its turbulence. It moves up and down in accordance with the desires of both sides. This relationship was initially solid under Trump's presidency, but after the outbreak of COVID-19 it became exceedingly challenging. As a result, media sources generally and newspaper articles specifically reflect this erratic relationship.

The purpose of this research is to reveal the conspiratorial agendas promoted by Chinese media against republicans in general and Donald Trump in particular, as it is hypothesized to occur in the selected data. Propaganda is to be used to disclose these agendas. Two articles from the Global Times and China Daily, two Chinese newspapers, are chosen for the analysis of this study.

In terms of analysis, the research is intended to be both qualitative and quantitative. The Institute for Propaganda Analysis' suggested propaganda techniques are the foundation of the qualitative analysis. The frequencies, percentages, and Chi-square are the foundation of the quantitative analysis. The data shows that the most common form of propaganda is card stacking. It serves to disparage Trump and other republicans. The next technique is name-calling, which is mostly employed to disparage the republicans' action of demonizing China. Besides, different agendas are revealed including: Republicans mounted a rumor offensive and started spreading false conspiracy theories in order to harm China's reputation abroad, America is significantly dependent on Chinese manufacturing and if republicans maintain their stigmatizing actions, China will respond in a way that will bring catastrophe in the stock market.

© 2024 JTUH, College of Education for Human Sciences, Tikrit University

DOI: <http://dx.doi.org/10.25130/jtuh.31.1.2024.25>

## الدعاية الصينية المناهضة للجمهوريين في فترة تفشي COVID-19

زينب سعد محمد/ كلية التربية للعلوم الانسانية / جامعة بابل

صادق مهدي الشمري/ كلية التربية للعلوم الانسانية / جامعة بابل

**الخلاصة:**

تميز تاريخ العلاقات الصينية الأمريكية بالاضطراب والذي يتحرك صعودًا وهبوطًا وفقًا لرغبات كلا الجانبين. كانت هذه العلاقة قوية في البداية في ظل رئاسة ترامب ، ولكن بعد انتشار وباء كوفيد19 ، أصبحت صعبة للغاية. وقد عكست المصادر الإعلامية بشكل عام والمقالات الصحفية على وجه التحديد هذه العلاقة غير المتضاربة.

الغرض من هذا البحث هو الكشف عن الأجندات التأميرية التي تروج لها وسائل الإعلام الصينية ضد الجمهوريين بشكل عام ودونالد ترامب بشكل خاص ، حيث يفترض حدوثها في البيانات المختارة. لذا ، يجب استخدام الدعاية للكشف عن هذه الأجندات. تم اختيار مقالين من جلوبال تايمز وتشاينا ديلي ، وهما صحيفتان صينيتان ، لتحليل هذه الدراسة.

من حيث التحليل ، يهدف البحث إلى أن يكون نوعيًا وكميًا. تُظهر البيانات أن الشكل الأكثر شيوعًا للدعاية هو تكديس البطاقات. والذي يعمل في الغالب على الاستخفاف بترامب والجمهوريين الآخرين. الأسلوب التالي هو الشتائم ، والذي يستخدم في الغالب لتقليل عمل الجمهوريين في شيطنة الصين. إلى جانب ذلك ، تم الكشف عن أجندات مختلفة بما في ذلك: شن الجمهوريون هجوم إشاعات وبدأوا في نشر نظريات مؤامرة كاذبة للإضرار بسمعة الصين في الخارج. بسبب الوضع الاقتصادي والصناعي الكبير للصين ، تعتمد أمريكا أيضًا بشكل كبير على التصنيع الصيني ، وإذا استمر الجمهوريون في وصم الصين ، فستتجيب الصين بطريقة ستؤدي إلى كارثة في سوق الأسهم.

يعبر الباحثان عن شكرهم لمكتبة جامعة بابل.

الكلمات المفتاحية: الاجندة، مناهضة الجمهوريين، كوفيد-١٩، تقنيات الدعاية، الدعاية.

## 1. Introduction

Media, in general, and newspapers in particular have been extensively exploited by both American and Chinese governmental parties to propagate accusations against each other during the outbreak of COVID-19, an infectious disease caused by the SARS-CoV-2 virus that resulted in the death of millions of people from around the world. Therefore, in an effort to harm the other's reputation in front of the public, each of them suggests the existence of a conspiracy theory. Chinese media outlets focus on spreading disinformation about Trump in particular and Republicans in general. As a result, they employ various propaganda strategies to achieve their goal. This extracted paper clarifies the definition of propaganda and the Institute for Propaganda Analysis' suggested propaganda techniques.

## 2. On Defining Propaganda

The topic has received attention from academics from a variety of fields, including philosophy, psychology, sociology, politics, and history, as well as from a similarly varied range of writers. Thus, its definition varies in accordance with the academic field that addresses it. According to Doob (1948, p. 390), it is “the attempt to affect the personalities and to control behavior of individuals towards ends considered unscientific or of doubtful value in a society at a particular time”. Fraser (1957, p. 1) asserts the mechanism by which people are impacted when he says that propaganda is “the activity, or the art, of inducing others to behave in a way in which they would not behave in its absence”. In line with this, Lasswell (1973, p. 521) defines it as “the technique of influencing human action by the manipulation of representations. These representations may take spoken, written, pictorial or musical form”. It is obvious that the focus is on how manipulation affects people, which is obviously intentional, as stated by Silverstein (1987, p. 51), who claims that "communications delivered with the conscious intent of manipulation".

According to the previous definition, propaganda has the additional characteristic of being a type of persuasive communication, which is also claimed by Morley (2002, p. 44). Thus, propaganda is a part of our daily lives because communication is a necessity in them (Ibid.). Walton (1997, p. 384 cited in al-mas'ud and Naif 2020, p. 36) thinks it suggests willful deception and mass manipulation without any logical support; it is primarily emotional.

However, propaganda occasionally communicates the true message, but the content is frequently deceptive in that it typically only delivers facts that can have a specific effect or that elicit more emotional than rational emotions. The target audience's cognitive narrative of the topic is to be altered in order to pique their attention (O'Donnell, 2005, p. 72).

## 3. The Propaganda Techniques

There are several models for analyzing propaganda, the Institute of Propaganda Awareness (IPA) defined seven typical propagandist major techniques in 1937 using the work of journalist and academic Clyde R. Miller as a source (Mancini, 2021, p. 17). These techniques are

**1. Name calling:** for Lee and Lee (1939, p. 26) name calling occurs when an idea is given a negative label and is used to convince people to reject and criticize without carefully considering the evidence. By characterizing the opposition as something the addressees dread, detest, or hate, the strategy was utilized to generate prejudice among the target audience.

**2. Glittering generality:** Without offering evidence or justification, propagandists use broad, sweeping statements (typically slogans or simple catchphrases) to appeal to the audience's strongly held values and beliefs (Smith III, 1989, p. 3, cited in Jasim and Aziz, 2013, p. 11).

**3. Transfer:** According to Marlin (2013, p. 102) transfer “carries the authority, sanction, and prestige of something respected and revered over to something else in order to make the latter acceptable”. It is an effort to link the two items in the subject's mind and get them to see one in the same way as the other. Although this method is sometimes employed to transfer unfavorable feelings for one thing to another, it can also be employed for good.

**4. Testimonial:** “Testimonial consists in having some respected or hated person say that a given idea or program or product or person is good or bad” (Ibid, p. 103). He adds that this reliance on authority pushes us to accept concepts without critically analyzing them.

**5. Plain Folks:** Marlin (Ibid, p. 104) “the method by which a speaker attempts to convince the audience that he and his ideas are good because they are ‘of the people,’ the ‘plain folks’”. It is implemented in practice by portraying oneself to the public as a hospitable kind, “just like you”.

**6. Bandwagon:** This is an effort to persuade using the justification that everyone—or at the very least all of us—is doing it. The intention is for the group being addressed to adopt the propagandist's agenda, join the crowd, and get on the bandwagon. Now, propagandists are attempting to persuade the target audience that they will be excluded if they don't participate (Ellul, 1965, p. 32).

**7. Card Stacking:** also called selective omission. It is “the selection and use of facts and falsehoods, illustrations or distractions, and logical or illogical statements in order to give the best or the worst possible case for an idea, program, person, or

product". Card stacking encompasses a wide range of activities, including numerous abuses of data from surveys and other sources (Ibid).

#### 4. Data Discussion

In this study, two articles from the Global Times and China Daily, two English-language daily newspapers, are used as the data. These articles are published following the outbreak of the virus in America. Undoubtedly, both these newspapers represent the Chinese communist party's ideologies and agendas. As such they are chosen to investigate and analyze the agendas set by these newspapers.

As for the qualitative analysis, the IPA propaganda Techniques model was selected to examine the data. On the other hand, Chi-Square analysis and frequency counting are used to complete the quantitative analysis.

The qualitative study of the two articles, is presented in the following:

#### **Datum (1) The qualitative analysis of the Global Times "Trumps Tweet Infuriates China"**

The following can best illustrate the propaganda techniques used in this aarticle:

**Name calling:** This technique is being used to disparage Trump's tweet, which has been roundly rejected and condemned. Thus, his tweet is taken advantage of and branded negatively in order to set an agenda against Trump. Trump's tweet is called "Trump's act" in order to underline that it is a genuine act that has stigmatized the Chinese and enraged them. The purpose of this is to make the targeted audience hold Trump responsible for such an unacceptable act. Other names used to call Trump's tweet are "mistake," "groundless accusations," "disinformation," "outlandish rumors," "Washington's intent to slander and smear China's efforts," "US politicians' groundless rumors," "provocations," "the current trend."

*"We urge the US side to immediately correct its mistakes and stop making groundless accusations against China."*

All of these names are meant to dishonor and expose Trump's true motives for the tweet. The tweet is referred to as being unfounded, an outrageous rumor, and nothing more than misinformation, all of which suggest that Trump's statement was not supported by any proof and, consequently, convicts him. The fact that the tweet is also referred to as the "current trend" strengthens the notion that it is

unsupported by proof and that the author is only trying to earn notoriety by stoking rumors about the Chinese. This also aims to paint Trump as a careless leader whose actions are not taken into account. The other names given to Trump's tweet, such as "this tactic," "scheme to smear China," and "The warfare of public opinion," are intended to portray Trump as a villainous leader who will resort to any evil means at his disposal in order to discredit his rivals and mislead the public in order to win their support. The next two labels, "the discriminatory and racist stance of the US" and "Trump's current stance" are meant to draw attention to Trump's other malign objective, which is his propensity for racism.

*"If Trump can't stop the current trend and potentially makes it worse [due to lack of management], when the stock market crashes to a lower level than before he got elected four years ago, he will surely lose the election."*

This article sheds the light on and condemns the American usage of the technique of name calling when it calls for Trump's naming the virus "Chinese virus" and Pompeo's "Wuhan virus". Therefore, it can be deduced that this technique is employed to achieve two separate goals: to disparage Trump's tweet and persuade people to support China, and to denounce Trump and Pompeo for using it.

*Pompeo also continually called the epidemic "Wuhan virus" despite the WHO formally naming it COVID-19 to avoid discrimination.*

Name calling is also utilized to defend Zhao's tweet which is believed to retaliate America. It is called "Zhao's question" and "reasonable query". Both names underline the impartiality of Zhao's tweet while also giving it right and legitimacy, even though it suggests an accusation against the American.

*Zhao's question for the US was neither an accusation nor a rumor, but a reasonable query that is totally different from US politicians' groundless rumors and insults against China, Jin noted.*

The White House trade advisor Peter Navarro is the target of yet another case of name-calling. The American advisor's incompetence and lack of administrative knowledge when crafting "an executive order" is referred to as "wrong prescription."

*Foreign Ministry spokesperson Geng said at the press conference that "this is the wrong prescription that may harm many more ordinary Americans."*

Finally, the reporter cited the president of Serbia's description of European cooperation as a "fairy tale" in support of his claim. The purpose of this is to allude to the embarrassing and inappropriate role that America played during the pandemic, one that does not fit with its status as a global power.

*He branded European solidarity a "fairytale," and praised China instead, saying it was the only country that would help, CGTN reported.*

**Glittering generalities:** Glittering generalities is noticed in this article to glorify the Chinese as a "responsible global power" which has a very positive role during the pandemic. The Chinese government's "prevention and control measures," which are "open," "transparent," and "responsible in sharing information about COVID-19 with WHO and other countries" have bought time for global prevention and control work. Also, "China's assistance to other countries" which is based on "humanitarian principles" won "praise and appreciation" of different countries as those countries trust "China's experiences and credibility".

*More countries like Spain, Serbia and the Philippines are also seeking help from China as they trust China's experiences and credibility,*

China is given credit for all of these glittering generalities in order to enhance its reputation abroad and to inform the audience of the very responsible role it played during the pandemic, which had a significant impact and received praise in contrast to the American role, which was supposed to be affected but is not.

The other glittering generalities used in this article show China's standing in the world as well as its prowess in technology and industry. These include "biggest economy of the world" and "China's high-tech firms." The "Chinese pharmaceutical companies" that provide America with various medicines and the "China-made medicines and medical materials" on which America significantly depends, are also highlighted. These glittering generalities really serve to portray America as a dependent nation that would struggle to survive without Chinese assistance in addition to portraying China as an industrially productive and benevolent nation. The "Chinese professional teams," which exchange videos and experiences with their fellow American professionals, are another glittering

generality that applies to all of these glitters. Such a generality conveys both the medical advancement in China and its beneficial intention. Last but not least, China's "unshakable reputation" aims to portray it as a peaceful state with excellent relations with other countries. As a result, its reputation cannot be damaged.

*The warfare of public opinion launched by the US to stigmatize China is doomed to fail as too many facts have proven China's reputation and image in the international community is unshakable, and Washington can only "bring itself into disrepute," said Lü from the CASS.*

Glittering generalities are not simply used in this report to assign China's virtues and good deeds to acquire legitimacy and prestige, but also to incite their audience to criticize the Trump's administration. One of these glittering generalities that allude to Trump's administration calls his tweet "an act of inability and irresponsibility" and is meant to paint Trump as someone who does not take his position as the head of a potent democratic power seriously. Not only his tweet is exploited, but different glittering generalities are used to criticize his administration poor achievements, such as "his lack of responsibility," "lack of management," "unemployment and poor economic performance," "their inability," "his administration's undesirable performance," "his failure to ease panic in the US stock market," "his own administration's terrible response to the predictable outbreak," "distracting attention," "The historic decline of US stock markets" and "financial crisis". All these generalities aim to paint Trump as a careless and unsteady leader, and as a result, they are pleading with their audience to refuse his government once more.

**Transfer:** In addition to all the excellent characteristics that are employed as glittering generalities to beautify China's image, transfer, as a PA technique, is also utilized to put more emphasis on this beautiful image. In the following uses, Chinese drug is figuratively compared to the savior who can deliver Americans from the coronavirus epidemic's torment.

*if China banned the export of drugs, "the US would sink into the hell of a novel coronavirus epidemic,"*

Here, the dependence of the United States on Chinese industry, particularly medical supplies, is alluded to in order to demonstrate the significance of China to



the United States and to subtly warn of the potential repercussions of continued American provocations. More crucially, the United States' reliance on Chinese supply is meant to contrast American retirement with Chinese progress (relates to the role-exchange where China takes over the role that was formerly played by America).

**Card stacking:** This article employs card stacking to put more emphasis on Trump's poor administration, depicting him as a vindictive leader who lacks political acumen because his naming the disease a "Chinese virus" is meant to suggest "stigmatizes China". Additionally, to increase viewer sympathy and demonstrate the cruelty and illegality of this conduct, the article refers to the WHO and the international community opposition to such act.

*"The World Health Organization and the international community are clearly opposed to linking viruses to specific countries and regions and to stigmatizing them,"*

Additionally, the article criticizes Trump for his provocations at this moment, which call for cooperation rather than finger-pointing. The purpose of this agenda is to allow the audience to contrast the responsible Chinese power's attitude with the haughty and reckless American power's attitude.

*Where the virus had come from should be a topic for science rather than politics, and by arrogantly provoking China at this juncture, the situation that the US and many other countries are being confronted with will get worse, especially the stock market, as the two biggest economies of the world could see a new conflict amid a pandemic that has already brought serious harms to the world economy, analysts warned.*

In these uses, China's request for allowing scientists to determine the origin of COVID-19 appears to be more objective and legitimate than Trump's attitude, who bases his actions solely on accusations. As a result, the audience may be more sympathetic to China's position (and this is what article is intended to gain). The article then makes apparent use of Redfield's remark as an explanation for Zhao's tweet, but its real goal is to cast doubt on the origin of COVID 19, which might be of American origin. By presenting the events in this way, the audience will be able to compare Zhao's tweet, which is based on Robert Redfield's remark (which is

supported by scientific fact and was announced by an American scientific expert), with Trump's unfounded tweet.

*Some observers noted that Trump's tweet could be a reaction to a tweet sent by Chinese Foreign Ministry spokesperson Zhao Lijian on his personal Twitter account that asked the US to be transparent about its epidemic situation, as Robert Redfield, director of the US Centers for Disease Control and Prevention (CDC), openly admitted last week at a hearing at the House of Representatives on the outbreak, that some COVID-19 deaths have been misdiagnosed as influenza in the US.*

Another card stacking used is “Washington's intent to "slander and smear China's efforts" in containing the COVID-19.” By stacking this card, Trump is painted as a villain who shirks his duties as the world's leader and instead seeks to disparage and discredit China's heroic response to the pandemic.

Trump is also a proven unsuccessful liar because he was informed about COVID-19 but made no effort to control it, adding even another card to the deck.

*"So how dare the Trump administration blame us? They were already informed, and still they failed to make efforts to prevent and control the outbreak. They can't just cover up their inability by blaming China and fool their own people.*

Along with these qualities, Trump was also portrayed as a twister who used China as an excuse to divert attention from his administration's shortcomings, but this was no longer effective with the American people.

*However, this tactic may neither help Trump to regain support nor protect US people from COVID-19, and according to the current feedback from the US public on the internet, it seems US people aren't buying Trump's tactics to distract their attention.*

Trump's failure is depicted in numerical form to show the general public the catastrophic decline that he brings about in America. Another card stacking was applied to strengthen the agenda set in this article.

*Volatility in US stocks surged to a record after benchmark indexes suffered the biggest rout since 1987, Bloomberg reported on Tuesday. The Cboe*

*Volatility Index closed Monday at 82.69 as the S&P 500 Index tumbled 12 percent. The index's previously highest rating was 80.86 on November 20, 2008.*

The article portrays Trump as a barrier whose provocations might result in China's assistance to the United States being stopped while also portraying China as a helpful nation in order to mobilize the public against him.

*But if the US provokes China, it would make it very difficult for China to assist the US, experts said, and innocent Americans who need masks and vital drugs badly will likely pay for the inability and ignorance of the Trump administration.*

**Testimonial:** Following the article's display of a number of exquisite images of China, the need for any credible evidence is now apparent. Mentioning the praise and appreciations from member of the international community and the WHO. The Serbian president praised China in a statement that was cited in the report.

*He branded European solidarity a "fairytale," and praised China instead, saying it was the only country that would help, CGTN reported.*

**Plain flock:** Chinese people employ this technique to arouse feelings of involvement. It tries to convey how deeply concerned China is for the suffering of people everywhere because of the pandemic. Therefore, cooperation is required this time.

*At this moment, countries which become impacted by the pandemic urgently need cooperation rather than being blamed so that the stock market can at least see some positive signs, otherwise it may only add more uncertainty and panic.*

China actively demonstrates its attitude of cooperation by lending assistance to other nations.

*China dispatches a team of nine medical experts to Italy, on Thursday, to help fight the COVID-19 pandemic, along with 31 tons of medical supplies, including ICU ward equipment, protective outfits, and antiviral drugs.*

This assistance won't terminate or be restricted to just one country; rather, it will continue and grow to encompass other nations.

*Geng said at the Tuesday press conference that China will firmly stand with the Serbian people side by side to fight the virus, and China will provide emergency material assistance including ventilators, medical masks and protection suits to Serbia, and will send medical experts there to share experiences regarding epidemic prevention and control, as well as diagnosing and treating patients.*

**Band wagon:** This technique is utilized once to agitate the Chinese to take a defensive position against American politicians due to their continuous offense.

*“Time to be tough”*

**The qualitative analysis of the China Daily “US blame game puts Chinese people at risk”**

The qualitative analysis of this article can be illustrated as follows:

**Name calling:** This technique is used 3 times, primarily to name American politicians who oppose Chinese policy and blame China for the virus.

*Despite the incendiary rhetoric of a few **hot heads**, references to the virus designed to indict China as a co-conspirator faded in February, and the mainstream media, The New York Times included, was careful to stick to the scientific term COVID-19 or the more general term, coronavirus.*

*It was no longer **loud-mouth radio hosts and redneck politicians** talking that way, and as such could not be easily dismissed.*

Hot heads, loud-mouth radio hosts, and redneck politicians are terms used to describe American politicians who use fiery speech and media to control people's minds.

Trump's use of the term "foreign virus" is named as "incendiary term" which lead to "bad-mouthing China with increasing frequency."

*This incendiary term came short of tagging China directly, but by then the narrative of presumptive guilt had been well established and his own supporters were bad-mouthing China with increasing frequency.*

**Glittering generalities:** Glittering generalities are used to disparage American politicians and their actions. They are said to have an "agenda and prejudice."

Among those politicians is Tom Cotton, whose statement during the pandemic crisis appears to have been meant to "inflame and arouse anti-China sentiment." For example,

*US Senator Tom Cotton from Arkansas throughout the crisis has made statements designed to inflame and arouse anti-China sentiment by blaming China for the virus.*

Trump's conservative political base start using a "new wave of stigmatizing language" and a "manipulative populism and playing to the hidden prejudice". Those are also seen to be "racist anxious to pin blame on China."

*But in early March a new wave of stigmatizing language entered the American discourse by close associates of US President Donald Trump.*

Moreover, the atrocity and the danger of Trump's naming of the virus as a "foreign virus" causes "Anti-Asian abuse and violence on the rise."

*Around the same time, reports on social media and elsewhere described an uptick in anti-Asian abuse and violence.*

The article also makes reference to Trump's "failure to lead a national response" which was weary to face the "mounting criticism."

*But looking weary in the face of mounting criticism of his failure to lead a national response to the pandemic,*

**Transfer:** The negative transfer is used in the article to connect the American act of blaming China to some historical actions of scapegoating. Mentioning these crimes is done to connect the American act with these activities, so that the American act might be perceived as a scapegoating act with a concealed political agenda.

*The punishing economic conditions of Germany after World War I are frequently cited as a key factor leading to a rise in anti-Semitism so toxic and pervasive that they led to genocide.*

Using the same technique, the writer describes how Chinese people outside of Wuhan see Wuhan inhabitants differently following the viral epidemic. This same

discriminatory act is utilized by persons outside of China following the outbreak of the virus in other countries.

*By the same weak leap of logic, when the disease also emerged in Thailand, Japan, the Republic of Korea and other neighboring countries, the world began to turn a jaundiced eye to China.*

**Card stacking:** In this article, the highest frequencies are recorded using this technique. It is utilized to highlight the American inability to combat the virus, as well as the state of hospitals, roads, and factories, which have an impact on the American mood.

*A stealthy, highly contagious virus has caused a precipitous drop in the United States' stock market and sent shudders down the spine of a stalled economy.*

The technique is also used to criticize the act of naming the virus, which forces the WHO to invent a name that is not based on race or geography. It also alludes to Trump's long-held claim that the virus is a common flu.

*Trump's two-month long pretense that the virus was nothing more than the common flu was finally shaken by an undeniable outbreak in the US.*

**Testimonials:** Testimonials are used as evidence to back up the article's title. The tweet of New Yorker writer Jiayang Fan, an Asian-American, is said to be for the aforementioned aim. Her being verbally abused by a stranger while bringing out the rubbish is regarded as an example of aggression and anti-Asian sentiment.

*New Yorker writer Jiayang Fan reported in a tweet that she was accosted by a stranger using vile, racist language when she stepped out of her front door to take out the garbage. It left her feeling afraid to even walk down the street to go shopping.*

Another uses is Trump's previous attitude toward China. Trump is seen as a reliable supporter of China who opposes his Republican colleagues. This testimony is given against American politicians, particularly Trump, to demonstrate that the sudden shift in American attitudes toward China is due to a specific agenda.

*And it's only getting worse. The US president, for reasons best known to him, has been a credible defender of China on certain policy points and has*

*generally resisted the vocal deprecations used by intemperate political advisers such as Stephen Miller, Peter Navarro, and Steve Bannon.*

Another uses is Trump's response to a query regarding whether his use of the term "Chinese virus" puts Asian-Americans at danger. In his response, he denies any risk and insists that the Chinese will agree with him because the infection appears there. This evidence demonstrates his steadfast adherence to the same strategy of blaming without regard for the violence perpetrated against Asian-Americans, as well as his shift in stance toward China. For example,

*"No. Not at all. I think they would probably agree with it 100 percent. It comes from China."*

**Band wagon:** This article contains an example of a band wagon. It urges for worldwide collaboration to combat the virus, which has infected nearly every country.

*There is hardly a nation on earth that has not been hit with the novel coronavirus, so international cooperation is essential.*

The quantitative analysis can be revealed in the following way:

In terms of propaganda, this article employs five different propaganda techniques. Card stacking comes in first place with 40 instances and 47.62% percent of the total. These are mostly employed to further Trump's record of careless behavior and poor leadership. Coming in second place with 18 instances and 21.43% percent of the total, glittering generalizations are employed to emphasize and celebrate China's responsible role during the epidemic. Name-calling, which is used to criticize Trump's actions and disparage the solidarity of Europeans, comes in third place with 15 instances and 17.86% percent of the total. The fourth-placed technique, plain folks, has seven occurrences and an 8.33% percent, and it is mostly used to express how sincerely worried China is about the pain that the epidemic is causing people all over the world. With 2 instances and 2.38% percent of the total, testimony is the next technique used to present testimonials that extol China's responsible participation throughout the epidemic. Transfer and bandwagon, which each have 1 instance and 1.19% percent of the total, come in last. Transfer is aimed to contrast American retirement with Chinese advancement (relates to the role-exchange where China takes over the position that

was formerly filled by America) by demonstrating how dependent the US is on Chinese supplies. On the other side, the bandwagon is intended to enrage Chinese people against American politicians' on-going offense. This article makes use of six propaganda techniques. However, card stacking comes in first place with 21 instances and 38.89% percent to reflect America's incapacity to contain the infection and the country's general instability after the outbreak. Additionally, it makes reference to Trump's long-standing allegation that the virus is the common flu as well as criticism of the nomenclature of the virus. Glittering generalizations, which are employed as derogatory generalizations to criticize American politicians and their behavior, comes in second rank with 14 instances and 25.93% percent of the total. They are believed to have prejudice and an agenda. Testimonial is the third-ranked technique. It includes 10 incidents with a percentage of 18.52% to offer evidence in favor of the article's main thesis, which is to demonstrate American harm to the Chinese. Transfer is the fourth-ranked technique, with 5 occurrences and 9.25% percent. The article uses the negative transfer to link American accusations of China to earlier instances of scapegoating. Name-calling, which comes in at fourth rank with 3 instances and 5.56% percent of the total, is mostly used to criticize American politicians that support Chinese policies and attribute the virus to China. Bandwagon is the last technique, with 1 incidence and 1.85% percent. It is employed to call for international cooperation in the fight against the virus, which has affected almost every nation. The frequency and percentage of the propaganda techniques used in this article are best shown in the following table:

**Table (1) The frequencies and percentages of the propaganda techniques used in Global Times and China Daily**

PA techniques	Global Times		China Daily	
	Frequencies	Percentage	Frequencies	Percentage
Name calling	15	17.86%	3	5.56%
Glittering generalities	18	21.43%	14	25.93%
Transfer	1	1.19%	5	9.25%
Testimonial	2	2.38%	10	18.52%



Plain folks	7	8.33%	0	0%
Bandwagon	1	1.19%	1	1.85%
Card stacking	40	47.62%	21	38.89%
Total	84	100%	54	100%

Both Chinese newspaper articles record high frequencies of propaganda techniques. Nevertheless, the difference between them is large; the frequencies of the propaganda techniques in Global Times newspaper articles are (84 occurrences) whereas their frequencies in China Daily articles are (54 occurrences). The Global Times reveals a highest significance by means of (12.00), followed by the China Daily by means of (9.00). Additionally, it appears that both articles demonstrate a high significance (Pearson Chi-Square = 24.032, P-Value = 0.002) in terms of the use of propaganda, according to the statistical analysis of both articles. This suggests that by politicizing the virus, both articles are propagating their own agendas against Trump and the republicans. The statistical information for both articles is shown in the following table:

**Table (2): Relationship between Items and Articles according to propaganda techniques using Chi-square ( $X^2$ ) statistical test.**

Items	Articles		
	GT	CD	P-Value
Name calling	15	3	** Pearson Chi-Square = 24.032 P-Value = 0.002
Glittering generalities	18	14	
Transfer	1	5	
Testimonial against the opposing country	2	10	
Plain folks	7	0	
Bandwagon	1	1	
Card stacking against the opposing country	40	21	
Total	84	54	
Mean	21.00	13.50	

## 5. Conclusion

Card stacking as a propaganda technique has the highest frequency in Chinese articles concerning the COVID crisis. It is mostly used to criticize Trump's actions against China, his poor leadership of his nation, and his inability to contain the virus's spread. It is also employed to denounce republicans' anti-Chinese prejudice and hate of China. Glittering generalities is the next technique. This technique is frequently employed to exalt China, project a positive image of it, and highlight its important and responsible contributions during the pandemic. Third in terms of frequency is name calling. It is used to label trump's tweet with different negative labels and it is used to describe the republicans with different labels. It is also used to label Zhao's tweet to America with different labels that cast it away from being an accusation. The fourth place goes to testimonial. Most of the testimonies from other countries and international organizations that thank China for its assistance are presented. The next technique is transfer. It is employed to link American anti-China actions to acts of scapegoating. Plain folk comes next. It is used to demonstrate how sincerely worried China is about the misery caused by the epidemic for everyone. The least frequencies are recorded by the band wagon. It is employed to exhort the Chinese to challenge American actions of stigmatization and to promote international cooperation.

The following agendas are revealed:

- (1) American republicans stigmatize China and defame its image internationally.
- (2) American economical and health situation is disastrous
- (3) America is heavily dependent on China's economic and industrial help because of its excellent economic and industrial standing.
- (4) If republicans continue to demonize China, it will hurt both the American stock market and the global stock market in general.
- (5) Since there is a chance that America is to blame for spreading the virus to China during the military Olympics, American leaders are not forthcoming with information about the virus's origin.
- (6) China contributes greatly to the fight against the epidemic. It was responsible in aiding other nations and transparent in the information it conveyed.

- (7) To cover up his inability to run his country, Trump accuses China of the virus.
- (8) Republicans finger-pointing endangers innocent people.
- (9) The blame game that republicans engage in is comparable to the preceding act of scapegoating. Americans' psychological states are already strained due to the nation's economic predicament, and they are only becoming worse or more stressed as a result of the dreadful scenario that the virus has caused.
- (10) Because the virus put the globalization effort itself on the defense, republicans blamed China.
- (11) Ordinary individuals discriminate against Chinese people due to the regrettable human propensity for prejudice, while politicians, particularly republicans, do so because of their prejudice and personal ambitions.
- (12) Republicans launched a rumor offensive and started disseminating unfounded conspiracy theories.
- (13) Trump is losing American support, while China's standing is unwavering.

## References

- Al-mas'ud, Hameed & Naif, Abdullah (2020). Deception in American Propaganda: A Pragmatic-Rhetorical Perspective. *Journal of Tikrit University for Humanities*. 27 (10) 54-34, ISSN: 1817-6798 (Print).
- Doob, L. W. (1948). *Public Opinion and Propaganda*. New York: H. Holt.
- Ellul, J. (1965). *Propaganda The Formation of Men's Attitudes*. Translated by K. Kellen and J. Lerner. New York: Random House.
- Fraser, L. (1957). *Propaganda*. Oxford University Press.
- Jasim, M. H. & F. H. Aziz, (2013). "Propaganda in George Orwell's *Animal Farm: An Allegorical and Satirical Study*". *Journal of the College of Arts. University of Basrah* No. (66). Retrieved: <https://www.iasj.net/iasj/download/6c32963c333c42e4>.
- Lasswell, H. D. (1937). "Propaganda". In E. R. A. Seligman and A. Johnson (eds.), *Encyclopedia of the Social Sciences* (Vol. 12, pp. 521-528). New York: Macmillan.
- Lee, A. M., & E. B. Lee, (1939). *The Fine Art of Propaganda: A Study of Father Coughlin's Speeches*. U.S: Boden.
- Mancini, D. (2021). "Propaganda or Persuasion: A Multisite Case Study Analysis of the Impact of Museum Communications on American Public Trust". Unpublished M.A. thesis. Seton Hall University.
- Marlin, R. (2013). *Propaganda and the Ethics of Persuasion*. 2<sup>nd</sup>ed. NY: Broadview Press.
- Morley, M. (2002). *How to Manage your Global Reputation*. J.W. Arrowsmith Ltd: Britain.
- O'Donnell, V. (2005). *Propaganda and Persuasion*. California: Sage Publications, Inc.
- Silverstein, B. (1987). "Toward a Science of Propaganda". *Political Psychology*, 8 (1), 49-59.