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GEORGIA IN THE CONTEXT OF CHINESE MEDIA

Abstract

This article focuses on media outlets operating within the Chinese media landscape and conducts an extensive investigation into the modes, quantity, content, and intensity of information about Georgia in China. Our analysis encompasses the configuration of Georgia's image and positioning, with the ultimate goal of charting pathways for enhancing awareness about Georgia in the foreseeable future.

The analysis aims to shed light on how Georgia has been depicted in Chinese media and uncover the primary factors and narratives influencing the perception of Georgia among the Chinese audience. By providing insight into the dynamics of Georgia's portrayal in Chinese media, this article lays the groundwork for future in-depth research on the topic, contributing to a more comprehensive discussion on the representation of nations in the international media sphere.

The significance of this paper stems from the imperative to deepen inter-country relations and amplify awareness about Georgia.

Keywords: Georgia, China, mass media, notoriety, South Caucasus.

1. Introduction

In my years of study and living in China, I have often contemplated Georgia's place in China and its aspirations for recognition and elevation in the fields of learning and living. This forward-looking perspective and the quest for knowledge and familiarity with China have culminated in the initiation of research.

The 21st century is characterized by the prevalence of information technology, wherein the influence of mass media on contemporary society continues to burgeon with each passing year, permeating various facets of life and significantly shaping its essence (Chomski 2020). Mass media exerts a profound impact on societal consciousness and individual behavior, effectively molding public opinion and serving as a potent instrument for cultivating collective self-awareness and governing public sentiment. It constitutes the principal conduit through which society receives information about the world, thus playing a pivotal role in the formulation of perceptions and stereotypes related to specific countries, culminating in the construction of distinct national images. Conversely, society also exerts an influence on the configuration of mass media, engendering transformations, and evolutions across diverse forms, methods, and approaches. This underscores the reciprocal relationship and mutual impact between media outlets and society (Dojurishvili 2016). The evolution of mass communication processes contributes inherently to the broader advancement of civilization. Fundamentally, the interplay of relationships remains indispensable for the progress of humanity.

The significance of the aforementioned study derives from the imperative to strengthen diplomatic ties between nations and enhance global awareness of the nation in question. Additionally, it seeks to elucidate the role of Georgia within the context of the "Belt and Road" initiative, positioning the country as a pivotal actor within the South Caucasus region. Of paramount importance is the cultivation of Georgia's international image, as it underpins the success of the nation's foreign policy endeavors, fostering mutually advantageous relations with other countries and fostering active participation in international organizations and initiatives. This topic holds pertinence for both the state and diverse governmental bodies, with a particular emphasis on its relevance to the Ministry of Foreign Affairs. Importantly, this research represents a pioneering effort within Georgia, marking its inaugural exploration of this subject matter.

In the era of globalization, the influence of mass media extends beyond national confines, exerting significant influence in shaping perceptions and narratives about countries and regions. This current sociological inquiry delves into the depiction of Georgia within the Chinese media, encompassing a thorough exploration of the multifaceted facets characterizing this portrayal. Georgia, situated at the juncture of Eastern Europe and Western Asia, stands out for its abundant cultural heritage and intricate geopolitical terrain.

Research Object: The study focuses on China's mass media materials in various periods, including Chinese, English, Russian, and, at times, even Georgian, mainly during the pandemic.

Research Field: The geographical and locational context of Georgia in China's mass media.

Research Purpose: To determine how, through what means, in what quantity, and with what intensity information about Georgia is disseminated in China and to conduct a comprehensive analysis of the construction and positioning of Georgia's image, with the ultimate aim of delineating strategies for enhancing Georgia's visibility within the context of China.

To attain this overarching objective, a series of specific tasks must be undertaken:

- 1) Elucidating the distinctive attributes of Chinese media outlets, with a particular focus on preeminent entities such as Xinhua Agency;
- 2) Discerning the role played by Chinese mass media, encompassing advertising and social media, in the dissemination of information aimed at heightening public awareness of Georgia;
- 3) Identifying the types and frequency of keywords associated with Georgia within mass media materials;
- 4) Analyzing the predominant themes and subject matters featured in media coverage of Georgia;
- 5) Assessing the prevalence of negative narratives or representations of Georgia within mass media materials;
- 6) Detecting and comparing the volume and quality of informational materials related to Georgia available in the Chinese language and other foreign languages;
- 7) Gauging the level of interest evoked by the South Caucasus region and ascertaining the specific position of Georgia.

The research paper incorporates graphical representations of empirical data. These visual aids serve the purpose of enhancing the clarity and comprehensibility of the research findings, enabling a more lucid comprehension of the present situation and facilitating prognostications regarding future strategies for disseminating information about Georgia to the Chinese audience.

2. Examination of the Chinese Media Landscape and Media Operations

Within this section, we aim to provide an elucidation of the Chinese media ecosystem, delve into the intricacies of media entities' functioning, and broach pertinent considerations.

2.1. Regulations and Statutes Governing Mass Media and Cyberspace in the People's Republic of China

In China, the regulatory framework overseeing the media and internet space is characterized by a stringent approach to censorship. This regime imposes severe consequences, including potential arrests, upon individuals who disseminate prohibited content through social networks, messaging platforms, and brief text communications.

The Constitution of the People's Republic of China grants its citizens the right to freedom of speech, although certain restrictions are imposed on the dissemination of specific types of information:

1. Violating the fundamental principles established in the Constitution;
2. Undermining the territorial integrity of the nation or inciting secession;
3. Endangering the state's interests and reputation;
4. Inciting ethnic hatred and discrimination;
5. Undermining the state's religious policies or promoting feudal superstitions;
6. Spreading rumors, disrupting social order, and undermining social stability;
7. Promoting pornography, gambling, violence, homicide, and terrorism;
8. Encouraging disobedience, civil unrest, or the disruption of the collective interests of others;
9. Any other information prohibited by law.

In the context of foreign media creation and publication, a specific procedure has been established regarding the generation of content and the authorization for publication. Additionally, other foreign media

outlets are typically required to adhere to traditional media practices and should also conform to defined editorial standards in order to fulfill specific requests. Non-journalistic platforms in China lack the prerogative to engage in interviews or reporting, and they may manipulate purchased materials in such a way as to avoid immediate alignment with primary content. Currently, the most popular platforms in China encompass various Chinese social networks, including WeChat, QQ, Taobao, mobile Baidu, Baidu, and Alipay.

Within the realm of propaganda in China, four fundamental principles are upheld:

1. Differentiation between International and Domestic Propaganda;
2. Striving for a Balanced Dissemination of Positive and Negative Information;
3. Events must be reported promptly;
4. “Minor Criticism, Great Praise”: Positive content should not be limited to solely positive coverage, as this approach may raise questions and potential content adjustments.

In China, it is noteworthy that the internet space is heavily controlled, with popular platforms such as Facebook, Google (including all their subsidiaries), and YouTube being examples. This control is motivated by several reasons:

1. Platforms are subject to the censorship machinery of state propaganda and are closely monitored for compliance with domestic activities that may deviate from the official line.
2. Distance governance and manipulation can influence the destabilization and control of a country’s internal affairs and territorial integrity in the long run. This also extends to safeguarding China’s national security, sovereignty, and territorial integrity. This, in turn, has implications for China’s future economy.

2.2. The Most Popular and Widely Disseminated Media in China

The most popular and widely disseminated media in China includes various media texts and media themes. Generally, the media landscape can be categorized into four main types:

1. News;
2. Information analysis and commentary;
3. Text interpretation (covering a wide range of thematic content);
4. Advertising.

Key media themes encompass politics, business, culture, sports, international and regional news, weather, and more.

However, in contrast to conventional media, internet-based articles in China are often more detailed and comprehensive in terms of content, format, and dissemination. Information is typically distributed in a more elaborate and publicly accessible manner on the internet.

Informative encompasses the following genres: chronicle, correspondence, reportage, interview. It familiarizes the audience with significant events in an objective form, providing facts and various perspectives. However, the video, audio, photo, etc., should be checked anyway (Jologua 2013).

On the other hand, the **publicist** genre includes analytical, satirical, editorial-publicistic, and advertising genres, encompassing evaluation and serving socio-economic, political-ideological, and cultural connections, primarily catering to mass audiences.

Presently, in China, well-known entities include: *Xinhua News Agency* (新华社), *People’s Daily* (人民日报), *China Central Television* (CCTV - 中央电视台)¹, *China Global Television Network* (CTGN - CCTV’s international television channel), *China Daily* (中国日报), *China Radio International* (中国国际广播电台), *Xinwen Lianbo* (新闻联播), among others.

Today, the internet space stands out as the most accessible platform for wide-scale dissemination, precisely harnessed by contemporary Chinese media. Through the dissemination of news of a similar nature, the media plays the role of a mediator, contributing to the strengthening of international relations among nations through the exchange of information, information sharing, and cross-cultural communication. Nations already seek information about specific countries, which allows them to gain insight into a particular culture, often forming the basis for successful future collaborations in various working relationships.

¹ CCTV entered Georgia after the Rose Revolution in order to cover Georgia directly from Tbilisi; however, in 2014, the CCTV representative left Georgia.

3. Georgia in the Chinese Media Landscape

Here, we discuss Georgia’s presence in the Chinese media landscape, focusing on its portrayal in the context of statistics, tables, and diagrams, which aid in data collection and analysis. In brief, we examine the structure and mechanisms of relevant media opportunities.

3.1. Georgia and Xinhua

Xinhua is the official state news agency of the People’s Republic of China, established in 1931. Its main office is located in Beijing. Beyond China’s borders, Xinhua maintains 180 corporate points. The agency operates 24 hours, disseminating content in 12 languages, encompassing news, photographs, audio, and video materials. Xinhua is not specialized in the delivery of specific information categories; its primary audience includes consumers of various ranks. It is characterized by concise propaganda and relies on numerical figures and arguments (<http://xinhuanet.com/>). Xinhua enjoys considerable respect and popularity among the populace, as it provides objective and accurate information, and sometimes, individuals rely on it to make informed decisions. Xinhua is vigilant in safeguarding its reputation and exercises strict control over all news. Information sources in Georgia predominantly connect to the local Xinhua corporate point but also to the central office.

Countries accredited to Xinhua in foreign countries:

1. Region of Asia and the Western Pacific,
Main Bureau of the Region – Hong Kong (China);
2. Region of the Near East,
Main Bureau of the Region – Egypt;
3. Latin America Region,
Main Bureau of the Region – Mexico;
4. African Region,
Main Bureau of the Region – Kenya;
5. European Region,
Main Bureau of the Region – Belgium;
6. North America Region,
Main Bureau of the Region – USA;
7. Eurasian Region,
Main Bureau of the Region – Russia.

Furthermore, in all foreign countries, Xinhua functions as the representative entity accountable to the main bureaus. Xinhua has evolved into an authority and an influencer that extends its reach beyond China, much as it operates within China’s borders. Its authority and influence continue to grow, facilitating efficient collaboration with various international information organizations. A significant portion of China’s overseas broadcasting, aimed at acquiring information, turns to “Xinhua,” including the “Renmin Ribao,” which receives exclusive materials from “Xinhua” in various formats.

Below are tables and diagrams that aid in understanding China’s interests in the freedom of the press in Georgia and, more broadly, in assessing Georgia’s popularity.

Language	In text
Chinese	2313
English	1082
Russian	133

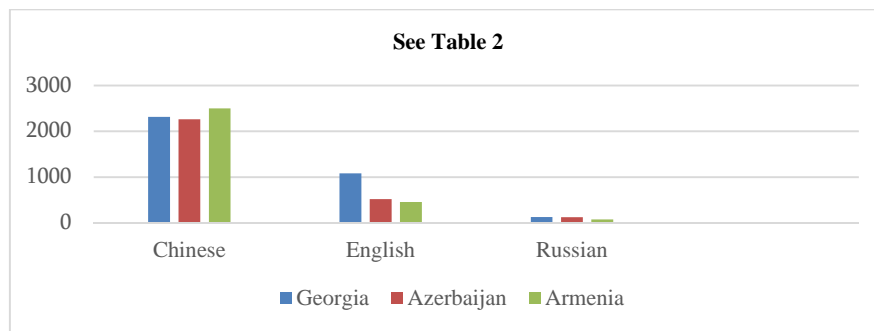
Table 1: Frequency of key terms used by Xinhua News Agency in reference to Georgia²

It is noted that, among Chinese media publications, Georgia is more frequently mentioned in texts that are in the Georgian language. In terms of prevalence, the second most common language used is English, followed by Russian. This is reasonable, given that English is a global language and has a broader international readership.

² <http://xinhuanet.com/>. According to the search on Xinhua News Agency’s database, the table is constructed based on the retrieved materials (2019.05.09 - 2021.05.09) related to the search criteria.

Language	Countries		
	Georgia	Azerbaijan	Armenia
Chinese	2313	2262	2499
English	1082	521	456
Russian	133	123	77

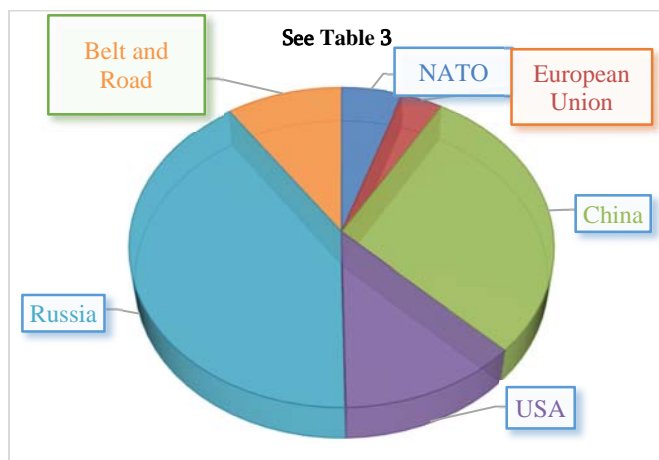
Table 2: Frequency of key terms used by Xinhua News Agency in reference to countries in the South Caucasus



From the diagram, Xinhua News Agency’s English-language website exhibits a noteworthy frequency of mentions of “Georgia”. However, to a certain extent, here also lies a sensitivity towards maintaining a balance in delivering the information regarding the given countries.

Search Type:	Georgia and	Quantity
In Text	NATO	158
	European Union	105
	China	880
	USA	383
	Russia	1247
	Belt and Road	298

Table 3. Frequency of use of key terms by Xinhua News Agency concerning Georgia’s engagement with countries (China, USA, Russia) and organizations (NATO, European Union), and participation in the “Belt and Road” initiative:



The data suggests that there exists a strained relationship in the geopolitical context between Russia and Georgia, with a notable decline in diplomatic relations, particularly since the conflict in August 2008.

In the hierarchy of international engagement, China-Georgia relations emerge as the second most significant focus, followed by Georgia’s interactions with the United States and Russia, albeit with less positive dynamics. Additionally, it is noteworthy that Georgia’s active participation in the “Belt and Road” Initiative has attracted considerable attention.

3.2. Georgia and the Web Portal “Belt and Road”

The governmental web portal “Belt and Road” serves as the principal digital platform for disseminating information related to this initiative. This platform extends its scope beyond the dissemination of crucial news, encompassing in-depth insights into participating nations. It offers descriptive content, extensive photo galleries, and elucidations of their legal frameworks, economic sectors, cultural traditions, and regulatory frameworks (<https://www.yidaiyilu.gov.cn/>).

Countries		
Georgia	Azerbaijan	Armenia
296	242	138

Table 4. *Frequency of use of keywords by the “Belt and Road” Initiative regarding countries in the South Caucasus.³*

The data from “Xinhua” and “Belt and Road” suggest that Georgia’s role is gaining prominence in the initiative. According to our information, the page on news releases seeks more activity on its part, that is why information from various countries will be disseminated more frequently in the near future, which is also interesting and noteworthy.

3.3. Media Coverage of Georgia Across Various Media Outlets

Utilizing the “Baidu” database search engine, our investigation reveals that the proliferation of information about Georgia is facilitated through social media platforms employing thematic keywords. As bilateral relations between China and Georgia continue to deepen, the Chinese media diligently disseminates information across diverse facets of the country. These encompass but are not limited to, subjects such as Sino-Georgian relations, political developments, the Belt and Road Initiative, trade dynamics, economic affairs, investment prospects, cultural exchanges, tourism, fine arts, viticulture, and more (www.baidu.com).

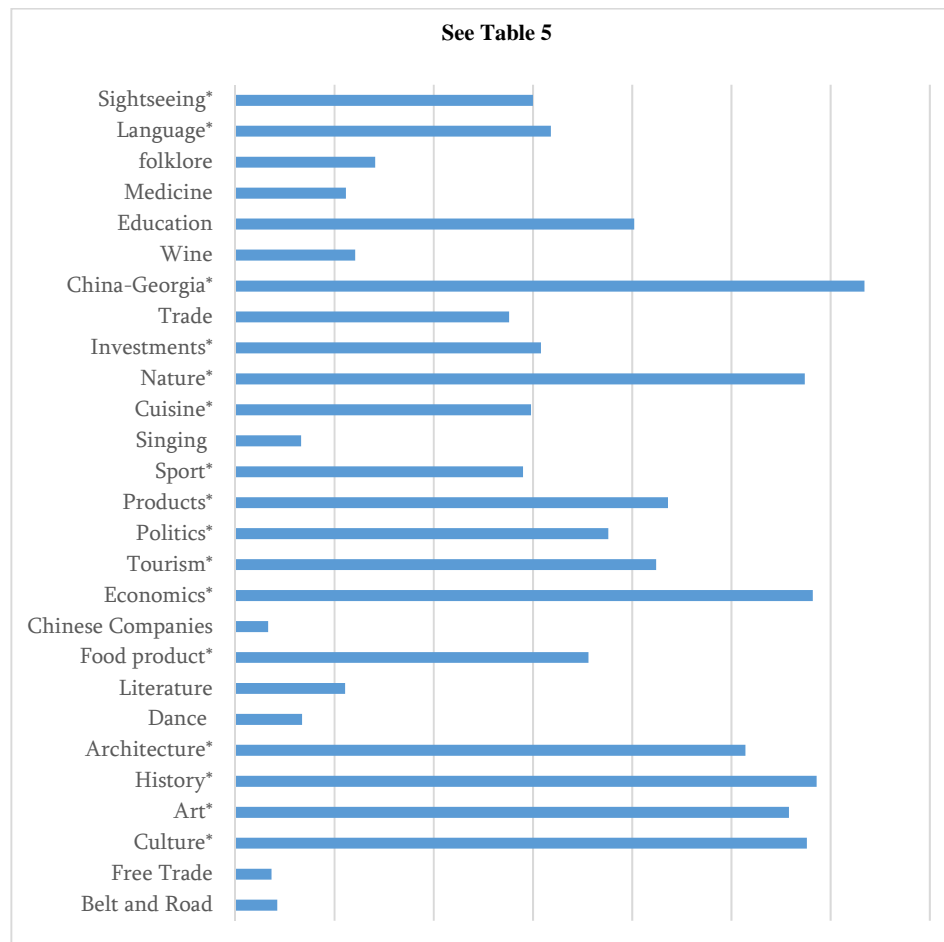
The data analysis underscores discernible areas of heightened interest, with asterisks (*) denoting specific domains that garner increased attention concerning Georgia.

Keywords	%	Keywords	%	Keywords	%
Belt and Road	2,11%	Chinese Companies	1,66%	Investments*	15,4%
Free Trade	1,82%	Economics*	29,1%	Trade	13,8%
Culture*	28,8%	Tourism*	21,2%	China-Georgia*	31,7%
Art*	27,9%	Politics*	18,8%	Wine	6,04%
History*	29,3%	Products*	21,8%	Education	20,1%
Architecture*	25,7%	Sport*	14,5%	Medicine	5,57%
Dance	3,36%	Singing	3,32%	folklore	7,05%
Literature	5,53%	Cuisine*	14,9%	Language*	15,9%
Food product*	17,8%	Nature*	28,7%	Sightseeing*	15%
Tradition*	20,1%	Human*	29,5%	Climate	14,1%

Table 5. *Frequency of use of keywords by popular media when talking about Georgia. ⁴*

³ <https://www.yidaiyilu.gov.cn/>

⁴ Based on the Baidu database search engine, the table is compiled according to the materials published in popular media.



3.4. Coverage of the Countries of the South Caucasus Region and Revealing the Place of Georgia

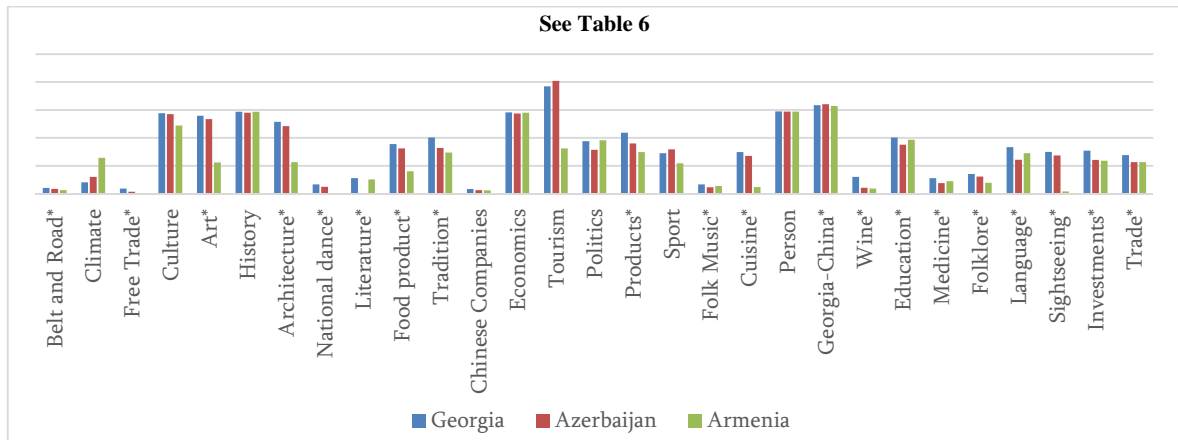
The research showed that Chinese social media covers the events almost equally. However, in some areas, interest in Georgia is still evident. The frequent coverage of Georgia by the Chinese media is due to the official Beijing's interest in the South Caucasus region, especially in Georgia. The sign * in the table indicates interest in Georgia in the South Caucasus region.

Thematic Keywords	Georgia	Azerbaijan	Armenia
Belt and Road*	2,11%	1,73%	1,3%
Climate	4,1%	6,02%	12,8%
Free Trade*	1,82%	0,685%	0%
Culture	28,8%	28,5%	24,4%
Art*	27,9%	26,7%	11,2%
History	29,3%	29%	29,3%
Architecture*	25,7%	24,2%	11,3%
National dance*	3,36%	2,47%	2,41%
Literature*	5,53%	3,58% %	5,14%
Food product*	17,8%	16,2%	8,02%
Tradition*	20,1%	16,4%	14,7%
Chinese Companies	1,66%	1,29%	1,23%
Economics	29,1%	28,7%	29%
Tourism	38,5%	40,4%	16,2%
Politics	18,8%	15,7%	19,1%
Products*	21,8%	18%	14,9%

Sport	14,5%	15,9%	10,9%
Folk Music*	3,32%	2,33%	2,76%
Cuisine*	14,9%	13,5%	2,37%
Person	29,5%	29,4%	29,4%
Georgia-China*	31,7%	32%	31,4%
Wine*	6,04%	2,13%	1,83%
Education*	20,1%	17,5%	19,3%
Medicine*	5,57%	3,76%	4,45%
Folklore*	7,05%	6,13%	3,94%
Language*	16,7%	12,20%	14,5%
Sightseeing*	15%	13,70%	0,777%
Investments*	15,4%	12,1%	11,8%
Trade*	13,8%	11,3%	11,3%

Table 6. Frequency of use of thematic keywords by Chinese media when talking about South Caucasus countries, namely Georgia, Azerbaijan, and Armenia.⁵

Table 6 presents an analysis of the extent of coverage by Chinese media in the three South Caucasus countries. Notably, Georgia emerges as the most prominently featured nation across various dimensions, with Azerbaijan and Armenia subsequently following suit. This observation signifies China’s keen interest in the South Caucasus region and its propensity to engage in distinct areas of cooperation with each of the countries within the region, albeit with varying emphases.



3.5. Coverage of Negative Events in Georgia by China

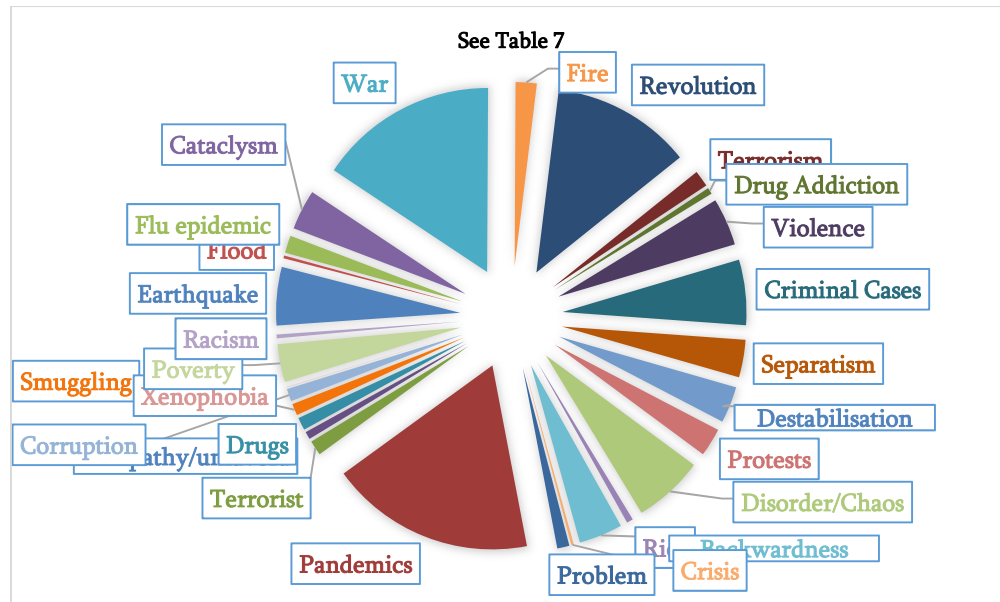
As for the coverage of negative events in Georgia by China, both positive and negative events attract media attention. There are negative events in any country, and Georgia is not an exception. Here is a table of relevant data:

Thematic Keywords	%	Thematic Keywords	%
Earthquake	5,67%	Criminal cases	6,34%
Flood	0,277%	Separatism	3,63%
Flu epidemic	1,7%	Destabilization	2,15%
Cataclysm	3,89%	Protests	2,75%
War*	17,4%	Disorder/Chaos	6,83%
fire	2,05%	Riot	0,619%
Revolution*	13,6%	Backwardness	4,23%
Terrorism	1,59%	Crisis	8,86%

⁵ Based on the Baidu database search engine, the table is compiled according to the materials published in popular media.

Terrorist	1,45%	Antipathy/unfavorability	0,742%
Drug addiction	0,618%	Problem*	30,3%
Drugs	1,23%	Smuggling	1,12%
Violence	5,1%	Pandemic*	19,9%
Corruption	1,21%	Poverty	3,67%
Xenophobia	0,0205%	Racism	0,380%
Hate	1,28%		

Table 7. Frequency of use of negative keywords by Chinese media



The diagram, formulated based on the data in the table, reveals that events such as war, revolution, and the ongoing global pandemic have emerged as predominant negative occurrences in Georgia. It is noteworthy that these events have transpired despite Georgia's generally peaceful disposition. We contend that any form of disruption adversely impacts the nation and exerts detrimental effects on its standing in the global context. Consequently, the sectors of tourism and trade experience degradation, while foreign investments undergo a discernible decline.

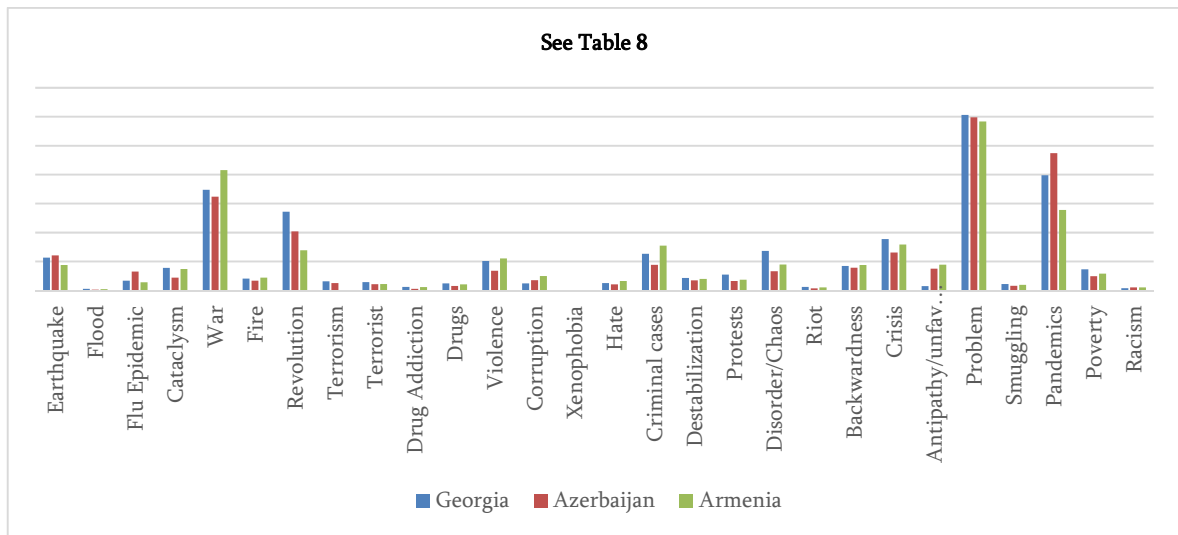
3.6. Coverage of Negative Events in South Caucasus Countries

Thematic keywords	Georgia	Azerbaijan	Armenia
Earthquake	5,67%	6,06%	4,4%
Flood	0,277%	0,154%	0,241%
Flu epidemic	1,7%	3,27%	1,438%
Cataclysm*	3,89%	2,21%	3,73%
War	17,4%	16,2%	20,8%
Fire	2,05%	1,68%	2,2%
Revolution*	13,6%	10,2%	6,93%
Terrorism*	1,59%	1,27%	1,49%
Terrorist*	1,45%	1,08%	1,13%
Drug addiction	0,618%	0,28%	0,611%
Drugs*	1,23%	0,781%	1,06%
Violence	5,1%	3,4%	5,55%
Corruption	1,21%	1,77%	2,5%
Xenophobia	0,0205%	0,0223%	0,0240%

Hate	1,28%	1,06%	1,63%
Criminal cases	6,34%	4,41%	7,74%
Destabilization*	2,15%	1,75%	1,99%
Protests*	2,75%	1,64%	1,84%
Disorder/Chaos*	6,83%	3,33%	4,5%
Riot	0,619%	0,356%	0,522%
Backwardness	4,23%	3,93%	4,4%
Crisis	8,86%	6,54%	7,93%
Antipathy/Unfavorability	0,742%	3,76%	4,45%
Problem*	30,3%	29,9%	29,2%
Smuggling	1,12%	0,817%	0,973%
Pandemics	19,9%	23,7%	13,9%
Poverty	3,67%	2,46%	2,9%
Rasims	0,380%	0,551%	0,524%

Table 8. Frequency of use of negative keywords by Chinese media when talking about South Caucasus countries, namely Georgia, Azerbaijan, and Armenia.

The adverse occurrences within the South Caucasus region, as highlighted in the Chinese mass media, encompass factors such as armed conflict, revolutionary activities, criminal incidents, civil unrest, and other related issues. These elements potentially jeopardize the safety and security of individuals contemplating visits, employment opportunities, or educational pursuits in the South Caucasus nations. Consequently, prioritizing the safeguarding of the region becomes an imperative initial endeavor. It is worth noting that the substantial geographical distance between China and our region, coupled with the associated high travel expenses, often renders it more appealing for travelers to explore and traverse all three South Caucasus countries. To this end, it becomes essential to establish a conducive environment conducive to such travel and exploration.



4. Conclusion

Mass media wields a significant influence over human thinking and plays a crucial role in shaping public opinion. The content disseminated through mass media directly impacts the perception and reputation of individuals, society, government, and a country as a whole. A nation must prioritize the development of its society and its people and safeguard its national reputation. Often, foreigners form their impressions and opinions about a country based on the information they receive through mass media.

In light of complex circumstances, regrettably, more potent and influential nations possess the capacity to curate the reputation of a specific nation. To leverage this capability, they seek to establish branches or representative entities of foreign mass media within the targeted nation.

The international standing and repute of a nation substantively underpin its diplomatic interactions with other countries. As an illustrative instance, consider the challenge of fostering tolerance towards foreign individuals within the Georgian context, particularly those hailing from Asian and African nations. It is observed that, at times, without evident cause, negative portrayals of foreign individuals are propagated in Georgian media with the intent of artificially engineering certain stereotypes. This deleterious practice engenders misinformation, influences public sentiment on digital platforms, and, on occasion, catalyzes public demonstrations. Consequently, it detrimentally impairs the standing of the nation on the global stage. Furthermore, it precipitates adverse repercussions in the realm of bilateral relations, spanning various domains. Most critically, it poses a direct threat to the nation's sovereignty and territorial integrity.

While processing the sources, we collected the relevant facts and data and got acquainted with an immense amount of information. To a large extent, all of this corresponds to our visions and assumptions, and based on the comparison of the information, we made the following conclusion:

Our study encompasses an examination of Chinese media, an analysis of media policies, a segmentation analysis of the media landscape, and an exploration of pertinent factors. We embarked on a comprehensive quest to uncover, structure, and dissect information related to Georgia as it appears within the Chinese media landscape. This endeavor involved a meticulous comparative analysis encompassing both electronic and online media sources. Within the scope of media analysis, we focused on discerning the overarching trends in the portrayal of events and developments in and around Georgia by various news outlets. It is essential to reiterate that media, as a principal instrument shaping public opinion, bears immense significance in forming a nation's image and identity. Therefore, the evaluation of the media landscape stands as a pivotal component in addressing extant challenges and devising a judicious strategy for the future.

As part of our research, we conducted a comprehensive analysis of Xinhua Agency articles, examining the frequency and nature of keyword utilization. Furthermore, we conducted a concise analysis of the government portal dedicated to the "Belt and Road" initiative, scrutinizing the volume and quality of information about Georgia contained therein. In the broader context, we conducted an overarching analysis of the quantity and caliber of information disseminated about Georgia within the Chinese media ecosystem.

Based on our comprehensive analysis, we propose a perspective on addressing the issue at hand. Primarily, it is unequivocal that the fundamental prerequisite for elevating the country's image resides in ensuring domestic stability and fostering economic development. Concurrently, the steadfast pursuit of European and Euro-Atlantic integration must be accompanied by a deliberate effort to intensify and broaden collaboration with China across various domains. Our recommendations include the following strategic actions:

- 1) A symbiotic relationship between Chinese and Georgian media outlets should be initiated, taking into account the idiosyncrasies of the Chinese media ecosystem and Georgia's national interests. Concurrently, efforts to enhance China's awareness of Georgia should be sustained.
- 2) Given China's global prominence, the state should contemplate the establishment of a dedicated Chinese-language platform or the reinforcement of English-language news outlets to facilitate information dissemination and engagement with Chinese audiences.
- 3) Active Participation in the "Belt and Road" Initiative. Such involvement would be instrumental in deepening economic ties.
- 4) Collaborative efforts between the state, private enterprises, and individuals should be channeled toward the creation of presentations, programs, and commercials that showcase the country's attributes and achievements.
- 5) A concerted focus on facilitating investment attraction is imperative, necessitating heightened efforts to disseminate information regarding the country's investment opportunities.
- 6) Georgia should prioritize consolidating its advantageous position within the South Caucasus region and proactively participating in international projects, further enhancing its regional and global prominence.
- 7) The establishment of a Georgian cultural center in China is paramount to fostering mutual cultural understanding and raising Georgia's profile within China.

It is essential to ensure that China receives information directly from Georgia without intermediaries like Russia. Presently, Russia is primarily associated with spreading disinformation, which poses a reputational risk for Georgia and could negatively impact cooperation across various domains between the two countries.

It is paramount for Georgia to actively disseminate its accomplishments and pivotal role as a transit hub connecting Europe and Asia. Simultaneously, leveraging the substantial potential for multifaceted cooperation with China is of paramount importance, with a concerted emphasis on elevating Georgia's visibility within the Chinese sphere.

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