

A Brief Analysis of the Status Quo of China-Related Reports in Five Central Asian Countries and Suggestions for Accurate Dissemination

-- Take the China-Central Asia Summit as an Instance

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Abstract. Taking the China-Central Asia Summit as the core case, this paper analyzes the content of China-related reports by the national news agencies of the five Central Asian countries in Chinese, English and Russian. It subordinates with three levels (high, middle and low levels) and nine variables, ten dimensions including politics, economy, culture and education etc., deeply analyzes the image of China built by the mainstream media of Central Asia and its communication effect. The research results show that, in general, the Central Asian media have a profound image of China and a both neutral and positive attitude towards China. Specifically, there are great differences in communication topics, methods and effects, lacking of multiple perspectives, and lack of precision in international communication. In this regard, based on the practice of China's home diplomacy, the paper discusses the feasible path to carry out accurate communication for Central Asia and expand international communication for the world, in order to form a complementary trend with domestic and foreign media and deeply improve China's international status and influence.

Keywords: China-Central Asia Summit; Accurate Communication; National Image; Communication Effect.

1. Introduction

In all kinds of power games, the Central Asian countries, which are located in the center of the Eurasian continent, all occupy an important position that bears on the overall situation, meanwhile China has a long history of development and exchanges with its good-neighborly neighbors. Since the "Belt and Road Initiative" was proposed in 2013 and further implemented afterwards, the historical origin and geographical advantages between China and Central Asia have gradually become prominent, and the regional cooperation mechanism has been continuously strengthened. Relevant academic studies have mainly focused on bilateral and multilateral economic and trade exchanges, especially in the fields of investment [1], agriculture [2] and energy [3]. The regional economic integration between China and the five Central Asian countries has accelerated. With increased trade dependence, digital economy cooperation is one of the new growth areas of multilateral cooperation. Zhu Yongbiao, a Chinese scholar, pointed out that the natural geographical advantages have brought China and the five Central Asian countries closer to each other on international hotspot issues and regional security issues, and the foundation of their relations has become increasingly solid, and many cooperation achievements became concrete.

With increasingly close and frequent interactions between China and the outside world, China's home diplomacy has yielded fruitful results, a new type of international relations has been gradually built, and the concept of a community with a shared future for mankind has been put into practice. Among them, as China's first major diplomatic event in 2023, the China-Central Asia Summit (hereinafter referred to as the "Summit") was held in Xi 'an, Shaanxi Province. It was the first substantive summit held by the heads of state since China and the five Central Asian countries established diplomatic ties more than 30 years ago, injecting new impetus into the building of a closer China-Central Asia community with a shared future. However, in contrast, there are only a few studies involving China-

Central Asia issues from the perspectives of international relations, home diplomacy, journalism and communication, and the humanities and social sciences field has failed to form targeted conclusions on enhancing accurate communication, strengthening political mutual trust, and enhancing cooperation density for the Central Asia region.

For the current stage, the world has entered a new period of turbulence and revolution. Under the new situation, it is a research topic of practical significance to consolidate and develop the good-neighborly and friendly relations between China and Central Asian countries, consolidate the achievements of cooperation between China and Central Asia, improve the level of international communication mechanism, and improve the accuracy of external communication of Chinese media, so as to better build a national image. In this regard, the author seized the opportunity of the summit, gave full play to the advantages of language expertise and the enthusiasm of communication research, carried out the content analysis and research of China-related reports in the five Central Asian countries before and after the summit, and thought about the accurate communication strategy of Chinese media resources leaning toward it, diversified development and communication process, effectively told the Chinese story, and won the recognition of the international public, especially the third world countries, to a greater extent. To enhance China's international discourse power and influence to provide a feasible path.

2. Research Design

(1) Research methods

Table 1. Total distribution of China-related reports and information of five Central Asian news agencies

Country	Kazakhstan	Uzbekistan	Kyrgyzstan	Turkmenistan	Tajikistan
News agency	"Kazinform" International News Agency	UzA National News Agency	Kabar-Kyrgyz National News	Orient News Agency	Khovar National Information agency
Abbreviation	Kazinform	UzA	Kabar	Orient	Khovar
Quantity (piece)	66	14	28	54	24
Percentage	35.5%	7.5%	15.1%	29.0%	12.9%

First, select national news agencies of equal status and with wide audiences in each of the five Central Asian countries, as shown in **Table 1**. Take "Kazinform" International News Agency as an example, as one of the three major news agencies in Kazakhstan, it has been setting Chinese page on its website since 2014, and now has six languages, including Kazakh, Russian, English, Chinese, Albanian, etc. It possesses professional reports and detailed content, representing the mainstream view of the state. At present, only Kazakhstan and Uzbekistan's news agencies have Chinese news layouts. Secondly, based on multi-lingual and international communication needs, this paper chooses reports written in Chinese, Russian and English of the following agencies mentioned above as research content, and by using methods like website search, text analysis and data statistics, lays out this study.

In conclusion, this paper uses content analysis and text analysis method.

(2) Research samples:

From May 18th-19th in 2023, the China-Central Asia summit was held in Xi'an, Shanxi province. Considering of the period of preheating and implementation of expected outcomes in a multilateral

diplomatic event, this paper pushed forward the publication date of the report by half a month and pushed back by one month, that is the period from May 3rd – June 19th in 2023, so that the selected data is fully capable of showcasing the dynamic changes of summit preheat, agenda setting, fluctuation of heat and communication effect.

After settling name of the agencies and publication time of the reports, the writer searched key words like “China-Central Asia Summit”, “China”, etc. By excluding repeated categories, we received 186 pieces of report samples, and regard them as analytical states. Specific statistics can be seen in **Table 1**.

(3) Research category:

Under the guidance of theory framework, the author divided the analyze category into three levels and nine variables, which can be seen in the Table below.

Table 2. Research levels and variables

Level	Variable	Description
Advanced	Issue category	10 categories: Politics, Economy, Culture, Education, International, military, sports, Science and technology, society, environment.
	Keyword	The report topic category is used as reference, and the report keyword label is used as the basis to collect the Russian, Chinese and English reports' keywords respectively.
	Reporting genre	From the three genres of news report, news commentary and supplement, four categories are selected: news, newsletter, commentary and sidelights.
	Graphic content	The content of the comprehensive report is divided into five categories: event venue, long-distance group photos, unilateral portraits of Central Asian countries' representative, unilateral portraits of China's representative, and group photos of both sides.
Medium	Length of a report	Calculated in the word counting software, take 200 words for the interval, the author divided the length of reports into 6 files:0-200,201-400,401-600,601-800,801-1000,over 1000 words.
	Frequency	The amount of reports per day from half a month before the summit to one month after it closes.
Inferior	Number of pictures	The number of pictures can reflect the attitude and habits of the media, as well as their report awareness of the importance of China's issues.
	Source note of pictures	Among the news agencies of the five countries, only Turkmenistan's Eastern News Agency intentionally marked source note of pictures in reports.
	Page view	Among the news agencies of the five countries, only Turkmenistan's Eastern News Agency marked the number of page views on the search page of the report.

3. Content Analysis

(1) Advanced-level categories

1. General situation

To a certain extent, the number of articles, frequency of reports and the number of languages used by news agencies of various countries can reflect their countries' interest in and willingness to engage with China. To be specific:

The following Tables show the distribution of 186 China-related reports by the national news agencies of the five Central Asian countries. Among them, reports published by Kazinform

International news agency take up the largest, up to 66 pieces, accounting for 35.5% of the total reports.

In terms of frequency, as shown in **Figure 1**, the number of China-related reports in the Russian edition of the five news agencies was relatively stable from May 3 to 13, and significantly increased after May 14, with the most obvious increase from 15 to 16 and a peak from May 17 to 18. After the conclusion of the summit on May 19, the number of reports dropped significantly, but it still has a large base.

In addition to Russian, the common language of the five countries, the five news agencies also carry out China-related reports in Chinese and English. The trend of reporting in these two languages can better reflect the enthusiasm, continuity and orientation of Central Asian media in carrying out China-related international communication. As shown in **Figure 2**, the number of reports rose sharply after May 13; On the first day of the summit on May 18, the number of reports reached its peak, among which the number of reports on the day of the Hartong News accounted for 25.8% of its total number of published articles.

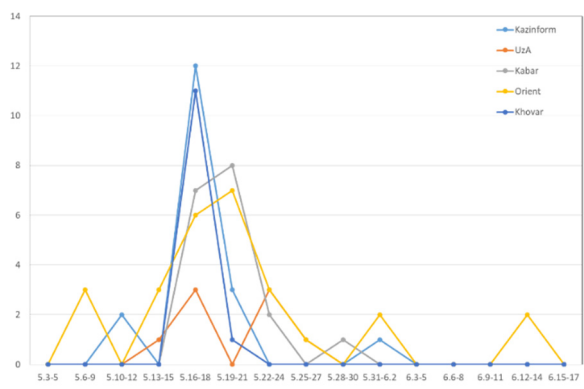


Fig 1. Overall trend of China-related reports of Russian edition of five central asian news agencies (2023. 5.3-6.19)

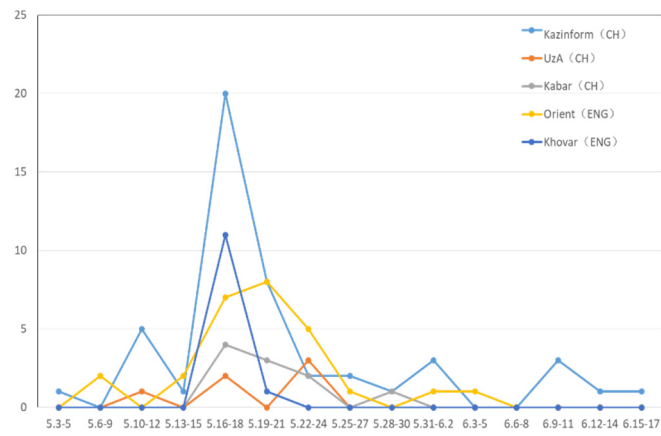


Fig 2. Overall trend of China-related reports of Chinese\British editions of five central asian news agencies (2023. 5.3-6.17)

2. Issue category:

After reading the texts of reports, the author concludes that the common concerns of the five news agencies' China-related reports are: maintaining stable political and diplomatic relations, strengthening multilateral economic and trade cooperation, and promoting multi-party sharing of educational resources. Specifically, in the political aspect, under the theoretical framework of "China-Central Asia Community with a shared future for mankind", maintain and consolidate bilateral friendly relations and promote the sustainable development of the new type of international relations; In the economic field, we should strengthen strategic cooperation in key areas such as trade, agriculture and infrastructure to promote sound economic development between China and the five

Central Asian countries. In the field of culture, based on cultural diversity and universality, we will promote cultural exchanges and strengthen the interconnection of educational resources among institutions of higher learning.

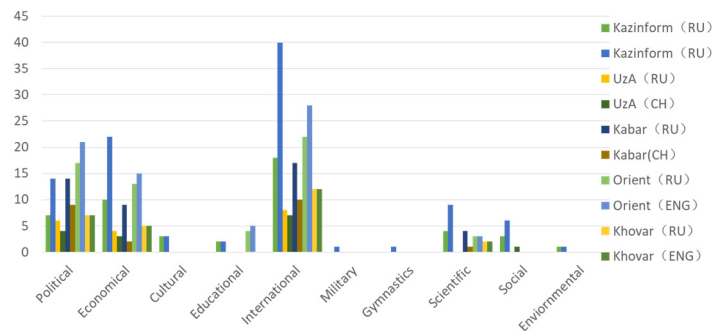


Fig 3. The distribution of the number of china-related topics reported by five central asian news agencies

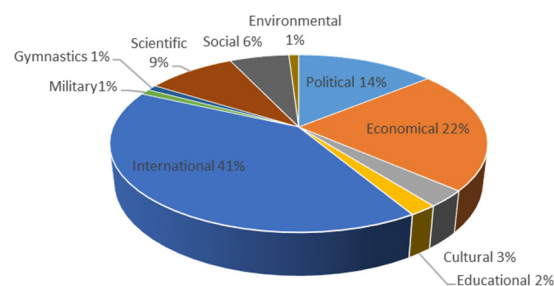


Fig 4. The distribution issue on reports in chinese edition published by Kazinform

The statistical results are shown in **Figure 3**. Among the bilingual pages of the five news agencies, political and economic reports account for the highest proportion. As shown in **Figure 4**, the proportion of economic and political reports in the Chinese pages of Kazinform is the highest, take up 22% and 14% respectively. Science and technology and social issues took second place, at 9% and 6% respectively. Sports and military issues accounted for the least, each accounting for 1%. Take economic reports as an example, mainly including: Economic activities proposed by China (the Belt and Road Initiative, China-Kazakhstan Khorgos trade hub, China-Kazakhstan Investment Roundtable, cross-border logistics and transportation infrastructure), Economic and trade activities based on the strategic cooperative partnership between China and Kazakhstan (agricultural cooperation agreement signed between COFCO and Kazakhstan's Ministry of Agriculture, Memorandum of cooperation signed between China's Xinjiang Sutu Technology and Kazakhstan's Ministry of Trade and Integration, China's opening of the JD.com e-commerce platform Kazakhstan National Pavilion).

3. Key word

There are two ways for the author to sample keywords from China-related reports in the five Central Asian countries: search and analyze the occurrence frequency of a certain term according to the content of the report, and lock the column category of the web page or the label at the bottom of the report.

Then, summarize the following 13 key words in Russian: Diplomatic affairs, President, Politics, International relations, Domestic politics, Economy, Trade, Central-Asia, Science technology, Transportation, Education, International cooperation, Forum/Motion; 11 Chinese and English key terms: Politics/Government, President, diplomacy/foreign affairs activities, Trade, Import and export/International cooperation, agriculture/food, economy, education/Culture, Energy, Science technology, Infrastructure.

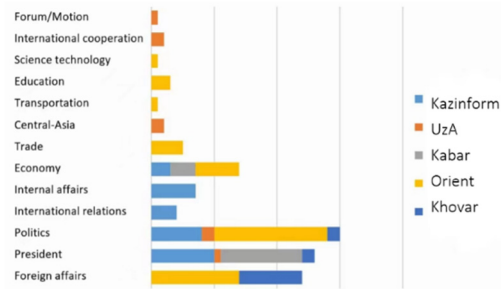


Fig 5. Distribution of key words in china-related reports of the Russian edition of five central asian news agencies

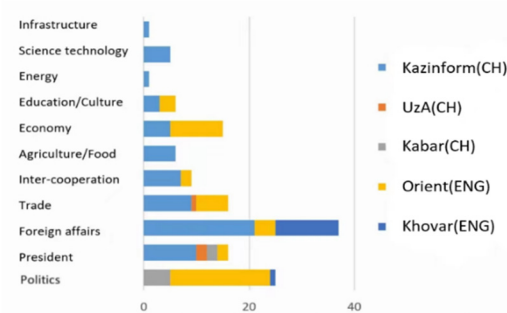


Fig 6. Distribution of key words in china-related reports of the Chinese/English editions of five central asian news agencies

In Russian, Chinese and English reports, diplomatic/foreign affairs, president, politics/government, economy and trade are all high-frequency entries, among which the content of the reports from May 17th to 19th has a certain degree of coincidence, indicating that the five Central Asian countries paid full attention to the foreign affairs activities during the summit. Among them, key words “Economy” and “Trade” enjoy high popularity, as well as the “Belt and Road”, “New mechanism for multilateral consultation”, “A joint community for China - Central Asian countries”. For example, in a report published by Kazinform *China-Kazakhstan Celebration of the 10th Anniversary of the Belt and Road Initiative & China-Kazakhstan Commodity Exhibition* on May 16th, the “Belt and Road Initiative “and the main topics of the China-Central Asia Summit were combined, and the conclusion was drawn that “the China-Central Asia Summit will enhance China's investment attraction to Kazakhstan and Kazakh products will arouse greater interest of Chinese consumers.” Orient noted that “the China-Central Asia Summit: Trade and freight are the most anticipated topics on the summit agenda”; UzA wrote that “the Central Asia-China Summit is a new platform for economic and trade cooperation”, the country will focus on the comprehensive strategic partnership in the fields of economy and trade, energy, transportation, investment and other fields, expressing the interest and expectation of cooperation with China.

4. Reporting genre

This paper selects four types of research: the timeliness and objectivity of the message, the simplicity of language, and the detailed overview of the content is not emphasized; the newsletter is less timely than the news, but the summary of facts is more detailed and tends to strengthen the details of the incident and be livelier. The comments have strong timeliness, clear views and strong generalizations. Side stories reflect news events or people from a side, mostly make use of “using the small to see the big” technique.

As can be seen from the distribution of Russian Chinese-related news genres in **Table 3**, the news reporting genres of the five national news agencies account for the largest proportion of news, which objectively summarizes the agenda setting and agenda development of the China-Central Asia Summit with clear headlines and short and clear news content. For instance, Kazinform published a report on May 17th :*Kassym-Jomart Tokayev meets president Xi Jinping of People’s Republic of China(Касым-Жомарта Токаева встретил Председатель КНР Си Цзиньпин)*, a report

published by Orient News Agency on May 18th :*Xi Jinping advocates to speed up the construction of the fourth line of Turkmenistan-China natural gas pipeline (Си Цзиньпин выступил за ускорение строительства 4 нитки газопровода Туркменистан – Китай).*

Table 3. The distribution of Russian Chinese-related news genres of the five Central Asian news agencies

	Kazinform				UzA			
Reporting	News	Newsletter	Commentary	Sidelight	News	Newsletter	Commentary	Sidelight
Number	11	4	2	1	4	1	3	0
Percentage	61.1	22.2	11.1	5.6	50	12.5	37.5	0
	Kabar				Orient			
Reporting	News	Newsletter	Commentary	Sidelight	News	Newsletter	Commentary	Sidelight
Number	12	5	0	1	19	3	3	2
Percentage	66.7	27.8	0	5.5	70.4	11.1	11.1	7.4
	Khovar							
Reporting	News	Newsletter	Commentary	Sidelight				
Number	9	3	0	0				
Percentage	75	25	0	0				

Table 4. Distribution of Chinese-related news genres in Chinese and British editions

	Kazinform (Chinese)				UzA (Chinese)			
Reporting	News	Newsletter	Commentary	Sidelight	News	Newsletter	Commentary	Sidelight
Number	45	3	0	0	6	0	0	0
Percentage	93.8	6.3	0	0	100	0	0	0
	Kabar (Chinese)				Orient (English)			
Reporting	News	Newsletter	Commentary	Sidelight	News	Newsletter	Commentary	Sidelight
Number	7	3	0	0	19	3	3	2
Percentage	70	30	0	0	70.4	11.1	11.1	7.4
	Khovar (English)							
Reporting	News	Newsletter	Commentary	Sidelight				
Number	9	3	0	0				
Percentage	75	25	0	0				

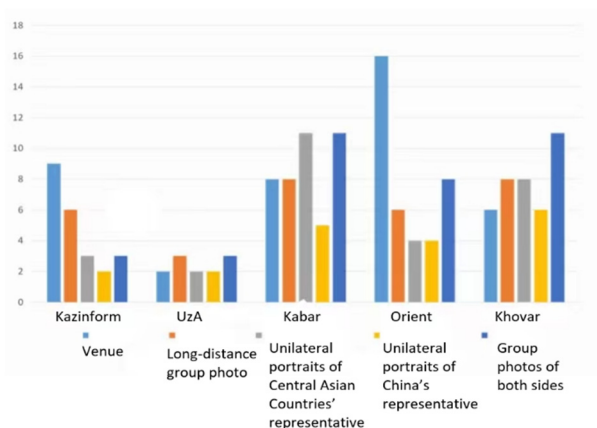


Fig 7. Distribution of key words in china-related reports of Russian edition

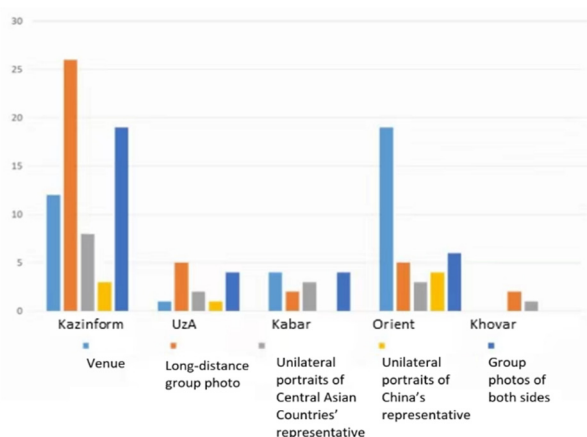


Fig 8. Distribution of key words in china-related reports of Chinese/English edition

5. Figure content

Most photographic works reflect the occurrence of news events and the interaction of subjects, which can improve audio-visual effects, overcome language barriers, emphasize key information, enhance readability and visualization, and have a far-reaching impact on cross-cultural communication. To this end, this paper selects five variables, such as activity venue, long-distance group photo, unilateral portraits of Central Asian countries' representative, unilateral portraits of China's representative and Group photos of both sides.

Both **Figure 7 and 8** are available. In the reports of the news agencies of the five Central Asian countries, *group photos of both sides* accounted for a large proportion of the total amount of reports, adding that the news agencies of the five Central Asian countries had the intention to highlight the main characters and emphasize the partnership between the two sides.

(2) Medium-level categories

1. Report length analysis

Table 5. Analysis of the length of China-related reports in Russian, Chinese and English edition

	Kazinform		UzA		Kabar		Orient		Khovar	
	Russian	Chinese	Russian	Chinese	Russian	Chinese	Russian	English	Russian	English
0-200	6	5	4	1	7	5	19	15	8	4
Percentage	33.3%	10.4%	50%	16.7%	38.9%	50%	70.4%	55.6%	66.7%	8.3%
201-400	6	23	1	0	5	0	6	8	0	4
Percentage	33.3%	48%	12.5%	0	27.8%	0	22.2%	29.6%	0	8.3%
401-600	5	14	2	4	5	2	1	1	2	0
Percentage	27.8%	29.2%	25%	66.7%	27.8%	20%	3.7%	3.7%	16.7%	0
601-800	0	2	0	1	0	0	1	1	2	2
Percentage	0	4.2%	0	16.7%	0	0	3.7%	3.7%	16.7%	50%
801-1000	0	2	0	0	1	1	0	2	0	1
Percentage	0	4.2%	0	0	5.6%	10%	0	7.4%	0	8.3%
1000-	1	2	1	0	0	2	0	0	0	1
Percentage	5.6%	4.2%	12.5%	0	0	20%	0	0	0	8.3%

The length of the report varies according to the news event and the object of the report. The length of China-related reports can reflect the importance, urgency and target degree of the publisher's dissemination of information to a certain extent. The length is divided into 6 levels in the range of 200 words, as shown in Table 5. The news reports of the five Central Asian news agencies are concentrated in 600 words or less, of which Orient News Agency reports with less than 200 words in Russian account for 70.4%, and English reports account for 55.6%. Most of the reports are short and concise, and do not involve detailed information about the signing of economic and trade documents and the content of meetings. A maximum of 20% of Kabar International News Agency's reports in Chinese are more than 1,000 words. The news report in Chinese edition *President Tokayev points out the direction for Central Asia-China cooperation* is counted to be 4512 words, focusing on international cooperation in energy, technology and economy, and international transportation area, and the president stated that “China and Kazakhstan have the same position on major international issue”, giving further expectations for China-Kazakhstan cooperation.

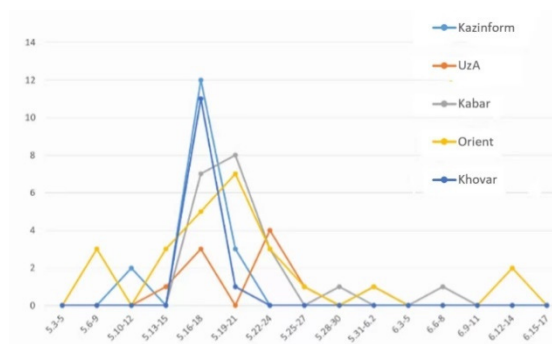


Fig 9. Report frequency of China-related reports in Russian edition

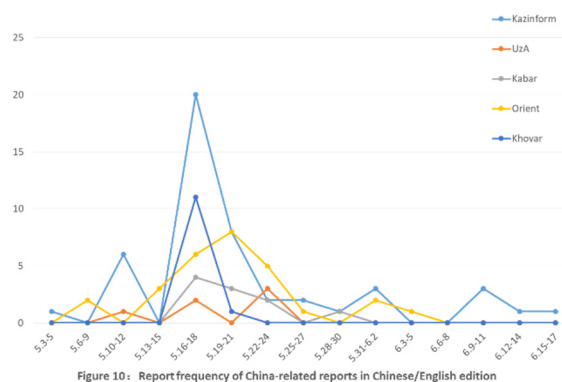


Figure 10: Report frequency of China-related reports in Chinese/English edition

Fig 10. Report frequency of China-related reports in Chinese/English edition

2. Reporting frequency

Figure 9 and Figure 10 can be obtained by searching keywords in multilingual pages. From May 15th to 25th, the frequency of news agency coverage of the five countries reached a peak, giving sufficient agenda-setting strength during the summit.

(3)Premier-level analysis

1. Number of paintings

The number of pictures can reflect the readability and richness of the content of the report, and reflect the media's degree of attention on China-related issues. The average number of pictures can be obtained by the ratio of the total number of reports to the total number of pictures. As shown in Table 6, the average news agencies in the five Central Asian countries are densely distributed between 2 and 3.5.

In contrast, Tajikistan's Khovar News agency has an average of 9.6 images per report, particularly on May 18th in its published report: *State Leader Emomali Rahmon meets with business representatives of the People's Republic of China in Xi 'an.*(*Лидер нации Эмомали Рахмон Сиане встретился представителями компаний Китайской Народной Республики*), there are 33 pictures in each report, 13 of which are related to the head of state of Tajikistan and relevant participants, and 18 of which are related to representatives of Chinese enterprises, which reflects their solid work style and friendly attitude towards cooperation with China.

Table 6. The distribution of the number of pictures in the reports

	Russian reports			Chinese/English reports		
	Number of reports	Number of pictures	Average/piece	Number of reports	Number of pictures	Average/piece
Kazinform	18	64	3.6	47	114	2.4
UzA	8	13	1.6	6	19	3.2
Kabar	18	65	3.6	7	14	2.0
Orient	27	49	1.8	28	50	1.8
Khovar	12	115	9.6	12	12	1.0

2. Indicate the source of the picture

Among the news agencies of the five countries, only the Orient News Agency has a special reference to the source of the figure. There are 16 stories in Russian and 27 stories in English. Three of the stories in each section are original illustrations from orient.tm. The rest are illustrations from other news sites or government websites. On the one hand, it upholds the preciseness of details; On the other hand, it lacks originality.

3. Page view



Fig 11. Distribution of page view of reports in Russian edition published by Orient news agency



Fig 12. Distribution of page view of reports in English edition published by Orient news agency

Among the news agencies of the five countries, only Turkmenistan's Orient News Agency marked the number of page views on the search page of the report. As shown in Figure 11 and 12, the story with the lowest number of 456 people was published in English on May 17th: *Central Asia and China to establish Business Council*. The report with the highest 8,499 views was published in Russian on May 20th: *Саммит Китай-Центральная Азия: итоги, обобщения и параллели* (*The China-Central Asia Summit: Summing up, Summarizing, and Juxtaposing.*)

In addition, page views of its Russian and English editions peaked on May 13th and 19-20th.

4. Inspiration and Suggestions

On the occasion of the 10th anniversary of the Belt and Road Initiative, the China-Central Asia Summit will further review and review the major achievements in “policy communication, infrastructure connectivity, unimpeded trade, financial integration and people-to-people ties”. Guided by the vision of a China-Central Asia community with a shared future, the China-Central Asia Summit will take high-quality joint construction of the “Belt and Road” as a platform. It is of great significance to advancing the goal of major-country diplomacy with Chinese characteristics, maintaining the strategic stability of China's neighborhood, and promoting the upgrading of China's relations with Central Asia.

At the same time of peaceful rise, China must show the world as much as possible the concept, achievements and experience of high-quality development, so as to gain widespread knowledge and recognition of the international community, and create a good international public opinion atmosphere for China's all-round and diversified development. Based on the above research, this paper believes that domestic media are more profound and skilled in the expression and self-shaping of national image, and Chinese communication subjects should combine the expression framework of other countries in multiple ways and pay attention to enriching the expression methods of domestic media. The specific inspiration is as follows.

(1) Based on home diplomacy and integrating diverse media

From the perspective of theoretical research, national image is people's comprehensive impression and perception of a country's politics, economy, culture and other aspects, and its construction is generally based on the research of political science, communication science, public diplomacy and other fields. Among them, there is a strong correlation between home diplomacy and the media construction of national image.

In the communication system of the five Central Asian countries, there are media carriers such as press, radio, television, Internet and social media. Among them, the state-owned media, represented by news agencies, is dominant, and its reporting style and content statements can effectively reflect the position and attitude of the government of the country, and its impact on the audience's ideological cognition is more decisive. Therefore, on the one hand, the China-Central Asia Summit, a major opportunity for the host diplomatic event, should become an important occasion for the interaction of multiple subjects on social media, which needs to be sustained and colorful; On the other hand, China should continue to build more home diplomatic sub-activities with specific themes and groups of people, attract multilateral opinion leaders from both sides to carry out cross-regional research and promote cross-cultural communication.

(2) Gathering media resources and innovating agenda setting

In the context of the new media ecology, integrated communication has become a prominent reporting pattern to shape the national image around the home diplomatic activities, and the Internet and mobile Internet platforms have become the main channels of international communication. On the premise of ensuring true content, objective expression and clear logic, the report adds artistry and folksiness to transnational issues, adopts diversified reporting methods such as thematic planning, short message, audio and video, and strengthens the collection of Chinese and foreign media resources, encourages traditional media and new media to play a role in communication, and achieves a closed loop of

international communication. For instance, Chinese and foreign national news agencies can enhance cooperation and add skip columns or theme-based pages to each other's news agencies' web pages for audiences to reach and browse quickly with one click.

At the same time, social media should make full use of its features such as intuitive presentation effect, diverse audience groups and fast propagation speed, etc. and set up unique topic tags to encourage audiences to quote, forward and create twice. In this regard, the topic setting of innovative reporting should take into account not only the cultural background of the five Central Asian countries, especially the commonality of cultural pedigree and language pedigree, but also the differences in language habits, expressions and rhetorical words, as well as the development status and characteristic industries of the five countries. In Kyrgyzstan, for example, 9 of the 28 China-related reports collected by the country's news agency take business, economy and trade as the core content, because the country's agriculture and animal husbandry development is strong, but the industrial base is weak, and improving the domestic economic structure and focusing on the development of industry and commerce have become the direction of attention of the people in the country in recent years.

(3) Enriching communication subjects and enhancing interactive stickiness

Mainstream media, official government, construction assistance enterprises, Internet celebrities, teenagers, etc., can all become an important part of the main body of communication, providing audiences with a multi-angle narrative of the same event. With the development of virtual technology, virtual digital people may become the next emerging subject of cross-cultural communication.

The friendship between countries also depends on the interaction between the two sides through social platforms. First of all, on the platform, we should give full play to the role of expressive multimedia and feedback multimedia, improve the overseas operation of mass communication, and enhance the sense of external communication. Secondly, emotionally speaking, try to quote the original words of national leaders and leaders with high-quality opinions can contribute to heat up the friendship and emotions with the audience. Finally, in terms of content, we should actively seek the relevance and common ground between our country and the recipient country in terms of historical origin, politics, economy and culture, and enhance the awareness of identity between the two countries. Take Kazakhstan as an example. China and Kazakhstan are neighbors from a geographical aspect. In history, its establishment and development were closely related to China's Western regions, and it was an important stop on the ancient Silk Road. Since the formation of the Kazakh tribe in the early 16th century, China and Kazakhstan have been closely linked by geopolitics. Since the establishment of diplomatic ties more than 30 years ago, bilateral cooperation has mainly focused on economical, security, cultural and other fields, and in the past decade, it has been focused on energy, infrastructure and high-end new technology.

5. Conclusion

This paper first conducted a qualitative and combined study on the China-related reports of the mainstream media of the five Central Asian countries on multilateral diplomatic events, and then through concrete analysis found that the disclosure of China's national image by the five countries was positive and detailed on the whole. At the same time, the differences in the framework, focus, language and rhetoric of the reports published by different national news agencies reflect the attitude, interest demands and cooperation expectations of the five Central Asian countries towards China.

Based on the Multiple Discourse Strategy, China's external communication layout should continuously expand in depth, strengthen our communication intensity to the third world countries, including the five Central Asian countries, and strengthen the interconnection between Chinese and foreign media. In this regard, we will take full account of the national civilization characteristics of the target countries, comprehensively promote the dissemination of diversification and diversity, continue to shape China's national image and improve the country's soft power, so that the aspects of political exchanges, economic and trade exchanges and cultural integration, national prosperity could

develop all together. Meanwhile, we should regard the construction of the China-Central Asia community of a shared future as a model, and further promote the concept of a community with a shared future for mankind to the world.

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