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## A Critical Discourse Analysis of Negative Propaganda in Selected American and Chinese Channels: (COVID- 19) as a Case Study

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## ABSTRACT

Propaganda has important power as a product of modern media (social media, satellite television, the internet). Those means enhance the fast spread of information, news, and events to the public. The thought of a propaganda phenomenon, methodically funded by doctrine, persuades individuals. Propaganda generally involves untrue things that are regarded as aggressive. Essentially, propaganda can be an aware communication act with effective people. For instance, leaders and politicians depend on specific strategies to create many elements of excitement. The obvious example of conversion of people to causing harm to others is the negative propaganda of World War II. As a part of language communication, the study of negative propaganda in visual media is one of the most motivating topics to find out, because of the ability of this matter to manufacture people to understand the insight of propaganda in an altered way. The researcher uses the seventh edition of the (APA) style to introduce this paper. The present study makes a distinctive effort to survey the 'ideological discourse structures' as one of CDA's fundamental concepts. The study goals to analyze and survey the forms and types of propaganda techniques which are employed by the CGTN Chinese and CNN American channels under study. It also goals to investigate the use of illocutionary types in these chosen channels of COVID-19. To achieve the aims of the current study, a proportion of hypotheses are proposed, containing "negative propaganda" that is the main type of content in both the Chinese and American channels within the study. The study covered CGTN and CNN news reports related to the coronavirus. The eclectic model consists of: Van Dijk (2000), Yourman (1939), Shabo (2008), and Ellul (1965). Three of those models (Ellul, Yourman, and Shabo) engaged in propaganda. The rest have certain frames to deal with. According to the analysis of the data, the central conclusions of this investigation have clearly demonstrated that "negative propaganda" is the distinctive kind in the reports' state of (CNN & CGTN).

**Keywords:** *critical discourse analysis, propaganda, COVID-19, ideology.*

## INTRODUCTION

Propaganda is the transmission of actions or opinions by institutions, groups, or persons or the politicians in order to achieve their objectives or to fabricate facts in order to influence the audience's mind.

The field of the study in this paper attempted to deal with the following points; first, what role does negative propaganda play in swaying public opinion? .Second, How do official channels employ negative propaganda to conceal certain information and promote particular viewpoints? The current study hypothesized that CNN and CGNT networks employ negative propaganda to obscure some of the most important information about COVID-19. As well as , negative propaganda is more prevalent on American networks than on Chinese stations. The study procedures were included to Analyzing selected data in terms of Van Dijk. T (2000) to demonstrate how the mass media utilize structures of ideological discourse which ones are most frequently used to produce negative propaganda, additionally presenting an explanation for the propaganda. The scope of this study is limited to analyzing negative propaganda in two contemporary selected channels: CGTN Chinese and CNN American and 2019- 2021 regarding covid19. The value

ultimately, the current study will be relevant for scholars, university instructors of English Linguistics, and anybody else who is interested in studying 'propaganda' in its entirety or in part.

## THEORIES

The current study focused on the following theories to investigate the subject of research;

### 1- Ideological Discourse Structures Van Dijk(2000)

The study paper makes an attempt to scan the unseen strategies embedded in ideological missives to readers; thus, the researcher will focus on an examination of a selected of ideological channels that attempt to manipulate people, usually against their will, through the use of certain manipulative strategies defined in Van Dijk's framework.

The following frameworks by Van Dijk (2000: 44-60) for the constituents are elaborated and defined:

- 1- Compassion: viewing sympathy or empathy for feeble victims of the certain actions, to increase the brutality and a bad behavior against the other.
- 2- Disclaimer: Giving an idea or concept for example something positive then refute it through

using of terms as 'but' in the next sentence.

3- Implication: Inferring or deducing implicit information. An Implication depend on mental models we have about some event. and that for many reasons (such as the knowledge a recipient already has) we need only express part of the information in such a model. When necessary, missing information may thus be inferred by the recipients, namely from their model for a discourse or their general sociocultural knowledge. All propositions that appear in a model but not in the discourse may thus be called the 'implied' meaning of a discourse.(paraphrase)

4- Glorification of National Self: A device to make positive self-symbol through glorifying one's country.

5- Polarization: Classifying society as belonging to US per good attributes or THEM through bad attributes.

6- Presupposition: The corporate shared knowledge between the notions taken for arranged in a suggestion or people.

7- Vagueness: Creating ambiguity and uncertainty.

8- Negative Lexicalization: The choice of strict negative words to define the acts of the others. Van Dijk (2000:77) refers to this strategy about one of its aspect as negative words , he gave clear example of refugees maybe emphasis on the negative appearance by totalitarian regimes for instance "torture", "abuse", "injustice", "crush", or "oppression" .

Depending on the ideological or political Perspective concerned the current study, the work is made to examination the invisible strategies built-in ideological of missives to the interested, depend on certain manipulative strategies defined in Van Dijk's framework.

**2- Propaganda Techniques; Elull (1965), Yourman (1939), & Shabo (2008)**

The eclectic model above participates in the following assortment;

1- Name Calling; linking a concept or person with a negative sign. Examples include racism, fascism, and dictatorial.

- 2- Glittering Generalities: the use of moral words; the polar opposite of name calling, in that it connects a person or something with a good symbol. Patriotism, family and democracies, are all examples.
- 3- Transfer: the "transfer technique" by which propagandists attempt to circumvent logic by directing their audiences to transfer emotions and associations from one thing to another.
- 4- Testimonial: Using famous people for supporting certain purposes.
- 5- Plain Folk; make an attempt to persuade the audience that a prominent figure and his ideas are "popular." For instance, a prominent politician is photographed eating at McDonald's; an actress is photographed grocery shopping.
- 6- Card Stacking; Card Stacking occurs when a propagandist selects and employs facts and untruths, uncertainties and rational and irrational accounts in order to present the most sound or least sound aspect of person, an idea, or program.
- 7- The Band Wagon; This device seduces the recipient into towing the party line in agreeing with the

propagandists curriculum; this technique is based on the theme "everyone is doing it."

## METHODOLOGY

This study's technique is based on the theoretical framework presented in the literature review in order to meet the objective stated in the introduction. Additionally, it provides a detailed explanation of the data collection process, including the quantity of data collected and the selection procedure used.

### Data Description

This study deals with the analyzing televisual propaganda related COVID-19 news are broadcasted by two famed official TV channels which are CNN American and CGTN Chinese. Both of these media institutions or stations reproduction attitudes and events from diverse sources that are consistent with their ideas, beliefs, and ideologies, thus the events are introduced from different options that they choose.

### Data Selection

Widdowson (2004: 97) refers that CDA "does not involve the systematic application of (Systemic Functional Grammar) taken as a whole, but the expedient picking and choosing of whatever aspect of it seems useful for its



purposes". The study is done by spotting a news reports from both TV channels, the CGTN and CNN English. These (10) reports are collected from the multiplicity resources websites as (www.cgtn.com),

([www.cnn.com](http://www.cnn.com)) , and (www.youtube.com) as well as (<https://collection.cnn.com/>) .

**Data Collection**

After studying almost at more than 40 televised reporters from CGTN and CNN, 10 items were chosen, including news reports or statements concerned the Corona virus.

*Table (1) CNN News Reports*

First Report: Broadcasted 20 Oct 2020	
Headline	Trump called CNN 'bastards' for covering Covid-19
Length	201 words.
Sources	<a href="https://edition.cnn.com/videos/politics/2020/10/20/keilar-why-we-cover-covid-response-trump-rally-sot-vpx-nr.cnn">https://edition.cnn.com/videos/politics/2020/10/20/keilar-why-we-cover-covid-response-trump-rally-sot-vpx-nr.cnn</a> <a href="https://youtu.be/Dngf8FThNy0?t=206">https://youtu.be/Dngf8FThNy0?t=206</a>
Speaker's Identity	Brianna Keilar CNN Anchor
Structure	<p>Hear Keilar's response CNN's Brianna Keilar responds to President Trump's comments .</p> <p>Brianna Keilar’s CNN: We are covering the coronavirus crisis in the hardest hit country in the world, which the president made clear last night, he wants to ignore.</p> <p>Trump: They are getting tired of the pandemic , are not they Getting tired of the pandemic? .You turn on CNN, that’s cover..covid...covid..Pandemic ...covid ..aaaa..You know why? They are trying to talk everybody out of voting. People are not buying it, CNN, you’ dumb bastards’. { Cheers and Applause}</p> <p>Brianna Keilar’s CNN: There are 220,417 reasons talk about coronavirus , there are nearly 60,000 case per day in the U.S. and rising the person whose response failed upon most objective measures is not fixing his government approach to the crisis , instead he is suggesting we ignore it. The president does not even regularly acknowledge the huge loss of life that we have experienced here, in the last nine months, in fact he has instead questioned whether the horrifying number is accurate 220,000 dead, we cover for them and the one who</p>

	leave behind forced to say good bye through phone screen.
<b>Second Report: Broadcasted Dec 1 2020</b>	
Headline	China document leak shows flawed pandemic response
Length	76 words
Sources	<a href="https://www.youtube.com/user/CNN">https://www.youtube.com/user/CNN</a> <a href="https://youtu.be/5srcKn8CvvM?t=329">https://youtu.be/5srcKn8CvvM?t=329</a>
Speaker's Identity	CNN Anchor Rosemary Church
Structure	An unprecedented leak of internal Chinese documents reveals how the country mishandled the early stages of the coronavirus pandemic. The documents - from Hubei province, the site of the world's first known outbreak - show China announced misleading numbers of new cases and deaths, was hampered by an average three-week delay in diagnosing new cases, and experienced a huge spike in influenza in the epicenter province in early December.
<b>Third Report: Broadcasted Mar 26 2021</b>	
Headline	Ex-CDC boss believes Covid-19 virus came from China lab
Length	107 words
Sources	<a href="https://www.youtube.com/user/CNN">https://www.youtube.com/user/CNN</a> <a href="https://youtu.be/f0_RhfT21bw?t=179">https://youtu.be/f0_RhfT21bw?t=179</a>
Speaker's Identity	Dr. Robert Redfield
Structure	This past January, just a few days after the inauguration of President Joe Biden, six of the doctors responsible for the previous administration's Covid-19 response agreed to sit down -- in strict confidence -- and talk with CNN's Dr. Sanjay Gupta about the events of the past year. During one of those conversations, Dr. Robert Redfield, director of the Centers for Disease Control under former President Donald Trump, revealed that he believed the Covid-19 coronavirus originated in a lab in China. Watch, "COVID WAR: The Pandemic Doctors Speak Out," at 9 p.m. Sunday, March 28, only on CNN.
<b>Fourth Report: Broadcasted Jan 26 2021</b>	
Headline	China cracks down on journalists for exposing Covid-19 reality

Length	41 words
Sources	<a href="https://www.youtube.com/user/CNN">https://www.youtube.com/user/CNN</a> <a href="https://www.youtube.com/results?search_query=China+cracks+down+on+journalists+for+exposing+Covid-19+reality">https://www.youtube.com/results?search_query=China+cracks+down+on+journalists+for+exposing+Covid-19+reality</a>
Speaker's Identity	CCN anchor and reporter David Culver
Structure	CNN's David Culver says many of the journalists who reported on the truth of the Covid-19 coronavirus outbreak in Wuhan, China, are now being targeted by Beijing - something China has denied.
Fifth Report: Broadcasted 13:37:56 Mar 17 2020	
Headline	"Trump on Calling It The "China Virus"
Length	95 words
Sources	<a href="https://collection.cnn.com/search/asset/44356833">https://collection.cnn.com/search/asset/44356833</a>
Speaker's Identity	Donald Trump
Structure	President Donald Trump;  "It's not racist at all. No, not at all. It comes from China. That's why. It comes from China. I want to be accurate. I have a great -- I have great love for all of the people from our country, but, uh, as you know, China tried to say at one point, maybe this stuff now that it was caused by American soldiers, that can't happen. It's not going to happen. Not as long as I'm president. It comes from China".  -----END-----CNN.SCRIPT-----

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Table (2) CGTN News Reports

The CGTN Channel News Reports	
First Report: Broadcasted 1 May 2021	
Headline	U.S. undermining international cooperation in fighting COVID-19
Length	248 words
Sources	<a href="https://news.cgtn.com/news/2021-05-01/China-U-S-undermining-international-cooperation-in-fighting-COVID-19-ZU4cuFPXoc/index.html">https://news.cgtn.com/news/2021-05-01/China-U-S-undermining-international-cooperation-in-fighting-COVID-19-ZU4cuFPXoc/index.html</a>
Speaker's Identity	Wang Wenbin Representative of the Chinese Ministry of Foreign Affairs.
Structure	<p>China: U.S. undermining international cooperation in fighting COVID-19 China on Friday hit back at attacks of the United States, accusing the latter of politicization of the COVID-19 pandemic. Wang Wenbin, spokesman for the Chinese Ministry of Foreign Affairs, said that the U.S., as the most powerful country in the world, has undermined international cooperation in the battle against COVID-19.</p> <p>The following whole talk of Wang Wenbin Representative of the Chinese Ministry of Foreign Affairs.</p> <p>Wang Wenbin ; The virus is a common enemy of mankind that necessitates concerted efforts from the international community .China has been promoting international anti-epidemic cooperation with an' open and transparent attitude .In contrast , some U.S. politicians instead of adopting a science –based and cooperative attitude after the COVID-19 outbreak , politicized the anti –epidemic efforts , made the virus a label ,willfully withdrew from treaties and organizations , and spread false information to shift the blame to others stigmatization .The U.S. is equipped with the world’s most advanced medical technology but it also has the highest number of COVID-19 infection cases and death tolls .As the world’s NO.1 superpower ,the U.S. has done much damage to the international anti-epidemic cooperation, which has made the American people and many more in the world pay a heavy price. The U.S. should learn its lesson , stop political manipulation , and act in ways conducive to its own fight against the epidemic and international cooperation on this front.</p>
Second Report: Broadcasted 2 Mar 2021	
Headline	China to release report on how U.S. mismanagement of COVID-19 contributed to economic

	inequality
Length	315 words
Sources	<a href="https://news.cgtn.com/news/2021-03-02/China-to-report-how-U-S-COVID-19-response-contributes-to-inequality-YiNZ6W9yKY/index.html">https://news.cgtn.com/news/2021-03-02/China-to-report-how-U-S-COVID-19-response-contributes-to-inequality-YiNZ6W9yKY/index.html</a>
Speaker's Identity	CGTN DR. Marcella Nunez –Smith. Healthcare Inequality Expert Yale University
Structure	<p>China is expected to release a report which highlights how Washington's poor handling of the coronavirus contributed to growing economic disparity. Figures show that during the COVID-19 pandemic, the wealth gap increased, and the impact was drawn along class and racial lines.</p> <p>Report's details;</p> <p>Black live matter demonstration swept across the U.S. a COVID-19 infections and deaths skyrocketed the protests initially in response to police violence against communities of color a larger conversation about race class and the coronavirus emerged the pandemic.</p> <p>DR. Marcella Nunez –Smith Healthcare Inequality Expert Yale University said:</p> <p>“Very sadly and unfortunately laid bare what were pre-existing structural and social realities that really predispose particular communities to be hardest hit by this pandemic , hardest hit from an economic perspective” .</p> <p>The disparity grew worse due to economic inequality a report by the Washington – based institute for policy studies an advocacy group Americans for fairness revealed how the rich cashed in from the pandemic , it found 10 months into the crisis , American’s billionaires increased their total wealth by over 1 trillion dollars .The result of economic inequality along racial lines can be seen in mortality rates of people of color the U.S. centers for disease control and prevention report black Americans are nearly twice as likely to die of COVID-19 and Hispanic Americans 2.3 times more likely peer-reviewed data published in the journal proceedings of the national academy of sciences found this has cut average life expectancy by more than a year the research says minority populations will be disparities for causing what’s known as ak-shaped recovery which happens when the wealthy are able recuperate their losses in a short amount of time while the poor are left struggling in this trend continues it would have lasting effects on the world’s largest economy timothy .</p>

THIRD Report: Broadcasted Apr 21 2020	
Headline	CGTN Exclusive: Where was the coronavirus from?
Length	710 words
Sources	<a href="https://news.cgtn.com/news/2020-04-21/CGTN-Exclusive-Where-was-the-coronavirus-from-PSnZAjM98Y/index.html">https://news.cgtn.com/news/2020-04-21/CGTN-Exclusive-Where-was-the-coronavirus-from-PSnZAjM98Y/index.html</a>
Speaker's Identity	Feng Yilei CGTN Anchor  The researcher Yuan Zhiming, at Wuhan Institute
Structure	<p>Yuan Zhiming, researcher at #Wuhan Institute of Virology, gave an exclusive interview with CGTN. In his opinion, humans don't have the wisdom to synthesize such a virus at this stage.</p> <p>Report's details;</p> <p>Feng Yilei CGTN Anchor ; -Wuhan institute of virology has been at the center of public opinion , its reported that this novel coronavirus outbreak is a result of an accidental leak from Wuhan institute of virology , what is your view on this allegation ?</p> <p>Yuan Zhiming; - I'm only say that in any epidemic and outbreak of infectious diseases , there is will be some rumors or suspicions that the institutions involved in virus studies might have something to do with the virus . This kind of thing has happened many times , the epidemic happened in the Wuhan and Wuhan happens to have the Wuhan institute of virology of Chinese Academy of Sciences , and we also have a P4 laboratory , so many people may think at out whether this virus is related to our institute at that time .In fact we are very clear , the people who do this research are very clear .What kind of virus research is carried out in our institute? How the institute manages the virus samples ? So as we said in the past , the charges that the virus is leaked from our institute .We have strict management system and code of conduct for scientific research , so we are confident in this , but about the source of the virus , whether its rumor , or a 'conspiracy theory ' I think is very normal thing. Different people may hold different positions, and they will have some motives when pushing forward these theories , I have watching this closely and have thought about factors behind the rumors .On the one hand , because Wuhan institute of virology and P4 laboratory are located in Wuhan , its quite natural to associate the virus with our institute , this kind of suspicion is not strange , but what worries me is someone is trying to lead public attention to our institute , such as U.S. Senator Tom Cotton who claimed long ago that the virus came from Wuhan institute of virology .Then the Washington post two others journalists wrote something about the virus coming from the Wuhan lab , he had no evidence or any logical support it is sheer speculation .The scientific and technological circles have basic judgment on where this virus comes from , the American scientific and technological circles are still very good to us and we still have close communications, the Americans scientific and technological circles are also strongly</p>

	<p>opposed to this conspiracy theory or voices made by the politicians for political purpose . For example , some people say there is some problems in our laboratory management .The director of the Jefferson lab U.S. clearly says that our lab has the same strict management as those in the Europe and the U.S. and our staff receive World – Class training and we have a professional team .This is statement not by me , but by American , many others scientists in the academic journals warning against the novel coronavirus .But I have been engaged in laboratory biosafety management for a long time , and I’m sure it cannot happen , I also believe that as a long as the pandemic continues especially in other countries , this kind of suspicions or rumors will never disappear.</p> <p>Feng Yilei CGTN Anchor ;- Some reports claim that novel coronavirus is also a product of synthetic technology? Is your team working on any product that can respond to this claim? Or do we have such technology now?</p> <p>Yuan Zhiming; - I don’t know this thing very well , but from my personal understanding of virology , if we want to synthesize virus artificially one is that there is no evidence to prove that the virus has traces of artificial synthesis .Second , some scientists also think that synthesizing this virus requires extro-ordinary wisdom and workload , that way exceed what humans can provide now, so I do not believe that we humans have the wisdom to synthesize such a virus at this stage.</p>
<p>Fourth Report: Broadcasted 7 May 2020</p>	
<p>Headline</p>	<p>A legitimate Question: when did COVID-19 first appear in the U.S.?</p>
<p>Length</p>	<p>899 words</p>
<p>Sources</p>	<p><a href="https://news.cgtn.com/news/2020-05-06/A-legitimate-Question-when-did-COVID-19-first-appear-in-the-U-S--QhcX3QoBQQ/index.html">https://news.cgtn.com/news/2020-05-06/A-legitimate-Question-when-did-COVID-19-first-appear-in-the-U-S--QhcX3QoBQQ/index.html</a></p>
<p>Speaker's Identity</p>	<p>CGTN anchor Liu Xin</p>
<p>Structure</p>	<p>A U.S. mayor claims he had COVID-19 last November, over one month before China reported its initial cases. If this was really the case, how did he get it and from where? How long ago did the virus start spreading in the U.S.? In this episode of Getting to the Point, CGTN anchor Liu Xin asks the big question!</p> <p>Report’s Details ;</p> <p>A French doctor revealed on French TV that he has found among his previous patients there was one case which tested positive COVID-19 and that all the way back to the 27<sup>th</sup> of December. Lavon said;</p> <p>-Remember I talk to interviewed the Chinese doctor who was the 1<sup>st</sup> case of COVID in 19 in</p>

Wuhan on the same day 27<sup>th</sup> of December is that open up a lot of crush, how come ? what happened before that case it is known that case had no travel history to China so it was a local case where did that person contacted COVID in nineteen and this was not the only piece of story that was ‘capturing’ international headlines actually another story released at the end of April , also when pretty much unnoticed by the main stream U.S. media but up by the media here in China and that has what do with a mayor of the smaller city in New Jersey by the name of Micheal Melon , he basically told the local press that he was sick last November , and he was very symptoms to people who are suffering from COVID -19 but he did not know what the disease was, because he never got test, and only a couple of days earlier when he went to doctor for antibody test did he found out that he already has antibody , I’m living breathing proof that we were all dealing with it , months earlier others have also told me they really sick in November and December , we just didn’t known from what ,so there is a big question , did he really contract at 19 , if it was really the case ,how he get it ? where did he got it exactly? How far back? How early was the virus starting to spread in U.S. among the communities? The presenter on CNN Chirs Cuomo he said on TV himself; “ the kids now anecdotally Christina believes that at least two of them have had it in last few months why ?

- Remember he was not talking about someone who did not know, he was talking about his wife , who was recalling the symptoms that their own children exhibited , so there are a lot of questions a lot of that needs to be answered and yet it is kind of weird because when you hear these kind of stories reported on U.S. TV , it always almost always reported in the matter of act manner and people always say yeah so we just do not know since when it came from China to U.S. but how do you know that it came from China in the 1<sup>st</sup> place ? anyway , is there any evidence that no matter how early it came from China ? this is this what a big question people need to ask that the scientists need to answer the doctors need to go and find out and ask but at this moment 1<sup>st</sup> of all people always assume that this came from China and second when there are people come out to say that they believe they might have contracted COVID-19 there are voices that are trying to suppress, this kind of claim for instance this New Jersey website while reporting on the statement by that on the statement by that mayor on the title it says; the mayor makes unfounded claim that he had to COVID-19 in last November , how do you know that its unfounded he was talking about his own physical condition and he has a test of antibody , which turn out to be positive , so why is this so unfounded ? you can say he makes a claim whether it is founded or not let the readers judge by putting this kind of title clearly, is trying to plant the seed in the mind of the readers that what the Mayor was telling is something of false, that he was just imaging and then related to this report , there is an opinion piece which ask people to stop saying that the believe they contracted coronavirus , why should people stop saying that , if people were really believed that they had COVID in 19 if they even tested positive for COVID-19 in 19 antibody why , should they stop saying that they believed that they thought so is there is some kind of an effort out there trying to suppress these kinds of discussion that the U.S.

Fifth Report: Broadcasted May 19 2020	
Headline	Facts Tell: Will Washington allow the WHO to investigate its military bio labs?
Length	131 words
Sources	<a href="https://news.cgtn.com/news/2020-05-18/Will-Washington-allow-the-WHO-to-investigate-its-military-bio-labs--QARUDqT6HS/index.html">https://news.cgtn.com/news/2020-05-18/Will-Washington-allow-the-WHO-to-investigate-its-military-bio-labs--QARUDqT6HS/index.html</a>
Speaker's Identity	Dr. Qiao Liang
Structure	<p>For CGTN; Sergey Viktorovich Lavrov the Foreign Ministry of Russia said;</p> <p>“ The U.S. creates{these labs} all over the world , including the space of Shanghai Cooperation Organization and post-Soviet space, these laboratories are being concentrated along the borders of the Russian Federation and subsequently the nearby borders of the people’s Republic of China”.</p> <p>In Fort Detrick, Maryland, the U.S. Army has cutting-edge labs researching viruses. In August 2019, Ft. Detrick labs were closed and a number of pneumonia cases, or illness with similarities to pneumonia, occurred in Maryland. What happened when the labs were shut down? What does the U.S. need the labs for? Dr. Qiao tries to connect the dots and get closer to the facts.</p>

### Methods of Research

Newman & Benz( 1989) review (As cited in Cresswell, 2009:3) , advanced designs are separated into three classes: qualitative, quantitative, and mixed techniques. Obviously, none of them are as discrete as the first appears. Bogdan, Taylor and Devault (2016:4,7,85,162,163) emphasis that methodology of phrase qualitative denotes in the broadest perception to research that creates descriptive data—people’s own observable behavior and spoken or written words.

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Model of Analysis

Figure (1) the Propaganda Techniques

Figure (1)  
Propaganda  
Techniques  
by Elull (1965),  
Yourman  
(1939),  
&Shabo  
(2008)

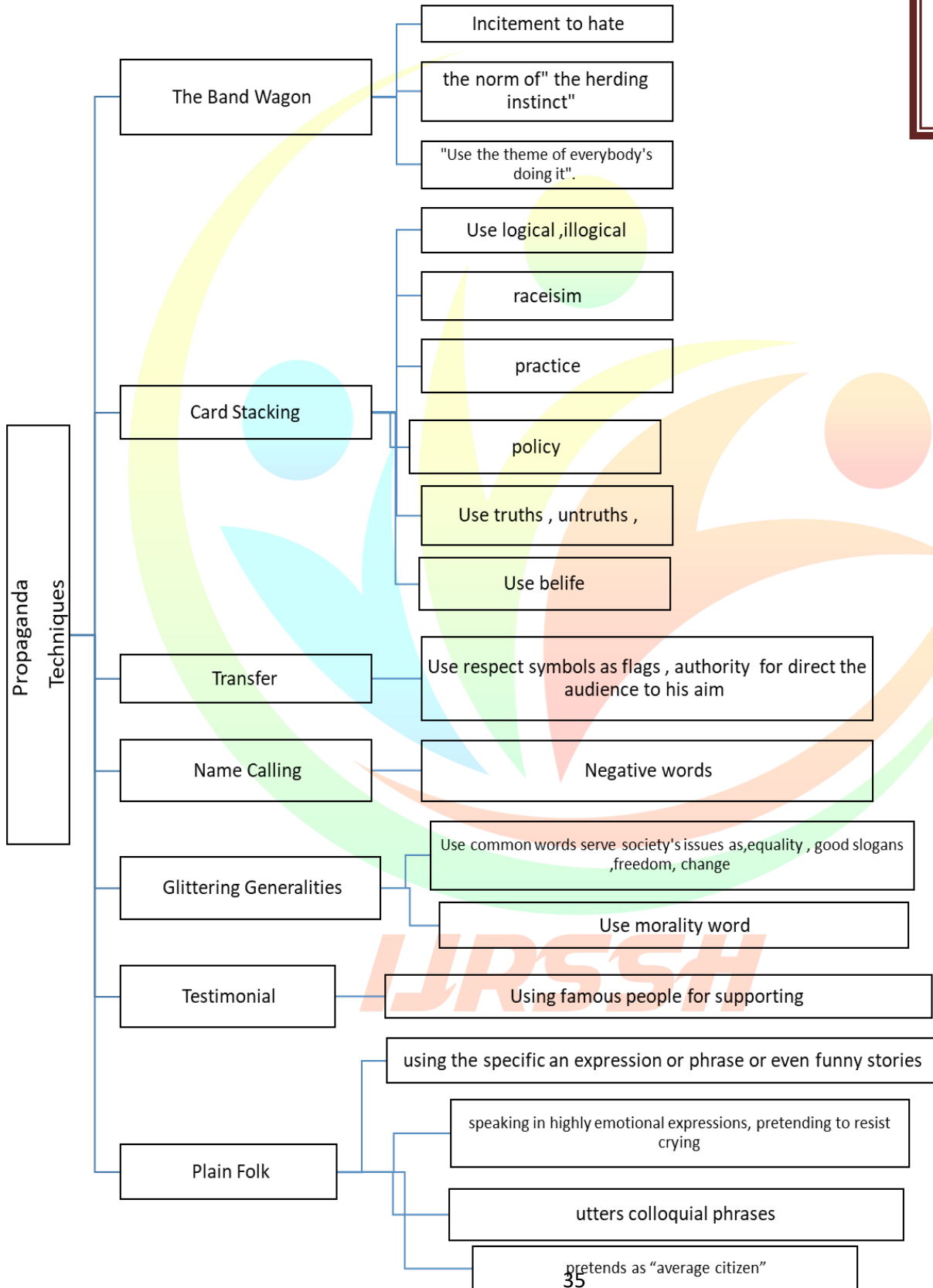
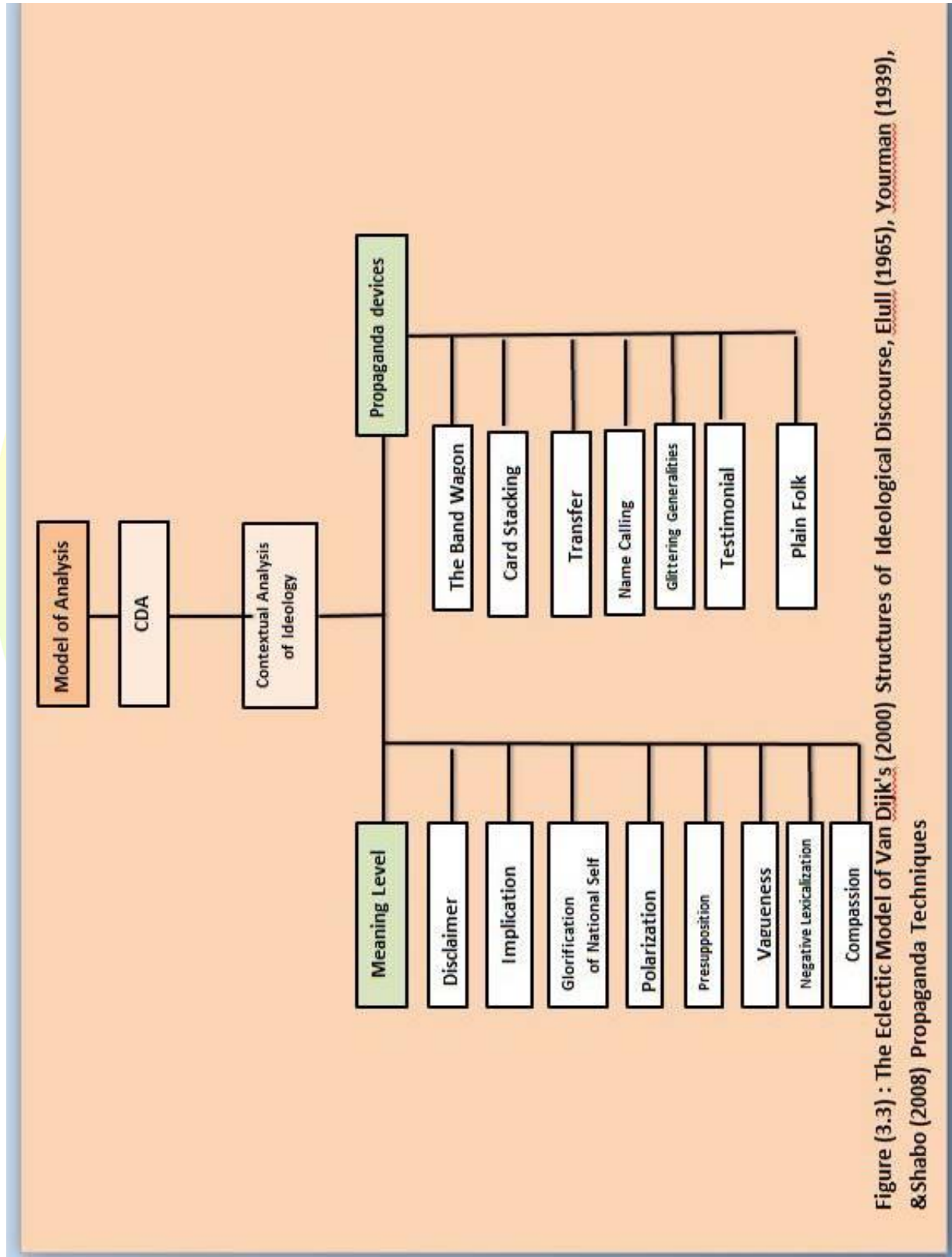


Figure (2) the Eclectic Model



## DISCUSSION

"Words have two functions: on the one hand to state facts and on the other to evoke emotions." (Russell, B:1956).

These channels are mismatched considering the coronavirus crisis. This thesis displays how every one of them presents the different story of the COVID-19 to its people and allies.

### Contextual Analysis of CNN News Reports

If the theory of Van Dijk (2000) and his tools and strategy are applied to the existing issues of the current study, as labeled previously, it will be discovered that it applies in a big proportion to the data analysis of the elements and components of the reports for both CGTN and CNN, in order to put the present study on the correct track to gain the **required purpose**.

### Results of an Analysis the Ideological Strategies and Propaganda Technique in CNN

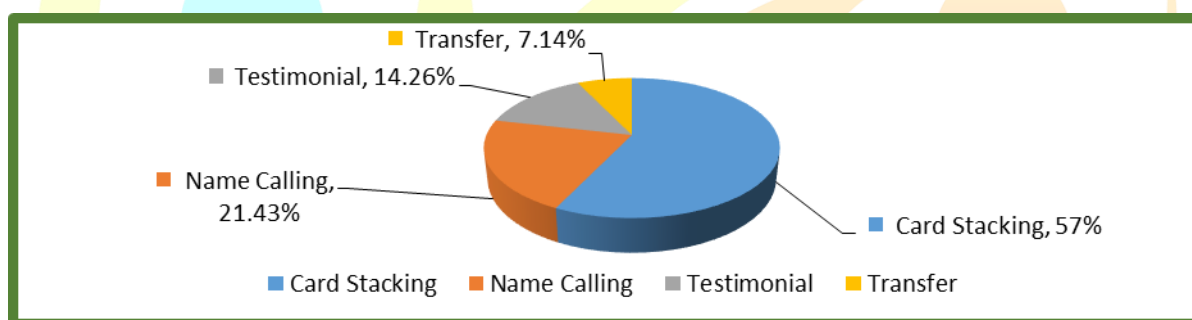
*Table (4) Statistics All Ideological Contextual Analysis of Two Levels of Analysis Used by CNN*

No	Meaning Level			Propaganda Techniques		
	Ideological Strategies	Freq	%	Devices	Freq	%
1	Implication	12	37.5%	Card Stacking	8	57.142%
2	Compassion	8	25%	Name Calling	3	21.428%
3	Negative Lexicalization	5	15.625%	Testimonial	2	14.256%
4	Polarization	3	9.375%	Transfer	1	7.142%
5	Presupposition	2	6.25%	Band Wagon	Ø	
6	Glorification of National Self	1	3.125%	Plain Folk	Ø	
7	Vagueness	1	3.125%	Glittering Generalities	Ø	
8	Disclaimer	Ø	Ø			
	Total	32	100%		14	100%

As indicated by table (4), the total number of an 'ideological Strategies' appeared in the CNN's channel reports is 32. An 'Implication' is higher than all other types of Strategies in the news reports. It forms 12 frequencies from the total 32 and reads 37.5%. 'Compassion strategy' is the second type of ideological Strategies with 8 frequencies from the total 32. It rates 25%. 'Lexicalization' shapes 5 frequencies from the total 32 and it constitutes 15.625%. The frequent occurrence of ' Polarization 'is 3 times from the total 32. This reads 9.375%. The frequent occurrence of ' Presupposition ' is 2 times from the total 32 which reads 6.25%. The rest of strategies , Glorification of National Self & Vagueness each one of them compos' only one time , the rates of each one 3.125%. There is no existence of 'Disclaimer' strategy in CNN's news reports.

The percentage of each type Propaganda Techniques in the CNN news reports can be summarized in the following figure:

*Figure (3) The Percentages of the Types Propaganda Techniques in The CNN Reports*



As indicated by the same table (4) above , the total number of a ' Propaganda Techniques ' appeared in the CNN's channel reports is 14. A 'Card Stacking' is higher than all other types of the techniques in the news reports. It forms 8 frequencies from the total 14 and reads 57.142% . 'Name Calling ' is the second type of Propaganda Techniques with 3 frequencies from the total 14. It rates 21.428%. 'Testimonial Technique' shapes 2 frequencies from the total 14 and it constitutes 14.256%. The frequent occurrence of ' Transfer Technique ' is only 1 time from the total 14 which reads 7.142%. There is no existence of the rest propaganda techniques in CNN's news reports.

## Analysis of the Negative Propaganda in CNN

Table (5) Analysis the Negative Propaganda in CNN

No	Report No	Propaganda Techniques	Negative Propaganda	The statement
1	1	Card Stacking	✓	CNN presents bad way speech of Trump.
2	1	Name Calling	✓	Trump exploits his authority to attract the audience, via the cursing CNN.
3	1	Testimonial	X	CNN comments on Trump's speech.
4	1	Transfer	✓	CNN criticize Trump's administration.
5	1	Card Stacking	✓	CNN shows Trump in bad situation.
6	1	Name Calling	✓	Trump shows China in bad situation.
7	2	Name Calling	✓	CNN presents a bad image about China.
8	2	Card Stacking	✓	CNN shows leaked Chinese documents.
9	3	Testimonial	✓	Dr. Redfield negates the Chinese claiming.
10	4	Card Stacking	✓	CNN criticizes Chinese dealing with journalists
11	5	Card Stacking	✓	Trump on calling it the China virus.
12	6	Card Stacking	✓	Weijia Jiang(reporter) ; accuses Trump of racism.
13	6	Card Stacking	✓	CNN, in numbers, presents the number of deaths in America due to the epidemic.
14		Card Stacking	✓	CNN Shows Trump's Unacceptable Presidential Speech.

**Results an Analysis of The Negative Propaganda in CNN**

As indicated by the table (5) above, the total number of a' Propaganda Techniques ' appeared in the CNN's channel reports is 14. A 'Negative Propaganda' is recorded High percentage, it rates 13 statements from the total 14 techniques.

*Table (6)The Percentages of the 'Negative Propaganda' in The CNN Reports*

Total Propaganda technique	Percentage %	Propaganda technique without negative propaganda	Percentage %	Propaganda technique includes negative propaganda	Percentage %
14	100%	1	7.143%	13	92.857%

As indicated by the table (6) above , the total number of a' Propaganda Techniques ' appeared in the CNN's channel reports is 14. A 'Negative Propaganda' shapes 13 from the total 14 and reads 92.857%. The rest part of the whole propaganda techniques without negative propaganda shape only 1 technique , it rates 7.143% percentage.

**Contextual Analysis of CGTN**

**Results of an Analysis of the Ideological Strategies and Propaganda**

**Technique in CGTN**

*Table (7) Statistics All Ideological Contextual Analysis of Two Levels of Analysis Used by CGTN*

No	Meaning Levels			Propaganda Technique		
	Ideological Structure	Freq	%	Devices	Freq	%
1	Implication	5	20.833%	Card Stacking	4	21.052%
2	Compassion	2	8.333%	Name Calling	4	21.052%
3	Negative Lexicalization	3	12.5%	Testimonial	9	47.368%



4	Polarization	6	25%	Transfer	-	
5	Presupposition			Band Wagon	-	
6	Glorification of National Self			Plain Folk	-	
7	Vagueness	7	29.166%	Glittering Generalities	2	10.526%
8	Disclaimer	1	4.166%			
	Total	24	100%	Total	19	100%

As indicated by table (7), the total number of an 'ideological Strategies' appeared in the CGTN's channel reports is 24. A 'Vagueness' is higher than all other types of Strategies in the news reports. It forms 7 frequencies from the total 24 and reads 29.166% 'Polarization' is the second type of ideological Strategies with 6 frequencies from the total 24, it rates 25%. 'Implication' shapes 5 frequencies from the total 24 and it constitutes 20.833%. The frequent occurrence of 'Lexicalization' is 3 times from the total 24, this reads 12.5%. The frequent occurrence of 'Compassion' is 2 times from the total 24 which reads 8.333%. The rest of strategies, 'Disclaimer' composes only one time, it rates 4.166%. There is no existence of 'Presupposition' and 'Glorification of National Self strategy' in CGTN's news reports.

**Table (8) Analysis of The Negative Propaganda in CGTN**

No	Report No	Propaganda Techniques	Negative Propaganda	The statement
1	1	Name Calling	✓	CGTN condemns U.S.
2	1	Glittering Generalities	X	CGTN gives a good situation of China.
3	1	Name Calling	✓	CGTN accuses U.S.
4	2	Name Calling	✓	CGTN shows an awful appearance of U.S..
5	2	Card Stacking	✓	CGTN shows an awful appearance of U.S.

6	2	Testimonial	✓	CGTN presents inequality in U.S..
7	3	Testimonial	X	CGTN presents a situation of China.
8	3	Testimonial	X	CGTN tries to provide an evidences to remove the suspicion of China.
9	3	Testimonial	✓	CGTN defend of Chinese situation.
10	4	Glittering Generalities	✓	CGTN attempts to change the public's thoughts.
11	4	Testimonial	✓	CGTN tries to remove suspicions from China.
12	4	Card Stacking	✓	CGTN tries to remove suspicions from China.
13	4	Testimonial	✓	CGTN indirectly accuses U.S of the pandemic.
14	5	Testimonial	✓	CGTN tries to put suspicions around U.S.
15	5	Card Stacking	✓	CGTN attempts to change the public's thoughts.
16	6	Card Stacking	X	CGTN tries to put others in suspicion position.
17	6	Testimonial	✓	CGTN tries to put others in suspicion position.
18	6	Card Stacking	✓	CGTN emphasize a presence of American virology labs around the world.
19	7	Name Calling	✓	CGTN accuses CNN of lying .

**Results of the Analysis Negative Propaganda of CGTN**

As indicated by the table (8) above, the total number of a ' Propaganda Techniques ' appeared in the CGTN's channel reports is 19. A 'Negative Propaganda' is recorded High percentage, it rates 15 statements from the total 19 techniques.

*Table (9)The Percentages of the 'Negative Propaganda' in The CGTN Reports*

Total Propaganda Techniques	Percentage %	Propaganda Techniques without negative propaganda	Percentage %	Negative Propaganda	Percentage %
19	100%	4	21.052%	15	78.947 %

As indicated by the table (9) above , the total number of a ' Propaganda Techniques ' appeared in the CGTN's channel reports is 19. A 'Negative Propaganda' shapes 15 from the total 19 and reads 78.947 %. The rest part of the whole propaganda techniques without negative propaganda shape 4 technique , it rates 21.052% percentage .

**CONCLUSIONS**

Based on the results of the study, the following conclusions can be drawn:

First ,the Statistical operations appear that percent of negative propaganda in CNN channel 92.85 % nearly 93% while in

CGTN channel, the negative propaganda reads 78.94 % nearly 79% from the total propaganda technique , this refers to a Negative propaganda is the most dominant type in American channel more than the Chinese channel .

Second, some of the answers and declarations in CNN is unclear and inaccurate rather than sometimes they are ambiguous. All this indicates that what CNN is showing hides an important percentage of the truth that it cannot reveal in front of public opinion about COVID-19. This finding validates hypotheses No.2.

Third, through the data and results of the analysis of the CGTN reports selected in the current study, it is noted that there is a diverse format in the presentation of the material produced by the channel. This mechanism has taken multiple axes and is similar in the aim against the United States regarding the origin of the Coronavirus and the spread of the epidemic. Some of these themes were supported by clear evidence, while others were hypotheses and arguments. The use of negative propaganda ensures that important facts about the Corona virus are hidden.

### **RECOMMENDATIONS**

It is obvious that the using of propaganda in a concept appropriates with the

ideologies and goals of media channels are greater than before in the latest period, in a way that showed false facts, incitement, hatred, accusations, and abuse through the triggering of negative propaganda to drop opponents. Therefore, the researcher endorses concentrating on the genuine direction of the significant issues with rational logic and not with the aim of offending others.

### **Suggestions for Further Research**

- 1- Negative propaganda Use in American Election Presidential.
- 2- Critical Discourse Analysis of Negative Propaganda in The Social Media.

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