

THE CLASH OF TWO IMAGES
CHINA'S MEDIA OFFENSIVE IN THE UNITED STATES

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ABSTRACT

At a time when most Western newspaper and broadcasting companies are scaling back, China's state-run media organizations are fast growing and reaching into every corner of the world, especially in North America and Africa. The \$7 billion campaign to expand China's soft power has significantly increased its media presence.

But are these media offensive efforts effective? This paper analyzes the current state of the media expansion, the motivation behind it, the obstacles, suggestions and the outlook in the decades to come.