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A study on the CSR image of Chinese corporations in china's English media reports from the perspective of the framing theory taking china daily's English reports on ciftis as an example

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Abstract
The research on corporate social responsibility (CSR) of Chinese enterprises has always been a popular research object. This paper selected China Daily's reports on China International Fair for Trade in Services (CIFTIS) from June 6, 2022 to December 27, 2022, established a self-built corpus, and employed mixed research method to study the CSR image of Chinese corporations. This study used Nvivo 11 plus qualitative analysis software to analyze the high-frequency words, topics, and emotions of relevant news reports, and then analyzed the corpus through manual reading. The study found that CSR images of Chinese companies in the China Daily reports on CIFTIS are conveyed as follows: Chinese enterprises emphasized environmental protection, Chinese enterprises is going to make continuous innovations to improve people's life, Chinese enterprises have a big picture in mind and serve the whole world. It is hoped that this paper can supplement the study in this area from a relatively new perspective and provide some instructions for future enterprise news.

Keywords: Corporate social responsibility, CSR image, framing theory, CIFTIS

Introduction
In recent years, with the continuous development of China's economy, the amount of Chinese enterprises has continued to increase, and the scale of some enterprises has gradually expanded. At the same time, people's attention have gradually shifted from focusing only on the economic benefits of the enterprise to multi-faceted consideration, including the image of the enterprise. The corporate image displayed by an enterprise when providing goods and services to the society is very important to the development prospects of the enterprise, while the corporate social responsibility is an important reference index to measure the corporate image.

For the past few years, Chinese companies have gradually become more conscious of taking their corporate social responsibility, with many well-known companies promoting public welfare, environmental protection and energy conservation in an effort to reduce the burden on the planet and bring more benefits to mankind. For example, Alibaba's "Ant Forest" project is a public welfare project that aims to promote low-carbon emission reduction among the public. When users accumulate a certain amount of green energy, they can use mobile phone to apply for a real tree to be planted in an area in need of ecological restoration. Similarly, WeChat's public welfare step donation program allows users to donate their personal steps to Tencent's public welfare fund, which will be used to help children in poor areas.

Chinese mainstream English-language media play an incredibly important role in promoting the image of Chinese companies to the outside world. Chinese foreign communications media have given a high degree of attention to local companies and have covered a large number of local business activities, such as the chamber of commerce and open exhibitions like the China International Fair for Trade in Services, which are conducive to the external communication of Chinese companies. Since Chinese companies are becoming more aware of their corporate social responsibility and are making corresponding efforts,

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it can be examined that what are the main aspects that are portrayed in the Chinese English-language media and how their overall CSR image is reported in the Chinese English-language media?

China Daily is one of the largest English news media in China, which is an important platform to present China to international readers and plays an important role in external communication. The CIFTIS has been successfully held for eight sessions. It is a leading exhibition in China's service trade field and a major exhibition platform for China's opening up to the outside world. It has played a positive role in spreading ideas, connecting supply and demand, sharing business opportunities, and promoting development in the field of international service trade. Understanding the construction of the CSR image of Chinese corporations in China Daily reports can help us learn and understand how to show the image of Chinese local enterprises in external publicity, and also provides a basis for further comparison of the construction of the CSR image of Chinese corporations by international media in the future, so as to sum up the differences and find countermeasures.

China Daily conducts a large number of reports on the CIFTIS every year. This paper selects relevant reports from June 6, 2022 to December 27, 2022, and establishes a self-built corpus. This thesis will combine quantitative analysis and qualitative analysis to explore the image of Chinese CSC in the English reports of China Daily from both a macro and micro perspective. The research questions are as follows: What are the CSR Images of Chinese enterprises conveyed in China Daily news report? How the CSR Image is conveyed and framed?

Theoretical Foundation

This chapter will make a literature review on the theory employed in this paper, the framing theory and the research object to make a review on previous studies on CSR images by both domestic and international scholars.

(1) Framing Theory

Framing theory, also known as frame analysis, was introduced to the field of journalism and communication in the 1980s. The term 'framing' was first introduced to mass communication by sociologist Erving Goffman (1974) [1], who defined 'framing' as a cognitive structure possessed by individuals in his 'Framing Analysis', arguing that "Framing helps people locate, perceive, understand, and summarize a multitude of information." Pan Zhongdang (2006) proposed that framing theory consists of three main areas of study — discourse, the construction of discourse and the reception of discourse. These three categories suggest the three major research fields of framing analysis: production frame, content frame and influence frame, which is also called audience frame).

The research on framing theory at home and abroad is extensive, covering many research topics such as translation, cognitive linguistics, frame semantics, English teaching, national image, and political discourse analysis, etc. Here we mainly focus on the combination of the framing theory and the news report. With the development of the Internet and the continuous evolution of the communication pattern, the focus of domestic empirical research on news reports using framework analysis has gradually shifted from traditional media such as newspapers to emerging media dominated by online media (Li Lingyu, 2021:6).

In national image aspect, for example, Xin Bin (2018) took the reports of the mainstream media in China and the United States on the South China Sea dispute as an example to explore how mass media can influence audiences through frames. Through comparison, the study found that the mainstream media in China and the United States have used different frameworks in various aspects in their news reports on the dispute in order to shape their respective national images and win the recognition of international public. In addition to the study of national image, frame theory has also been used to study the image of public officials in news reports. For example, Fu Yaping (2021) explored the media construction of images of public officials in People's Daily reports from the perspective of framing theory. In this study, the author summarized the issues, discourse presentation and ultimately inferred value expressions from the selected research samples.

Some studies have used framing theory to analyze the characteristics of different media reports on a particular event. For example, Li Jianwei and Fu Shengkai (2022) took the coverage of the torrential rain in Henan by People's Daily and Henan Daily as an example to compare and analyze the reports of natural disasters by central and local media from the perspective of framing theory, so as to summarize the framing characteristics of central and local media coverage on natural disasters.

(2) Corporate Social Responsibility

According to World Business Council for Sustainable Development, Corporate social responsibility is defined as follows: it is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large (Virvilaite & Daubaraite, 2011: 535) [2]. Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment. CSR helps both improve various aspects of society as well as promote a positive brand image of companies.

Research on corporate social responsibility is also a hot spot in recent years. The research on CSR presents the characteristics of interdisciplinary. Taking corporate social responsibility as the keyword, a total of 6,544 articles from SCI, CSSCI, AMI, EI and Peking University core periodical catalogue can be searched in China National Knowledge Infrastructure platform, and the top three disciplines with the largest number of articles issued are: corporate economics, finance, and investment. Among all the researches, economics occupies the largest space, and the combination with foreign language and communication is less.

In the process of going global, Chinese enterprises make continuous efforts to display good corporate image, including CSR image. Many scholars have conducted related studies on the international communication of Chinese corporate image. For example, Li Jidong (2018) used discourse theory to study the global English media reports on Chinese companies from 2015 to 2017, and found that in the past three years, Chinese companies have generally been presented with a neutral and positive image, but there are also problems such as lack of pluralistic image,

lack of individuality, and lack of strong international discourse power in Chinese media. Apart from that, Li Kai and Zhan Shaowen (2020) focused on the combination of CSR and marketing and explored the "double-edged sword" effect of corporate social responsibility on market competitiveness from the perspective of social cognition, so as to provide reference for corporate social responsibility marketing practice. Zhang Luxiu (2022) used CiteSpace to conduct visual econometric analysis on domestic and foreign platform corporate social responsibility governance research. Wang Chuanying and Yao Mengni (2022) took the CSR reports of Chinese local multinational companies listed in the "Global Fortune 500" as the research object, summarized their development status and communication problems, and explored ways to build social responsibility discourse communication capabilities. The study found that there is room for improvement in the discourse of social responsibility of Chinese local multinational corporations in terms of communication language, content setting, readability, and multimodal communication application.

After sorting the relevant literature, it can be found that, first of all, the number of studies on corporate social responsibility in the linguistic field is relatively insufficient, and there is a big gap with other disciplines. Secondly, many studies are based on corporate documents, such as corporate annual reports, rather than evaluating the construction of corporate social responsibility images from the perspective of a third-party media. Besides, more emphasis is placed on corporate image research while CSR image is relatively ignored; finally, the combination of the framing theory and corporate social responsibility image research is relatively novel and can supplement a fresh perspective on the field. This paper will use the framing theory to analyze the description and presentation of CSR images of Chinese companies in English reports of Chinese media, hoping to enrich CSR-related research and provide some reference value for future corporate news publicity.

Materials and Methods
CIFTIS 2022 was held in Beijing from 31 August to 5 September. This paper used Python to collect reports on CIFTIS from China Daily from 6 June 2022 to 27 December 2022, i.e. 50 CIFTIS-related reports for the whole year of 2022, and established a self-built corpus. The content of the corpus includes headline, introduction, body, website address, authors, publication time etc., which makes it easy for searching and tracing.

This paper will adopt mixed research method − a combination of quantitative and qualitative research methods. After building a self-constructed corpus, this paper will use Nvivo 11 Plus to count high frequency words and major topics in order to observe the overall direction in which the official press wants to report CSR-related coverage. Subsequently, based on the preliminary results of the quantitative study, each representative article will be read carefully manually, specific articles, paragraphs etc. will be analyzed to study the specific expressions that show the image of CSR in China, and to summarize how the framing theory is employed and reflected in the expression of CSR image in China Daily's reports.

Results
The preliminary results are as follows, including high frequency words and main topics.

(3) High-Frequency Words
Nvivo 11 Plus software is used to analyze the word frequency and word map is generated based on it. The results of word frequency analysis of titles and texts of 50 reports show that the words "China" (331 times) and "services" (221 times) appear most frequently, and "trade", "Beijing", "year", "CIFTIS", "fair" appeared more than 100 times, "international", "2022", "percent", "development", "service", "global", "economic", "digital", "yuan" and "world" appeared more than 60 times. The word cloud map generated from the word frequencies is shown in Figure 1.

After specific analysis, it can be found that there are three main categories of high-frequency words: one is the background category, such as "China", "services", "Beijing", "ciftis", "fair", "world", "yuan", "billion", etc.; the second is the theme category, such as "economic", "digital", "carbon", "technology", "tourism", "exports", "pilots", "tariffs", "robots" and so on; the third is the content category, such as "market", "growth", "cooperation", "investment", "products", "event", "innovation" and so on.

Fig 1: High-Frequency Words of CIFTIS Reports in China Daily

(4) Main topics
After gaining a basic understanding of high frequency words, Nvivo 11 plus was also used to identify news topics and sentiment to quickly understand large amounts of data. After thematically coding the corpus, the system shows that the main topics in descending order are: "digital", "services", "products", "carbon", "development", "global", "trade", "technologies", "energy", etc. These subject words are highly overlapped with the high-frequency words above. The detail is shown in Figure 2.

Similarly, Nvivo 11 plus also encodes sentiment on the corpus. The results of sentiment coding showed that neutral attitudes took up the most coding reference points, reaching 483, followed by positive attitudes (153), negative attitudes (26) and mixed attitudes (16). This result shows that China Daily's reports on CIFTIS are generally objective and neutral. Figure 3 shows the distribution of emotion coding. CIFTIS covers 12 areas of trade in services defined by the WTO, including business services, communication services, construction and related engineering services, distribution services, educational services, environmental services,

financial services, health and social services, tourism and travel-related services, recreational, cultural and sports services, transport services and other services.
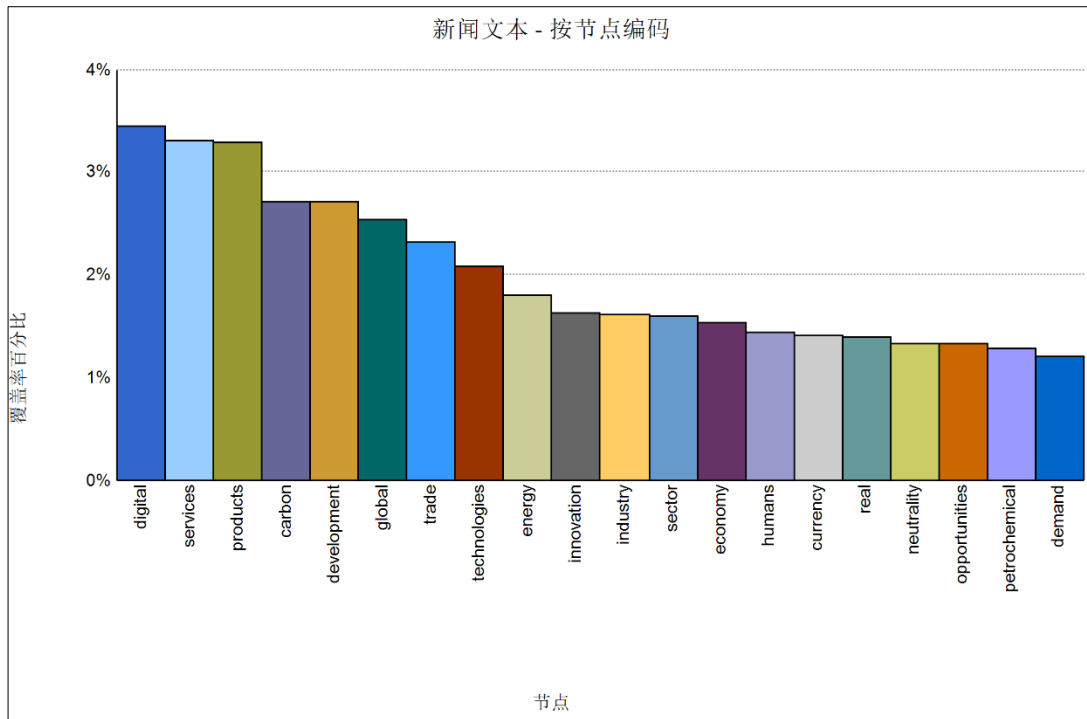

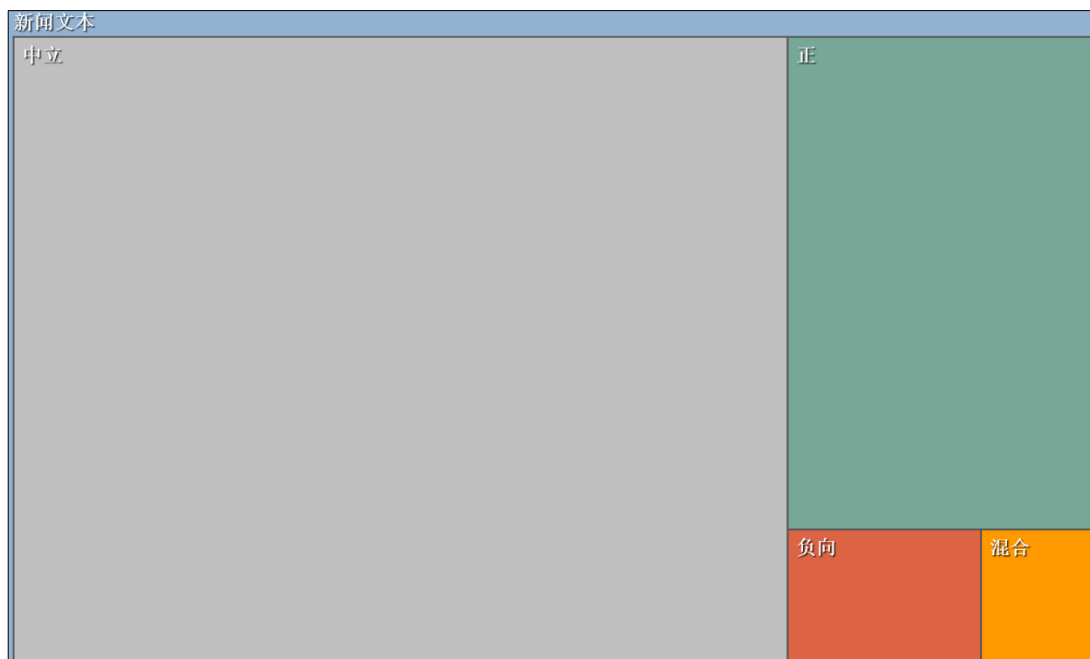**Fig 2:** Nvivo 11 plus Auto-coded Topics by Nodes

Fig 3: Nvivo 11 plus Auto-coded Sentiments Distribution by Nodes

Combining the above high-frequency word analysis and analysis of the main topics with manual reading analysis, the general topics covered in the corpus can be summarized as follows: energy transition, science and technology innovation, international cooperation and economic development. Table 1 is a partial summary of the general topics and related collocations.

Table 1: The General Topics and Related Collocation

General Topics	Related Words
Energy transition	carbon dioxide resource utilization, carbon neutrality, carbon reduction, green consumption, low-carbon consumption, energy transition efforts, global energy transition, green energy transition, industrial energy structure adjustment, green hydrogen manufacturing capacity
Science and technology innovation	digital economy, digital humans, digital services, digital technologies, digital transformation, industrial digitalization, digital humans, technological innovation, e-commerce innovation industry alliance, innovative development, creative products, robots, cutting-edge technologies
International cooperation	uae-china trade, international cooperation, global cooperation, BRI, cross-border trades, foreign trade, trade ties
Economic development	developed economies, developing investment, development opportunities, high-quality development, sustainable development, socialist market economy, diverse economy, economic globalization, integrated development, year-on-year increase, real economy, trade development

Discussion

After analyzing the corpus, the description of CSR images of Chinese companies in China Daily reports on CIFTIS can be summarized as follows: Chinese enterprises emphasized environmental protection, Chinese enterprises is going to make continuous innovations to improve people's life, Chinese enterprises have a big picture in mind and serve the whole world. This chapter will introduce these conveyed CSR images by giving examples one by one.

(1) Chinese Enterprises Emphasized Environmental Protection

Corporate social responsibility requires companies to emphasize their contribution to the environment, the consumers and the society in their production processes. The China Daily reports on CIFTIS give numerous examples of Chinese companies responding positively to the dual carbon policy (carbon peaking and carbon neutrality) put forward by Chinese government, focusing on the trend of consumers gradually shifting towards green consumption, and starting to produce and sell more and more green products, paying attention to energy saving in the production process, packaging, etc. For example, the news reports cite Peasup's plan to localize the sourcing of all ingredients in order to avoid a large carbon footprint from transportation; Jingdong's launch of a green consumer festival to promote green and organic food; and Yuanqi Senlin and Yili Group's establishment of a carbon-neutral factory powered by renewable energy, among others. In addition, the report not only list companies as exmaples, but also quotes from experts or academics to comment and summarize the efforts made by companies to protect the environment.

Generally speaking, the CSR image of Chinese companies in terms of environmental protection conveyed in China Daily reports can be summarized in the following two points: firstly, companies are actively adjusting their industries and services to better suit online consumption trends and environmental protection concepts; secondly, companies are actively responding to carbon reduction policies and accelerating innovation to reduce carbon emissions while improving production efficiency. To make it easier for readers to understand, see the original text of some reports below. The company name and subject keywords have been bolded, and the company name is underlined.

Example 1: China Petrochemical Corp, also known as Sinopec, the world's largest refiner by volume, said the company has been stepping up investment in low carbon and green development, with around 400 million yuan ($54.94 million) invested in related fields in 2022. (2022-11-03)

Example 2: Wang Luyuan, founder of Peasup, a Chinese plant-based snacks maker, said more and more consumers are embracing the sustainable lifestyle concept in China these days…Wang said plant-based food production reduces carbon emissions. ….

Peasup is also focusing on carbon reduction in the supply chain. "To avoid the large carbon footprint generated by shipping, we plan to localize the sourcing of all ingredients by June next year," said Wang. (2022-10-06)

Example 3: Some companies are already grasping such business opportunities brought by green consumption. For instance, JD launched a green consumption festival in May, promoting green, organic foods, including organic milk, plant-based food and vegetable-based diet. In August, it hosted an environmental protection-themed art exhibition called "Make Sustainability Visible".

In terms of packaging, beverage brands such as Master Kong, Coca-Cola and Nestle all launched bottles without plastic labels. Shanghai-based Bright Dairy & Food Co has set every 5th, 15th and 25th of a month as the "milk carton recycling days".

On the production side, numerous consumer brands are actively exploring "carbon-neutral factories" and a low-carbon, sustainable business model. Domestic companies, such as sugar-free sparkling drink brand Yuanqi Senlin and dairy giant Yili Group, have also built renewable energy-powered carbon-neutral factories. (2022-10-06)

(2) Chinese Enterprises is Going to Make Continuous Innovations to Improve People's Life

In addition to focusing on contributing to the environment, Chinese companies are also committed to improving people's lives and thus making a greater contribution to society. In this regard, China Daily cites specific examples of companies such as the e-commerce platforms such as Pinduoduo and JD.com, which support the development of agriculture and rural areas. Their commercial initiatives are in line with the country's policy of revitalizing rural areas and helping farmers out of poverty, while contributing to social and economic development. Baidu's digital human service is also mentioned, which has developed artificial intelligence that can accompany people and relieve their anxiety, with an eye on the current situation of the accelerated pace of life and the emotional needs of contemporary people. Apart from that, a number of people-friendly and efficiency-enhancing products were also introduced, such as robots with various functions, such as

food delivery robots, logistics robots and high-end medical devices.

Digital humans are a hot topic when it comes to improving people's lives, with Chinese artificial intelligence pioneers SenseTime, Xiaoice and tech giant Huawei Technologies Co Ltd entering the digital human market. SenseTime's digital humans can take on roles such as shopping guides and customer service representatives to facilitate customers, while Xiao Bing and Huawei have created cloud-based virtual employees. Some of the original text is shown below.

To sum up, from the perspective of framing theory, China Daily's reports on Chinese enterprises show the following characteristics: first, Chinese enterprises focus on the needs of the people and constantly make innovations to improve people's living quality, work efficiency and the convenience of the whole society; second, Chinese enterprises actively respond to the country's strategic needs, such as assisting agriculture and poverty alleviation, and make contributions to social progress, economic development and civilization progress while obtaining economic benefits.

Example 1: E-commerce platform Pinduoduo said it helped over 500,000 types of agricultural and sideline products reach a wider online consumer community through a variety of strategies. Its counterpart JD.com said by the end of August, it helped drive the output value of rural areas to exceed 620 billion yuan ($86.39 billion) in 22 months by leveraging its extensive logistics and sales network. (2022-11-30)

Example 2: Anti-pandemic robots are being developed rapidly. For example, pharyngeal swab nucleic acid sample collection robots automatically complete tasks like registration code scanning and throat swab sample collection.

The "touchless" unmanned delivery robots have also become a new focus in the market, attracting Chinese internet giants JD, Meituan and Alibaba, which are all developing and testing related systems and services.

Looking ahead, 5G will have an increasing influence on the robots used in the smart warehouse and intelligent delivery scenarios. The new telecom tech will even redefine these products, said Zhe Wenming, head of the intelligent terminal division at JD Logistics.

For example, surgical robots of the high-tech company Beijing Baihui Weikang Technology Co, also known as Remebot, use 5G; and they have been used by doctors to conduct extremely complex brain surgeries more accurately. (2022-10-10)

Example 3: Recently, Baidu has launched two companionship-oriented virtual beings, Lin Kaikai and Ye Youyou. …They can participate in conversations through texts, voice messages and emojis. They can also offer customized wake-up call services and learn about the preferences of their users through increased frequency of chats and interactions, Baidu said.

Given the rapid and stressful pace of urban life, digital avatar companions can relieve people's anxiety and satisfy their desire for emotional connections. This has bolstered a boom in the digital human industry, said Li Shiyan, head of the digital human and robotics section at Baidu. (2022-09-21)

(3) Chinese Enterprises Have a Big picture in Mind and Serve the Whole World

It is worth noting that China Daily's coverage of Chinese corporate social responsibility is not limited to the domestic sphere, but is combined with the "going out" strategy, directing the coverage of Chinese companies to serve the world, promote global trade, and promote Chinese quality technology to benefit people in other regions and countries. For example, in describing the role of digital trade in the Belt and Road, the report cites the example of Pakistani businessmen selling products on Jingdong and Taobao, which gives a real sense of the benefits Chinese enterprises have brought to people in other countries and regions. The report also cites the overseas promotion of Chinese medicine, the rapid growth of the Chinese language services market, which promotes cultural exchanges, and the overseas establishment of factories by Chinese enterprises, which brings advanced technology to foreign countries and benefits enterprises there.

To put it simply, China Daily, as an official media responsible for external publicity, focuses on showing international readers the overall awareness of Chinese companies serving the world when reporting on Chinese companies, highlighting the corporate social responsibility of Chinese companies to make efforts to bring convenience and create value to the world. This is consistent with its media attributes, and it is also conducive to promoting the positive image of Chinese companies and helping Chinese companies go global more smoothly. More detailed examples are provided below.

Example 1: Zhang Hui, vice-president of the Europe subsidiary of Nio, China's smart electric vehicle manufacturer, said the company already exports EVs to Norway. In addition, Nio is building its first overseas plant in Hungary to support its expansion in Germany, the Netherlands, Sweden and Denmark later this year. This will help in the construction of battery swap stations in these countries, creating a solid foundation for local battery swapping and charging services. （2022-09-05）

Example 2: Prompted by the rapid growth of both trade in goods and services in China, Best Inc, a Hangzhou, Zhejiang province-based integrated supply chain and logistics solutions provider … further expand its service offerings in Southeast Asia in mid-August. The new service is designed to meet the needs of cross-border e-commerce businesses that sell products made in China to the Malaysian market, satisfying their surging demand for stocking up local warehouses. The move allows Malaysian consumers to purchase bulky or heavy products like furniture, kitchen appliances or motorcycles from China's e-commerce websites…. Johnny Chou, chairman and CEO of Best Inc, adding its end-to-end services will also benefit small and medium-sized enterprises in Malaysia, as they will have enhanced access to firms in China. （2022-09-05）

Example 3: Chen Zhu, vice chairman of the National People's Congress Standing Committee, said China is ready to work with Belt and Road countries to promote the preservation and innovation of TCM, enhance its role in combating the COVID-19 pandemic and jointly build a global community of health for all.

Conclusion

While undertaking corporate social responsibilities, Chinese enterprises also need to pay attention to the external communication of their CSR image, which is also the direction that Chinese mainstream media such as China Daily need to work hard on. Based on the framing theory, after analyzing the CIFTIS-related reports of China Daily, we can roughly understand the construction of corporate social responsibility image, namely: Chinese enterprises emphasized environmental protection, Chinese enterprises is going to make continuous innovations to improve people's life, Chinese enterprises have a big picture in mind and serve the whole world.

The source of the corpus in this article is relatively single, and only Chinese media reports are selected, without comparison with overseas reports. Further research can be carried out in this direction in the future. In addition, this study found that the distribution of China Daily's coverage on various aspects of CSR is uneven, for example, there are more reports on environmental responsibility and less on ethics and charity, which could be appropriately weighted in the coverage in the future.

Acknowledgments

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