

Social Change Symposium

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Title: National branding online: Security analysis of the cyber image of contemporary China in a global digital space

Abstract: Worldwide superpower countries such as the United States and Russia started digital public diplomacy in the last century, however, China's construction of its cyber image could date back to the early 1990s and the cyber image's construction transforming process indicates differences from the security dilemma. This research targets to investigate the role of security in contributing to China's cyber image and digital national branding in the context of globalization. Here the research employs a content analysis framing approach combing with a social network analysis approach to analyze data originating from state-owned international broadcasters' social media official accounts. This study also adopts in-depth interviews with the residents in Melbourne. Under the security background, all approaches have the potential to offer a better understanding of (1) what is the Chinese government's utilization of sports dilemma to broadcast the national branding; (2) how sports diplomacy connect China's cyber image; (3) how do sports influence the Australians' perception of China's national cyber image.