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**The battle for discursive power in journalism in the digital age: An analysis of RT's coverage of China**

To study how journalism in the digital age has become a field where controlling information is debated, this paper looks at how RT reports on China. It shows how non-Western media can challenge the power of Western media in shaping the story, using framing methods and digital communication tools.

*Keywords*:digital journalism, international discourse power, framing analysis, RT, image of China.

In the 21st century, journalism has changed from just giving information to being an important field for competing to get global influence because of more globalization and digitalization. One example of how digital news and geopolitics meet is Russia Today (RT), which is owned by the Russian government, and its coverage of China. This paper uses framing analysis to choose and study some sample reports on China from RT's English platforms, looking at them both with numbers and in detail over the past few years. It talks about how RT uses digital tools to support China's image and try to change the global discourse system.

The analysis shows that RT mainly uses three main frames when reporting on China. The first is the "development narrative" frame, talking about things like the Belt and Road and showing China's progress and success. The second is the "anti-hegemony" frame, where the China-US conflict is seen as a fight between unilateralism and multilateralism [2]. The third is the "Global South representative" frame, showing China as a leader of non-Western countries. RT creates these frames by choosing parts of news stories, using quotes, and special ways of writing to give the impression of an alternative to the usual Western perspective.

At the digital communication level, RT shows that it can adapt well to different platforms. The content is made to fit the algorithm style of each social media. For example, on Twitter it uses hashtags like #MultipolarWorld to get more attention, on YouTube it makes short 3–5 minute videos that are easy to watch on phones, and it also uses data charts and comparison pictures to make the message clearer. This kind of strategy helps RT not only get more audience but also make its ideas spread stronger.

RT's reports about China clearly show features of what is called "strategic narration" [1]. For example, in its reports on "Chinese modernization" during 2022–2023, RT combined China's development experience with "de-Westernization" ideas to create a different kind of modernization story. This story not only fits Russia's foreign policy goals but also connects with the dissatisfaction many developing countries feel toward the current international system.

Digital technology adds new elements to this struggle over discourse power. Algorithms help some frames spread more widely, and social media's sharing and interaction features make it easier for people with similar ideas to gather together [3]. In the comment sections of RT's reports, many netizens discuss and show support for a "multipolar world." This kind of online "resonance" makes RT's influence even stronger.

The RT case shows three major changes in journalism in the digital age. First, it moves from just giving information to also competing over meanings. Second, it goes from mainly national communication to more international connections. Third, it shifts from only professional production to also working with algorithms. These changes not only make the global communication system different but also create challenges for traditional journalism ethics and rules. Future research should look more at how digital platforms act as a middle point in sharing discourse power, and how audiences from different countries understand and interpret these competing stories.

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