

A CORPUS-BASED COMPARATIVE ANALYSIS OF GUANGZHOU'S INTERNATIONAL IMAGE IN LOCAL AND FOREIGN MAINSTREAM MEDIA DISCOURSE

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Abstract: As an international first-tier city, Guangzhou's development and image have attracted much attention at home and abroad. Since the outbreak of the COVID-19 in 2020, Guangzhou's international image has undergone further updates and changes. This paper collects relevant media materials in mainstream media at home and abroad by forming two corpora at home and abroad, from the perspective of "self-shaping" and "other shaping" combined with Sinclair's lexical grammar theory and critical discourse analysis, to compare the changes in the international image of Guangzhou before and after the epidemic. The study shows that Guangzhou's media prefer to focus on the analysis of government policies and hope to create an international image of orderly development; Foreign media have a more multi-angle and objective description of Guangzhou's image.

Keywords: Guangzhou; Corpus; Critical discourse analysis; Sinclair lexical grammar theory

1 INTRODUCTION

Guangzhou is one of the first national historical and cultural cities, the birthplace of Cantonese culture, and the southern gateway of China to the world, the central city and hub city of the Guangdong-Hong Kong-Macao Greater Bay Area and the Pan-Pearl River Delta Economic Zone [1]. With the development of the Guangdong-Hong Kong-Macao Greater Bay Area, the development of Guangzhou's international image is particularly important as one of the core cities. Previously, the research on Guangzhou's international image has matured. However, the outbreak of the COVID-19 has not only changed the rhythm of human society, but also had a certain impact on the development of Guangzhou's international image.

In order to explore the specific changes in the construction of Guangzhou's international image before and after the COVID-19, this paper focuses on the time node of the epidemic, compares the changes in the communication of Guangzhou's international image between local and foreign mainstream media, and aims to explore the evolution process of the city's image in special periods.

2 LITERATURE REVIEW

In recent years, the exploration of Guangzhou's international image has triggered heated discussions. Many scholars have conducted in-depth analysis of Guangzhou's international image from different angles. Yao Yi analyzed Guangzhou's international image from the perspective of interviews with foreigners [2]; Zhiying Li, Weibing Li, and Deng Fei established corpora respectively by collecting reports on Guangzhou in Chinese and American media discourses. Combining semantic prosody and critical discourse analysis to interpret the different emphases on the international image of Guangzhou at home and abroad [3]; Xingguang Wang analyzed the presentation of Guangzhou's city image by exploring mainstream English media reports on Guangzhou [4].

Existing research on Guangzhou's international image has been conducted from multiple angles and aspects, but most of them focused on before the COVID-19, and the latest analysis only covers 2021. Therefore, the corpus it relies on are also relatively lagging behind. In view of this, this paper takes the COVID-19 as a key time node, selects relevant corpus from 2018-2024 to build a corpus, strives for timeliness and accuracy, and provides reference for the update of Guangzhou's international image.

3 INQUIRY METHOD

The city image is an important part of the shaping of the national image, and the construction of the city image and the national image belongs to the relationship between symbiosis and co-shaping, the individual and the whole [5]. The exploration of city image needs to combine subjective and objective perspectives. Critical discourse analysis theory not only focuses on how discourse constructs social cognition and ideology into a shared belief consensus of social groups, but also explores the dialogue relationship between reporting discourse and social and cultural changes [6]. This is in line with this paper's pursuit of exploring Guangzhou's international image. Therefore, under the guidance of critical discourse analysis theory, this paper will analyze Guangzhou's international image by collecting the discourse of local media in Guangzhou from the perspective of "self-shaping" and "other shaping". At the same time, the report discourse of foreign mainstream media on Guangzhou's image is collected, so as to analyze the construction and dissemination of

Guangzhou's external image from the perspective of "other plastic". Through the combination of subjective and objective, the changes in Guangzhou's international image are analyzed more comprehensively.

4 STUDY DESIGN

4.1 Object of Study

In order to further explore the changes in Guangzhou's international image from 2018 to 2024, this paper selected the local English version of Guangzhou's foreign propaganda media (government websites, etc.) as the local media discourse in Guangzhou. At the same time, *The Daily Telegraph*, *The Guardian*, *New York Times*, *Washington Post*, *The Times*, and *The Wall Street Journal* were selected as foreign mainstream media discourse. Based on this, two corpora in Guangzhou and abroad were produced as research objects.

Based on the impact of the COVID-19 on the world in 2020, this paper will divide the two corpora into three time periods: 2018-2019 (before the epidemic), 2020-2022 (during the epidemic) and 2023-2024 (after the epidemic) with 2020 and 2023 as the time nodes, aiming to explore the impact of the epidemic on the image shaping of Guangzhou's international image.

4.2 Methodology

This paper combines critical discourse analysis theory with Sinclair lexical grammar theory. Critical Discourse Analysis (CDA) refers to the theory first proposed by Roger Fowler to reveal the relationship between ideology, language, and power. Nowadays, critical discourse analysis has been widely used in media discourse and other studies to explore the identity and ideology embodied in discourse [7]. What's more, John Sinclair proposed the lexicon-grammar theory. That is, vocabulary and grammar are interdependent. A batch of real corpora screened from a large corpus show a co-selection relationship between lexicon and grammar, thereby showing their most typical or core usage paradigms and accurate meanings. Its core concept is to unify traditional grammar teaching and vocabulary teaching [8].

Based on the construction of two corpora of local and foreign mainstream media in Guangzhou, this paper uses the AntConc 3.5.9 as a tool to extract the collocations of "Guangzhou" to lock its lexical and grammatical features and then statistically collect high-frequency words to explore the rules of language expression. Combined with the social background of the epidemic, it explores how existing discourse constructs and develops Guangzhou's international image, and how Guangzhou's international image has changed under the historical promotion of the COVID-19.

5 RESULT AND DISCUSSION

5.1 Overall Situation

Table 1 shows the comparison of the search results of "Guangzhou" as the core word in the local and foreign mainstream media corpora in Guangzhou.

(1) From 2018 to 2024, most of the local media in Guangzhou involve "Municipal(662)", while the high-frequency collocation words of foreign mainstream media are "China (121)".

(2) From 2018 to 2024, the dispersion of the word "Guangzhou" in the two corpora is 0.884 and 0.857. The high dispersion of local media discourse in Guangzhou indicates that Guangzhou as the core concept has a strong correlation with the content of the report in relevant reports. On the contrary, in the reports of foreign mainstream media, the word "Guangzhou" is unevenly distributed in the text, appearing more in specific paragraphs and situations, and less specifically reporting on Guangzhou.

Table 1 Comparison of Search Results in Local and Foreign Mainstream Media Corpora in "Guangzhou" with "Guangzhou" as the Core Word

	Guangzhou local media report corpus	Foreign mainstream media report corpus
"Guangzhou" occurrence count	6361	1225
Most frequent real words paired with "Guangzhou"	Municipal(662)	China(121)
"Guangzhou" dispersion	0.884	0.857

5.2 From 2018 to 2019 (Before the Epidemic)

According to Table 2, it is the most frequent real word with the word "Guangzhou" in 2018-2019. In this part, "Guangzhou" and "Open" are selected as the core words for search. The search results are as follows.

Table 2 High-Frequency Words (Including Frequency) Classified by Collocation with the Word "Guangzhou" from 2018 to 2019

Matching notional word	Matching form
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		word
Guangzhou local media report corpus	Guangzhou(88) 、 international(75) 、 source(34) 、 commission(20) 、 municipal(82)、 held(41)、 shows(18)、 cup(21)	In(270) 、 and(218) 、 for(43)、 shall(3)
Foreign mainstream media report corpus	open(24)、 city(19)、 southern(16)、 evergrande(12)、 channel(9)、 shenzhen(8)、 semifinals(7)	In(92)

14	2018...	1.4 square kilometers, with a residential population of 14 million. In 2017,	Guangzhou'	s GDP reached RMB 2.15 trillion yuan, an increase of 8%
15	2018...	to further promote international exchanges and cooperation, and increase	Guangzhou'	s global exposure and international influence, according to a
16	2018...	It also means we can choose to declare exports in	Guangzhou'	s Huadu district while exporting from Nansha or Shantou

Figure 1 Index Lines about “Guangzhou” in the 2018-2019 Guangzhou Local Media Report Corpus

Sentence 1: *The events will also further promote international exchanges and cooperation, and increase Guangzhou's global exposure and international influence, according to a representative of the Guangzhou Airport Economic Zone.*

As shown in Figure 1, judging from the search content of Guangzhou, Guangzhou Baiyun Airport hosted a world route development forum in 2018, and such a world-class event has a huge advantage for Guangzhou to promote its own aviation strength and promote Guangzhou Airport Economic Zone, which can attract more foreign attention.

What's more, a representative of the Guangzhou Airport Economic Zone said that *the events will also further promote international exchanges and cooperation, and increase Guangzhou's global exposure and international influence*, which can be seen that the preparation process of the forum also prompted Guangzhou to strengthen the management and optimization and upgrading of air routes. As a result, the successful holding of this forum is conducive to improving the understanding of Guangzhou's city image from many aspects, especially in the aviation field, and helping to shape Guangzhou's good international image.

	File	Left Context	Hit	Right Context
73	2019 ...	a training at the FIBA World Cup 2019 in	Guangzhou,	south China's Guangdong province, Sept Abudushalamu of China
74	2019 ...	a training at the FIBA World Cup 2019 in	Guangzhou,	south China's Guangdong province, Sept. 5, 2019. Li Nan (R),
75	2019 ...	a training at the FIBA World Cup 2019 in	Guangzhou,	south China's Guangdong province, Sept. 5, 2019. Li Nan (R),
76	2019 ...	a training at the FIBA World Cup 2019 in	Guangzhou,	south China's Guangdong province, Sept. 5, 2019. Zhou Qi of
77	2019 ...	a training at the FIBA World Cup 2019 in	Guangzhou,	south China's Guangdong province, Sept. 5, 2019. Zhou Qi of
78	2019 ...	a training at the FIBA World Cup 2019 in	Guangzhou,	south China's Guangdong province, Sept. 5, 2019. Zhou Qi of

Figure 2 Index Lines about “Guangzhou” in the 2018-2019 Guangzhou Local Media Report Corpus

Sentence 2: *...a training at the FIBA World Cup 2019 in Guangzhou, south China's Guangdong province, Sept Abudushalamu of China ...*

In the search for Guangzhou in Figure 2 and one of the the reports shown in Sentence 2, Guangzhou has hosted the FIBA World Cup in 2019(Sentence 2), and the media has reported a lot on it(Figure 2), taking this opportunity to add more iconic keywords to Guangzhou's international image. In addition, being able to host world-class events also proves the comprehensive strength of the city of Guangzhou, allowing more people to learn about Guangzhou, a developed and super first-tier city, which is conducive to shaping Guangzhou's domestic and international city image.

	Left Context	Hit	Right Context
1	Open, early rounds; WTA: Japan Women's Open and Guangzhou	Open,	early rounds » Tennis Channel 10:30 p.m. WTA: Japan Women'
2	a.m. WTA: Korea Open, Pan Pacific Open and Guangzhou	Open,	early rounds » Tennis Channel Noon ATP: Moselle Open, early
3	p.m. WTA: Korea Open, Pan Pacific Open and Guangzhou	Open,	early rounds » Tennis Channel <Chef Guo serves an emperor'
4	Channel 10:30 p.m. WTA: Japan Women's Open and Korea	Open,	early rounds; Guangzhou Open, quarterfinals » Tennis Channel
5	quarterfinals » Tennis Channel 4 a.m. (Wed.) WTA: Japan Women's	Open,	early rounds; Guangzhou Open, quarterfinals » Tennis Channel
6	Osasuna » beIN Sports TENNIS 6 a.m. WTA: Japan Women's	Open,	semifinals; Guangzhou Open, semifinals » Tennis Channel 7 a.m.

Figure 3 Index Lines about “Open” in 2018-2019 Foreign Mainstream Media Report Corpus

Sentence 3: *...WTA: Japan Women's Open, semifinals; Guangzhou Open, semifinals » Tennis Channel...*

As shown in Figure 3, during 2018-2019, most foreign reports on Guangzhou tended to focus on various international events held there (*WTA: Japan Women's Open, semifinals; Guangzhou Open, semifinals » Tennis Channel*, etc.). It shows that Guangzhou, as an international city, has the ability to host world-class events, and it is also international recognition of Guangzhou's economy, infrastructure, and urban management levels.

5.3 From 2020 to 2022 (During the Epidemic)

According to Table 3, it is the most frequent real word with the word “Guangzhou” in 2020-2022. In this part, “Bureau”, “Municipal”, “Southern” and “China” are selected as the core words for search. The search results are as follows.

Table 3 High-Frequency Words (Including Frequency) Classified by Collocation with the Word “Guangzhou” from 2020 to 2022

	Matching notional word	Matching form word
Guangzhou local media report corpus	Municipal(732)、Bureau(364)、intermediate(205)、source(278)、update(275)、resources(200)、planning(125)	In(1456)、the(2110)、shall(107)
Foreign mainstream media report corpus	China(159)、Southern(147)、city(144)、evergrande(48)、shanghai(40)、shenzhen(32)、hub(23)、metropolis(18)、	In(601)

File	Left Context	Hit	Right Context
10	2020-... standardized and transparent. Notice from Guangzhou Municipal	Bureau	of Planning and Natural Resources on Issuing Rules for “Self-Retrieval
11	2020-... (trial)” (SGHZYZ [2020] No. 1) Notice from Guangzhou Municipal	Bureau	of Planning and Natural Resources on Further Improving Work Relat
12	2020-... stral Maps (SGHZYZ [2020] No.7) Notice of Guangzhou Municipal	Bureau	of Planning and Natural Resources and the Guangzhou Intermediat
13	2020-... aints, proposals and enquiries. Notice from Guangzhou Municipal	Bureau	of Planning and Natural Resources and Guangzhou Municipal Gover
14	2020-... at public account or by logging on to the “Guangzhou Municipal	Bureau	of Planning and Natural Resources” government services website at
15	2020-... d production of raw materials as soon as possible. (Led by District	Bureau	of Science, Industry & Information Technology) Enterprises designat
16	2020-... is and coordinated operations of industrial chains. (Led by District	Bureau	of Science, Industry & Information Technology) 6. Strengthening un
17	2020-... players. (Led by District Development and Reform Bureau; District	Bureau	of Science, Industry & Information Technology; District Bureau of H

Figure 4 Index Lines about “Bureau” in the 2020-2022 Guangzhou Local Media Report Corpus

Sentence 4: ...Notice from Guangzhou Municipal Bureau of Planning and Natural Resources on Further Improving Work...

From the Bureau’s index results in Figure 4 and the sentence 4, it can be found that after the outbreak of the COVID-19 in 2020, the work focus and direction of public activities of relevant government departments(like *Guangzhou Municipal Bureau of Planning and Natural Resources*) have undergone a significant shift. From the previous focus on infrastructure construction, it has gradually shifted to sustainable development fields such as green development and technological development, and the frequency of mentioning and promotion of related topics has increased significantly. This is inseparable from the convening of the Fifth Plenary Session of the 19th CPC Central Committee in 2020. At this meeting, the CCP proposed that future development should be carried out with the theme of promoting high-quality development. Since then, Guangzhou has closely followed the instructions of the Central Committee, which shows that Guangzhou, as a super first-tier city in China, has keen and decisive actions in the wave of development of the times.

	Left Context	Hit	Right Context
1	vice. Guangzhou Municipal Development and Reform Commission, Guangzhou	Municipal	Planning and Natural Resources Bureau, Guangzhou Mt
2	ngzhou Municipal Housing and Urban-Rural Development Bureau, Guangzhou	Municipal	Planning and Natural Resources Bureau, Guangzhou Mt
3	or the approval and filing of environmental impact assessment. Guangzhou	Municipal	Planning and Natural Resources Bureau, Water Authorit
4	ngzhou Municipal Housing and Urban-Rural Development Bureau, Guangzhou	Municipal	Planning and Natural Resources Bureau, Guangzhou Mt
5	0 m. Guangzhou Municipal Development and Reform Commission, Guangzhou	Municipal	Planning and Natural Resources Bureau, Guangzhou Mt
6	The registration fee and print cost shall be exempted. Guangzhou	Municipal	Planning and Natural Resources Bureau, Guangzhou Mt

Figure 5 Index Lines about “Municipal” in the 2020-2022 Guangzhou Local Media Report Corpus

Sentence 5: ...Guangzhou Municipal Development and Reform Commission, Guangzhou Municipal Planning and Natural Resources Bureau, Guangzhou Municipal Housing and Urban-Rural Development Bureau, Guangzhou Municipal Government Affairs...

As shown in Figure 5, it was found that government agencies related to grassroots society and people’s livelihood, such as *Guangzhou Municipal Development and Reform Commission, Guangzhou Municipal Planning and Natural Resources Bureau, Guangzhou Municipal Housing and Urban-Rural Development Bureau, Guangzhou Municipal Government Affairs*, appeared many times from 2020 to 2022. It can be seen that the COVID-19 has been a huge impact and test for Guangzhou in recent years. It has also forced Guangzhou to be more careful and careful in the governance of public health, social security, finance and taxation. By reforming the old system and promulgating various new policies, it has effectively helped Guangzhou gain a good reputation in all areas, making the entire city image more

down-to-earth, sincere, and always practicing the concept of serving the people.

	Left Context	Hit	Right Context
1	are cramped, unnatural living conditions. In 2016, a mall in the	southern	city of Guangzhou drew international criticism for housing bears,
2	three weeks and to undergo repeated testing. Authorities from the	southern	city of Guangzhou reported one case of the omicron
3	Post's analysis. Video posted by one father in the	southern	city of Guangzhou shows weary family members waiting with
4	auto maker. Mr. Zheng resigned from his job in the	southern	city of Guangzhou late last year. He had planned
5	these diplomats' planned return. The U.S. Consulate in the	southern	city of Guangzhou has long served as a hub

Figure 6 Index Lines about “Southern” in 2020-2022 Foreign Mainstream Media Report Corpus

Sentence 6: ...Authorities from the southern city of Guangzhou reported one case of the omicron variant Tuesday...he had completed two weeks of quarantine in dedicated facilities in Shanghai and was allowed to fly to Guangzhou on Saturday...

According to Figure 6, during the 2020-2022 global epidemic, foreign media reports on Guangzhou have increased. Sentence 6 particularly shows that foreign media has reported in detail on the methods and results of Guangzhou's handling of new crown cases. On the one hand, it reflects Guangzhou's important status in the world as a first-tier city. On the other hand, it also reflects that Guangzhou, as one of the cities where China communicates with the world, has deeply attracted the attention of the international community for its health and safety. In addition, matching southern with Guangzhou can reflect the accuracy of geographical location and reflect the rigor of foreign media reports.

	Left Context	Hit	Right Context
1	Beijing grounded the plane in 2019. The 737 MAX jet flew to	China'	s southern city of Guangzhou from Ulaanbaatar, according to
2	as violent clashes broke out between residents and police in	China'	s southern city of Guangzhou in the latest protests
3	Times Violent clashes broke out between residents and police in	China'	s southern city of Guangzhou last night in the
4	mage A housing complex being developed by Evergrande in Guangzhou,	China'	s southern Guangdong province.Credit...Noel Celis/Agence Fra
5	the holding area of the Guangzhou Baiyun International Airport in	China'	s southern Guangdong province, on Monday.Credit...Noel Celi
6	effects if officials can't control the fast-spreading virus.	China'	s southern metropolis of Guangzhou tested 1.4 million people
7	to suspend some flights out of Guangzhou, the capital of	China'	s southern province of Guangdong, for 24 hours. She said

Figure 7 Index Lines about “China” in 2020-2022 Foreign Mainstream Media Report Corpus

Sentence 7: ...China's southern metropolis of Guangzhou tested 1.4 million people for Covid-19 Thursday and canceled several flights after some airport staff tested positive.

As the searching result in Figure 7, it can be seen that during the COVID-19(2020-2022), Guangzhou's handling plan for the epidemic has attracted much attention from the outside world. The figure “1.4 million” from Sentence 7 can highly reflects Guangzhou's strong organizational coordination ability and courage in the face of heavy epidemic prevention work.

5.4 From 2023 To 2024 (After the Epidemic)

According to Table 4, it is the most frequent real word with the word “Guangzhou” in 2020-2022. In this part, “Railway” and “Southern” are selected as the core words for search. The search results are as follows.

Table 4 High-Frequency Words (including Frequency) Classified by Collocation with the Word Guangzhou from 2023 to 2024

	Matching notional word	Matching form word
Guangzhou local media report corpus	railway(423)、district(423)、source(396)、update(382)、station(336)、south(249)、metro(200)、baiyun(199)	In(1956)
Foreign mainstream media report corpus	China(105)、southern(65)、city(57)、shenzhen(25)、Friday(19)、hub(12)、automobile(10)、metropolis(9)	In(263)

	Left Context	Hit	Right Context
1	Upon completion, people will be able to travel from Pazhou	Railway	Station to Guangzhou South Railway Station in 10 minutes, Baiyun
2	w takes just 73 minutes and 70 minutes, respectively, from Shanwei	Railway	Station to Guangzhou East Railway Station and Shenzhen North
3	minutes at the fastest speed to travel from Shantou South	Railway	Station to Guangzhou East Railway Station and Shenzhen North
4	increase by 4.2 percent. The fastest travel time from Beijing West	Railway	Station to Guangzhou South Railway Station will be 7 hours 16
5	Railway Station will be 7 hours 16 minutes, and that from Wuhan	Railway	Station to Guangzhou South Railway Station will be 3 hours 17

Figure 8 Index Lines about “Railway” in the 2023-2024 Guangzhou Local Media Report Corpus

Sentence 8: ...people will be able to travel from Pazhou Railway Station to Guangzhou South Railway Station in 10 minutes, Baiyun Airport in 20 minutes, as well as Hong Kong and Macao in two hours by boat.

Judging from the search for the word “Railway” in Figure 8 and the Sentence 8, it can be found that people can *travel from Pazhou Railway Station to Guangzhou South Railway Station in 10 minutes, Baiyun Airport in 20 minutes, as well as Hong Kong and Macao in two hours by boat.* It can prove that in the two years after the end of the COVID-19, Guangzhou has focused on the production and life of various districts, especially railways and stations, which shows that Guangzhou has taken a series of measures to re-produce and live after the epidemic. Through the development of railways, Guangzhou can enhance the communication with surrounding areas, and strive to mobilize the vitality of the city, demonstrating the strong vitality and positive attitude of Guangzhou as an international city.

	Left Context	Hit	Right Context
1	Two surgeons at Sun Yat-Sen Memorial Hospital in the	southern	city of Guangzhou were diagnosed with cancer in June
2	sticker price, a sales representative at a dealership in the	southern	city of Guangzhou said, saying they sold out of
3	Mr. Xu went into hiding. He was apprehended in the	southern	city of Guangzhou in February of 2020, days after he
4	scrape by. A 38-year-old man petitioned courts in the	southern	city of Guangzhou to raise his monthly allowance to 12,000

Figure 9 Index Lines about “Southern” in 2023-2024 Foreign Mainstream Media Report Corpus

Sentence 9: ...a sales representative at a dealership in the southern city of Guangzhou said, saying they sold out of already made cars and were now taking orders.

According to Figure 9 and the Sentence 9, it can be seen that in order to stimulate consumption, major enterprises have chosen to lower commodity prices after the epidemic, and the results have been remarkable(...*they sold out of already made cars and were now taking orders*). It can prove the impact of the epidemic on China’s economy and the effectiveness of market reform.

	Left Context	Hit	Right Context
1	considered China’s top four real-estate markets: Shanghai, Beijing,	Shenzhen	and Guangzhou. All recorded population declines in 2022
2	launched robotaxi services in Chinese cities including Beijing, Shanghai,	Shenzhen	and Guangzhou. Last August, it said it would team
3	is home to the major cities of Guangzhou, Dongguan and	Shenzhen,	and Guangdong province as a whole is the most
4	to allow trial runs of robotaxis without safety operators. Beijing,	Shenzhen	and Guangzhou have all started charging fees for the

Figure 10 Index Lines about “Shenzhen” in 2023-2024 Foreign Mainstream Media Report Corpus

Sentence 10: ... top four real-estate markets: Shanghai, Beijing, Shenzhen and Guangzhou.

Through the search of the 2023-2024 corpus in Figure 10, it can be found that foreign reports on Guangzhou after the COVID-19 often appear together with cities such as Beijing and Shenzhen(...*top four real-estate markets: Shanghai, Beijing, Shenzhen and Guangzhou.*). It shows that Guangzhou, like Beijing and Shenzhen, has a certain influence in the world. At the same time, Guangzhou, as a super-first-tier city at the forefront of domestic development, has deeply attracted the attention of the world in its politics, culture, science and technology, and commerce.

6 CONCLUSION

Through the matching and the search of “Guangzhou”, it can be found that in the reports about Guangzhou’s image, the local media in Guangzhou mostly focus on government-related government services; Foreign media mainly focus on private livelihood interviews, corporate dynamics, and various events.

However, there are still different focuses between Guangzhou media and foreign media in reporting on the image of Guangzhou. When it comes to Guangzhou’s city image, Guangzhou’s local media is committed to building Guangzhou into a comprehensive city that keeps pace with the times, fast and technological, and is an image of active external exchanges and self-development. Most of the foreign media’s image of Guangzhou focuses on one of China’s four major cities and a city with developed commerce, and the coverage of Guangzhou is relatively objective. In addition, judging from a large number of reports on world-class events, foreign media generally recognize Guangzhou’s status as an international city.

Guangzhou's international image has different characteristics in the pen of foreign and domestic media, serving different purposes of the media. Guangzhou hopes to "self-shape" the image of a city that is down-to-earth for the people and wholeheartedly developing through the discourse of the media. Foreign media have opened up another side of Guangzhou's international image for us from the perspective of "other plastics" - China's international city with developed medical care and prosperous commerce.

COMPETING INTERESTS

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