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Ways to solve the problems of information and digital literacy within the framework of the "One Belt, One Road" initiative

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Abstract. *The objective of this research is to delve into the portrayal of China's national image within the framework of the "The Belt and Road Initiative". This study selects Kazakhstan's media outlet, the reports of "Kazinform" on China spanning from 2018 to 2022 as its subject of investigation, employing quantitative research methodology for a comprehensive examination, including the overall volume of coverage, key themes and content. And our focus is specifically directed towards the distribution patterns and overarching trends of political, economic and cultural themes within the reports. The research findings reveal that "Kazinform" presents a relatively objective and favorable image of China as a nation. In a more detailed context, "Kazinform" accurately reflects China's current state of development across five domains: politics, economics, culture, military affairs and society. Nonetheless, we have also identified instances of negative report. These reports serve to provide us with a nuanced understanding of the multifaceted dimensions of China's image within Kazakhstan's mainstream online media. Simultaneously, they shed light on the factors underlying the formation of the "Chinese perspective" within the content of reports, thereby facilitating a clearer appreciation of the significance of the "Belt and Road Initiative" within the geopolitical landscape of Central Asia.*

Keywords: *Information Resources, Digital Literacy, China's National image, Kazakhstan-China Relations, The Belt and Road Initiative, Geopolitical Landscape.*

Introduction

In today's era of increasing global connectivity and geopolitical dynamics, it has become crucial to understand how countries are portrayed in the media. The media play a key role in disseminating information, shaping international images and influencing international relations. In this context, the international media, especially since the Belt and Road Initiative was launched, have continued to focus on and discuss in depth the shaping of China's national image, its international policies, international partnerships, and its position in the global economy and geopolitics.

Kazakhstan's media, as an important link between China and Central Asia, plays a crucial role in shaping public perceptions of China's involvement in the region. Kazakhstan has long been recognized as one of the centre pieces of the Belt and Road Initiative because of its strategically important geographic location, as well as its rich resources and economic potential. Kazakhstani media coverage not only influences the perception of China by domestic audiences in Kazakhstan, but also has the ability to shape the international community's perception of the Central Asian region and the international cooperation associated with it. Thus, Kazakhstani media reports and opinions play a key role in explaining relations between China and Central Asian countries and cooperation in the economic, political and cultural spheres.

This research embarks on a journey into the heart of China's national image, with a special focus on its image within the multidimensional framework of The Belt and Road Initiative. Our study centers on Kazinform, a renowned Kazakh international news agency recognized for its comprehensive coverage of China. The different images captured by Kazakhstan's online mainstream media provide a multidimensional understanding of China's image in the international context. Beyond mere observation, the study goes deeper and reveals the underlying factors that influence the so-called "Chinese perspective" in the content of these reports. Ultimately, the findings help us to further understand the key role of The Belt and Road Initiative in the complex geopolitical landscape of Central Asia.

Methods and materials of research

1. Data collection (document search and selection):

At this stage, we conducted a comprehensive search for reports on China published by Kazinform between 2018 and 2022.

The reports were selected with a strong focus on inclusivity, ensuring that a wide range of China-related topics were covered. These topics cover a wide range of political, economic, cultural, military, social, and other fields, providing a comprehensive perspective.

2. Data analysis (statistical software usage):

For rigorous quantitative analysis, we used industry-standard statistical software that allowed us to perform a range of analytical procedures, including descriptive statistics, correlation analysis, and other relevant statistical tests.

Visual representations such as charts and graphs helped to communicate the results, thereby improving the clarity and comprehensibility of the findings.

3. Content analysis (qualitative content analysis):

Qualitative content analysis was conducted in order to explore the intricate aspects of negative reporting and to identify the underlying factors that shape the "China perspective". This approach allowed us to delve into the nuances of the content and reveal the subtleties of the selected reports that contribute to the portrayal of China's national image.

4. Method of literature analysis (literature review and conceptual analysis):

The basis of this study depends on the analysis of key concepts such as "country image", "soft power" and "hard power" found in academic and scholarly literature.

The main goal was to develop a conceptual framework and clarify the interrelationships between these concepts, thus providing a theoretical basis for our research.

The research methodology was designed to facilitate a systematic and comprehensive review of Kazinform's reports on China, ensuring that quantitative and qualitative insights were gained while being firmly rooted in a clear theoretical framework.

Literature review

In today's era of globalization, the discussion of national image has gone beyond the domestic sphere and has evolved into an important issue in the field of international relations. Before exploring this topic, the concept of "country image" needs to be further clarified. Joseph Naylor defines "national image" as "the external image and reputation of a country in the international arena, which can influence other countries' perceptions and attitudes towards that country." He emphasizes that country image is part of soft power, highlighting the importance of soft power in international relations [1].

However, as Loh points out, there is no uniform definition of 'country image' [2] and the literature on its definition is relatively limited. A number of concepts have been used interchangeably, such as 'soft power' or 'nation branding'. There have also been attempts to quantify 'country image'. Another popular way of measuring and defining country image is the concept of "nation branding", developed by Simon Anholt [3].

Country image is a natural part of a country's soft power, which can be promoted through the media, culture, sports, moral values and other tools to expand the country's influence and stimulate positive feelings towards the country in others [1].

The concept of soft power was introduced by Joseph Nye in about 1990, who saw soft power as the ability to influence others and advance a nation's own interests by means of attraction and persuasion rather than coercion, military force, or economic sanctions [1]. The attraction of soft power stems from a nation's values, culture and policies that can earn the respect and emulation of other nations. It is seen as a more subtle and indirect form of power that relies on the ability to craft narratives, build relationships and create a positive image. Soft power is exerted in a variety of ways, including diplomacy, education, cultural exchanges and the media. Often, soft power is contrasted with hard power, which involves the use of military force or economic pressure to achieve national goals.

In the study, some scholars have explored the relationship between soft power and country branding, pointing out that countries with strong soft power have higher country

brand value. Particular reference is made to China's efforts to create an "attractive national image" through cultural heritage [4].

In addition, studies focusing on the relationship between soft power and hard power have found them to be difficult to clearly distinguish in today's world. It has been suggested that while there have been many studies assessing the soft power of individual countries (most commonly the United States), the relationship between hard and soft power has not yet been quantitatively analyzed. It is further suggested that soft power resources are often closely related to hard power, but success in other areas, such as popular culture or science, depends on more than hard power [5].

In one study, it was noted that many countries have recognized the importance of soft power and are committed to developing soft power resources. In addition to academic research, various soft power indicators have been created on the basis of the elements of soft power to measure and compare the results achieved by countries. This suggests that "soft power" has become increasingly important in today's world order, along with military and economic power, because of its legitimizing effect on the national policies that other countries are willing to accept. The soft power index measures and compares the results obtained by countries based on the elements of soft power [6].

The image of the country consists of a variety of elements, which is an important reflection of the comprehensive power of the country, including economic power, strength, level of civilization and level of cultural development. National image reflects a comprehensive indicator of a country's reputation and success in the international arena, as well as the evaluation of a country by foreign societies. The image of the country can be divided into internal and external image, the image of a country as a political community [7].

Finally, Chinese scholars have summarized and interpreted "national image" in the following three aspects: First, from the perspective of political science, the shaping and dissemination of national image has a profound impact on international relations and foreign policy, and it is a comprehensive public perception and evaluation of the country's political, economic, social, cultural and geographic situation [8], is a holistic perception, which may have individual differences depending on the degree of development of the country, and is also a dynamic comparative concept. As a concept with specific theoretical connotation and value orientation and political attributes, country image refers to people's overall impression and evaluation of a country's objective existence under specific conditions [9].

Secondly, from a philosophical point of view, national image can be divided into self-image and other-image, in which self-image is the objective state of a country's behavior and performance, and other-image refers to the "impression" formed by the public, the press and other objects on the subject of the country, and the other-image is the perception and reflection of the self-image [10].

Thirdly, from the perspective of communication, national image refers to the image of a country formed in the flow of national news, or the image of a country in the news and speech reports of other countries' news media [11], emphasizing the crucial role of news media in shaping the image of a country, and considering news dissemination as an important way of constructing the image of a country.

Results and discussion

1. Analysis of Kazinform reports on China

The Kazakh International News Agency, or Kazinform, is the state news agency of Kazakhstan and the world news agency. Kazinform is headquartered in the capital Astana and has a bureau in Almaty. The agency focuses on news from the country and Eurasia. Kazinform was founded in 1920 as the Orenburg branch of Russia's Telegram news agency. The Kazinform publishes its news in Kazakh, Russian, English, Chinese and Uzbek, and has set up a page for the dissemination of news in the old Kazakh language for fellow Kazakhs abroad.

The analysis of Kazinform's China-related reports is focused on the Kazakh-English and Chinese-language sections of Kazinform's China-related reports for the five-year period from 2018 to 2022 (a total of 3,543 reports), to grasp the framework of the main issues and the direction of each issue in the construction of China's image on Kazakhstan's portal, and to outline the general outline of China's image. The study is divided into four dimensions: the total number of China-related reports, the content topics of China-related reports, the sources of information on China-related reports and the content tendencies of China-related reports.

Total China-related news coverage by Kazinform. The total amount of coverage focuses on both media attention and media exposure, with a sufficient amount of news coverage forming the basis for examining a country's image in the international communications community. In addition, the total amount of coverage presents the general impression of a country in the international communication community, i.e. the number of stories about China in the Kazakh media reflects the importance it attaches to China and therefore influences the position of China in the minds of the Kazakh public. Therefore, in order to understand the level of attention paid to China by the Kazakh media as well as the public, this study counted the total number of China-related news articles on the website of the Kazinform from January 2018 to December 2012. (Table 1)

Table 1. Kazinform Total China-related news coverage in 2018-2022

Year	2018	2019	2020	2021	2022
Total number (articles)	926	581	860	539	637
Percentage	26.1%	16.4%	24.3%	15.2%	18%

As can be seen from Chart 1, Kazinform's China-related news coverage totals 3,543 articles, of which the total number of China-related news articles on Kazinform in 2018 is 926, the total number of China-related news articles on this website in 2019 is 581, the total number of China-related news articles in 2020 is more than that in 2019 is 860, but in the following 2021 The total number of China-related news articles in 2021 is lower than in 2020, with 539 articles, and in 2022 the total number of China-related news articles is 637. In this five-year

period, the number of articles in 2018 and 2020 is relatively high. The fact that Kazakhstan's media coverage of China is slightly lower in 2021 does not directly indicate a major change in the level of interest in China.

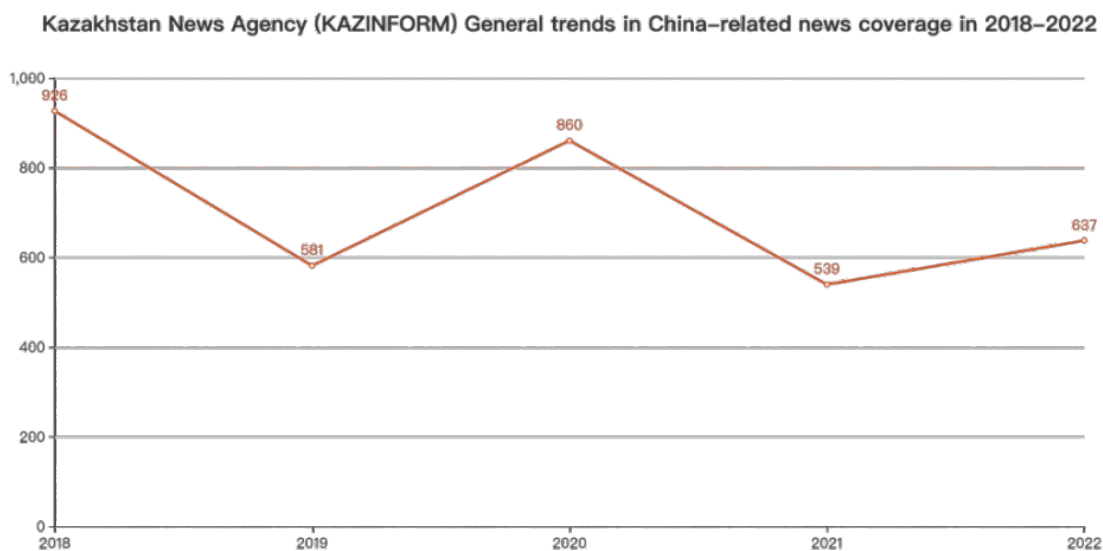


Chart 1. Kazinform General Trends in China-related News Coverage 2018-2022

The number of China-related news articles in Kazinform has been experiencing some minor fluctuations in 2018-2022, with two decreases in 2019 and 2021, but an upward trend in 2020 and 2022. 2022 will coincide with the 30th anniversary of diplomatic relations between China and Kazakhstan, as well as the opportunity to develop relations between the two countries in the framework of the "Silk Road Economic Belt" initiative and the construction of the China-Kazakhstan Economic Corridor. The year 2022 will mark the 30th anniversary of diplomatic relations between China and Kazakhstan, as well as the development of relations between the two countries within the framework of the Silk Road Economic Belt initiative and the strategic cooperation on the construction of the China-Kazakhstan Economic Corridor. This is why there will be more coverage of China. The content of the news is richer and more varied. It is more attractive to domestic netizens. The wider audience is also a major reason for the increase in the number of news reports.

Content themes of Kazinform China-related news reports. The study divided the entire sample (3543 reports) about China in the Kazakh-Russian-English section of the Kazinform into nine categories: "politics", "economy and trade", "science and technology", "military issues", "culture and education", "sports", "entertainment", "society", "public health events" (Chart 2).

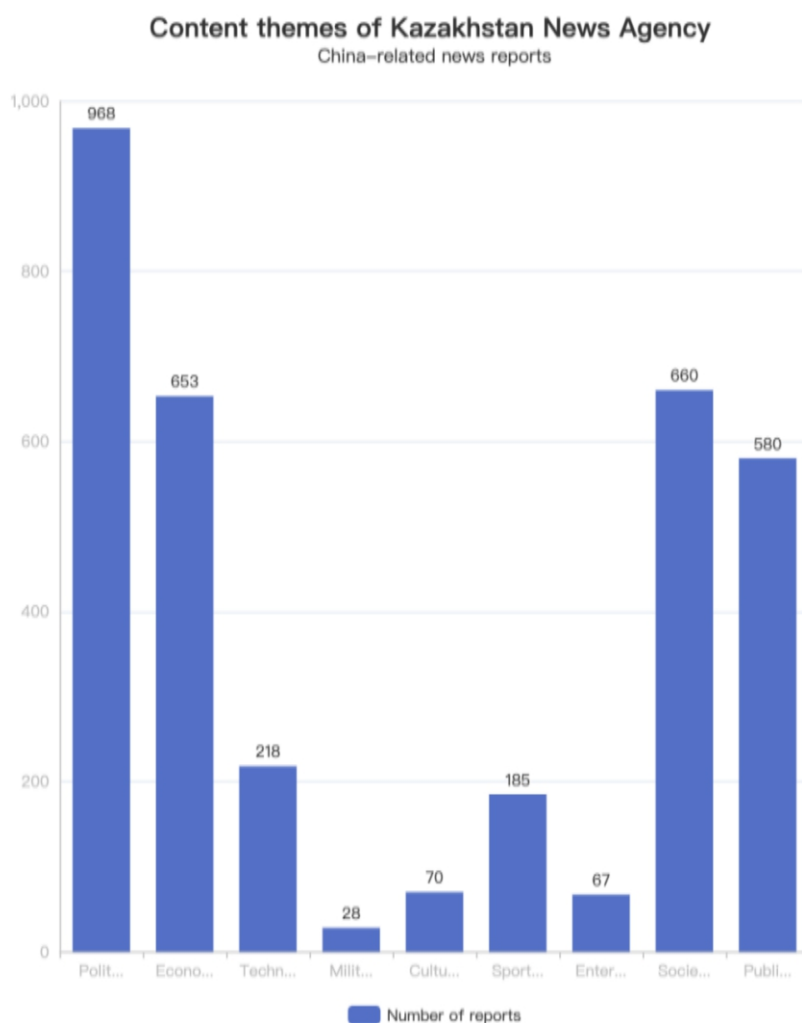


Chart 2. Content themes of Kazinform China-related news reports

Among them, the largest number of reports was about Chinese politics, accounting for 27.3% of all reports. The focus of political coverage includes high-level meetings (frequent attention is paid to the meetings between the leaders of China and Kazakhstan, as well as to the exchanges and consultations between the leaders of the two countries on political and economic issues); bilateral relations (analysis and coverage of bilateral relations between China and Kazakhstan, including the agreements and cooperation frameworks signed between the two countries); regional security (Kazinform also focus on China's influence and security situation in the Central Asian region); international relations (deals with cooperation and interaction between China and Kazakhstan in international affairs, such as cooperation in the multilateral framework of the United Nations, the Shanghai Cooperation Organization, etc.).

The next most covered topic was China's economy, which accounted for 18.4% of all coverage. The coverage of economic issues includes China's international economic issues

(Belt and Road construction, China's overseas investment and M&A, economic forums, road and railway construction, oil pipelines, construction of China-Kazakhstan Khorgos Cross Border Economic Cooperation Zone), China's domestic economic issues (China's economic reform, oil imports, China's corporate reform, etc.) and China's financial services issues (China's internet banking, electronic payment development, RMB exchange rate, financial policies, etc.).

In 2020, due to the outbreak of the new crown epidemic, there was an increase in the number of reports on public health events. In terms of data, there were 580 related reports, accounting for 16.4%.

Content tendencies of Kazinform in China-related news reports. Reporting tendency refers to whether the attitude expressed in news reports is positive, negative or objective-neutral. According to the statistics of 3543 China-related reports, Kazinform has an objective and positive attitude toward China in general, with less negative reports. Positive and neutral reports are mainly on economy, politics, social life, culture, education, science and technology; negative reports are also mainly on economy, politics and other aspects.

From a specific reporting point of view, Kazinform shows the following news about China: a). the media has a positive attitude toward China. b). the media considers China a trustworthy country. c). the media believes that China is becoming one of the most important economies in the world.

2. China's National Image in Kazakhstan Media Coverage

Soft Power Propagation through Cultural Synergy. Increase the promotion of Chinese culture in Kazakhstan, primarily through the establishment of Confucius Institutes and the organization of various cultural festivals.

First and foremost, the establishment of Confucius Institutes represents an innovative endeavor by China to explore avenues for cultural dissemination, serving as specialized institutions for the promotion of the Chinese language and the dissemination of Chinese culture. In recent years, the phenomenon of "Chinese language fever" has gained momentum, with Confucius Institutes proliferating worldwide. This has significantly heightened the influence of the Chinese language and culture, enhancing China's global presence, and bolstering its standing on the international stage. Moreover, it has been instrumental in fostering positive perceptions of China and catalyzing broader and more profound exchanges and collaborations between China and countries across the globe. Kazakhstan, situated at the confluence of the Eurasian continent, stands as the largest country in Central Asia. Given the backdrop of The Belt and Road initiative, the popularity of the Chinese language has been on the ascent in Kazakhstan, with a corresponding surge in the number of Confucius Institutes. Their establishment and development in Kazakhstan have yielded remarkable breakthroughs.

During a visit to the Nazarbayev School of Intellectuals in December 2018, the then President of Kazakhstan, Nursultan Nazarbayev, made a compelling appeal urging students to become proficient in the Chinese language. He said, "In the context of globalization,

mastery of foreign languages has become a necessity of life. For us, the Chinese language is of great importance. China accounts for 20% of our foreign trade. Learning Chinese allows us to communicate with 1.4 billion people". Significantly, this is the first time since China's independence that the head of state has encouraged the younger generation to learn the language of a friendly neighbor.

In a report by Kazinform in July 2018, it was pointed out that "the main goal of the Confucius Institute is to develop cooperation between Kazakhstan and China in the fields of education and science. The Confucius Institute has become a bridge to strengthen friendly relations between the two countries" [12]. To date, China has established five Confucius Institutes in Kazakhstan: Eurasian University Confucius Institute (2007), Kazakhstan National University of Arts Confucius Institute (2009), Aktobe Zhubanov National University Confucius Institute (2011), Karaganda State Technical University Confucius Institute (2012), and Abai Kazakh National Pedagogical University Confucius Institute (2017). The Confucius Institute at Eurasian University, the first to be officially inaugurated in Kazakhstan, primarily focuses on Chinese language training and dissemination. It offers conventional Chinese language classes at various proficiency levels and specializes in tailored Chinese language courses. Furthermore, it provides one-on-one instruction and selectively offers diverse instructional materials. The target audience for the Confucius Institute at Kazakhstan National University of Arts includes students at higher education institutions, secondary school students, employees of enterprises, and the broader community, progressively expanding their exposure to Chinese language and culture. Eurasian University and Kazakhstan National University of Arts Confucius Institutes have set a precedent for the operational models of the three remaining Confucius Institutes in Kazakhstan. The latter three have introduced distinctive Chinese language instructional courses and established Chinese language training centers. Since their inception, these five Confucius Institutes have harnessed the strengths of the collaborative higher education institutions in both China and Kazakhstan. They have leveraged their respective academic specialties and advantages, taking multiple factors into consideration, to offer captivating courses tailored to local students, thereby igniting local enthusiasm for learning the Chinese language. Consequently, these institutes have gradually forged unique models of operation with local characteristics, positioning themselves as pivotal platforms for Chinese language instruction and the dissemination of Chinese culture. The launch of the The Belt and Road initiative has firmly linked China and Kazakhstan, with Confucius Institutes serving as a central platform for interaction between Chinese and Kazakh cultures. In recent years, the development of Confucius Institutes has been on an upward trajectory, making significant contributions to the promotion of the Chinese language and the enhancement of cultural exchanges between China and Kazakhstan.

Secondly, the organization of diverse cultural festivals has gained prominence. Since the inception of The Belt and Road cooperation initiative, China and Kazakhstan have actively engaged in cultural interactions. Through a plethora of colorful methods such as performing arts, cultural exhibitions, and cinematic art displays, China has introduced its traditional culture to the local populace. In a report by Kazinform in February 2018, it was

stated that the "Joyous Spring Festival" [13] and the Chinese New Year Ethnic Music Concert took place in Astana. This concert featured performances by artists from the Chinese Opera and Dance Theater Orchestra, who seamlessly merged different regional and ethnic styles of Chinese music. This allowed the audience to savor the unique charm of Chinese culture and experience the joyous, auspicious, and serene atmosphere of the Chinese New Year. Such cultural events offer the people of Kazakhstan a valuable opportunity to deepen their understanding of Chinese culture. They serve as a vital channel for enhancing mutual trust, friendship, and further development in bilateral relations, constituting an essential conduit for cultural exchange between China and Kazakhstan.

Infrastructure Development and Hard Power Implications. China's development assistance to Kazakhstan primarily focuses on infrastructure, with energy, transportation, telecommunications, and internet sectors as key areas of support. China's foreign aid adheres to the principles of mutual respect, equal treatment, non-interference in the internal affairs of other countries, absence of political conditions, and a lack of political gain-seeking. As China's comprehensive national power continues to rise, its international development cooperation has gradually expanded, with a stronger emphasis on developing countries along The Belt and Road.

In the field of energy, Kazinform reported in March 2021, "As of January 2021, Chinese companies had invested ¥10.88 billion in non-financial direct investments in 49 countries along The Belt and Road. The major destinations for Chinese investments include Singapore, Indonesia, Vietnam, the United Arab Emirates, Malaysia, Turkey, Laos, Kazakhstan, Thailand, and Bangladesh, among others. In terms of overseas contract projects, Chinese companies have signed 304 new contracts in 57 countries along The Belt and Road, with a total contract value of ¥45.08 billion, a decrease of 29.4% compared to the previous year, accounting for 46.6% of China's new contracts for overseas projects during the same period. They have achieved an operating income of ¥33.49 billion, an increase of 34.1% year-on-year, accounting for 58.5% of the total amount during the same period" [14].

Among the numerous projects undertaken by Chinese companies is the Zhanatas Wind Power Project in Kazakhstan. In Kazakhstan, thermal power generation accounts for over 80% of the total electricity production and is concentrated in the coal-rich northern region. However, the southern cities, which represent about 70% of the nation's power consumption, face power shortages and rely on long-distance transmission from the north. Kazakhstan possesses substantial renewable energy resources, particularly in the resource-rich southern region. China National Energy Investment Group, through its subsidiary, actively engaged in connecting with Kazakhstan and proposed the development of clean renewable energy, including wind power, in the southern region. In 2018, they signed a cooperation agreement for the Zhanatas 100MW wind power project. Despite facing challenges such as the COVID-19 pandemic, the project was completed within two years with zero infections among project personnel. In September 2020, the first wind turbines were successfully connected to the grid, and in June 2021, all 40 wind turbines were installed.

In the realm of transportation, Kazinform reported in December 2022, "The construction of the Astana Light Rail Transit (LRT) system will be undertaken by a Chinese company"

[15]. In 2022, the Astana city government announced its investment to revive the Astana LRT project. They intend to purchase 19 train sets from CRRC Tangshan and, in March of this year, confirmed the project's revival with plans to commence operations in the latter half of 2025. The Astana LRT project represents Kazakhstan's first urban light rail line, constructed with a complete set of Chinese standards and equipment. It is also the first unmanned light rail line designed and built by Chinese companies overseas. The first-phase construction is undertaken by a consortium comprising China Railway Second Group and China Railway Eurasia. The estimated total investment for the project is \$1.8 billion, with a total route length of 22.4 kilometers, a track gauge of 1,520 millimeters, and 18 stations. The design speed is 80 kilometers per hour.

In the field of telecommunications, Kazinform reported in September 2022, "Kazakhstan's President, Kassym-Jomart Tokayev, attended the fourth annual 'Digital Bridge' international technology forum held in the capital, Astana, and delivered a speech. President Tokayev stated that after four years of development, the Digital Bridge international technology forum in Kazakhstan has successfully become a large and popular regional platform. This year's forum theme, 'Central Eurasia is Becoming a New Tech Hub,' fully reflects the scale of digital industry development in the region where Kazakhstan is located. President Tokayev emphasized that Kazakhstan should become the digital hub center of the Eurasian continent" [16].

ICT, Information and Communication Technology, is one of the fastest-developing sectors today, and Kazakhstan, like other nations, places significant importance on this industry. Positioned between Europe and Asia, Kazakhstan boasts a strategic geographic location. Chinese company Huawei has been a steadfast supporter of President Tokayev's initiative to transform the country into a digital hub for the Eurasian region. Since 1998, Huawei has been operating in the Kazakhstan market for 23 years. Huawei has closely collaborated with Kazakh telecommunications operators and the government, jointly participating in the construction of 3G and 4G base stations, fostering the development of the mobile phone market. During this time, Huawei has provided various IT solutions to multiple Kazakh enterprises. Huawei believes that Kazakhstan also needs to develop cloud technology and plans to establish a demonstration center to encourage government agencies to make greater use of these technologies. This project is expected to be highly beneficial in terms of technology and cost for neighboring countries as well.

The implementation of these projects is contributing to the enhancement of Kazakhstan's national infrastructure. While China provides financial resources and labor for construction, it also integrates its influence into the project's construction process.

Economic Integration and Soft Power Leverage. Economics stands as the concentrated manifestation of a nation's hard power. It is through robust hard power that a country garners recognition and respect in international interactions. Robust hard power also forms the bedrock for enhancing a nation's image and soft power.

With the burgeoning might of the Chinese economy, China's international standing and influence have undergone a significant ascent. China now plays an increasingly pivotal and extensive role in the Asia-Pacific region and global affairs. Chinese diplomacy has

become more proactive and self-assured. In today's world of ever-increasing cross-border exchanges and intensifying economic interdependence among nations, economic and trade cooperation serves not only as a crucial link binding nations together but also as the foundation of public diplomacy. This is due to the fact that societal existence determines societal consciousness. Thoughts and emotions cannot exist independently of the objective structure of interests. Economic interests generated through capital flows in economic exchanges and the social interactions facilitated by the movement of people often influence the formation and transformation of public perceptions and attitudes toward other nations. In essence, the shaping or alteration of public perceptions and attitudes relies on the support of the objective structure of interests.

Kazinform reported in January-September 2020, "China's investment in countries along The Belt and Road Initiative increased by 29.7%"[17].

This report indicates that China has become the primary trading partner for most countries around the world. It has established robust economic ties with various nations, such as Russia, India, South Korea, Australia, Kazakhstan, Turkmenistan, ASEAN countries, African nations, and 130 other countries and regions globally. China is the largest trading partner for these nations. Furthermore, China holds the position of the second-largest trading partner for the United States, the European Union, Arab countries, and Latin American nations. Under the impetus of The Belt and Road Initiative, China will weave a more tightly knit network of interests with countries along The Belt and Road, establishing even closer economic connections. This, in turn, will provide a more solid foundation for the public diplomacy of The Belt and Road Initiative.

Conclusion

The portrayal of China's national image in Kazinform within the Belt and Road Initiative is inherently tied to the interplay of soft and hard power dynamics. Through the lens of cultural diplomacy and economic cooperation, China projects soft power influence, fostering cultural connections and economic partnerships. However, the potential implications of hard power strategies in the form of infrastructure development and economic dependencies raise critical concerns about maintaining sovereignty and balancing geopolitical interests. Understanding the delicate interplay between soft and hard power within the BRI framework is essential in comprehending the evolving dynamics of China's national image in Kazakh media and the broader regional context.

Kazinform has displayed a profound interest in matters pertaining to China. Particularly, following the advent of Chairman Xi Jinping's strategic vision for co-constructing the "Silk Road Economic Belt" in 2013, the level of attention directed towards China has experienced a notable surge. It is worth noting that the volume of reports and the topics covered are substantially influenced by significant events. The national image of China is markedly influenced by the diplomatic relations between Kazakhstan and China. Beyond the overarching factors, Kazakhstan's internal affairs and governmental stances also exert a certain level of influence.

Within the realm of Kazinform, the depiction of China's national image signifies China's self-promotion on the global stage. China has consistently endeavored to shape an image characterized by peaceful ascension, responsibility, and the impetus for collective progress among nations. China aspires to enable the local populace in Kazakhstan to resonate with this national image through media coverage. However, within Kazinform's reporting, Kazakhstan maintains a cautious stance toward China's peaceful rise and economic growth. This encompasses negative reports related to China's internal politics and foreign policies.

The image of China presented by Kazinform aligns with Kazakhstan's vested interests. From the perspective of Kazakhstani journalists' coverage of China, their focus predominantly centers on economic interests, political issues, and regional security. They tend to adopt a positive and neutral approach when addressing political and economic topics. This approach has effectively cultivated a positive, amicable image of China and positioned it as a close partner and friendly neighbor of Kazakhstan.

At present, both nations are actively engaged in the construction of a comprehensive strategic partnership, with China being regarded as a foremost partner in Kazakhstan's developmental endeavors. This partnership has witnessed enhanced cooperation across multiple domains. A comprehensive analysis of Kazinform's news reports leads to the conclusion that, based on mutual interests, "connectivity" and "mutually beneficial development" are pivotal descriptors of Kazakhstan's image of China and represent the primary trajectory for the future development of both nations.

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Conflict of Interest

The authors declare no competing interests.

Author contributions

In the collaborative endeavor of our research project, each author played a pivotal role that contributed significantly to its fruition. Kairat A. was instrumental in the collection and analysis of data, demonstrating exceptional diligence and analytical skills that laid the empirical foundation for our study. Kuash R., who possesses expertise in theoretical frameworks, took charge of the integration and synthesis of theoretical knowledge. This was achieved through a thorough literature review and critical revisions of text and content. Sultanbayeva G. made substantial contributions to the conception and design of the work, offering research direction, guidance, and insightful advice that shaped our project's trajectory.

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**Ақпараттық ресурстар мен цифрлы сауаттылық мәселелерін шешудегі
«Бір белдеу – бір жол» бастамасы**

Аңдатпа. Зерттеу жұмысының мақсаты - "Бір белдеу, бір жол" бастамасы аясында Қытайдың ұлттық имиджін Қазақстандық БАҚ негізінде талдау. Зерттеу нысаны ретінде "ҚазАқпарат" халықаралық ақпараттық агенттігінің 2018-2022 жж. аралығында жарияланған Қытай туралы жаңалықтары қарастырылды. Зерттеу жұмысында жаңалықтардың жалпы саны мен тақырыбы бойынша статистикалық талдау жүргізіліп, мазмұнын саралап, жүйелі талдаулар жасалды. Мақалада "имидж", "жұмсақ күш", "қатты күш" тұжырымдамаларын теориялық негіз ретінде ұстанып, "ҚазАқпараттағы" Қытай имиджі саясат, экономика, мәдениет бағытында жан-жақты талданды. Зерттеу жұмысының нәтижесінде "ҚазАқпаратта" Қытайдың ұлттық имиджі объективті түрде жақсы, оң имиджде ие екенін байқадық. Нақтырақ айтсақ, "ҚазАқпаратта" Қытайдың саясат, экономика, мәдениет, әскери мәселелер және қоғамдық мәселелер бойынша қазіргі даму жағдайын дәл көрсетеді. Сонымен қатар сыни көзқарастағы жаңалықтар да талданды. Мақалада "Қытай перспективасын" қалыптастырушы факторлар анықталып, нақты түсінік берілді, бұл деректер Орталық Азияның геосаяси ландшафтындағы "Бір белдеу, бір жол" бастамасының маңыздылығын айқын түсінуге ықпал етеді.

Түйін сөздер: Ақпараттық ресурстар, цифрлы сауаттылық, Қытайдың ұлттық имиджі, Қазақстан-Қытай қатынастары, «Бір белдеу, бір жол» бастамасы, геосаяси ландшафт.

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**Пути решения проблем информационной и цифровой грамотности в рамках
инициативы «Один пояс – один путь»**

Аннотация. Цель данного исследования заключается в изучении представления национального образа Китая в рамках Инициативы «Один пояс и один путь». В качестве объекта исследования выбраны материалы казахстанского информационного агентства «Казинформ» о Китае за период с 2018 по 2022 годы. Используются количественные методы исследования для проведения всестороннего анализа, включающего общий объем информационного охвата, ключевые темы и содержание. Проведен статистический анализ по общему количеству и тематике новостей, проведен анализ содержания и систематический анализ. В статье были рассмотрены концепции «имиджа», «мягкой силы», «жесткой силы», всесторонне проанализирован имидж Китая в материалах «Казинформа» в направлении политики, экономики, культуры.

Результаты исследования показывают, что материалы «Казинформа» дают относительно объективное и благоприятное представление о Китае как о стране. «Казинформ» точно отражает современное состояние развития в Китае политики, экономики, культуры, военных

и общественных вопросов. Также были проанализированы новости с критической точки зрения. В статье определены и даны четкие разъяснения факторов, формирующих «китайскую перспективу», приведены данные, которые способствуют четкому пониманию важности Инициативы «Один пояс и один путь» в геополитическом ландшафте Центральной Азии.

Ключевые слова: Информационные ресурсы, цифровая грамотность, национальный образ Китая, казахстанско-китайские отношения, Инициатива «Один пояс и один путь», геополитический контекст.

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